

A STUDY ON THE ROLE OF ENTREPRENEURSHIP EDUCATION IN PREPARING MILLENNIALS FOR GLOBAL ECONOMIC CHALLENGES

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ABSTRACT

This study aims to explore the role of entrepreneurship education in preparing millennials to face global economic challenges. Using a literature review method and a qualitative approach, a descriptive analysis was conducted on 20 scientific articles selected from an initial 38 articles retrieved via Google Scholar for the period 2015–2024. The findings indicate that entrepreneurship education significantly enhances millennials' innovation skills, digital technology mastery, and risk-taking abilities. Case studies such as Tokopedia, Aruna, and Sayurbox highlight the importance of collaboration between educational institutions, the government, and industries to support the development of young entrepreneurs capable of competing in the global market. However, challenges such as curriculum limitations, the quality of educators, and access to financing remain obstacles. This study provides essential implications for designing more innovative and strategic entrepreneurship curricula and recommends cross-sector collaboration as a key factor for successful entrepreneurship education.

Keywords: Entrepreneurship Education, Millennials, Global Economic Challenges

STUDI TENTANG PERAN PENDIDIKAN KEWIRAUSAHAAN DALAM MEMPERSIAPKAN GENERASI MILENIAL MENGHADAPI TANTANGAN EKONOMI GLOBAL

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi peran pendidikan kewirausahaan dalam mempersiapkan generasi milenial menghadapi tantangan ekonomi global. Dengan menggunakan metode tinjauan pustaka dan pendekatan kualitatif, analisis deskriptif dilakukan terhadap 20 artikel ilmiah yang dipilih dari 38 artikel awal yang diperoleh melalui Google Scholar untuk periode 2015–2024. Hasil penelitian menunjukkan bahwa pendidikan kewirausahaan memiliki kontribusi signifikan dalam meningkatkan keterampilan inovasi, penguasaan teknologi digital, dan keberanian mengambil risiko generasi milenial. Studi kasus seperti Tokopedia, Aruna, dan Sayurbox menunjukkan pentingnya kolaborasi antara institusi pendidikan, pemerintah, dan industri untuk mendukung pembentukan wirausahawan muda yang kompetitif di pasar global. Namun, tantangan seperti keterbatasan kurikulum, kualitas tenaga pengajar, dan akses pembiayaan masih menjadi hambatan. Penelitian ini memberikan implikasi penting bagi desain kurikulum kewirausahaan yang lebih inovatif dan strategis, serta merekomendasikan kolaborasi lintas sektor sebagai kunci keberhasilan pendidikan kewirausahaan.

Kata kunci: Pendidikan Kewirausahaan, Generasi Milenial, Tantangan Ekonomi Global

INTRODUCTION

Entrepreneurship education plays a strategic role in shaping millennials to be prepared for the evolving challenges of the global economy. In the era of globalization, the dynamics of the global economy are characterized by increasing competition, technological revolutions, and business model transformations (Matyushok et al., 2021). Millennials, as the backbone of the future economy, are required to possess adaptability, creative thinking, and entrepreneurial skills. However, these challenges cannot be addressed solely through conventional educational approaches; innovative methods integrating entrepreneurial theory and practice into both formal and informal curricula are necessary. Entrepreneurship education is expected to provide relevant knowledge and skills to create new business opportunities and enhance the competitiveness of the younger generation in global markets.

In the context of Indonesia, millennials face unique challenges, including a relatively high unemployment rate and the need to support economic growth through entrepreneurship. Research shows that while Indonesia has significant demographic potential, youth labor force participation remains suboptimal (Jati, 2015). One contributing factor is the lack of effective entrepreneurial training to prepare them for the dynamic labor market. Additionally, the gap between education and the labor market's demands often hinders millennials from starting sustainable businesses. Entrepreneurship education is anticipated to bridge this gap through relevant, practical, and innovation-driven learning.

Entrepreneurship education emphasizes the development of technical skills while also fostering character-building, creativity, and innovative thinking. This approach is relevant for preparing millennials to address global economic challenges such as digitalization, automation, and shifting consumer behavior. For instance, the Fourth Industrial Revolution has significantly impacted the business world, making technological adaptability essential (Ellitan, 2020). Millennials equipped with entrepreneurship education are better positioned to capitalize on opportunities arising from these

changes, such as creating technology-based enterprises or leveraging digital platforms to expand markets.

