

RESEARCH TRENDS ON THE IMPACT OF BUSINESS EDUCATION ON BUSINESS INNOVATION IN NATIONAL AND INTERNATIONAL JOURNALS: FROM RESEARCH DESIGN TO DATA ANALYSIS

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ABSTRACT

Business education is one of the most important platforms that provide a better understanding of the world. Business training has many benefits for everyone in developing previously unknown knowledge. Furthermore, in addition to helping develop creativity and innovation, business training also addresses many ideas about the potential of the business world. In addition, business development not only creates a successful business and provides an opportunity to start a business, but also provides support services in the form of a business plan that has already been presented in the form of ways to supporting the economy by creating jobs. In this study, we use the content to analyze some information published in domestic and foreign newspapers from 2017 to 2023, and business education and business innovation as the research topic. This new research shows that the number of publications focused on sales training and business innovation has increased over the past three years. Among these publications, the most important research is qualitative research. In addition, the studies are respectively reserved for high school students and middle school students, and these are the most important subjects of language and different objects. T-test data analysis is the most commonly used data analysis tool and technique. Based on the results of this study, several ideas are presented for future research focused on entrepreneurship education and new entrepreneurship. These recommendations include increasing the variety of study methods and selecting appropriate data analysis methods.

Keywords:

Entrepreneurship
Education,
Entrepreneurship
Innovation, National
& International
Journal

INTRODUCTION

Business education is a process that provides people with business knowledge and vision, self-esteem, knowledge and skills to work for them. This includes opportunity awareness training to strategize and prepare human resources to deal with risks that may arise later. Entrepreneurship education has three main points: strengthening entrepreneurs' ability to develop ideas and conduct research, accelerating the commercial use of strategic ideas, and developing and maintaining skills. The more professional the business programs are, the better business people we will create. Mack et al (2019) argue that the emergence of business education is important based on the needs of students. Because before, I didn't know it was a type of business. The program can be applied to our business and is ideal for developing skills that can be easily used in a professional environment. Today's students need integrated programs that teach the skills needed to start and grow a business. Although many business studies are carried out, many criticisms and suggestions have been received that they are not relevant and do not meet the needs of the market. Try this due to changing business and conditions. For example, the study of entrepreneurship, which requires thinking, creativity and risk management, often leads to deeper and better knowledge of the use of money and wisdom. A previous study related to this study was conducted by Kakouris and Georgiadis (2017), who stated

that business training programs should provide more important services than managers, design and risk planning. Currently, commercial education is an education that presents a significant level of innovation in the promotion of commercial education. This interest is reflected in research and education, as there is a growing need for business education from students with a business background. Entrepreneurship education encourages people to have an entrepreneurial spirit and innovative business skills. Business management is related to business. According to comments by Sun et al. (2020), the emergence of various new digital technologies, digital platforms and digital infrastructures has changed innovation and business practices, with implications for cooperation and authority. Fallah Haghighi et al. (2018), a recent study in business economics attempted to present these influences in different contexts or contexts. For example, a study showed how digital technology has led to many innovations and business activities that form a frontier in business, cooperative network, ecosystems and communities, and integrate digital and non-digital tools. It is a way for the entrepreneur to realize his desire to develop his creativity, often called business, with the need for the person doing business to possess skills, theoretical skills or business-related skills. It's about action (Karimi and Walter, 2021). According to Herrmann (2019), business marketing research is often located in specific areas or disciplines (e.g. business, marketing, information technology, work and ideas), with now few adoption of additional research. of effort. Get to the root of the problem.

From this point of view, it is important to study the characteristics of digital technology companies that constitute important explanations for considering the nature and process of innovation and business (Stoica et al., 2020).

This study uses content analysis of various national and international newspapers published in Indonesia and beyond from 2018 to 2023 to collect information on various research topics related to the difference between business education and business innovation. More specifically, this study seeks to answer the following questions:

1. What is the trend in the number of entrepreneurship education & entrepreneurial innovation researches from year to year?
2. What are the various research designs used to investigate entrepreneurship education & entrepreneurial innovation?
3. What topics are most frequently used to investigate entrepreneurship education & entrepreneurial innovation?
4. What data analysis techniques do researchers use to analyze entrepreneurship education & entrepreneurial innovation?
5. What is the overview of the series of studies that researchers have conducted in investigating entrepreneurship education & entrepreneurial innovation?

