EXPLORING THE TRANSFORMATIVE INFLUENCE OF ARTIFICIAL INTELLIGENCE IN BUSINESS: DISCOVERING AI'S CAPABILITIES IN AIDING THE PERFORMANCE OF BUSINESS EDUCATION AND ENTREPRENUERSHIP PRACTICES

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Abstract

The evolution of Artificial Intelligence (AI) has positively impacted on the socio- economic, political and social space of our dynamic society as its pronounced presence is seen in education, entrepreneurship and technology which are primal to the socio-economic expensiveness of our society. The thrust of this paper thus is to x-ray the transformative influence of AI in aiding the performance of Business Education and Entrepreneurship practice. The paper has underscored the transformative influence of Artificial Intelligence in Business Education to include career guidance, intelligence tutoring system, enhanced accessibility, automated grading and personalized learning; while its salient influences in Entrepreneurship Practice include, market research, predictive analytics, automation and efficiency, idea generation, chatbots and virtual assistants. The paper further uncovered the key aspects of Entrepreneurship Practice to include: Idea Generation; Feasibility Analysis; Business planning; Start-up; Growth and Scaling; Innovation and Risk-taking; Leadership and Team Building; Networking and Partnerships; Adaptability and Resilience; and Continuous Learning. The paper concluded that there is need for a balanced approach that will integrate AI both in Business Education and Entrepreneurship Practice, in order to initiate an effective performance that will ensure further sustenance and advancement. Consequently, the paper recommend some strategies necessary for a balanced approach in integrating both Business Education and Entrepreneurship Practices with Artificial Intelligence to include: Embedding AI literacy within business education especially educational curricula, Initiating data analytics, and digital transformation principles; Practical exposure through case studies, simulations, and internships with AI-driven startups; Collaboration between academia and industry which will enable this balanced approach; Promoting a culture of continuous learning; and Ethical considerations and responsible AI use, among others.

Keywords: Artificial Intelligence, Business Education, Entrepreneurship Practices and Transformative Influence

Introduction

The rapid progress of technology has revolutionized many areas, including education. Artificial Intelligence (AI) is one of the most significant discoveries of recent years, having transformed teaching and learning processes across numerous disciplines. Artificial intelligence (AI) has also created a paradigm shift in the landscape of entrepreneurship, presenting both new opportunities and challenges. As AI technologies continue to evolve through various sectors, entrepreneurs find themselves at the forefront of a rapidly changing business environment. From revolutionizing traditional industries to creating entirely new markets, AI has the potential to significantly enhance productivity, streamline operations, and drive innovation. The concept of Artificial Intelligence (AI) has been around for decades, but its application in education is a relatively recent development. AI in education refers to the use of AI technologies to enhance teaching and learning (Holmes et al., 2019). This can include anything from AI-powered tutoring systems to AI-driven tools that help educators simplify tasks. While AI is still in its early stages of development, it has the potential to