Furthermore, entrepreneurship education can contribute significantly to creating an inclusive and sustainable business ecosystem. For example, social entrepreneurship is a relevant approach for millennials who are often more concerned with social and environmental issues. Entrepreneurship education emphasizing sustainability and social responsibility can encourage young people to create financially profitable ventures while making positive societal impacts (Zemlyak et al., 2023). This aligns with government efforts to achieve Sustainable Development Goals (SDGs) through youth empowerment.

Another challenge millennials face in the global economy is access to resources such as capital, networks, and knowledge. Entrepreneurship education can serve as a facilitator, connecting millennials to these resources through partnerships with industry, government, and local communities. For example, business incubator programs integrated into educational institutions can provide the necessary support for young people to start and grow their businesses. Additionally, project-based learning and interdisciplinary collaboration can enhance their readiness to address real-world challenges (Almulla, 2020).

Globalization also brings significant opportunities for millennials to develop globally-oriented businesses. Entrepreneurship education with an international perspective can help millennials understand global market dynamics, master cross-cultural skills, and utilize digital technology to reach international markets (Maulida et al., 2024). For instance, e-commerce platforms like Tokopedia and Bukalapak provide substantial opportunities for Indonesian millennials to market their products abroad. Young people can maximize these opportunities to compete globally with appropriate entrepreneurship education.

However, implementing entrepreneurship education in Indonesia still faces several obstacles, such as curriculum limitations, a shortage of competent educators, and minimal support from stakeholders. Therefore, collaboration between the

government, educational institutions, and the private sector is essential to creating an effective entrepreneurship education ecosystem. Programs such as digital entrepreneurship training, motivational business seminars, and early entrepreneurial exposure need to be expanded and integrated into formal and non-formal education systems.

Based on this background, this study aims to examine the role of entrepreneurship education in preparing millennials to face global economic challenges. It reviews various approaches and practices in entrepreneurship education and explores their impact on the readiness of the younger generation to tackle economic, social, and technological changes at a global level. This research is expected to provide strategic recommendations for the development of relevant and effective entrepreneurship education.

LITERATURE REVIEW

Entrepreneurial Education

Entrepreneurship education is a learning process designed to equip individuals with the knowledge, skills, and mindset needed to create, manage, and grow businesses (Atrup et al., 2023). It encompasses an understanding of business theories, the development of creative ideas, risk management skills, and mastery of modern technology. In a global context, entrepreneurship education is not limited to fostering entrepreneurs but also aims to develop innovative and adaptable individuals who can navigate market dynamics. In Indonesia, initiatives such as university-based business incubator programs and technology-driven training have become essential components in nurturing competent and independent young entrepreneurs.

Millennial Generation

The millennial generation, comprising individuals born between 1981 and 1996, is characterized by its technological savviness, creativity, and high social awareness (Rosariana, 2021). In the entrepreneurial realm, millennials are seen as agents of change due to their ability to integrate technology into business models and their willingness to

embrace market risks. In Indonesia, millennials dominate the tech startup sector, leveraging digital platforms to create innovative solutions across various fields, including education, transportation, and finance. This generation holds immense potential to drive economic growth, provided they have adequate education and access to resources.

Global Economic Challenges

Global economic challenges refer to the various economic dynamics affecting nations worldwide, including market uncertainties, technological advancements, geopolitical shifts, and the impacts of climate change (Alam et al., 2024). For the millennial generation, these challenges necessitate the development of adaptive skills, strategic thinking, and sustainable innovation. In Indonesia, the effects of global economic challenges are evident in international market competition, dependence on imports, and the pressure to enhance the competitiveness of local products. Entrepreneurship education plays a crucial role in equipping millennials to confront these challenges by providing them with the tools to build competitive, sustainability-focused, and socially impactful businesses.

