

## Enhancing Students' Innovation and Entrepreneurial Intention Through Digital Marketing Education: A Systematic Literature Review

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### ABSTRACT

The systematic literature review (SLR) article about innovation and entrepreneurial intentions of students through digital marketing education aims to determine the competencies emphasized for students in digital marketing education to increase innovation and entrepreneurial intentions. Competencies are very important for students to face businesses that are switching from conventional to digital. Apart from that, students can run businesses amidst increasingly innovative changes in digital technology. The systematic literature review (SLR) article writing method is a library research method sourced from the Scopus, ProQuest, and Springer Link databases. Articles that are relevant to the research will be analyzed using the prism method. The results of the analysis found that digital marketing education needs to teach students to create new markets, low costs, high profitability, and wide market reach. These competencies can encourage students to increase innovation and entrepreneurial intentions since school.

## **INTRODUCTION**

Increased innovation in digital technology has changed various aspects of human life, such as how to communicate, how to work, learn, and how to develop a business (Nadine, 2023). Business actors must keep up with changes in digital technology so that their businesses continue to grow and are easily accessible to customers. Spain experienced an economic increase of 53.4 percent in 2019 from digital technology innovation (Enrique, 2021). Likewise, Russia experienced an economic increase in global retail sales of 18 percent in 2020 (Anatoliy, 2023). Both countries utilize digital technology to market goods and services to the world. They reach out to markets and customers to offer a product in the form of goods and services.

Indonesian students are the young generation who can bring economic change with digital capabilities since they are in educational institutions (Aidil, 2020). Students need to be prepared from now on with good technological knowledge to compete in digital businesses globally. Innovation and entrepreneurial intentions need to be developed with various training since in educational institutions. According to Nadine Bachmann and Herbert Jodlbauer (2023), there are four digital business models that students need to know to develop a business, namely (a) products, services, and jobs, (b) customer segments, (c) product channels to customers, and (d) relationships with customers. The four business models become the background for students to develop innovation and entrepreneurial intentions through digital technology.

At the G20 Summit in 2022, Dedy Permadi said that the number of business actors who have utilized digital technology is 21 million or 32 percent of the total 64 business actors in Indonesia (Yusuf, 2022). There are still 68 percent of business actors who still run businesses conventionally or interactively with customers. Business actors run businesses interactively, of course, because they are not ready for changes in the business environment that are always dynamic. They do not have sufficient competence to adapt to increasingly innovative digital technology (Aidil, 2020). This lack of competence means that business actors will lose business competition globally with entrepreneurs from other developed countries.

According to Naufan (2023) as the driving force of ITS UMKM, the attitude of student initiative in developing a business is very slow and inconsistent. Students do not have strong entrepreneurial intentions in themselves to develop businesses since they were in educational institutions. The lack of student entrepreneurial intentions results in businesses not getting exposure to customers (Itsgan, 2023). Student businesses fail to compete with other business people who are better at networking and promoting products or services to customers. Students' entrepreneurial intentions are decreasing because students have a fixed mindset by viewing failure negatively so that they are easily discouraged when there is a failure in business (Bernardus, 2022). Indonesian students have not yet developed a growth mindset like Spain, Russia, China, America, and other developed countries.

With that, the novelty offered in this research is the improvement of digital marketing education to students in educational institutions. Digital marketing education is the right place to prepare students to have digital marketing competencies, innovations needed in business, and business intentions that continue to grow from time to time. These competencies become practical skills that are relevant to today's increasingly digitized business environment. In addition, digital marketing education encourages students' entrepreneurial intentions from conventional or interactive marketing to online marketing that is increasingly competitive with other developed countries.

The main objectives of this study consist of; (a) explaining the relationship between digital marketing education and students' level of innovation, (b) the impact of digital marketing education on students' entrepreneurial intention to become entrepreneurs, and (c) effective strategies and methods in increasing innovation and entrepreneurial intention through digital marketing education.

## **LITERATURE REVIEW**

### ***Innovation***

Innovation is an important factor in improving business products and services through digital marketing (Evan, 2019). Innovation is a solution to deal with changes in the business market environment following the times. According to Evan Douglas and Catherine Prentice (2019), innovative products and services through digital marketing gain recognition and self-satisfaction from customers. Customers feel that the products and services offered can answer their needs that are following the dynamic environment. In addition, innovation plays an important role in overcoming business failure through digital marketing. Innovation always offers new solutions following environmental changes and can provide added value to products and services that are promoted to customers (Antonio, 2019).