revolutionize the way students learn and lecturers teach. The world's constant innovative changes have shown that the future is unpredictable especially as it concerns education, knowledge, skills, competencies and technology which are considered the bedrock of economic, social and political growth (Inalegwu et. al, 2025). According to Alam (2021), technological development in the world poses many challenges and opportunities, and perhaps the most increased competition among institutions, enterprises, around markets in changing competitive environment, where knowledge, technology, entrepreneurship practices, research and development activities have become increasingly important as the dominant advantage of contemporary economics and strength of nations and the institutions are measured by their progress in technology, research and development (Chen et. al, 2023). Artificial intelligence (AI) has been ascertained to have contributed to the reformation of the educational landscape by providing personalized learning experiences for teachers and students. For teachers, this means access to tools that can adapt to the learning pace and style of individual students in business education that offer real-time feedback and generate an insight into students' performance that can give instructional strategies. For students, it offers an opportunity to personalize their learning experience and make use of efficient study tool that will help enhance their academic performance and prepare them for the future workforce. Al-mamary (2025) state that artificial intelligence (AI) encompasses technologies that allow machines to mimic human intelligence and perform tasks typically requiring human involvement. With advancements in data, algorithms and computing power, AI systems can analyze data, identify patterns, make predictions and adapt to changing business environments. Unlike the intelligence of people or animals, artificial intelligence is the intelligence possessed by robots or software (Chukwuka & Igweh, 2024). It can be defined as intelligence displayed by machines, or, to put it in academic terms, the study of how digital computers and algorithms carry out operations and resolve intricate issues that ordinarily call for or surpass the level of human intelligence, reasoning, and predictive capacity required to adjust to shifting conditions. It is also a branch of computer science that focuses on creating and researching intelligent machines (Schlick, 2014), but since computer scientist John McCarthy initially defined artificial intelligence (AI) more than 60 years ago, when he defined AI as "the science and engineering of making intelligent machines" (Andersen, 2002), the term has changed. According to Obschonka and Audretsch (2020), deep learning is regarded as a subset of machine learning, which is commonly classified as a subset of AI in the language used to describe AI. Adamopoulou and Moussiades (2020) state that artificial intelligence (AI) is a broad field that encompasses various techniques and approaches used to build intelligent machines capable of performing tasks that typically require human intelligence. It is transforming business education and entrepreneurship education practices in various ways including personalized learning systems and tailor's entrepreneurship education to individual student's needs, skills and learning styles. It also has driven virtual mentors, offering guidance support and feedback to teachers, students and simulating real-world entrepreneurial experiences (Surugiu et. al, 2024). Bousfiha and Mansoori (2020) state that artificial intelligence system can also comprehend and generate human language, enabling them to communicate with humans; it is an Artificial Intelligence system that uses algorithms to process data, learn from experiences and the system rely on high-quality data to learn, improve and make accurate decisions. AI has had a revolutionary effect on business, economy and society by enhancing the interactions between stakeholders and increasing efficiency. The history of AI can be traced from the technology's formal definition in 1956. The field encompasses ethics, advanced algorithms and effects on businesses. Some of the features that are well recognized include natural language processing and machine learning. However, some issues include the integration of systems and data as global investments are being made.

Business education is a fundamental part of vocational education that equips individuals with skills and knowledge for gainful employment or self-employment. It is a deliberate and well-planned programme that equips students with relevant skills necessary to enable them become

self-reliant, independent, and productive citizens in the society (Okoye & Ubaka, 2025). In order to provide the youths with digital skills to launch new businesses, Okoye and Onwuna (2023) asserted that the business education training programmes must combine general education with entrepreneurship courses. Business education is also a programme of study which aims at creating awareness for business occupation and preparing youths for work and people to become better citizens and intelligent consumers of goods and services (Gidado & Akaeze, 2014). It is an educational programme that provides its learners with competent skills to perform several tasks in the world of business and education comes in different specialties. According to Edokpolor and Owenvbiugie (2017), business education is an essential element in vocational and general education that concerned with the impartation of business orientation and knowledge for personal and national development. Edokpolor and Owenvbiugie further affirm that business education involves teaching students the fundamental concepts, theories and processes of business. Business education in its dynamic nature and operation is designed to prepare young people for self-employment career and economic literacy in the marketplace (Amaewhule, 2017). According to Elujekwute et. al. (2021), by understanding the concept of business education, students can be better prepared to succeed in the dynamic and complex business world. Anyaeneh and Nzegwu (2017) define business education as a program of study which offers students who wish to pursue a career in business an opportunity to develop those skills and understanding that will enable them to enter, perform and progress in business occupation after graduating from high school or university. Thus, the primary goal of business education is to produce competent, skillful and to dynamic business teachers, office administrators and businessmen and women that will effectively compete in the job market. Business education is the type of education that assists individual to acquire skills, which they can apply to solve problems in business and office occupations. Students are expected to have relevant skills and knowledge, attitude to enable them performs effectively in their private business and public offices.

