

## STRATEGIES FOR UTILISING EDUCATIONAL TECHNOLOGY TO IMPROVE THE COMPETITIVENESS OF STUDENT SMALL BUSINESSES

Sutrisno<sup>1</sup>

<sup>1</sup>Universitas PGRI Semarang, Jl. Sidodadi Timur No.24 Karangtempel, Semarang, Jawa Tengah, Indonesia  
Email: [sutrisno@upgris.ac.id](mailto:sutrisno@upgris.ac.id)

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**Abstract.** In the era of globalisation and advances in information technology, competition in various business sectors is increasingly fierce, including in the world of small businesses. On the other hand, higher education also faces the challenge of preparing students to become graduates who have high competitiveness in the ever-changing labour market. The purpose of this study is to explain the strategy of utilising educational technology to improve the competitiveness of students' small businesses. This research is a literature review that uses a qualitative method approach, which means it will analyse and interpret data by relying on information and text from various sources. The study results show that the integration of educational technology has a significant positive impact on the growth of small businesses as well as students' readiness to face competition in the global market. Through technology-based education, students are given the opportunity to deepen their knowledge of business aspects, develop relevant technological skills, and design smarter strategies. Technology adoption supports operational efficiency with automation of routine tasks, more accurate inventory management, and better financial management. The utilisation of technology also provides opportunities for innovation in products, services, and business processes, which in turn helps small businesses to compete better in the marketplace.

**Keywords:** Educational Technology, Competitiveness, Small Business, Students

**Abstrak.** Dalam era globalisasi dan kemajuan teknologi informasi, kompetisi di berbagai sektor bisnis semakin ketat, termasuk dalam dunia usaha kecil. Di sisi lain, pendidikan tinggi juga menghadapi tantangan untuk mempersiapkan mahasiswa menjadi lulusan yang memiliki daya saing tinggi di pasar kerja yang terus berubah. Tujuan penelitian ini untuk menjelaskan strategi pemanfaatan teknologi pendidikan untuk meningkatkan daya saing usaha kecil mahasiswa. Penelitian ini merupakan kajian literatur yang menggunakan pendekatan metode kualitatif, yang berarti akan menganalisis dan menginterpretasikan data dengan mengandalkan informasi dan teks dari berbagai sumber. Hasil studi menunjukkan bahwa integrasi teknologi pendidikan memiliki dampak positif yang signifikan terhadap pertumbuhan usaha kecil serta kesiapan mahasiswa dalam menghadapi persaingan di pasar global. Melalui pendidikan berbasis teknologi, mahasiswa diberikan kesempatan untuk memperdalam pengetahuan mereka tentang aspek-aspek bisnis, mengembangkan keterampilan teknologi yang relevan, dan merancang strategi yang lebih cerdas. Adopsi teknologi mendukung efisiensi operasional dengan otomatisasi tugas-tugas rutin, pengelolaan inventaris yang lebih akurat, dan pengelolaan keuangan yang lebih baik. Pemanfaatan teknologi juga memberi peluang bagi inovasi dalam produk, layanan, dan proses bisnis, yang pada gilirannya membantu usaha kecil untuk bersaing lebih baik di pasar.

**Kata Kunci:** Teknologi Pendidikan, Daya Saing, Usaha Kecil, Mahasiswa

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## INTRODUCTION

In the contemporary era of globalisation and rapid advancements in information technology (Mahardhani, 2023), there has been a notable escalation in competitiveness across diverse economic sectors, encompassing the realm of tiny enterprises (Ausat et al., 2023). The advent of technology has facilitated worldwide market connectivity, enabling small enterprises to effectively compete on a broader scope (Sudirjo, 2023; Wahyoedi et al., 2023). The aforementioned factor stimulates enhancements in the quality of products, services, and innovation in order to sustain relevance in the face of fierce competition. In order to enhance operational efficiency, implement more impactful marketing strategies, and gain a comprehensive understanding of market trends and consumer preferences, it is imperative for small businesses to embrace technological solutions (Harahap, Suherlan, Rijal, et al., 2023; Rijal et al., 2023; Sudirjo, Ausat, et al., 2023). In the absence of adjusting to these developments, small enterprises may encounter difficulties in their survival and expansion within this changing commercial landscape.

