



**THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION  
AND ENTREPRENEURIAL PROMOTION TO INFLUENCE SALES  
INTENSITY WITH ENTREPRENEURIAL DIGITALIZATION  
AS AN INTERVENING VARIABLE  
(STUDY ON STUDENTS OF VOCATIONAL HIGH SCHOOL IN MOJOKERTO CITY)**

**Shofia Azahra <sup>1</sup>, Heny Kusdiyanti <sup>2</sup>, Hadi Sumarsono <sup>3</sup>**

<sup>1,2,3</sup>Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

\*Corresponding Author: shofia.azahra.2204158@students.um.ac.id, heny.kusdiyanti.fe@um.ac.id, hadi.sumarsono.fe@um.ac.id

**ABSTRACT**

The purpose of this study is to look at the sales intensity of vocational high school students. The focus of this study is to examine the effect of entrepreneurship education and entrepreneurial promotion to influence sales intensity. In this study, entrepreneurial digitalization is placed as a mediator of the relationship between entrepreneurship education, entrepreneurial promotion, and sales intensity. This research uses quantitative research methods with descriptive design. The respondents of this study were students of public high schools in Mojokerto Regency, namely SMK Negeri 1 Pungging, SMK Negeri 1 Sooko, and SMK Negeri 1 Jatirejo who had received entrepreneurship education and already had a business, namely students in grades XI and XII. The sample of this study amounted to 350 students who filled out the survey using Google Forms. The data analysis method used in this research is Structural Equation Modeling-Partial Least Square (SEM-PLS) using Smart PLS software version 3. This study uses 2 PLS calculation models, namely the measurement model (Outer Model) and the Structural Model (Inner Model). The results of this study indicate that entrepreneurship education has a significant positive effect on sales intensity, entrepreneurship promotion has a significant positive effect on sales intensity, entrepreneurship education has a significant positive effect on entrepreneurship digitalization, entrepreneurship promotion has a significant positive effect on entrepreneurship digitalization, and entrepreneurship digitalization significantly mediates entrepreneurship education and entrepreneurship promotion on sales intensity. This study provides evidence for research that is still debated that entrepreneurship education, entrepreneurship promotion, and entrepreneurship digitalization can positively and significantly influence sales intensity. These findings are also a provision for prospective entrepreneurs to understand and apply the knowledge that has been taught in entrepreneurship.

**Keywords:**

Entrepreneurship  
Education,  
Entrepreneurial  
Promotion,  
Sales Intensity,  
Entrepreneurial  
Digitalization

**INTRODUCTION**

Currently, Indonesia is experiencing the 4.0 revolution, which is a shift from the early era of human machines to digital machines. In other words, a major disruption of digital technology is taking place. According to Kominfo data (2020), although other sectors in the Indonesian economy experienced significant pressures and challenges to avoid during the COVID-19 pandemic, the communication and informatics industry remained stable, growing 9.6% year-on-year in the first quarter of 2020 and rising by



double digits to 10.88% in the second quarter of 2020. To adapt to current developments, everyone who has digital capabilities must improve their human resources (HR) capabilities. The use of digital must be adjusted to the human ability to respond to change. In the current era of globalization, the rapid development of technology and information affects the world of education. As stated by Mars and Rios-Aguilar, (2010) with the onslaught of the digitalization era, no sector can control it easily. This includes the world of education, where every school is required to develop the latest digital-based innovations to support learning activities. The development of various types of learning media as a result of the rapid development of technology is one of them. Everyone should understand all the changes that occur in the field of entrepreneurship, including the theory of entrepreneurship education, entrepreneurship promotion, and entrepreneurship digitalization. These changes will increase intense sales activities. Mack et al., (2019) state that if entrepreneurial activities can make contributions that match customer demand, sales intensity will increase. In other words, every process involved in entrepreneurial activities will have a positive impact on the economic sector, which in turn will affect the way customers think about sales. From the statement, it can be concluded that the theory of sales intensity will be improved if the entrepreneurial mindset is effectively used and balanced with the knowledge of entrepreneurship education and entrepreneurial attitude, which is combined with the use of entrepreneurial digitalization.