Entrepreneurship practice on the other hand is the process of creating, managing and growing a new business venture or enterprise. It involves identifying opportunities, mobilizing resources and taking calculated risks to innovate, produces and deliver products or services that meet customer needs. According to Bell and Bell (2023), the key aspects of entrepreneurship practice include: Idea Generation: Identifying innovative business idea and opportunities; Feasibility Analysis: Evaluating the potential of an idea through market research, financial projections and risk assessment; Business planning: creating a comprehensive business plan outing goals, strategies and tactics; Start-up; launching the new venture, securing funding and establishing operations; Growth and Scaling: Expanding the business, entering new markets and increasing revenue. Innovation and Risk-taking: Continuously innovating and taking calculated risks to stay competitive. Leadership and Team Building: Building and managing a team and developing leadership skills. Networking and Partnerships: Establishing strategic partnerships and networks to access resources and markets. Adaptability and Resilience: Adapting to changing circumstances and bouncing back from setbacks and failures. Continuous Learning: Staying up-to-date with industry trends, best practice and new technologies. By understanding the concept of entrepreneurship practice, individuals can develop the skills and mindset necessary to succeed in creating and growing innovative and sustainable business.

Transformative influence of AI in business and the performance of business education

In Business Education, AI has emerged as a potent tool for improving instructional delivery, individualized learning, administrative efficiency, and preparing students for the changing digital economy (Luckin et al., 2021). With the growing demand for a technologically trained workforce, including AI into business education programmes is critical to ensuring that students gain the skills and competencies required to fit into the modern offices or succeed in today's business climate (Seldon & Abidoye, 2018). Business education as stated by the Federal

Republic of Nigeria (FRN, 2013) seeks to equip students with fundamental knowledge and practical skills in Entrepreneurship, Management, Finance, Marketing, and Digital company strategy. However, traditional training methods frequently struggle to keep up with the rapid changes in modern business education processes brought about by digital transformation (Cheche et al., 2024). AI-powered educational tools, such as intelligent tutoring systems, machine learning-based analytics, chatbots, and virtual assistants, have added a new dimension to teaching and learning of business education by providing real- time feedback, data-driven insights, and adaptive learning experiences tailored to individual student needs (Holmes et al., 2022). The use of AI in business education extends beyond classroom interactions to automated administrative processes, and decision-making models that allow students to gain hands-on experience in problem solving and critical thinking (Yang et al., 2020). By leveraging AI, business educators can analyze their students' learning patterns, identify gaps, and recommend personalized learning paths, thereby improving academic outcomes and employability skills (Zawacki-Richter et al., 2019). Despite its numerous benefits, the integration of AI in business education faces challenges, such as data privacy concerns, ethical considerations, digital divide issues, and resistance to change (Onyejegbn, 2023). Therefore, it is essential for business educators, administrators of business education programme, policymakers, and tertiary institutions in Nigeria to develop strategies that ensure the ethical and effective deployment of AI-powered solutions in business education.

AI-based education enhances entrepreneurial competencies and fosters creativity, benefiting businesses (Nuseir et. al, 2020). While AI offers real support in business scenarios for students, further conceptualisation of AI's use in business and education is needed, covering critical aspects like processes, activities, and actors (Yang et al., 2022). AI tools have proven firmly and vastly helpful in various fields, in education or business education. Amongst them, there are computer vision, prediction systems, data mining (Das et al., 2015), intelligent learning or teaching systems, learning analytics (Ley et al., 2023), facial recognition systems, voice or speech recognition systems, virtual laboratories, augmented reality, virtual reality, hearing and sensing technologies, edge computing, virtual personalised assistants, real-time analysis, AI chatbot, image recognition, personalised learning approach, academic analytics, and adaptive learning method (Han et al., 2022). Moreover, in an era defined by rapid technological advancement, the integration of artificial intelligence (AI) into business education is not just a trend, it's a necessity. As AI continues to reshape industries, business schools must adapt their curricula and teaching methodologies to prepare students for a future where AI will play a pivotal role in decision-making, strategy, and operations. Integrating AI into the learning journey from real-world simulations to personalized learning and content creation has the potential to transform business education. AI can make business education more dynamic, relevant, personal, and effective in preparing students for the challenges and opportunities of the future. To succeed in today's workplace and business environments, students will need to develop both technical proficiency with AI tools and an ethical outlook on how to use them.

