

Entrepreneurial Mindset among University Students in the Digital Age

Adv. Shweta Singh¹, Ms. Jyoti Santosh Dubey², Ms. Ruby Ghosh³, Mrs. Nilam Hardik Goradiya⁴

Practicing Advocate cum Law Professor, Bombay High Court, Bombay¹

Assistant Professor, Thakur Specialized Degree College, Mumbai²

Assistant Professor at Thakur Shyamnarayan Degree College, Mumbai³

Corresponding Author: Co-Founder, Shivay Publications⁴

Abstract: *The digital age has significantly transformed the landscape of entrepreneurship, creating new opportunities and challenges for university students. The concept of an entrepreneurial mindset has gained considerable importance as it equips students with the ability to identify opportunities, take calculated risks, innovate, and adapt to dynamic technological environments. This study examines the development of entrepreneurial mindset among university students in the context of rapid digital transformation. It focuses on factors such as digital literacy, innovation orientation, risk-taking ability, and opportunity recognition that influence students' entrepreneurial intentions. The research also highlights the role of universities in fostering entrepreneurial skills through curriculum design, incubation centers, digital platforms, and experiential learning. In addition, the study evaluates how exposure to digital tools, online markets, and startup ecosystems encourages students to pursue entrepreneurial ventures. The findings suggest that developing an entrepreneurial mindset among university students is essential for promoting innovation, employment generation, and sustainable economic growth in the digital economy*

Keywords: Entrepreneurial Mindset, University Students, Digital Entrepreneurship, Innovation and Opportunity Recognition, Digital Economy