Furthermore, the realm of higher education is confronted with the task of equipping students with the necessary skills and knowledge to emerge as exceptionally competitive individuals within an evolving job market. The dynamic nature of technology and evolving labour market requirements necessitate the incorporation of practical skills, problem-solving abilities, and adaptability into the academic curriculum of institutions (Fauzi et al., 2023). The objective is to guarantee that graduates with the necessary skills and knowledge to effectively navigate a wide range of job difficulties that are characterised by diversity and constant change upon completing their education (Harahap, Ausat, Sutrisno, et al., 2023; Harini et al., 2023; Prastyaningtyas, Sutrisno, et al., 2023). In light of the COVID-19 pandemic, the incorporation of technology in the realms of education and business has assumed heightened significance, serving as a crucial means to ensure the preservation of continuity and the ability to adapt.

Small enterprises frequently encounter constraints in relation to their resources, capital, and market penetration. The aforementioned constraints may encompass financial constraints (Hermansyah, 2023; Salamah, 2023; Sukenti, 2023), deficiencies in labour resources, and limitations in expanding market reach. Given the finite nature of resources, it is imperative for small enterprises to exercise prudence in the allocation of their existing resources to ensure optimal operational effectiveness and efficiency. Furthermore, it is imperative for individuals to devise innovative strategies to address these constraints, including using technological advancements, engaging in collaborative efforts, and targeting niche market niches. Nevertheless, it is important to recognise that students possess a considerable capacity for

creativity and an entrepreneurial mindset, which can be effectively utilised to stimulate the local economy and make valuable contributions to the overall economic advancement of the nation (Harahap, Sutrisno, Raharjo, et al., 2023). Hence, the implementation of efficient tactics aimed at enhancing the competitiveness of small firms operated by students can significantly contribute to the resolution of economic difficulties and the promotion of job opportunities.

Educational technology, commonly known as EduTech, has significantly and profoundly influenced the evolution of education systems across many levels, ranging from basic to higher education. The incorporation of technology in education has the potential to bring about substantial transformations in teaching and learning methodologies, leading to a more dynamic, adaptable, and efficient educational setting (Sarker et al., 2019). The utilisation of educational technology has facilitated enhanced accessibility to educational resources (Azlim et al., 2015). Online access to materials enables students to engage in learning at their convenience and in diverse locations, aligning with their individual preferences and timetables. This holds special significance within the realm of remote education and online-based learning. EduTech facilitates the integration of interactive components, such as movies, simulations, and animations, into the educational process. This instructional approach facilitates the comprehension of intricate concepts by presenting them in a visual format, hence enhancing students' understanding. The incorporation of technology within the realm of education possesses the capacity to enhance students' educational journey and provide them with pertinent proficiencies in the field of technology (Zhang, 2022).

Furthermore, within the contemporary corporate landscape, the advent of technology has precipitated a substantial metamorphosis in the realm of small business administration. By implementing appropriate technological tools and solutions, business proprietors can attain enhanced efficiency and triumph (Berawi, 2018). In the realm of business administration, technology offers management software that enables firm proprietors to enhance their efficacy in overseeing inventories, spending, and various financial facets. Management systems have the capability to offer immediate and up-to-date information regarding the financial well-being of an organisation, hence facilitating improved and expedited decision-making processes (Ohara, 2023; Rijal, 2023; Sari, 2023). Technology plays a significant role in the field of marketing, particularly through the use of digital platforms such as social media (Maitri et al., 2023; Tarigan et al., 2023), websites, and online advertising (Purnomo, 2023). Digital marketing initiatives provide small business owners the opportunity to reach a broader and more targeted audience at a reduced expense (Harahap, Ausat, & Suherlan, 2023). Digital analytics also enable the tracking and analysis of campaign performance with more precision,

facilitating the implementation of strategic adjustments for improved outcomes. This means that the use of EduTech has had a significant impact on the competitiveness of businesses, especially small businesses. However, if you look more closely, the utilisation of this technology has not been researched deeply, so the existing literature is not enough to serve as a reference. So, through this study, it is hoped that the results can be used as a reference for similar research.

Further investigation is required to ascertain the optimal approaches for using educational technology in order to enhance the competitiveness of student-managed small companies. This research aims to address several inquiries that require resolution:

1. What types of educational technology are most relevant and useful in supporting students in developing and managing small businesses?
2. How can the implementation of educational technology help in improving the operational and marketing efficiency of students' small businesses?
3. What is the impact of educational technology utilisation strategies on small business growth and students' readiness to face competition in the market?