AI has further influence on the unconventional performances of the business education students in facing one of the most dynamic tools of AI known as chat-GPT which serves as a personalized tutor, making learning more dynamic and effective. Students can ask the GPT questions about their course material, gaining tailored explanations and real-world analogies for complex ideas. It also provides constructive feedback on assignments, helping students refine their work while maintaining academic integrity. Likewise for the teachers or lecturers, chat-GPT could be used to gain insights into course structure, identify redundancies or gaps, and generate ideas for new activities. It can also help them to quickly familiarize themselves with the course material, leveraging the GPT to answer questions and clarify content for students. Similarly, this AI tool will also aid in providing an overview of the course alignment and suggest improvements that enhance learning outcomes. As AI reshapes industries, the skills required in the job market are

evolving. Hence, the business educators must prepare students not only with technical knowledge of AI but also with a critical understanding of its applications and ethical implications. The key focus should be on hands-on experience where Integrating AI tools into curricula allows students to gain practical exposure to the technologies they will encounter in their careers. Likewise, human-AI collaboration is highly needed to be imbibed in emphasizing AI as a complement to human ingenuity, business educators should teach students how to combine AI's strengths with applying their own critical thinking and creativity. Thus, AI literacy is no longer optional. it is essential for students to thrive in a world where businesses increasingly rely on AI for data analysis, decision-making, and customer engagement.

Ways artificial intelligence can aid in the performance of business education

The use of artificial intelligence in business education programme for students has the potential to revolutionize the field by enhancing learning capabilities. AI has the potential to transform business education by improving the efficiency and effectiveness of various processes, such as student learning, curriculum design, and administrative tasks. By leveraging data analysis and predictive analytics, business educators can create a more responsive, adapted, and effective learning environment for their students. These tools not only enhance the learning experience but also empower students to take control of their academic journey and achieve their full potential. AI also has the latent to revolutionize business education by providing enhancing research capabilities, and improving overall student engagement and success. By leveraging AI, business educators can create a more effective and inclusive learning environment for students. ITS are AI-powered platforms that can offer personalized instruction, assessing individual student needs in real-time, providing real- time feedback, and assisting with homework and complex business concepts (Matellio, 2025). It supports virtual learning by providing interactive experiences, allowing business education students to apply theoretical knowledge in practical settings, managing class interactions, and providing instant feedback, enhancing the learning experience. AI not enhance business education by personalizing learning, analyzing student data, and identifying areas for improvement, but it also allows the training and unlocking of individual learning potential (Trisca, 2024). These helps business educators tailor instruction to individual needs. AI integration in educational research improves data collection, analysis, and interpretation, aiding in identifying patterns, predicting trends, and generating insights for educational strategies.

In Nigeria, AI technologies tackle infrastructure and resource limitations, enabling deeper analysis of large datasets and deeper understanding of educational outcomes and student behaviours (Ibrahim, 2025). For business educators i.e. the lecturers, predictive analytics, a tool utilizing statistical algorithms and machine learning, can be used in Nigerian business education to improve decision-making. It helps identify at-risk students, tailor instructional methods, and enhance educational effectiveness (Judge, 2024). It can also model student behaviour, identify attendance issues, and assess student success or dropout likelihood, enabling timely interventions. AI-driven grading tools, like EssayGrader and AutoMark, automate student assessments using machine learning algorithms, providing instant feedback, and maintaining consistency, reducing grading time and allowing educators to focus on lesson planning and student engagement (EssayGrader, 2024). While AI-Powered Student Management Systems integrated with AI capabilities will help in assisting the lecturers in efficiently managing student data, enrollment processes, and administrative tasks. These systems provide tools for creating and delivering online courses, tracking student progress, and enhancing learner engagement. For example, platforms like Coursebox AI offer features such as AI assessments, chatbots for instant feedback, and quiz generators, all designed to personalize education and improve training outcomes.