Ferrell et al., (2019) Marketing intensity is related to sales intensity. The more marketing of the product is done, the greater the profit will be. Since the buyer is the one who brings our desire for the item, sales intensity is related to the buyer's character. In addition, several factors influence sales intensity, including cultural, personal social, and psychological. Cultural factors are the most dominant in determining a person's desire and are the most important in determining a person's behavior (Ostapenko et al., 2020). To talk about sales intensity in entrepreneurship, you have to be quite knowledgeable. You have to study entrepreneurship to understand theoretically the factors and mechanisms that drive sales intensity in entrepreneurship. In line with the opinion of Kakouris and Georgiadis, (2016), Entrepreneurs expect three sales objectives: the type and characteristics of the goods offered; the price of the product; and the terms of sale, which include payment and after-sales service. Before this, this journal contained an element of novelty. In this case, the variables entrepreneurship education, entrepreneurial promotion, and entrepreneurial digitalization are influenced by the variable Y or sales intensity. Keep in mind that the basic science of entrepreneurship education, entrepreneurial promotion, and entrepreneurial digitalization must be interconnected to build the success of a business. In addition, this research is proposed because students in SMK, especially in Mojokerto Regency, have a very big opportunity to become great and reliable business people in their respective fields if SMK students, especially mojokerto, apply the theories of entrepreneurship education, entrepreneurship promotion, and entrepreneurial digitalization. Because to achieve





business success requires insight and understanding of these theories where how capable a company is to reduce risk and increase profits is the ideal company size.

### **Entrepreneurship Education**

Entrepreneurship education has many benefits for everyone in developing knowledge that has not been known before to be known later. This makes the world of education considered important for all the success aimed at everyone. One education that is considered important is entrepreneurship education, where entrepreneurship education provides success that can develop potential and creativity in a person Sun et al., (2020). Entrepreneurship education is an idea or mindset related to a person's self-competence besides tending to provide the ability to think critically and innovatively (Hardie et al., 2022). Entrepreneurship education is also defined as the ability within oneself but also based on factors that include knowledge, experience, creative thinking, problem-solving, looking for an opportunity, attitude, and confidence in oneself (Chen et al., 2022) The main objectives of entrepreneurship education are 1) the achievement of fundamental skills, imparting contemporary knowledge of science and technology, communication being efficient and solving economic problems 2) to achieve excellence at the social and individual level by imparting benefits such as teamwork, being creative and innovative 3) for the productivity of financial management and the creation of successful enterprises, imparting skills such as marketing effectiveness, sales, human resource management, and creating and building personal and business budgets (Egerová et al., 2017). From another perspective, entrepreneurship education is a mindset that enables students to have competence, understanding, attitude, and motivation related to business activities. Two things stand out in the theory of entrepreneurship education education allows students to create a culture and understanding of entrepreneurial activities in depth, then entrepreneurship education will encourage students to gain experience as a reference to become an entrepreneur (Fayolle et al., 2021). It can be seen that entrepreneurial experience has an important role in the business activities that will be developed. One of the experts has explained that entrepreneurship education is a study written by Egerová et al., (2017) In his writing, Egerova argues that entrepreneurship education is a long-term investment in the attitude of independence in students because during this education students gain some insight and real practice in the business world, practice will make these students have valuable experience.