This study differs in several respects from existing studies that have discussed the evolution of entrepreneurship education and entrepreneurship. First, the study focuses on all data published from 2017 to 2023. All are recognized by the Science and Technology Index (SINTA) and the Terindex Copernicus. Secondly, this study is dedicated to reviewing some publications whose main focus is business training and new businesses. Third, many factors were not used as a basis for this analysis.

METHOD

Research Design

This study follows the principles of content analysis by focusing on various studies published in national and international academic journals. The research used is similar to that used in (Elia et al., 2020).

Data Source

The information was collected from the content analysis of national journals, namely SINTA and Copernicus Indexed International Journals. All articles from business and marketing journals covering necessary changes, such as business education and corporate marketing, were found. In the research study, a total of 50 journals were obtained from domestic and foreign journals related to the development of business education and business innovation, but the researchers plan to use the 20 journals as a proxy to examine everything from research design to data analysis. . This affects the effectiveness and efficiency of the researcher's time. Among the hundreds of articles, approximately 50 examine entrepreneurship education and entrepreneurship. This study will examine this.

Research Instruments

The tool used in this research is a content analysis guide which includes the key factors presented in Table 1. Six key factors were analyzed in this research. These factors include (1) publications per year; (2) type of studies; (3) research topic; (4) national and international newspapers; (5) data collection tools; (6) Data analysis method. The results of the content analysis of the different articles in groups 1 to 6 are as follows.

Table 1 Results of Content Analysis Based on Research Type, Subject, Instrument, and Data Analysis

Aspect		Category
Type of Research	a. R & D b. Experiment c. Descriptive d. Mixed Research	a. Qualitative Research b. Quantitative Research
Quantitative Research Type	a. Observation Study b. Correlational Research c. Survey Research d. Pre-Experimental Design	a. True Experimental Design b. Quasi Experimental Design c. Post Facto Design
Research Subject	a. SMK Grade 11 & 12 b. 3 East Java Region c. 3 Central Java City Region d. 20 Companies in European Countries e. In 28 countries f. Spanish university students last year	a. Salatiga City b. Undergraduate Students c. Graduate students d. Business students e. Polytechnic students f. 73 universities in Germany
Data Collection Instruments	a. Questionnaire Sheet b. Observation Sheet c. Test Sheet	a. Interview Sheet b. Not Identified
Data Analysis Method	a. Mean b. T-test c. ANOVA d. Smart PLS e. Logistic regression analysis f. Content Analysis	a. Correlation b. Bootstrapping Method c. Multiple Regression Analysis d. Multivariate e. interpretative analysis of information f. Comparative Analysis

Aspect		Category
	g. Chi-Square Analysis h. Linear modeling analysis	

Data analysis

Each item is placed in a special category based on something that matches the specified category. The decision was made based on the information provided by the authors in the abstract, methodology and discussion. Additionally, the written information is displayed in the bar graph.

RESULTS AND DISCUSSION

Number of Publications

The number of publications indicates the amount of research carried out over a given period of time. Referring to the figure in <Figure 1>, the academic journal of enterprise and business sector is visible from 2017. There is no particular change in the published text by year. However, referring to <Figure 1>, the number of publications has increased significantly since 2017 compared to the previous year. The growing number of publications on business studies and business innovation means that the number of researchers dedicated to advanced research is increasing. High-quality startup training and startup innovation.