In the same vein, AI is revolutionizing education and workforce development, particularly in business education. By incorporating AI technologies, business education students can learn

advanced digital tools like virtual assistants and AI-powered customer care platforms, enhancing their digital literacy (Okeke & Uzochukwu, 2022). AI technologies and applications are becoming increasingly common in current office contexts. Hence the use of AI-powered educational systems allows business education students to master skills at their own pace making them capable of utilizing those technologies when employed in such offices. This is because adaptive learning systems analyze students' strengths and weaknesses, thereby enhancing their understanding of office management tools and practices (Akinwale & Olaniyi, 2023). On the other hand, automating daily office operations like scheduling, document management, and data entry requires the use of AI technologies. Learning how to use AI-driven automation tools can help business education students perform more successfully and efficiently in the workplace. Given that more and more businesses are using AI to simplify operations, the ability to manage automated workflows is becoming increasingly important for job seekers (Eze & Ndubuisi, 2021). Bello and Akanbi (2023) pointed out that AI can enhance creativity in business education students by providing fresh perspectives on office administration duties and streamlining workflows. Musa and Kalu (2021) highlighted that AI tools, like machine learning and natural language processing, enhance communication and collaboration among business education students, preparing them for team-oriented environments. Consequently, *the major ways artificial intelligence can aid in the performance of business education* are through career guidance, intelligence tutoring system, enhanced accessibility, automated grading and personalized learning.

Career Guidance: This is the use of artificial intelligence technologies to support students in exploring and navigating their career paths. it can equally assess students' interest, skills and values to suggest relevance career options. Also, it has the capability of offering tailored career guidance based on individual student strengths, weaknesses and aspirations. Artificial intelligence driven analytics can forecast career trajections, thereby helping students make informed decisions. It can pinpoint areas where students need skill development, enabling targeted learning. AI can assist students in setting and achieving career goals and creating personalized plans. Artificial intelligence powered career guidance can revolutionize the way students approach their professional futures, making business education more effective and impactful (Banfield et al., 2015).

Intelligence Tutoring System: An Intelligent Tutoring System (ITS) is a computer-based system that provides personalized guidance and feedback to students, mimicking the role of human tutor. It aims to adapt to individual learning needs, offering tailored support and instruction, thereby assessing students' knowledge, skills and learning style. Also, organizing and storing content expertise. It adapts to individual pace and needs of the students. According to Tuomi (2018), intelligent tutoring offers effective and efficient learning experiences, making education more accessible and engaging and it supplements traditional teaching method and preparing students for standardized tests as well as providing tailored support for diverse learners.

Enhanced Accessibility: By leveraging artificial intelligence to enhance accessibility, business education can become more inclusive, providing equal opportunities for all students to succeed and reach their full potential. Enhance accessibility in the application of Artificial Intelligence (AI) in business education is the use of AI technologies to make learning more inclusive and accessible for all students, particularly those with disabilities or limitations.

Automated Grading: Automated grading in the application of Artificial Intelligence in business education is the use of AI algorithms to evaluate and grade students' assignments, exams and other assessments. Artificial intelligence-powered automated grading can accurately score objective questions and instantly grade multiple-choice, true/false and numerical answers questions. It can also access subjective answers and evaluate essay-type questions, using

natural language processing (NLP) to analyze content, structure and language use. According to Berglund et. al. (2020), artificial intelligence can generate feedback reports, highlighting strength, weaknesses and areas for improvement. The provided feedback can help students identify knowledge gaps and improve their understanding. Supporting adaptive learning through adjust assessment difficulty and content based on student performance. Facilitating data analysis by providing insights into student performance, helping instructors refines their teaching methods. It can automate much faster than human teachers, freeing up time for teaching and mentoring and increasing grading consistency, apply grading criteria consistently reducing bias and errors. It enhances student learning, providing feedback that can help students identify knowledge gaps and improve their understanding.

