

# **Digital Literacy and Entrepreneurial Education as Drivers of Entrepreneurial Intention and Success**

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**Abstract:** *In the contemporary digital economy, entrepreneurial success depends not only on business knowledge but also on the ability to navigate technological advancements and believe in one's own capabilities. This study examines the combined influence of digital literacy, entrepreneurship education, and self-efficacy on individuals' entrepreneurial intentions, readiness, and performance. Digital literacy equips learners with the skills to access, evaluate, and utilize digital information effectively, enabling informed decision-making, market analysis, and digital communication. Entrepreneurship education provides structured knowledge and practical frameworks that foster creativity, innovation, opportunity recognition, and risk-taking. Self-efficacy strengthens confidence and resilience, motivating individuals to apply learned competencies in real-world entrepreneurial contexts. Through a comprehensive review of secondary data, the study highlights the synergistic effect of integrating these three factors, demonstrating how this combination enhances problem-solving, strategic decision-making, and innovative capabilities. The findings underscore the importance of a holistic approach to developing digital and entrepreneurial competencies, emphasizing continuous skill development to prepare students and emerging entrepreneurs for sustainable success in a technology-driven, competitive business environment.*

**Keywords:** Digital literacy, Entrepreneurship education, Self-efficacy, Entrepreneurial intention, Entrepreneurial performance, Digital economy