RESEARCH METHODOLOGY

This study employs a literature review method with a qualitative approach to explore the role of entrepreneurship education in preparing the millennial generation to face global economic challenges. A qualitative approach was chosen to enable an in-depth analysis of relevant concepts, theories, and empirical findings from the available literature. The research focuses on identifying thematic patterns related to entrepreneurship education, challenges faced by millennials, and strategies implemented in various global and local contexts. The data for this study were collected from scientific articles available on Google Scholar, published between 2015 and 2024. To ensure the relevance and quality of the data sources, the search was conducted using keywords such as entrepreneurship education, millennial generation, global economic

challenges, and other related terms. The initial data collection process yielded 38 scientific articles. After rigorous selection based on inclusion criteria, such as topic relevance, methodological quality, and source credibility, 20 articles were chosen as the basis for analysis.

Data analysis was conducted descriptively to provide a detailed presentation of the key findings identified in the literature. This descriptive approach involved organizing the information into major themes, such as the role of entrepreneurship education in shaping entrepreneurial character, the skills millennials need to compete globally, and the challenges and opportunities faced in the context of the global economy. The findings from each article were synthesized to provide a comprehensive understanding of the issues under study. To maintain data validity during the analysis process, results were compared across multiple sources, research gaps in prior studies were identified, and the alignment of theoretical frameworks with practical contexts was evaluated. The findings from this analysis are expected to provide deep and relevant insights into the importance of entrepreneurship education in equipping millennials to navigate global economic changes, while also offering strategic recommendations for developing more effective entrepreneurship education policies.

RESULTS AND DISCUSSION

Entrepreneurship education plays a strategic role in shaping a millennial generation that is adaptive to the dynamics of the global economy. It aims to create real business opportunities through a learning approach that integrates business theory with innovative practices. A concrete example is the Creativepreneurship program at Universitas Prasetiya Mulya, which emphasizes project-based learning and cross-disciplinary collaboration as effective methods for honing students' innovation skills. This program equips students with conceptual understanding and motivates them to develop creative solutions that can be implemented in the business world. The success of alumni like Ria Sarwono, co-founder of Cotton Ink, who successfully brought local products to international markets, reflects the effectiveness of this educational approach in producing competent entrepreneurs

ready to compete globally. This underscores entrepreneurship education as a critical catalyst in driving innovation-based economic growth (Bisnis, 2024).

Digitalization and technological disruption present challenges while simultaneously offering immense opportunities for entrepreneurship education to equip millennials with strategic capabilities to leverage technology as a business catalyst. In the context of Industry 4.0, mastery of digital platforms has become essential for young people to develop adaptive and highly competitive enterprises. A prominent example is the success of William Tanuwijaya, founder of Tokopedia, who built an innovative e-commerce ecosystem that empowers local MSMEs and provides access to global markets. This demonstrates how leveraging technology can transform the business landscape (Mulloh, 2021). Entrepreneurship education plays a crucial role in ensuring young generations understand technology not only as an operational tool but also as a medium for strategic transformation. Approaches such as technology-based training, startup incubator development, and direct mentorship from industry practitioners serve as effective models for educational institutions to produce entrepreneurs ready to face digital era challenges.

In addition to technological skills, entrepreneurship education must integrate a social dimension to cultivate entrepreneurs who pursue financial profits while creating sustainable social impacts. Social entrepreneurship is increasingly relevant for millennials, who tend to have a heightened awareness of social and environmental issues, making this approach particularly appealing to them. An inspiring example is Aruna, an Indonesian technology-based fisheries startup founded by entrepreneurship education graduates, which aims to connect local fishermen directly to global markets through a digital platform (Herdaru P, 2020). Aruna has increased supply chain efficiency and tripled fishermen's incomes with a business model that integrates community empowerment, demonstrating how social entrepreneurship can provide real solutions to economic inequality while empowering marginalized communities.

This case study underscores the importance of entrepreneurship education in instilling social values in young people, encouraging them to create innovations with a broad societal and environmental impact.

The implementation of entrepreneurship education in Indonesia faces significant challenges related to curriculum readiness and teacher competence, which often hinder the production of competent and innovative graduates. A concrete example is the "Siswa Wirausaha" program at a vocational school in East Java, which successfully initiated student-led small businesses such as online stores and graphic design services, showcasing the immense potential of entrepreneurship approaches in educational settings (Kudu, 2022). However, the program's success is limited by a shortage of teachers with practical entrepreneurial expertise, causing the learning process to lean heavily on theory without optimal practical guidance. To address these challenges, the government must strengthen the training and certification system for teachers by involving collaborations with industry practitioners and higher education institutions, providing practice-based training curricula, and supporting them with access to cutting-edge resources and technology. These steps will enhance teaching capacity and ensure the sustainability of relevant and applicable entrepreneurship programs aligned with the evolving needs of the business world.