Personalized Learning*:* Personalized learning is an educational approach that tailors learning experiences to individual students' needs abilities, and learning styles. It aims to provide each student with a unique learning pathway, allowing them to learn at their own pace and focus on their strengths and weaknesses. It is student centered thereby focuses on individual students' needs and materials and also allows students to learn at their own speed, adjust difficulty and content to match student progress, offers various routes to achieve learning goals. Regularly evaluates students' progress and adjusts instruction. Teachers guide and support students rather than lecturing. More so, artificial intelligence in business education helps to leverage digital tools and resources to enhance learning through technology integration. Chen et. al. (2023) state that the application of artificial intelligence in business education increases student's motivation and interest and enhances comprehension and retention among students, it also reduces time spent on reviewing materials; it provides a clearer picture of students' knowledge, foster strong bonds and trust that enhances teacher-student relationship. By tailoring education to each students' unique needs, personalized learning aims to maximize academic potential and foster a lifelong interest of learning.

Transformative influence of AI in entrepreneurship and the performance of entrepreneurial practices

Entrepreneurship is an activity that involves the discovery of new venture ideas, evaluations, and the exploitation of opportunities (Shane & Venkataraman, 2000). Entrepreneurial practice is crucial because it drives economic growth, creates employment opportunities, fosters innovation (Obschonka & Audretsch, 2020) and plays a crucial role in the development of society by addressing social issues (Wang et al., 2023). Given rapid technological advancements and global market shifts, the ability of entrepreneurs to adapt and leverage new technologies has become increasingly vital. The ability of AI to improve decision-making, reduce costs, and accelerate business model innovation cycles can significantly reduce the barriers to entry for start-ups, making entrepreneurship more accessible and inclusive. Moreover, entrepreneurial practice plays a crucial role in the development of society by addressing social issues (Wang et al., 2023). Entrepreneurs must constantly adapt to market conditions, customer preferences and emerging technologies. This adaptability enables them to remain competitive in the face of emerging trends and challenges. The latest of these challenges is artificial intelligence. Entrepreneurs can leverage on AI technologies to improve their entrepreneurial operations, automate processes, and collect and analyze data to make better decisions and create innovative solutions (Obschonka & Audretsch, 2020). With the integration of AI, entrepreneurs can develop advanced technologies and solutions with the potential to disrupt industries and create new markets. In addition, AI can enable entrepreneurs to identify trends and opportunities, personalize customer experiences, and optimize supply chains (Giuggioli & Pellegrini, 2023).

In recent years, AI technologies have become significantly more accessible to entrepreneurs, driven by advances such as generative AI and revolutionary tools such as ChatGPT (Michael et al., 2023). These developments have garnered media attention, highlighting the transformative potential of AI. AI tools are now more affordable and easier to use, enabling smaller businesses

and startups to automate tasks, improve decision-making and innovate effectively (Upadhyay et al., 2022). This accessibility has enabled entrepreneurs to scale their operations and develop new products and services (Michael et al., 2023). The recent pandemic, coupled with these technological advances, has accelerated digital transformation across industries. AI has played a key role in helping businesses adapt to changing market conditions and customer behaviors. In addition, cultural and generational shifts toward digitization have increased the adoption of AI tools in everyday entrepreneurial practices (Truong et al., 2023). Similarly, digital technologies are transforming the nature and scope of entrepreneurial activity (Briel et al., 2018). One specific feature of digitization is the capacity to automate activities that require significant human input and effort. Recent developments in Artificial Intelligence (AI) are enabling machines to process large unstructured data sets using complex, adaptive algorithms to perform tasks normally requiring human intelligence (Choudhury et al., 2018). This has led some to reflect on the generativity of AI (Amabile, 2019), with suggestions that the technology may not only represent a method of achieving cost and productivity benefits, but a fundamental innovation to the tools by which we innovate (Cockburn et al., 2018). In terms of direct impacts, AI technologies have been identified as external enabler and facilitator of entrepreneurship (Davidsson & Sufyan, 2023). Innovative entrepreneurs discover and create new business opportunities using AI, and AI may reduce costs such as labor costs (through automation) and financing costs (through fintech services). Due to their prediction abilities, AI systems may help to resolve challenges of uncertainty and thereby create new possibilities of entrepreneurial action (Townsend & Hunt, 2019). Generative AI such as ChatGPT can support creative tasks such as pitching entrepreneurial business ideas to investors or generating business ideas (Boussioux et al., 2024). On the other hand, AI plays a key role in (digital) entrepreneurial ecosystems by facilitating information sharing, creating and diffusing new products, and fostering innovation (Wurth et al., 2023).