This research is expected to provide valuable insights for higher education institutions, student entrepreneurs, and the government in formulating policies that support the development of technology-based small businesses among students. In addition, this study can also contribute to the literature on educational technology, entrepreneurship, and small business management.

## **METHOD**

This study is a qualitative literature review that aims to analyze and interpret data from diverse sources regarding the use of educational technology strategies to improve the competitiveness of small student businesses. The study will gather data from sources such as scientific journals, books, and research papers from 2014 to 2023 to observe trends and advancements during this period. Using a qualitative approach allows for a comprehensive exploration of complex subjects, incorporating diverse perspectives to enhance research depth and credibility. Data collection involves examining textual materials, categorizing relevant information, and conducting comparative analyses of findings to identify recurring patterns and trends. Firstly, collecting research related to educational technology, competitiveness, small business, students. Secondly, summarising related studies and explaining the conceptions of educational technology, competitiveness, small business, university students and how it can be used in the world of student business education. Utilising the vast databases of Google Scholar

and Google search engine, a thorough search was conducted to find related papers and data published from 2014 to 2023. To ensure the search for relevant research, the following keywords were used: education technology, competitiveness, small business, students, and an appropriate combination of the above.

Qualitative evaluation provides flexibility to understand complex phenomena without numerical constraints, allowing insights into the temporal evolution and shifts in thoughts regarding the subject. To ensure reliability, source credibility will be assessed, and rigorous analysis conducted. Communication of findings will be impartial and reflective, acknowledging the methodology's limitations.

## **RESULTS**

The integration of education and technology has developed a symbiotic relationship that is integral to the advancement of contemporary civilization. In the realm of small firms, where maintaining a strong competitive edge is crucial, the incorporation of educational technology can serve as a pivotal element in enhancing quality, productivity, and innovation. Aspiring entrepreneurs, who are students, play a crucial part in the execution of this strategic plan. The integration of technology into the educational curriculum is a key component of the educational technology utilisation strategy (Ramaila & Molwele, 2022). The utilisation of online learning platforms enables students to conveniently access course materials, assignments, and supplementary learning resources with greater flexibility (Liu et al., 2020). The incorporation of multimedia information, such as interactive learning movies and business simulations, has the potential to enhance the educational experience of learners. With convenient accessibility, students are able to acquire a comprehensive understanding of essential business and management principles.

Moreover, the utilisation of technology can enhance student collaboration and foster active participation in commercial projects (Gopinathan et al., 2022). Collaborative platforms facilitate the engagement of students in virtual teams, enabling them to transcend geographical limitations and cultivate essential interpersonal and leadership proficiencies that are highly valued in the realm of business (Ismaya et al., 2023; Karneli, 2023). Participants get the opportunity to engage in discussions, exchange ideas, and effectively oversee simulated business initiatives that allow for the practical application of acquired principles in a realistic setting. Furthermore, technology has the capacity to broaden pupils' scope of knowledge by providing them with access to worldwide resources. Students have the opportunity to enrol in online courses offered by prestigious universities worldwide, benefiting from the expertise of

professionals in their respective fields (Coman et al., 2020). Additionally, they can actively participate in webinars and virtual workshops. This will facilitate the enhancement of individuals' comprehension of global business trends, the most recent advancements in technology, and optimal methodologies within distinct industries (Sutrisno, Ausat, Permana, & Harahap, 2023; Sutrisno, Ausat, Permana, & Santosa, 2023).

The incorporation of technology in educational settings also facilitates the implementation of project-based learning approaches. Students have the opportunity to utilise their learned knowledge in various practical applications, such as the development of tangible business concepts, the execution of market research, the formulation of marketing strategies, and the creation of complete business plans. By receiving advice from academic instructors or experienced business mentors, individuals have the opportunity to refine their analytical, problem-solving, and decision-making abilities, which are crucial in the realm of business (Al Hilali et al., 2020). Furthermore, the integration of educational technology facilitates enhanced monitoring and evaluation of students' academic advancement. Lecturers or mentors have the capability to deliver comments through online platforms, oversee the advancement of pupils in their business projects, and offer recommendations for enhancing their work (Sudirjo, Diantoro, et al., 2023). This approach facilitates the provision of individualised and pertinent assistance to each student, taking into account their unique requirements and capabilities.

