

# The Role of Creative Entrepreneurship Education among Millennials and Generation Z

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*Generation Z, known as digital natives, requires an educational approach that is more innovative and relevant to their technology usage habits. The purpose of this study is to analyze the role of creative entrepreneurship education for the millennial generation and generation Z which can increase their competitiveness in an increasingly competitive market. The research method used is a qualitative approach to systematic literature review design with analysis of observation results using publish or perish software, data collection techniques are carried out through observation, interviews and documentation studies, then data analysis uses data triangulation. The results of the data analysis can be identified that entrepreneurship education plays a role in the creative efforts of the millennial and generation Z generations to take concrete steps in opening up business opportunities amidst existing potential and challenges.*

**Keywords:** entrepreneurship education, the role of creative entrepreneurs, millennial generation and generation Z.

## I. INTRODUCTION

Creative entrepreneurship education plays a very important role among millennials and Generation Z, considering that they are the generations at the forefront of innovation and technology. Efforts to improve entrepreneurial insight and skills among these two generations can help them create business opportunities, as well as increase economic independence and creativity. The educational program carried out for students, where they are given knowledge about how to create business opportunities and the use of basic health equipment, shows that entrepreneurship education can touch on broader aspects in the development of life skills [1].

Creative entrepreneurship education among Millennials and Generation Z is very relevant in the context of current economic and social developments. These two generations are generations that are directly faced with various challenges and opportunities created by rapid technology and changes in the job market. Understanding people's business credit and the support provided by financial institutions can help them in starting small businesses for the millennial generation [2].

A study also found that positive attitudes and strong motivation among millennials correlated with entrepreneurial intentions, especially when supported by the use of social media [3]. Social media serves as an effective tool in marketing and disseminating information, which is very relevant for a generation that spends a lot of time in the digital world. [4].

The development of technology and digitalization is also a challenge and an opportunity for these two generations. Digital entrepreneurship training programs aimed at millennials aim to increase their competitiveness in an increasingly competitive market, as well as making them proactive in utilizing technology to start their own businesses [5]. In addition, Generation Z, known as digital natives, requires an educational approach that is more innovative and relevant to their technology usage habits [6].

These changes have given rise to the need to prepare both generations with entrepreneurial skills that are in line with the times. The increasing motivation to be an entrepreneur among teenagers, as highlighted in various studies, shows that more teenagers are now interested in starting their own businesses [7]. This is expected to equip them to compete in the world of work, especially in changing sectors such as informatics and the digital economy. However, challenges remain, given that Generation Z has a shorter attention span and a high dependence on digital resources [8].

The role of creative entrepreneurship education among millennials and Generation Z, there are a number of problems that need to be identified in order to design an effective education strategy. the importance of entrepreneurship education to provide relevant understanding and adaptive skills. However, there is little attention to the relationship between entrepreneurship education and mental resilience and



adaptability among this generation. Additional research could explore the relationship between creative entrepreneurship education and the adaptive skills and mental resilience needed to operate in dynamic market situations. These main problems include the challenges faced by educators, low interest in entrepreneurship, and the transformation of educational needs in the digital era. The challenges faced by educators in teaching entrepreneurship amidst rapid developments are very significant [9].

Thus, starting from these problems, it is identified that the role of creative entrepreneurial education among the Millennial Generation and Generation Z is very important, efforts to integrate entrepreneurship education into the curriculum and build programs that are able to encourage creativity and utilize technology to prepare these two generations to become innovative and competitive entrepreneurs in the global market.

## II. LITERATURE REVIEW

### 2.1 Creative Entrepreneurship Education

Entrepreneurial literacy is also a fundamental factor that needs to be considered. According to research results, good entrepreneurial literacy can encourage interest in entrepreneurship among the younger generation [10]. Expression of creativity in business is very important, especially when this younger generation has wide access to digital technology. Therefore, entrepreneurship education needs to include digital aspects and innovation that support the development of technology-based businesses [11].

The quality of entrepreneurship education cannot be ignored. Collaboration between educational institutions, government, and the private sector is expected to create an ecosystem that supports new businesses from the younger generation [12]. Especially with the steps taken to strengthen entrepreneurship education as part of the formal curriculum, it is expected to encourage the younger generation to become independent and innovative economic actors [7].

The role of creative entrepreneurship education is very strategic in facing the current economic challenges. Increasing skills, knowledge, and positive attitudes towards entrepreneurship can equip millennials and Generation Z to contribute to the economy, in a sustainable and responsible way.

### 2.2 Millennials and Generation Z

Millennials and Generation Z exhibit unique characteristics and behaviors that emerge as a result of rapidly evolving social, economic, and technological environments. These two generations are known to have different views and expectations regarding work life, society, and social responsibility. The skills needed in the digital era are a major focus for both generations. Entrepreneurship education, for example, has proven effective in preparing millennials to develop businesses and improve their skills in the job market [13].

Entrepreneurship education for millennials and generation Z aims to provide a basic understanding of entrepreneurship, with the hope of encouraging their aspirations to become entrepreneurs in the increasingly growing digital economy [13]. This also reflects their adaptation to more dynamic and technology-driven market needs. Challenges relate to their social behavior related to excessive use of social media, often resulting in phenomena such as phubbing and smartphone addiction [14].

Thus, educational institutions are required to develop a curriculum that not only focuses on developing technical skills but also good character and morals, so that this generation is ready to face an increasingly complex world [14]. A deep understanding of the characteristics and needs of the Millennial Generation and Generation Z is essential to formulating educational policies and practices that meet their expectations and prepare them for future challenges.