### **Entrepreneurship Promotion**

Promotion is an activity that is inseparable from a sales activity and an increase in sales. The promotion process will run if someone has the ability in that field because promotion is not just about understanding marketing science but understanding a systematic theoretical concept of promotion what if you have gone into the field? According to (Cadenas et al., 2020) Entrepreneurial promotion is an analysis in terms of wages, job attachment, and other labor from the company's results, for some workers it is an important aspect of a job, on the other hand, entrepreneurial promotion is used to motivate workers, especially by companies that are directly supervised by difficult



workers. Entrepreneurial promotion is also defined as a reward that results in advancement and greater responsibility to the company (Gielnik et al., 2015). In line with the opinion of Leavitt et al., (2010) Entrepreneurial promotion is the reward or probability of productivity function, it can be said that promotion can receive salary, benefits, and prestige associated with a higher position. At that time there were several opinions, one of which was from De Los Ríos-Carmenado et al. (2016) who presented another model of the entrepreneurial promotion process in which the acceptance of promotions and training is based on the individual's disclosure of ability in the job. While men and women are assumed to have similar labor markets, women are considered to have greater capabilities and opportunities in non-market terms and consequently, they are more likely than men to leave the firm. Eesley and Lee, (2021) explained that wage increases are often associated with entrepreneurial promotion and the magnitude of wage increases may well encourage other firms to compete, for they discourage workers from doing so. Entrepreneurial promotion will work optimally to respond to firms after a process of worker productivity, a conceptual and theoretical model of the promotion process is not mutually exclusive, and it is difficult to test between them. Many of these models have been developed to remain consistent with the facts about the meaning of entrepreneurial promotion and the internal workings of the firm.

### **Digitalization of Entrepreneurship**

According to Apostolopoulos et al., (2021), Entrepreneurial digitalization is a sociotechnical process or one could say the application of digitalization techniques to the broader social and institutional contexts that create digital technology infrastructure. Digitalization has the potential to create new business model innovations, the right business model is essential to benefit from digital technology economically, environmentally, and socially. Digitalization is the availability of digital data that can create, transfer, store, and analyze digital data, which has the potential to organize, shape, and influence the digital world. Meanwhile, according to Eller et al., (2020) defined digitization as a means of using digital technology by innovating business models so that it will generate new benefits and value for someone who uses it. Apostolopoulos et al., (2021) explained that Entrepreneurial Digitalization is an effort to pursue new business opportunities presented with new media based on digital technology which will generate new income and innovation. Entrepreneurial Digitalization makes a positive contribution to employment, economic growth, and innovation in the host country, and fosters the spirit of entrepreneurship because potential people always hesitate to become entrepreneurs, thus they have to face many difficulties in the entrepreneurial process (Scheidgen et al., 2021). Consequently, they need support, especially from the academic community and experts who have experienced professional knowledge and are conversant with the market environment. Furthermore, the digitization of entrepreneurship always uses electronic commerce by utilizing the Internet and electronic networks for business opportunities. According to Apostolopoulos et al., (2021), Entrepreneurial Digitalization is defined as the reconciliation of traditional





entrepreneurship with new ways of creating and running businesses in the digital age. According to Bican and Brem, (2020), Digitalization affects the socio-economic system by bringing inevitable changes to business processes, especially those related to resource demand for network processes and communication mechanisms in entrepreneurial activities. In line with the opinion of Bican and Brem, (2020) Entrepreneurial Digitalization causes undesirable effects on the societal system and affects the competitiveness, resilience and viability of the innovation system as a whole it also encourages the formation of new business models or the reshaping of existing ones and determines digitalization as a process or as an outcome of business activities.

### **Sales Intensity**

The strength of the agreement is related to how large volume of agreements created by the organization, the more agreements exchanged, the greater the expansion, the strength of the benefits, and the strength of the agreement can anticipate how much benefit the organization will get with the level of development of the agreement. (Ferrell et al., 2019). According to Bharadwaj et al., (2022) Power transactions are an act of speculation carried out by an organization relating to interests as fixed resources (capital) and inventory resources. Following the assessment Sales et al., (2019) The proportion of deal strength can indicate the level of productivity of the organization in using its resources to create deals. One of the goals of the organization is to increase benefits, which is essentially to obtain as many benefits as expected. Some stakeholders control the development of deals more than the benefits, feeling that the volume of deals generally provides more benefits (Crick and Crick, 2021). This speculation raises cost issues when an organization becomes faster than the deal. As shown by Javalgi et al., (2014) deal power is an organization that energizes the expanded benefits, and it implies the expansion of the capital of the owned benefits. The expansion of the organization Phuong, (2020) proposed that business power is the expansion of organizational reserves created so that the organization will often reduce the need for external assets and the organization wants to fill the organization using internal capital starting from the benefits and payments from the deal.

