



ARTIFICIAL INTELLIGENCE FOR ENTREPRENEURIAL LEARNING IN HIGHER EDUCATION: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

The rapid advancement of Artificial Intelligence (AI), particularly Generative AI, has significantly transformed entrepreneurial learning in higher education. Although numerous studies have examined AI applications in entrepreneurship education, the existing evidence remains fragmented, making it difficult to understand the current research landscape, dominant themes, pedagogical implications, and future research directions. This study aims to systematically review the literature on AI for entrepreneurial learning in higher education by synthesizing existing empirical and conceptual studies. The review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) guidelines. Relevant articles were identified from the Scopus database using predefined inclusion and exclusion criteria. The selected studies were analyzed through descriptive and thematic synthesis to identify publication trends, AI technologies employed, learning approaches, reported educational outcomes, implementation challenges, and research gaps. The review indicates that AI has enhanced entrepreneurial learning through personalized learning experiences, intelligent feedback, business simulation, idea generation, opportunity recognition, and entrepreneurial decision-making. Nevertheless, concerns regarding academic integrity, ethical issues, digital literacy, data privacy, and unequal access to AI technologies continue to hinder effective implementation. Furthermore, most studies remain exploratory and are concentrated in developed countries, indicating limited evidence from developing economies. This review proposes a future research agenda emphasizing cross-cultural investigations, longitudinal research designs, and the integration of AI with experiential entrepreneurship education. The findings contribute to the growing body of knowledge on AI-enhanced entrepreneurial learning and provide practical insights for educators, researchers, and higher education institutions seeking to design more effective AI-supported entrepreneurship education.

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1. INTRODUCTION

2. RESEARCH METHODS

3. RESULTS AND DISCUSSION

4. CONCLUSION AND RECOMMENDATION

5. REFERENCES