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I. Honcharenko, PhD, Associate Professor,
D. Honcharenko, master's stud., MgIESP1-25
Kyiv National University of Technologies and
Design, Kyiv, Ukraine

ENTREPRENEURIAL EDUCATION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT: INTERNATIONAL APPROACHES AND DIRECTIONS OF TRANSFORMATION

This study examines contemporary approaches to the development of entrepreneurship education in the context of implementing the concept of sustainable development. It analyzes international initiatives and scientific approaches to the development of entrepreneurship competencies focused on sustainable development. It identifies the role of educational institutions in training a new type of specialist capable of implementing the principles of sustainable entrepreneurship. The necessity of transforming educational programs in accordance with global sustainable development goals is substantiated.

The current stage of global economic development is characterized by the growing role of knowledge, innovation, and human capital. At the same time, global challenges related to climate change, social inequality, and resource constraints necessitate a transition to a sustainable development model. Entrepreneurship plays a

crucial role in this process, increasingly guided by the principles of responsibility and sustainability.

In this context, entrepreneurship education takes on strategic importance, as it is precisely this education that builds the competencies necessary for creating innovative and socially responsible businesses. Particular attention is paid to integrating the principles of sustainable development into educational programs, in line with global initiatives, particularly those of the United Nations.

The aim of this study is to examine international approaches to the development of entrepreneurship education in the context of sustainable development and to identify the main directions of its transformation.

The concept of sustainable development gained global significance following the adoption of the «2030 Agenda for Sustainable Development», which defines the key directions for the development of the global community [5]. It envisions achieving a balance between economic growth, social development, and environmental conservation.

According to contemporary approaches, education is viewed as a key instrument for achieving sustainable development goals. It should foster in learners the ability to think systemically, make responsible decisions, and act in conditions of uncertainty.

In particular, entrepreneurial education takes on special significance, as it promotes the development of innovative thinking and readiness to create new sustainable business models.

Entrepreneurial education is an important tool for developing the key competencies necessary for sustainable development. In particular, the study by Lysytsia N. et al. emphasizes that modern entrepreneurial education should focus on developing innovation, creativity, and adaptability [2].

Particular attention is paid to the development of so-called «green competencies», which include environmental awareness, responsible resource consumption, and the ability to manage resources sustainably. In this context, the European framework for sustainable development competencies – GreenComp – plays an important role, defining the key skills and knowledge necessary to ensure a sustainable future [4].

According to GreenComp, entrepreneurship education should promote the development of:

- systems thinking;
- critical analysis;
- accountability for decisions made;
- the capacity for innovation.

Thus, entrepreneurship education becomes a powerful tool for shaping a new culture of doing business.

International experience demonstrates an active transformation of educational systems toward the integration of sustainable development principles. In particular, many countries are implementing educational programs aimed at developing entrepreneurial competencies within a balanced framework.

Universities play a crucial role in this process, serving as hubs for innovation and knowledge generation. They facilitate collaboration between education, science, and business, thereby fostering the development of the entrepreneurial ecosystem.

The development of entrepreneurship education requires the use of modern tools and approaches that combine theoretical knowledge with practical skills and foster the development of entrepreneurial thinking [1]. The main ones include:

1. Integrating sustainable development into educational programs. This involves incorporating relevant disciplines and modules into educational programs.

2. Use of digital technologies. The digitization of education opens up new opportunities for learning and developing entrepreneurial competencies.

3. Collaboration with business. Partnerships between universities and businesses help make education more practice-oriented.

4. Development of a startup culture. Supporting student initiatives and innovative projects is a key element of entrepreneurial education.

In this context, the development of international cooperation is also important, as it allows for the exchange of experiences and the implementation of best practices.

The further development of entrepreneurship education is linked to the need to adapt to the new challenges of the global economy, ensure the accessibility of education, and align it with the needs of the labor market [3].

The main areas of its transformation are:

- integration of sustainable development principles;
- development of digital competencies;
- strengthening the practical focus of education;
- fostering an entrepreneurial culture.

Therefore, we can conclude that entrepreneurial education plays a key role in implementing the concept of sustainable development. It contributes to the development of the competencies necessary for creating innovative and socially responsible businesses.

International experience demonstrates the need to transform educational systems toward the integration of sustainable development principles. Universities play a vital role in this process by fostering the development of the entrepreneurial ecosystem.

Thus, the development of entrepreneurial education is a crucial prerequisite for ensuring the sustainable development of society.

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Захарова К.Ф., к.е.н., доцент,
Університет «КРОК», м. Київ, Україна

АЛГОРИТМІЗАЦІЯ РИНКІВ ТА ЕТИЧНІ ІМПЕРАТИВИ СТАЛОГО ПІДПРИЄМНИЦТВА В ЦИФРОВІЙ ЕКОНОМІЦІ

Сучасний етап глобального економічного розвитку характеризується тотальною цифровізацією, дані перетворюються на ключовий стратегічний ресурс, а алгоритми – на головний механізм організації ринкових процесів. У межах цифрової трансформації змінюється не лише технологічна основа підприємництва, а й сама логіка конкурентної взаємодії, формування цін, доступу до споживача та розподілу ринкової влади. Це безпосередньо пов'язано з реалізацією Глобальних цілей сталого розвитку, насамперед Цілі 8 «Гідна праця та економічне зростання» і Цілі 9 «Промисловість, інновації та