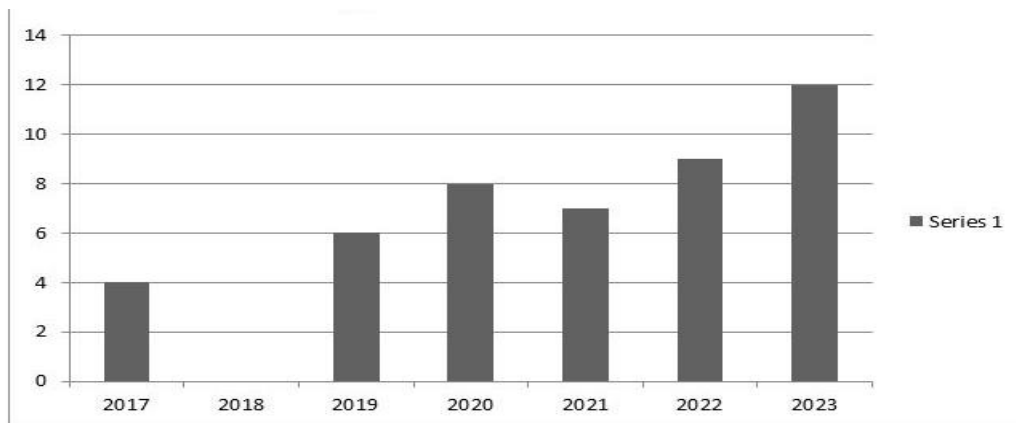


Figure 1. Increase in the Number of Research

Research The growth of business education and new businesses has become a major concern over the past seven years. Most research comes from scientists who are sensitive to the problems that often occur around them. A common problem today is lack of interest in business. Therefore, the need to conduct research is considered the best way to solve and overcome these problems. Through this research, researchers can identify or analyze what factors motivate a person to start a business and how entrepreneurs can create, innovate, and create their own products. This study is based on the idea that the purpose of research is to improve business education and practice of new ventures (Coburn & Penuel, 2016). Additionally, research can affect sales training practice for a variety of reasons. That is, (1) the research results are reliable and can be used as information by anyone who wants to start a business;

(2) It can be used as a basis for business decisions. (3) Profits can affect the creativity and innovation of entrepreneurs.

Type of Research

The type and design of the study determines the topic. According to Figure 2, qualitative research is the model most used by researchers studying entrepreneurship and innovation. More qualitative research compared to other types of research is consistent with some previous studies that reported that researchers prefer qualitative research over quantitative research when conducting education research (Yang et al., 2022). Additionally, although effectiveness is considered new in educational research, there is a growing trend to create more of it (Shakouri, 2014) and focus on research on relationships, including some educational issues. These conditions cannot be separated from the quality of good methods of interpreting the conditions in detail and detail. Therefore, the lack of research provides a good opportunity for future researchers to use the design model and focus their research on entrepreneurship education and innovation.