### **METHODS**

This study uses a quantitative approach with descriptive explanatory research methods. The population in this study were students who had taken entrepreneurship subjects at SMK Se-Kab Mojokerto with a total of 2928 students. Then the sample was taken from several students in each class using the Slovin formula. Based on the results of the sample size calculation, the number of samples obtained was 350 respondents. Data analysis techniques using descriptive statistics and Structural Equation Modeling Partial Least Squares (SEM-PLS).





## RESULTS AND DISCUSSION

The average calculation results of entrepreneurship education variables belong to the good category, entrepreneurship promotion variables belong to the good category, entrepreneurship digitalization variables belong to the good category, and sales intensity variables belong to the good category. The results of the calculation using Smart PLS consist of two models, namely the measurement model also known as the outer model and the structural model (inner model) aims to assess the validity and reliability of the model. The discriminant validity test relates to the principle that the manifest variables of different constructs should not be highly correlated. The way to measure discriminant validity is to see the cross-loading value for each variable must be  $> 0.70$ . Furthermore, the results of the calculation using Smart PLS show that the AVE (average variance extracted) value or the average variance extract must be  $> 0.5$ . Conversely, if the AVE value  $< 0.5$  then it does not meet convergent validity. The PLS-SEM composite reliability test with SmartPLS 3.0 can be done in two ways: (1) by looking at the Cronbach's Alpha ( $\alpha$ ) value, where for confirmatory research the  $\alpha$  value is  $> 0.70$ , and (2) by looking at the composite reliability (CR) value  $> 0.70$ . Based on the results of measuring the outer model on convergent validity, the results show that all factor loading values of the Entrepreneurship Education indicator, Entrepreneurship Promotion, Entrepreneurship Digitalization (Z), and Sales Intensity (Y) are greater than 0.7. This indicates that these indicators are valid. The Entrepreneurship Education (EE) variable has 8 indicators which are the result of the development of a literature review of reputable international journals. Of the 8 indicator items have a loading factor in the range of 0.729 above 0.70 or  $> 0.70$ . Thus, 8 indicators on the meets entrepreneurship Education (EE) variable meet convergent validity. Furthermore, the Entrepreneurship Education (EE) variable has a Cronbach's alpha ( $\alpha$ ) value,  $0.936 > 0.70$ , and a composite reliability (CR) of  $0.947 > 0.70$  so that it meets the composite reliability test. The results also show that

The Entrepreneurship Education (EE) variable has an average variance extracted (AVE) of  $0.694 > 0.5$  so that it meets convergent validity. After evaluating the measurement model or outer model, the researcher then evaluates the inner model also known as the structural model evaluation. There are five stages of procedures in the structural model test (inner model), which include: (1) testing collinearity; 2) testing the path coefficient, 3) testing the level of R-Square or  $R^2$ ; (4) testing the effect size  $f^2$ . The following table shows the results of the calculation for the structural model (inner model):

Table 1. Path Coefficient Test Results

Relationship between Variables	P Values
EDG $\longrightarrow$ Y	0.000
EP $\longrightarrow$ EDG	0.000
EP $\longrightarrow$ IP	0.000
EE $\longrightarrow$ EDG	0.000
EE $\longrightarrow$ IP	0.018

Source: Raw data processed by researchers, 2023

Tabel 2. Hasil Uji R- Square ( $R^2$ )





