

Chapter 15

Strengthening the Entrepreneurial Mindset With Artificial Intelligence in the Digitalization Process

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ABSTRACT

The intersection of entrepreneurship, digital technologies, and artificial intelligence (AI) is shaping the modern business landscape and future economic opportunities. It is important to examine entrepreneurial behavior patterns and entrepreneurial intent, the motivations, attitudes, and actions of contemporary entrepreneurs in terms of digital technology and AI. In the context of Industry 4.0, digitalization presents both challenges and opportunities, encouraging businesses to adapt to advanced technologies such as AI and automation while contributing to sustainable development goals. The chapter examines the evolving digital entrepreneurship ecosystem, emphasizing the role of infrastructures, policies, and funding that support innovation. The future of AI is assessed, discussing technological advances and the societal challenges that need to be addressed to ensure that AI serves as a force for sustainable growth and positive societal impact.

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INTRODUCTION

Entrepreneurship has long been recognized as a critical driver of economic growth, innovation, and social change. As the world continues to evolve at an unprecedented pace driven by rapid advances in digital technology, the entrepreneurial landscape is also undergoing significant transformation. The introduction of new technologies, especially Artificial Intelligence (AI), is reshaping industries and providing new opportunities for entrepreneurs. In this context, understanding various aspects of entrepreneurship, including behavioral patterns, intentions, and attitudes toward digital technology, is becoming increasingly important for anyone who wants to succeed in the modern business environment. At the same time, the emergence of concepts such as Industry 4.0 and digitalization are important considerations for entrepreneurs who aim to establish long-term, effective enterprises, as well as focusing on sustainable development. The digital era has also given rise to a distinct Digital Entrepreneurship Ecosystem, where entrepreneurs leverage digital technologies to develop new products, services, and business models (Xiong et al., 2024). This ecosystem is characterized by the potential for innovation, agility, and rapid scalability. Among the technologies shaping this ecosystem, artificial intelligence stands out as one of the most transformative forces. As AI continues to develop, understanding its different types and applications becomes even more important.

In recent years, AI Technologies and Application Areas have expanded significantly and are also used in various sectors such as manufacturing, healthcare, and finance. Artificial Intelligence and Information Management, where AI technologies are used to process, store, and analyze large amounts of data, leading to smarter decision-making and more efficient operations.

New developments in digital entrepreneurship also emphasize the need for new behavioral models that take into account the integration of digital tools and platforms into the entrepreneurial process (Fernandes et al., 2022). For example, models that emphasize the role of social media, e-commerce platforms, and digital marketing strategies are becoming increasingly important. Entrepreneurs now need to be experts in using these digital resources to build their businesses and reach new customers.

Entrepreneurial Intention refers to the cognitive state prior to the decision to start a business. It is a key factor in determining whether an individual will take the necessary steps to become an entrepreneur. One of the main challenges of entrepreneurial intention is bridging the gap between having an idea and taking action. Many individuals may have entrepreneurial aspirations but lack the confidence or resources to pursue them. In this context, digital platforms and technologies can play a vital role in reducing barriers to entry and making it easier for would-be entrepreneurs to launch their ventures. Platforms such as crowdfunding, social media, and online marketplaces are democratizing access to capital, customers,

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