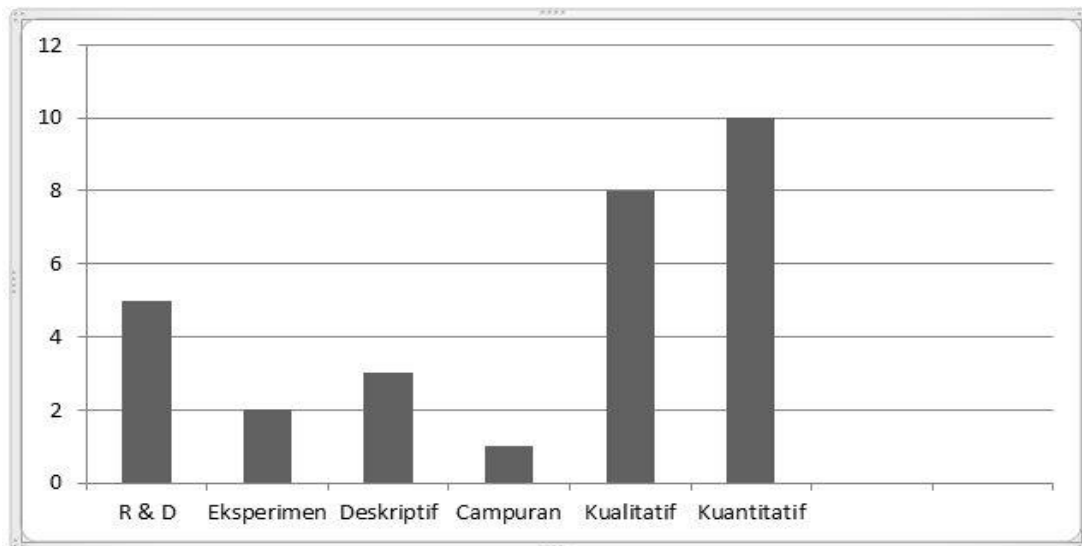


Figure 2. Increase in the Number of Research

However, this does not correspond to the opinion of Stephens et al. (2022) reported that quantitative research was the most chosen and published type of research in 2017. Commercial search is one of the newest trends in foreign search. In this type of research, researchers often create new business-related changes based on the findings and methods of previous business and business research. The product can then be a book, a module or a tutorial. Among other studies carried out by researchers from these studies, it has been found that the difference between business education and business creation is still limited and not widened. Besides the type of research, this study aims to present the quality researches that have been selected by most researchers. Surveys and research studies are mainly designed for business studies and business innovation. The frequency of searches and surveys compared to other research designs show the need for researchers to choose the one that best suits their different interests. Lounsbury et al., (2019) Compared to other models, the ex ante experimental model is the least used model. He found at least two ads. In contrast, actual experimental designs, considered the most difficult to apply to

educational problems, are not found in the business education and new venture literature.

In research and evaluation studies, researchers seek to compare the best treatment options for business development and innovation. The greatest feature of these studies is that through the use of research, researchers can carry out research anytime and anywhere, especially online, without restrictions from the border area. By using different treatments and developing hypotheses, researchers can determine which treatments are most important for improving the transfer of sales training and new business opportunities. In this type of study, researchers do not need to think about the actual experimental design because they must meet certain requirements. For example, participants are selected and assigned randomly. In most schools, actual experimental designs cannot be used for research because they must divide students into classes. Thus, researchers can only choose which classes to include. Surveys have many advantages that they offer to researchers, including low cost, time saving, and rich data on the attitudes, beliefs, emotions, and ability of the population to be assessed (Brewer, 2009). Additionally, clinical studies are the most commonly conducted scientific studies. Therefore, all information generated and shared in this study is expected to contribute to future research related to the development of the education market in Indonesia.

Research Subject

Business education and capacity building in business innovation are aimed at entrepreneurs or future entrepreneurs. According to the information on the type of study, the research design is the most used design by researchers. This often indicates that the study seeks to compare some of the best studies from different research designs. When conducting research, scientists need studies to test their hypotheses. According to Figure 3, the most selected research subjects are students and students who have completed business training or courses. These results are consistent with research by Qureshi and Mian (2021) (Fauzi & Pradipta, 2018), who reviewed all studies published in domestic and foreign journals between 2017 and 2023. The preponderance of high school students was also seen in a study by Lin, Lin and Tsai (2014). According to their research, understanding the learning process and the student context are two of the three most frequently chosen topics for research over the past five years. These results are similar to those of Zhang et al. (2014) found that students and students are the third most important words in educational research. However, this research differs from previous research (Fayolle et al., 2021). Additionally, <Figure 3> shows that the higher the number of classes at a particular educational level, the less likely that class is to be selected for research. Likewise, working students or high school students who have previously taken business courses achieved the highest level of participation in the study. On the other hand, many third-year students find themselves at the bottom of the ladder. This result is consistent with most schools' preference to choose permission to conduct research for third-year SMK or SMA researchers due to the strict national timetable.