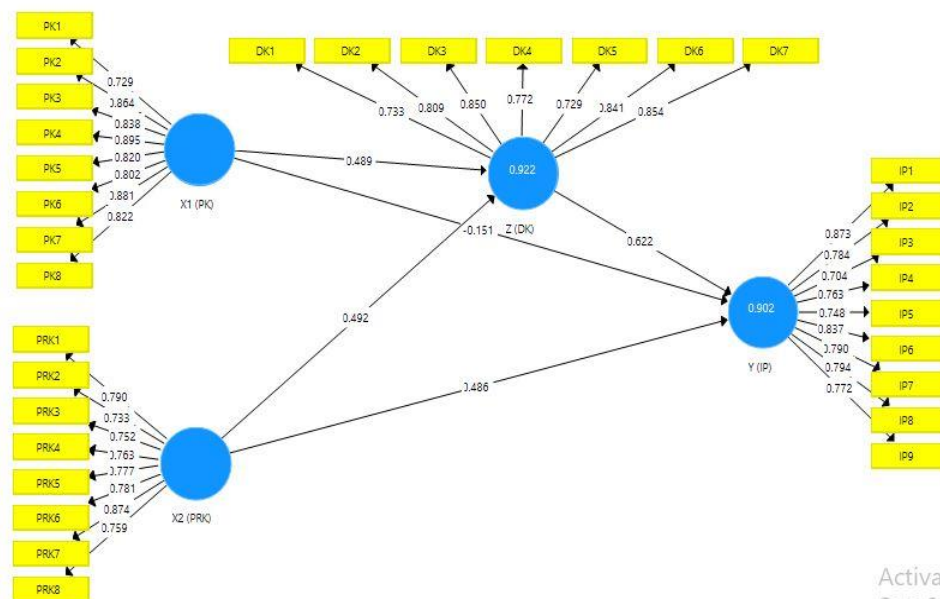
Matrix	R Square	R Square Adjusted
Entrepreneurial Digitalization (EDG) Z	0.922	0.921
Intensitas Penjualan (IP) Y_	0.902	0.901

Source: Raw data processed by researchers, 2023

**Table 3.** Path Coefficient (Mean, STDEV, T-Values)

Hypothesis		Original Sample	T Statistics	P Values	Description
H1	EDG -> IP	0.622	7.920	0.000	Significance
H2	EP -> EDG	0.492	8.433	0.000	Significance
H3	EP -> IP	0.486	6.152	0.000	Significance
H4	EE -> EDG	0.489	8.381	0.000	Significance
H5	EE -> IP	-0.151	2.367	0.018	Significance
H6	EE*IP -> EDG	0.306	5.874	0.000	Significance
H7	EP*IP -> EDG	0.304	5.580	0.000	Significance

Source: Raw data processed by researchers, 2023



**Figure 1.** Structural Model

Based on the results of research related to the influence of entrepreneurship education and student sales intensity by Leung and Sharma, (2021) entitled "The effect of entrepreneurship education, business centers and student creativity on student sales



intensity" shows that entrepreneurship education has a direct effect on business centers and student creativity on sales intensity with a value of 0.571. This reinforces that entrepreneurship education is one of the important factors to increase sales potential in vocational high school students. This shows that there is a positive influence between variable X1 on variable Y with t count (3.512) > t table (1.984), variable X2 on variable Y with t count (6.447) > t table (1.984), and variables X1 and X2 together on variable Y with a significance value of 0.00 or <0.05, these figures indicate that entrepreneurship education has a significant influence on sales intensity.

The basic theory of entrepreneurial promotion will provide new knowledge and insights to State of Vocational High School students to work in the business field which will also increase sales intensity for students. With this theory, students can implement the insights they have in their business. This study also shows that entrepreneurial promotion on sales intensity has a direct and significant positive effect on sales intensity. In addition, as seen from the results of bootstrapping testing with PLS analysis, entrepreneurial promotion on sales intensity has a direct and significant influence, this can be seen from the path coefficient value of 0.486 and t statistics of 6.152, this value is greater than the t table (1.960). This can be explained that entrepreneurial promotion has a direct and significant positive effect on sales intensity. Some previous studies related to the influence of entrepreneurial promotion and sales intensity by H Sjahrudin & Aulia, (2022) entitled "The effect of entrepreneurial promotion and consumer behavior on increasing sales in broilers" show that entrepreneurial promotion has a direct influence on entrepreneurial promotion and consumer behavior on sales intensity with a value of 0.478. This reinforces that entrepreneurial promotion is one of the important factors in increasing sales potential in vocational high school students. This shows that there is a positive influence between the entrepreneurial promotion variable and the sales intensity variable. It can be concluded that based on the results of the research, entrepreneurial promotion, and sales intensity have a significant influence on sales intensity because the t-statistic is greater than the t-table and the significance value or p is less than 0.05.