Peter F. Drucker emphasized that the essence of innovation is the ability to create something new and different through creative thinking and innovative actions to create business opportunities (Suryana, 2022). Innovation is a means that students use to take advantage of changes as opportunities for business (Weslh, 2019). Evan Douglas and Catherine Prentice (2019) confirmed a positive relationship between innovation and students' entrepreneurial intentions to make decisions independently, start a business, and work hard to make the business successful. In addition, innovation can influence students to have sharp insights into identifying business opportunities (Bernardus, 2022). Students placed in any environment always can develop a business. However, innovation is formed in students when there are oddities and mistakes in the business process.

### ***Digital Era Business and Management Education***

Business and management education in the digital era involves various reference journals that provide an outlook on challenges, opportunities, and approaches to integrating digital technology in curriculum education. First, the references journal (Bécharde & Grégoire, 2020) reviews the importance development responsive curriculum in the digital era, with a focus on integration intelligence artificial intelligence, data analysis, and deep blockchain technology context education business. Second, research by (Firman et al., 2020; Priyono et al., 2020; Sansone et al., 2021; and Zulfiqar et al., 2021) highlights the role of big data technology and analytics predictive in support a smart decision in the management business, as well as the implications to curriculum and methods teaching. Besides that, a reference journal by (Ernawati1 et al., 2021) researched the influence of learning-based technology on enhancement skills and creativity among students in the context of business and management. Next, research by (Audet et al., 2019) discusses strategy learning-oriented effective technology in increasing understanding of draft business, skills analysis, and creativity students in the digital era. Lastly, references journals by (Martínez-Gregorio et al., 2021; Secundo et al., 2020; Wishnu Wardana et al., 2021) explore an integrated blended learning approach online and offline learning to create experience interactive, collaborative, and relevant learning with demands of current digital business. This. Through the integration of various reference journals, study theory in education digital era business and management produces a deep understanding of How technology can apply in a way to increase quality education and readiness for students to face challenges in the future.

### ***Entrepreneurial Intention***

Entrepreneurial intention needs to equip students since they are in educational institutions to have the ability to recognize business opportunities and have the skills to act on opportunities (Rattena, 2020). Entrepreneurial intention is key for students in developing the economy and competing with the global market through digital marketing. Entrepreneurial intention can encourage students to create business ideas, commercialize the business, and learn to assume risks in business (Denny, 2020). Students have had an understanding since they were in educational institutions that they are agents of social and economic change through business. This is an important factor in influencing students' entrepreneurial intentions.

According to Denny Bernardus, et al (2022), the entrepreneurial mindset that students need to have, namely alertness to opportunities, a tendency to take risks, being able to accept the level of uncertainty in business, and being optimistic about business. The four mindsets are a benchmark that students have strong entrepreneurial intentions in themselves. Entrepreneurial intention can produce students who are open to change, willing to adapt to new situations and have the ability to work in uncertain environments (Arch, 2020).

Moreover, businesses through digital marketing, students must understand well the environment and customers to market products and services.

### ***Digital Marketing***

Digital marketing is a product and service marketing tool that uses digital technology to achieve marketing to customers (Mohammad Faruk, 2021). Digital marketing involves various online platforms such as Facebook and Instagram ads, websites, email marketing, and other search engines to market products and services to customers (Jimenez, 2020). With these various platforms, entrepreneurs can create new opportunities, inform, provide, and sell products and services easily to customers. In addition, digital marketing can market products and services to customers who cannot be reached by conventional marketing (Enrique, 2021). The products and services offered are not only limited to certain regions but can sell products and services internationally. With that, digital marketing is a very effective and efficient online marketing tool for students to learn from educational institutions to become successful entrepreneurs (Huang, 2021).

## **METHODOLOGY**

### ***Research Design***

This research uses a systematic literature review (SLR) to understand the role of digital marketing education in improving students' innovation and entrepreneurial intention. A systematic literature review (SLR) is very useful in integrating findings from several studies relevant to the research topic (Cipto Wardoyo, 2023). The combination of relevant findings occurs by using the prism method in a systematic literature review (SLR). The prism method will provide a methodological framework for searching, assessing, and synthesizing relevant literature to comprehensively understand current research results (2023). In addition, this study will determine the objectives, always relevant literature, use appropriate literature, synthesize, and analyze the results, and present the discussion.