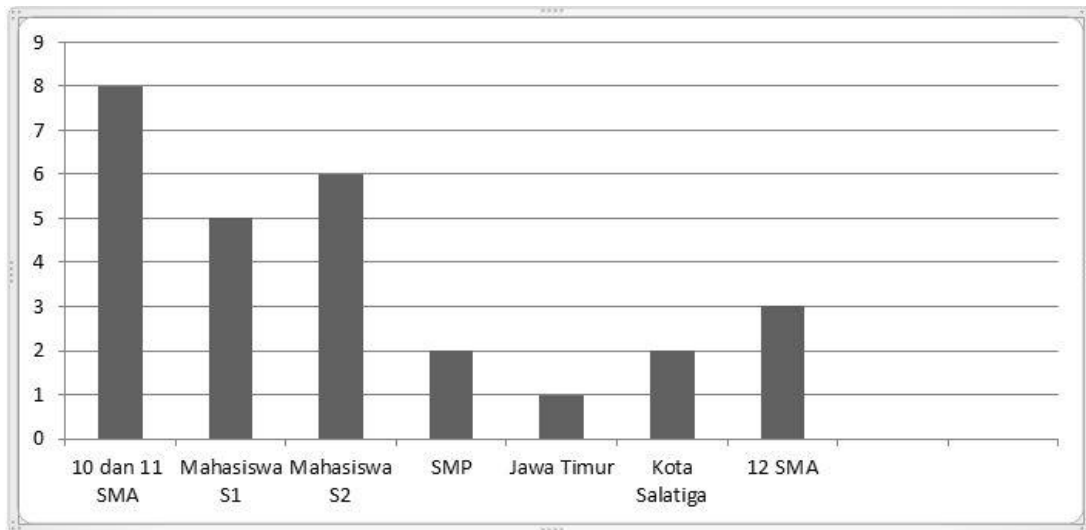


Figure 3. Research Subject

Data Collection Instruments

When conducting research, researchers need tools to help them collect data. According to the study by Maritz et al. (2022) which focuses on different business studies and new business practices used in foreign studies, these changes can be measured by many tools developed by previous researchers. Questionnaires are the most commonly used tools to collect information on business training and business innovation, as shown in Figure 4. In summary, business training and business innovation are science-based because they concern success of businesses around the world. Additionally, collecting data using questionnaires is considered more effective than testing.

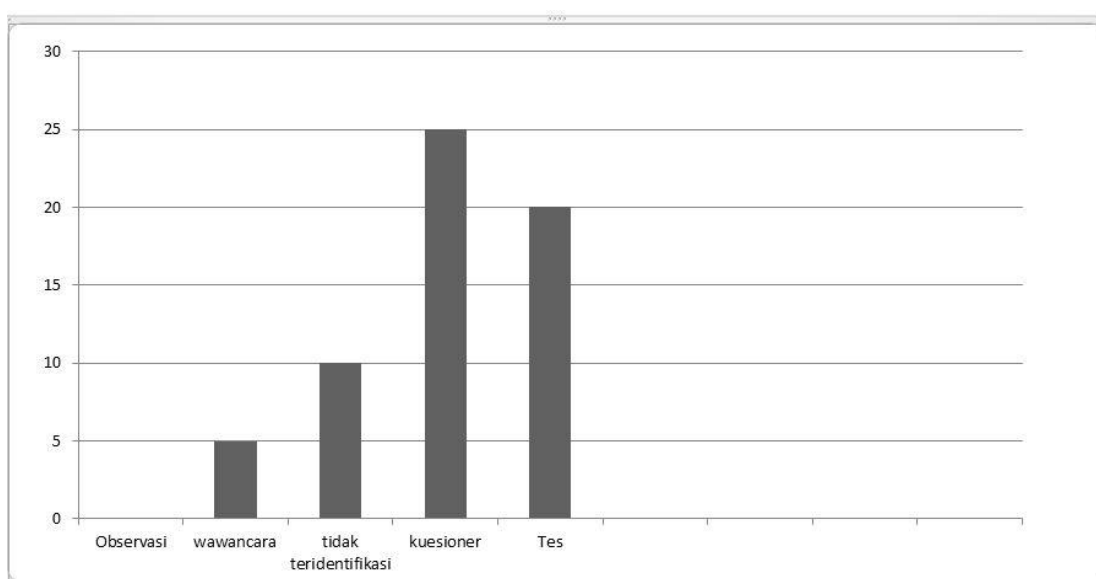


Figure 4. Data Collection Instruments

Data Analysis Method

Many tools can be provided to assess corporate learning and innovation. The most used tools in national and international media are business studies and business innovation. Unfortunately, some researchers have not revealed which tools were used to collect data on corporate learning and new business development. Some people who use questionnaires as their primary data collection method do not disclose whether the measure has been tested for validity and reliability. The validity and reliability of the instrument should be tested before using it for data collection (Bajpai & Bajpai, 2014). That is, information about validity and reliability is considered important for content recognition.

