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DIGITAL TOOLS FOR UNIVERSITY SUPPORT FOR SUSTAINABLE ENTREPRENEURSHIP

In the context of the digital transformation of the economy, universities play a key role in shaping a new generation of entrepreneurs focused on the principles of sustainable development. The combination of educational, scientific and innovative activities creates the prerequisites for the development of sustainable entrepreneurship, where digital tools act as an important catalyst for change.

One of the key areas is the implementation of digital educational platforms (LMS systems, massive open online courses), which provide access to knowledge on entrepreneurship, innovation and sustainable development. Such platforms allow for the integration of an interdisciplinary approach, combining economic, environmental and social aspects of business.

LMS (Learning Management System) is software, often cloud-based, that allows you to create educational products in electronic form and organize online learning [2]. It allows automate process training, organize remote courses, conduct test and analyze progress students in.

Key features and capabilities of LMS:

- Content management: from loading course in, video, presentations.
- Automation: registration participants, reminders, in.
- Rating knowledge: testing, survey, check tasks.
- Analytics: monitoring success and activity users in.

LMS is used in educational institutions for distance learning. Examples of well-known platforms are Moodle, SendPulse Academy and others. Sources [3] indicate that the LMS should integrate with other corporate application solutions used by the HR department and accounting, allowing management to measure the impact, effectiveness and total cost of training initiatives. Article by Juliana Dobre is devoted to considering different options for learning management systems (LMS) available to higher education institutions [4].

Startups also play an important role, including online incubators, accelerators, and crowdfunding platforms. Platforms and virtual mentoring environments promote the development of student initiatives focused on solving urgent social and

environmental problems, as well as providing access to global markets and resources. Internet incubators are platforms that help startups and Internet projects develop, receive funding and enter the market faster. Startup accelerator is a program that helps startups grow and develop by providing them with support in the form of funding, mentoring, training and access to resources.

Particular attention should be paid to the use of data analysis technologies, artificial intelligence and digital modeling, which help to assess the impact of business decisions on sustainable development. This allows students to develop responsible management and strategic thinking skills. In addition, universities are actively implementing digital ecosystems of cooperation that unite students, teachers, business and the public sector. Such platforms contribute to the exchange of knowledge, the development of partnerships and the creation of innovative solutions in the field of sustainable entrepreneurship.

Thus, digital tools significantly expand the capabilities of universities in supporting sustainable entrepreneurship, ensuring accessibility of education, development of innovations and integration into global economic processes. Further development of this area requires a systemic approach, investments in digital infrastructure and updating of educational programs in accordance with the challenges of modernity.

Literature

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