## III. RESEARCH METHODS

The literature study research method is an approach used to analyze, collect, and evaluate various literature sources related to a particular topic. Based on this method, it is very important to understand the trends, developments, and debates that exist in a research field. Literature studies can help researchers to formulate hypotheses, identify gaps in research, and provide a firm framework for further studies [15].

This approach includes several systematic stages, such as selecting and assessing the quality of relevant research, as well as processing the data obtained from systematic reviews and meta-analyses as an effective way to go beyond the traditional limitations of literature studies, thus enabling researchers to gain in-depth insights into the impact of information systems on career development and competence. [16].



These findings indicate that literature-based research is not only relevant in a particular discipline, but can also be a powerful tool for evaluating different methodologies and practices in diverse fields. The literature study research method is a crucial foundation in the development of science, and by using a systematic approach, comparative analysis, and structured writing, researchers can make significant contributions to the development of knowledge in a field [17].

#### IV. RESULT AND DISCUSSION

Based on the results of data analysis, entrepreneurship education also creates a multidisciplinary environment that supports innovation. Emphasize the role of educational institutions in stimulating entrepreneurial intentions through programs such as business incubators that help new entrepreneurs evaluate business ideas and get the necessary training. Entrepreneurial motivation and education can increase the interest of the millennial generation in entrepreneurship.

Entrepreneurship education is expected to be triggered through an educational learning approach and appropriate stimulation. Developing creativity in the entrepreneurship curriculum can spur the courage to innovate in the classroom and ultimately in the market. Interactive learning is also important for generation Z. The results of data analysis through a systematic literature review can be seen in the following table:

Table 1. Results of Publish or Perish Analysis

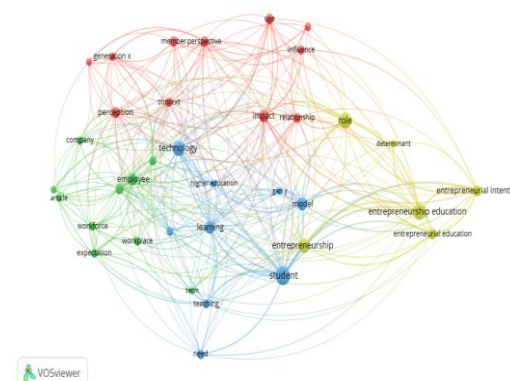
No	Citation	Author	Title	Publisher
1	453	Munsch	Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration	Journal of Global Scholars of Marketing Science
2	237	Hassan, Anwar, Saleem	Individual entrepreneurial orientation, entrepreneurship education and entrepreneurial intention: The mediating role of entrepreneurial motivations	Journal of Higher Education
3	226	Puni, Anlesinya, Korsorku	Entrepreneurial education, self-efficacy and	African Journal of Economic

No	Citation	Author	Title	Publisher
4	102	Orea Giner, Fusté Forne	intentions in Sub-Saharan Africa The way we live, the way we travel: generation Z and sustainable consumption in food tourism experiences	British Food Journal
5	75	Weinstein	Creating superior customer value in the current economy	Journal of Creating Value

Source: Publish or perish processing results, 2024

Based on the analysis of publish or perish data, it is important for students to engage in immersive learning experiences that emphasize the practical application of the knowledge gained (Badzińska, 2019). Digital innovation and flexible delivery of entrepreneurship programs, such as the use of digital media combined with social values, can increase their engagement and interest in entrepreneurship.

All articles that have been collected are then analyzed using VOSviewer software. The results of the analysis process are visualized as shown in Figure 1. Overall, VOSviewer maps the variable nodes in the form of a two-dimensional network, where the distance between nodes represents the strength of the relationship between variables. The closer the positions of two nodes are, the stronger the relationship, indicating that the two variables are often studied together. On the other hand, the further apart the positions, the weaker the relationship between the variables or the less frequently they are discussed together in the research.



Source : Vosviewer

Figure 1. Vosviewer Analysis Results

Based on the image above, 4 clusters were identified in the visualization of the research novelty analysis. Each node in the cluster shows a relationship that is interrelated but distant and different from each other. This indicates that the role of creative entrepreneurship education is far from the millennial generation and generation Z.

Creative entrepreneurship education should be understood as an important element in improving entrepreneurial skills and motivation among millennials and Gen Z. Research shows that effective education can facilitate essential entrepreneurial knowledge, as well as develop a proactive attitude towards entrepreneurship among students. A study by [18] highlighted the important role of entrepreneurship socialization and education in building an entrepreneurial spirit among millennials, showing that this generation is more prepared and able to face the upcoming economic challenges.

Innovative approaches in teaching, such as the use of gamification, have also proven effective in increasing student interest and involvement in entrepreneurship education, as stated by (Isabelle, 2020). This shows that interactive and engaging learning methods are very important for the younger generation, who enjoy learning experiences through active involvement [19].

Thus, creative entrepreneurship education plays an important role in shaping the attitudes and skills needed by millennials and Gen Z to succeed in the world of entrepreneurship. Through an innovative approach, high social awareness, and a deep understanding of entrepreneurial values, educators can help students develop their potential to become successful entrepreneurs in the future.

## V. CONCLUSION AND SUGGESTIONS

Based on the results of the research that has been identified, it can be concluded that the role of entrepreneurship in building an entrepreneurial spirit among the millennial generation, shows that this generation is more prepared and able to face future economic challenges. Digital innovation and flexible delivery of entrepreneurship programs, such as the use of digital media combined with social values. Millennials and Generation Z are becoming very relevant in the context of today's economic and social developments. This study provides suggestions regarding the role of entrepreneurship education for

the millennial generation and generation Z. In depth research is needed on the combination of creative entrepreneurship education

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