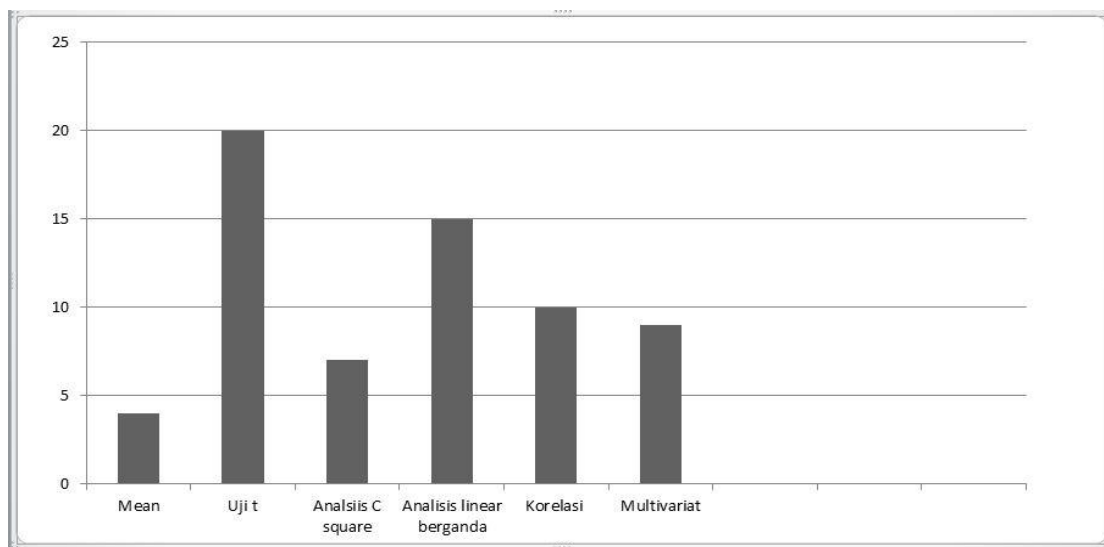


Figure 5. Data Analysis Method

Data Analysis Method

The correctness of the choice of data analysis method determines the level of validity and importance of the study. Looking at the image in Figure 5, there are ±20 research articles using SEM data analysis using t-test. Figure 5 also shows that t-tests are among the most commonly used SEM data analysis methods by researchers. This result clearly shows that researchers often use t-tests to compare the performance of two groups or classes. Two general differences have emerged in researchers' use of the t-test to test hypotheses. First, the researchers only used each subject's post-test data and then used t-tests to prove it. Second, researchers refer to the pre-test and post-test data before calculating the gain N of the two data. In addition, the gain N of the two classes was tested by t-test. This trend will reduce the validity of the study.

CONCLUSION

In this research, we examined reports on sales training and business education published in national and international journals from 2017 to 2023. This model shows that the number of publications focusing on sales training and new ventures increased over of the last three years. Among the hundreds of publications, most seem to be good research. Additionally, the most selected research subjects are working students, high school students, and college students. At the same time, questionnaires

and t-tests are the most used tools to collect and analyze data. Based on the results of this study, several recommendations for further research have been prepared. First, it is important to increase the frequency of quantitative research to study the development of business education and business innovation. Bajpai, R. and Bajpai, S. (2014). Advantages of measurement: reliability and validity. Second, research and development aims to improve business education and business innovation so that research on motivation, behavior and other factors can be changed without limiting these changes. Finally, when conducting research, researchers are advised to choose the points of interest that best suit their thinking and research design, based on the research design, research context and data analysis tools.

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