Ways artificial intelligence can aid in the performance of entrepreneurship practices

Artificial Intelligence can aid the performance of entrepreneurship practice through the following ways such as market research, idea generation, chatbots and virtual assistants (VirtualWorkforce.ai, 2025).

Market Research: This allows the use of artificial techniques to gather, analyze, and interpret data about target markets, customers and competitors. By leveraging artificial intelligence for market research, entrepreneurs can gain a deeper understanding of their market, make informed decisions, and drive business success. Artificial intelligence powered market research can process vast amount of data, providing insight on market trends, customer behavior and competitor activity. It can also detect relationship between data points, revealing hidden market dynamics and opportunities and the driven analytics can create precise customers profile, predicting purchasing decisions and loyalty. Radulov (2019) states that artificial intelligence also tracks brand mentions, sentiments analysis and trends, enabling entrepreneurs to respond promptly. Besides, it can analyze open-ended responses, sentiment and preference, providing actionable insights and also can pinpoint unmet needs, untapped markets and potential disruptions. It can monitor competitors' strategies, market positioning and performance. According to Elujekwute et al. (2021), Artificial Intelligence enhanced market research in entrepreneurship practice can: Enhance market understanding; inform data-driven decision-making; Improve product development; Optimize marketing strategies; Identify new business opportunities; Support competitive advantage and Foster sustainable business growth.

Idea Generation: This is the use of AI techniques to generate innovative business ideas, solutions or products. Artificial Intelligence can identify patterns and trends in market data, inspiring ideas for new products or services. It can also merge seemingly unrelated ideas or technologies to create novel solutions. According to Kabiru Mohammed (2024), artificial intelligence driven analytics can forecast customer preference, guiding entrepreneurs to develop

targeted products or services. Artificial intelligence for idea generation entrepreneurs can unlock new possibilities-driven innovation and build successful businesses that meet real customer needs. Artificial Intelligence can create digital prototypes or mockups, thereby streamline the ideation process and assist entrepreneurs in brainstorming sessions, offering suggestions and building upon human ideas. More so, it can assess the potential success of an idea providing entrepreneurs with data-driven insights and iterate on initial ideas, refining them based on feedback and performance metrics.

Chatbots and Virtual Assistants: Chatbots and virtual assistants has a way of aiding the performance of entrepreneurship practice through the use of artificial intelligence powered computer programs that simulate human conversation and provide customer support, answer frequently asked questions and assist with tasks. This aids in revolutionizing customer interaction, streamline business processes, and drive innovation. According to Guglielmo and Massimiliano (2022), artificial intelligence powered chatbots and virtual assistants can provide 24/7 customers support, answer frequently asked questions, help with order placement and tracking as well assist with product recommendations and offer personalized support. Furthermore, it routes complex issues to human representatives, integrate with other business systems and analyze customer interactions to improve services, chatbots and virtual assistants can be used in various entrepreneurship application, such as E-Commerce, customer service, marketing, sales, human resources, finance, healthcare and education among others.