### ***Data and Literature Search***

The first stage carried out by the researcher is determining the aspects observed or analyzed based on the research topic. Then the researcher will conduct a review of the relevant literature separately on the aspects to be observed or analyzed in the study. The relevant literature was collected from the most reputable and comprehensive databases, such as Scopus, ProQuest, and Springer Link. The following relevant literature was collected from comprehensive databases, namely "innovation," "entrepreneurial intention," and "digital marketing education." Relevant literature collected in English in digital, economics, business, management, and social fields

Table 1. Search strings in Scopus, ProQuest, and Springer Link

Databases	Keywords
Scopus	TITLE-ABS-KEY "innovation" OR "entrepreneurship intention" AND "Digital marketing"
ProQuest	"innovation" OR "entrepreneurship intention" AND "digital marketing"
Springer Link	"innovation" OR "entrepreneurship intention" AND "digital marketing"

*Literature Screening Criteria*

The researcher used inclusion and exclusion criteria in selecting the literature that would be the source of the paper. Literature that meets the inclusion criteria as follows, (1) literature related to innovation, (2) literature related to entrepreneurial intention, (3) literature related to digital marketing education, and (4) literature written in English. While the literature meets the exclusion criteria, such as (1) literature from books, (2) literature that is not written in English, (3) literature that cannot be accessed, and (4), literature that is not part of the research topic. All literature will be reviewed by the researcher starting from the title, abstract, content, and conclusion.

**RESEARCH RESULT**

*Literature Identification*

We collected articles published from 2019 to April 2024 as relevant literature for inclusion in the analysis. Searching the Scopus database resulted in 549 articles, the ProQuest database resulted in 593 articles, and the Springer Link database resulted in 152 articles. The total number of search results from 3 databases amounted to 1290, but after identification that was following the research article, there were 365 articles. 365 articles were filtered based on 4 criteria in the inclusion process, there were 72 research articles. The 72 research articles will be selected again based on the title and abstract and only 43 research articles remain. In the last stage, 43 research articles will be selected based on relevant research objectives following the title. The results of this selection are 8 research articles that are very relevant to the researcher's objectives.

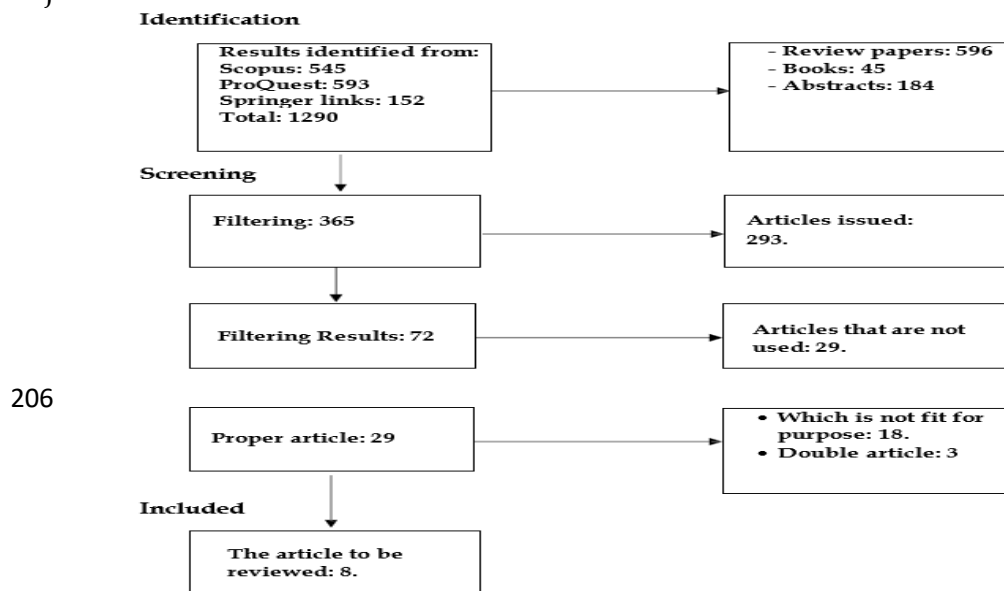


Figure 1. Literature Identification through Scopus, ProQuest, and Springer Link Databases

Table 2. Resume of Research Articles Relevant to This Study

<b>Years</b>	<b>Author (s)</b>	<b>Objectives</b>
2019	Aryo Bismo, Sukma Putra, & Melysa	The impact of digital marketing on customer engagement will also have an impact on purchase intent for customers
2019	Antonio Ghezzi & Angelo Cavallo	Develop an integrated framework through the relationship between Business Model Innovation (BMI), Lean Startup Approaches (LSA), and Agile Development (AD) in the context of strategic agility.
2020	Denny Bernardus, et.al	Innovation and goal orientation as moderating links between entrepreneurial intention and action
2021	Mohammad Faruk, Mahfuzur Rahman, & Shahedul Hasan	Digital marketing education influenced the formation of digital marketing in the United States, India, and the United Kingdom from 2000 to 2019
2022	Christian Homburg & Dominik M. Wielgos	Digital transformation forces us to develop digital marketing skills to stay competitive
2024	Raul Tarazona Montoya, et.al	The impact of digital marketing on the creation of new markets, better clinical services, and general performance
2024	Nina Bachmann, et.al	In an increasingly digitalized society, the intention to become an entrepreneur is increasingly influenced by digital marketing competencies.