Entrepreneurship education must focus on both theoretical knowledge and practical skills while facilitating millennials' access to broader business networks to develop ventures with optimal support. The business incubator program run by Universitas Gadjah Mada in collaboration with the Indonesian Chamber of Commerce (Kadin Indonesia) serves as a highly relevant example in this regard (Aji R, 2023). The program offers intensive training, funding access, and connections within the business ecosystem to support startup development. One of the program's success stories is Sayurbox, an e-grocery startup that has become a major player in the Indonesian market. Sayurbox's success highlights the critical role of incubators in providing practical guidance and access to

essential resources for building sustainable businesses. This illustrates that with appropriate access to training, funding, and business networks, millennials can create new ventures and establish rapidly growing businesses with significant economic impact. Therefore, it is essential for educational institutions to continuously strengthen collaborations with the business sector to provide platforms that enable students to access broader opportunities and support.

Globalization offers significant opportunities for millennials to expand their businesses into international markets, making entrepreneurship education that integrates an international approach crucial to prepare them for the complexities and dynamics of the global marketplace. The International Business program at Binus University is a concrete example of how entrepreneurship education can leverage cross-border collaboration to provide students with firsthand experience in interacting with various international markets (International, 2016). Through this program, students learn global business theories and gain practical insights into adapting to diverse business cultures and market trends. One of its alumni, the founder of Halofina, exemplifies the program's success by creating a financial planning app now utilized in several Southeast Asian countries, demonstrating how global-oriented entrepreneurship education can produce entrepreneurs ready to tackle challenges and seize opportunities in international markets. This success highlights that, with the right preparation, millennials can harness globalization to expand their business reach and compete in global markets (Atmoko, 2019).

The case study of the GoTo Group, a merger between Gojek and Tokopedia, clearly illustrates the importance of entrepreneurship education that emphasizes technological mastery and innovation in business models, enabling Indonesian startups to compete globally. GoTo Group focuses on transportation and e-commerce solutions and has successfully developed a digital ecosystem encompassing sectors from finance to logistics, showcasing how the integration of technology with

entrepreneurship can create immense value (Tokopedia, 2024). For millennials aspiring to follow this path, they must be equipped with deep digital skills and a strong understanding of how to develop adaptive, technology-based business models. Therefore, entrepreneurship education in Indonesia must go beyond teaching basic business theory; curricula should integrate knowledge of digital technology, business model innovation, and data-driven approaches to ensure that students can create and grow businesses ready to compete globally. Linking entrepreneurship with digital technology will become a key driver in producing young entrepreneurs who succeed locally while extending their impact to international markets.

One of the biggest challenges millennials face in growing their businesses is limited funding to support their innovative ideas, often hindered by a lack of understanding of how to attract investments. Entrepreneurship education plays a strategic role in addressing this by providing training on effective business plan development and strategies to reach potential investors. Programs like Startup Indonesia, initiated by the government, are tangible examples of how entrepreneurship education can connect directly with funding ecosystems, helping startups gain access to the necessary capital. Modalku, one of the startups benefiting from this program, has grown into one of the largest fintech platforms in Southeast Asia, proving that with the right support, creative ideas can evolve into sustainable and high-value businesses (Liputan 6, 2018). Modalku's success underscores the importance of entrepreneurship education that integrates financing and strategic business planning, highlighting how governments and educational institutions can collaborate to provide clear pathways for young entrepreneurs to transform their ideas into successful ventures.

The development of entrepreneurship education in Indonesia requires robust collaboration among the government, universities, and the private sector to create an ecosystem that fosters the emergence of innovative and globally competitive young entrepreneurs. The National Movement for 1,000 Digital Startups, which involves partnerships between educational institutions

and major technology companies like Google, is a successful example of such collaboration. Through this program, thousands of millennials have access to training, mentorship, and resources needed to develop their startup ideas. One success story is Ruangguru, an education platform that has become a leading online learning solution in Southeast Asia, expanding its reach with the support gained through this initiative (Al Hikam, 2023). Ruangguru's success demonstrates how collaboration between the government, private sector, and educational institutions can create opportunities for young people to innovate and develop competitive businesses in local markets while making a broader impact across Southeast Asia. Thus, sustaining such programs is crucial to encouraging more millennials to access available opportunities while strengthening Indonesia's entrepreneurial ecosystem.