Strategies recommended for a balanced approach while integrating business education, entrepreneurial practices, and artificial intelligence for effective performance

It is worthy to note that a balanced approach integrating business education, entrepreneurial practice, and artificial intelligence (AI) is indispensable for fostering effective performance in today's dynamic environment where education and entrepreneurship is rapidly moving from the old traditional way to the new digital way. This strategy involves combining both theoretical knowledge with practical application thereby leveraging AI to enhance decision-making, innovation, and operational efficiency as well as imbibing new education prowess such as personalized learning, automation grading, etc

Primarily, embedding AI literacy within business education is essential especially educational curricula which is much needed in other to incorporate AI fundamentals, data analytics, and digital transformation principles, so as to prepare students for AI-driven markets. Understanding AI's capabilities enables future entrepreneurs to harness technology for competitive advantage. Practical exposure through case studies, simulations, and internships with AI-driven startups will definitely bridge the gap between theory and real-world application.

Then, there is a prerequisite for collaboration between academia and industry which will enable this balanced approach. Hence, Universities partnering with tech firms can provide hands-on AI projects, ensuring entrepreneurs develop practical skills aligned with current technological trends. Such collaborations have a way of facilitating access to AI resources and mentorship, thereby accelerating entrepreneurial growth.

Furthermore, entrepreneurial practice must embrace AI as a strategic tool, where entrepreneurs should adopt a data-driven mindset, thereby utilizing AI for market analysis, customer segmentation, and product development. For instance, leveraging machine learning algorithms can optimize supply chains or personalize customer experiences, boosting efficiency and satisfaction. Moreover, promoting a culture of continuous learning will have a way of ensuring entrepreneurs stay abreast of AI advancements, by this means facilitating innovative solutions.

Lastly, ethical considerations and responsible AI use should be integrated into both business education and entrepreneurial practice. Developing this awareness will bring about AI ethics ensuring a sustainable and socially responsible innovation, that will align with the broader goals of business success and societal benefit.

Therefore, a synergistic strategy that will combine both comprehensive AI literacy, practical application of AI, industry collaboration, and even ethical awareness that will create a robust foundation for effective performance in business education and entrepreneurial endeavors is utterly needed. This is because the integrated approach can prepare entrepreneurs to leverage AI's full potential while maintaining responsible practices, ultimately driving sustainable growth and innovation.

Conclusion

Artificial Intelligence (AI) is an intricate field that harbors various performances and methods used in developing intelligent machines capable of performing tasks that typically demand the application of human intelligence. It is fascinating to note that within the shortest span of AI's emergence, it has drastically impacted on virtually every facet of the society raging from economic, business, social, political and education spheres. This paper therefore succinctly highlighted the transformative influence that AI has on the Business Education and Entrepreneurship Practice in terms of its performance. And agreeably, the discoveries unveil the fact that AI could be applied in Business Education through career guidance, intelligence tutoring system, enhanced accessibility, automated grading and personalized learning, amongst other while in Entrepreneurship Practice, AI could be applied through market research, predictive analytics, automation and efficiency, idea generation, chatbots and virtual assistants, among others. Therefore, there is need for a balanced approach that will integrate AI both in Business Education and Entrepreneurship Practice, in order to initiate an effective performance that will ensure further sustenance and advancement.

Recommendations

The following recommendations were made based on the findings of the study.

1. Entrepreneurs and educators should prioritize continuous learning and up-skilling to stay competitive in a rapidly changing business environment driven by AI, which involves staying updated on the latest AI technologies, understanding their applications, and being adaptable to new challenges and opportunities.
2. Educational institutions should consider investing in AI-based tools and platforms that can enhance teaching and learning processes, such as personalization of learning experiences, AI-powered tutoring, and data-driven insights for improving student outcomes.
3. Entrepreneurs should focus on developing skills that complement AI technologies, such as creativity, critical thinking, and problem-solving, which can support the incorporation of AI-driven tools into business models.
4. There should be collaborations between educators, entrepreneurs, and AI experts, which can lead to the development of innovative solutions that leverage AI technologies in education and entrepreneurship.

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