Based on the research results, it is found that entrepreneurship education on entrepreneurial digitalization has a direct and significant positive effect on entrepreneurial digitalization. In addition, the results of bootstrapping testing with PLS analysis of entrepreneurship education on entrepreneurial digitalization have a direct and significant effect, this can be seen from the path coefficient value of 0.489 and t statistics of 8.381, this value is greater than the t table (1.960). It can be explained that entrepreneurship education has a direct and significant positive influence on entrepreneurial digitalization.

In this modern era, digital technology has become commonplace to do a job. So that there are many business opportunities that you can do through digital businesses, therefore nowadays the term entrepreneurial digitalization has begun to emerge which has also developed along with the times. The results of this research analysis show that entrepreneurial promotion has a positive and significant effect on entrepreneurial







digitalization, this is reinforced by the results of bootstrapping testing with PLS analysis of entrepreneurial promotion on entrepreneurial digitalization has a direct and significant influence, this can be seen from the path coefficient value of 0,492 and t statistics of 8.433, this value is greater than the t table (1.960). This can be explained that entrepreneurial promotion has a direct and significant positive effect on entrepreneurial digitalization.

In addition, sales intensity will increase if entrepreneurial digitalization is maximally utilized in the business world by entrepreneurs, by paying attention to product branding, product quality, and product excellence. The importance of innovation and creation in increasing sales intensity can provide advantages for the products we have created over other products. This is what makes students also interested in the business world, especially in the State of Vocational High School, which already has enough practice and experience to start and open a business.

This examination also shows that innovative digitalization affects deal strength. In addition, the result of the bootstrapping test with PLS examination in entering digitalization on the strength of the transaction has a direct and large impact, this can be seen from the road coefficient value of 0.622 and the t value of 7.920, this value is more prominent than the t table (1.960). It can be understood that business digitalization has an impact on transaction strength.

## **CONCLUSION**

The results of this study can be concluded that there is an effect of entrepreneurship education on Sales Intensity in students of Vocational School in Mojokerto Entrepreneurship education subjects make students for a career in business, there is an effect of entrepreneurial promotion on Sales Intensity in students of Vocational School in Mojokerto Entrepreneurial promotion is very important in supporting the smooth running of the business being run, there is an effect of entrepreneurship education on entrepreneurial digitalization in students of Vocational School in Mojokerto The belief that digitalization will undergo a more sophisticated digital transformation where competition in the digital world will also be tighter, There is an effect of entrepreneurial promotion on entrepreneurial digitalization in students of Vocational School in Mojokerto Entrepreneurial promotion has a positive effect on increasing sales in the business being run, there is an effect of entrepreneurial digitalization on sales intensity in students of Vocational School in Mojokerto belief that while running this business always achieves increased sales, there is an interaction effect between entrepreneurship education on sales intensity through entrepreneurial digitalization in students of Vocational School in Mojokerto, there is an interaction effect between entrepreneurial promotion on sales intensity through entrepreneurial digitalization in students of Vocational School in Mojokerto. It is hoped that the entrepreneurship education variable can be broader in the realm of maximizing knowledge and skills in entrepreneurship, and can apply attitudes and personal character following the knowledge gained, for the



entrepreneurial promotion variable, it is hoped that students will have the ability to promote products with various platforms that have been provided previously, the sales intensity variable can provide an increase in sales volume by creating products that maximize quality and quantity. and the last variable is entrepreneurial digitalization where Vocational School in Mojokerto can keep up with current and future technological developments.

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