Entrepreneurship education should not only teach practical skills but also instill an adaptive mindset that fosters the courage to take risks, especially in navigating the ever-changing challenges and opportunities of the digital era. Regi Wahyu, the founder of HARA, is a concrete example of how quickly adapting to new technologies like blockchain can result in innovative solutions that are both profitable and socially impactful (Tempo, 2018). HARA, which focuses on the agricultural sector, helps local farmers improve production efficiency by leveraging information technology while creating transparency in agricultural supply chains. HARA's success highlights how innovation and technology driven entrepreneurship education can equip young people with the skills needed to develop relevant solutions in underexplored sectors. Regi, as a graduate of an entrepreneurship program, proves that entrepreneurship education prioritizing innovation and technology can produce successful entrepreneurs capable of driving positive societal and industrial change. The courage to take risks and the ability to adapt to new technologies are key to thriving in an increasingly competitive entrepreneurial landscape.

In addressing the various challenges and opportunities in the global economy era, entrepreneurship education plays a crucial role

in shaping millennials into change agents capable of adapting and innovating. We can see the significant impact of well-designed entrepreneurship education through relevant case studies such as Ruangguru's success stemming from the National Movement for 1,000 Digital Startups or HARA's use of blockchain technology to enhance agricultural sector efficiency. This education equips individuals with practical skills needed to start and manage businesses while instilling an innovative, adaptive, and risk-taking mindset essential amidst global market dynamics. Therefore, ensuring that entrepreneurship education continues to produce successful and sustainable entrepreneurs requires collaborative efforts among governments, universities, and the private sector. This collaboration will ensure the continuous development of innovative, practical, and sustainable approaches to entrepreneurship education, enabling more individuals to seize economic opportunities, create social impact, and contribute to more inclusive and sustainable national economic development.

CONCLUSION

Entrepreneurship education plays a strategic role in preparing millennials to navigate the complexities of global economic challenges. This education fosters resilience in the face of change and empowers them to create new opportunities by equipping individuals with business knowledge, innovation skills, and adaptive mindsets. Case studies such as Tokopedia, Aruna, and Sayurbox demonstrate how structured entrepreneurship education can produce successful entrepreneurs who contribute to strengthening both local and global economies. However, challenges such as limited curricula, the quality of educators, and access to funding remain significant barriers requiring greater attention.

The theoretical implication of this research highlights the need to integrate entrepreneurship concepts with technology and globalization approaches in curriculum design. Practically, educational institutions and governments should implement policies that support cross-sector collaboration in

entrepreneurship education, including the involvement of industries in learning programs. Socially, this education can enhance human resource quality by fostering positive societal impacts, such as through social entrepreneurship focusing on empowering local communities.

Recommendations for developing entrepreneurship education in Indonesia involve multiple stakeholders. Educational institutions should update their curricula by adding modules on digital technology, startup development, and investment management while expanding partnerships with industry players to provide students with hands-on experiences. Meanwhile, the government should increase financial support, such as introducing special Kredit Usaha Rakyat (KUR) programs for student entrepreneurs and establishing more business incubator programs in collaboration with universities to accelerate the creation of innovative startup studios. Lastly, millennials are encouraged to take advantage of the opportunities offered by entrepreneurship education to continue learning, innovating, and playing an active role in addressing global economic challenges. By doing so, they can become agents of change, ready to navigate market dynamics and create positive social impacts.

This research has several limitations. First, as a literature review, it relies on available publications and does not include direct empirical data from millennials involved in entrepreneurship education. Second, the scope of data is limited to articles published between 2020 and 2024, which excludes trends from earlier periods of entrepreneurship education. Third, the research focuses on Indonesia and does not explore the implementation of entrepreneurship education in other countries, which might offer diverse and relevant practices for adaptation. Future research could address these gaps by incorporating empirical data, such as surveys or interviews with students and entrepreneurship practitioners, and by expanding the study to international contexts to enrich insights into best practices in entrepreneurship education.

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