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2024	Nadine Bachmann & Herbert Jodlbauer	Innovation is a response to increasingly competitive market conditions and customer needs to remain competitive in the long term.
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Source: processed researcher, 2024

### ***Digital Marketing Education***

Of the 8 that have been identified as appropriate and relevant to the research, 4 articles speak to the importance of digital marketing education. The 4 journals are (Mohammad Faruk, 2021), (Raul Tarazona-Montoya, 2024), (Christian Homburg, 2022), and (Nina Bachmann, 2024). All these articles talk about the role of digital marketing education in increasing company profitability beyond conventional marketing. 2 articles, namely (Raul Tarazona-Montoya, 2024), and (Nina Bachmann, 2024) found that the role of digital marketing not only increases profitability but can create new markets and reduce expenses in promoting products and services. Therefore, the 4 articles explain that digital marketing education prepares students to create new markets through digital technology, and low-cost promotion of products and services and can increase the profitability of the company.

### ***Innovation***

2 research articles specifically discuss innovation. The 2 articles are (Nadine, 2023), and (Antonio, 2019) which emphasize the importance of innovation in influencing digital marketing education. One article (Nadine, 2023) found that innovation needs to be complemented with initiation, ideation, and integration phases with new phases based on market cycles, competitor cycles, and roadmaps. Integration has an important role in digital marketing so that the market promoted to customers matches the changing environment. Meanwhile, one article (Antonio, 2019) explains the role of Lean Startups as an agile method to innovate in digital marketing. Lean Startup is an innovation used to answer evolving customer needs towards higher value at a low cost.

### ***Entrepreneurial Intention***

From the table above 2 research articles explain the increase in entrepreneurial intention through digital marketing education, namely (Denny, 2020) and (Nina Bachmann, 2024). The article explains the research results that entrepreneurial intentions are formed from digital marketing education in educational institutions. Digital marketing education shapes students' mindset to utilize digital technology as a tool to promote products and services at a lower cost and wider market reach.

## **DISCUSSION**



From the 8 articles that have been analyzed, researchers found that digital marketing education has a relationship with innovation and entrepreneurial intention. The integration of the three variables can improve students' mindset to utilize digital marketing technology in creating new markets, low costs, high profitability, and wide market reach. This is in line with Norman's (1988) affordability theory. The theory of affordance is formulated based on the realization of the interaction of subjects (humans) with objects (computers) (Bayer, 2021). Humans use computers to interact in improving business. According Research from Jacopo, Dennis, and Alberto (2023) found 7 (seven) affordances of digital technology related to consumers, such as electronic transactions, interdependence, online platforms, information transparency, social interaction, services, and proactivity (Jacopo Ballerini, 2023). Of the 7 affordances of digital technology that are in line with the findings of the researchers, namely proactivity. Proactivity has an important role for students in creating new markets, low production and service costs, high product and service value, and broad market reach.

With that, this research implies that digital marketing education is a very important lesson specifically for digital business students. Digital marketing education will help students develop businesses through digital during changing times that are increasingly digital (2023). Therefore, educational institutions need to realize that digital marketing is an important factor in supporting the country's economic growth. Educational institutions need to prepare adequate facilities to support students' digital marketing learning process. In addition, digital marketing education not only makes it easy for students to understand digital marketing concepts and practices. Students will also increase their ability to create businesses with low costs and high value for customers.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study aims to increase students' innovation and entrepreneurial intention through digital marketing education. Digital marketing education is very important to prepare students for changes in the increasingly dynamic digital technology environment. With that, students need to be taught in educational institutions about creating new markets with technology at low cost, expanding business markets, and increasing business profitability. These things are important to teach in digital marketing education to increase the spirit of innovation and entrepreneurial intentions of students in educational institutions.

This research certainly has limitations because it only finds four competencies that need to be taught to students in digital marketing education. The four competencies are students' ability to create new markets, low costs, high profitability, and broad market reach. Researchers did not further explain

the reasons for these four competencies in increasing student innovation and entrepreneurial intentions.

### **ADVANCED RESEARCH**

This research still has limitations so it is necessary to carry out further research related to the topic " Enhancing Students' Innovation and Entrepreneurial Intention Through Digital Marketing Education: A Systematic Literature Review" to perfect this research, as well as increase insight for readers.

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