To successfully implement this method, it is imperative to establish sufficient technology infrastructure and provide comprehensive training for both educators and students. In order to facilitate effective online learning, it is imperative to have access to a reliable internet connection, sufficient hardware resources, and user-friendly learning systems. Furthermore, it is imperative to provide consistent training to educators to maintain their proficiency in properly using technology into their instructional practises. Through the implementation of initiatives that use instructional technology, students with aspirations of becoming entrepreneurs can acquire a more comprehensive understanding of business concepts, improve their proficiency in relevant technological competencies, and broaden their professional connections (Sutrisno, Kuraesin, Siminto, Irawansyah, et al., 2023; Touriano et al., 2023). This will equip individuals to confront the obstacles presented by an ever-evolving and fiercely competitive corporate environment. By incorporating technology-enhanced education, student-operated small companies can enhance their readiness for change and emerge as competitive contenders in the global marketplace.

## DISCUSSION

The incorporation of technology is a significant factor in the advancement of sustainable business practises (Prastyaningtyas, Ausat, et al., 2023). Students are afforded the chance to acquire knowledge and comprehension in the areas of resource management, energy efficiency, waste reduction, and corporate social responsibility. The primary objective of the initiative is to provide assistance in the creation of small enterprises that not only yield economic benefits, but also contribute positively to both the natural environment and society as a whole. According to Harahap, Ausat, Rachman, et al. (2023), the incorporation of technology in education enables students to gain access to finance and worldwide markets. Furthermore, the utilisation of technology enables individuals to participate in e-commerce, hence enabling the exchange of their goods or services (Almaududi Ausat et al., 2021). One benefit of this approach is the ability to access the international market without the necessity of establishing a brick-and-mortar retail location. The utilisation of technology enables individuals to establish communication with business mentors and industry professionals via online platforms (Ausat, 2022). Students are afforded the chance to cultivate connections with seasoned entrepreneurs, investors, and industry experts, therefore acquiring valuable perspectives and mentorship to facilitate the expansion of their small enterprises.

Educational technology facilitates the acquisition of knowledge pertaining to digital marketing methods, online brand management, and search engine optimisation (Gadzali, Gazalin, et al., 2023). These tactics will enhance the development of a robust brand identity and enable the organisation to broaden its outreach to a more extensive demographic group. Students have the opportunity to acquire instruction pertaining to emerging technology advancements, like artificial intelligence, blockchain, and the Internet of Things. Moreover, they can also explore the actual implementation of these trends within a corporate framework (Diawati, Gadzali, Abd Aziz, et al., 2023). The capacity to promptly adjust to technology advancements will aid in preserving the pertinence of their respective organisations. Through the use of information and digital resources, students have the ability to gain the essential skills required to effectively address intricate business difficulties (Vial, 2019). Individuals has the capacity to acquire case studies, market assessments, and industry research, which can be utilised to inform and direct the process of strategic decision-making.

In addition to its contributions to technical expertise, educational technology has been found to facilitate the development of soft skills (Basir et al., 2023; Zen et al., 2023). These encompass various essential skills such as proficient communication, effective leadership, adept negotiating, and cooperative collaboration. The various components discussed possess

considerable significance in the efficient administration of small enterprises, as well as in fostering positive connections with clients and business associates.

The application of educational technology has significant promise in empowering students and their small companies. Nevertheless, it is crucial to bear in mind that technology serves as a mere instrument, and the manner in which this instrument is employed is contingent upon the calibre of education and the entrepreneurial perspective of the learner. By adopting an appropriate strategy, educational technology has the potential to serve as a catalyst for the growth and achievement of small businesses among the ever-evolving economic obstacles. In addition, to answer the next question in the introductory chapter, there are several types of educational technology that are highly relevant and useful in supporting students in developing and managing small businesses.

In the contemporary period characterised by the pervasive influence of digital technology on education, the utilisation of online learning platforms, commonly referred to as Learning Management Systems (LMS), serves to enable students to conveniently access course materials, assignments, and learning resources via online media. According to Rotar (2022), this platform offers individuals the chance to efficiently structure their study timetable while maintaining communication with instructors and peers. Within the realm of small enterprises, students are afforded the chance to partake in educational courses pertaining to business, management, marketing, and other disciplines that have significance to the advancement of their entrepreneurial endeavours. According to Tien et al. (2018), including multimedia assets such as learning videos, radio broadcasts, and visual representations can enhance the efficacy and involvement in the dissemination of business concepts. This facilitates the comprehension of the subject matter among pupils and fosters the cultivation of self-directed learning abilities.

According to Heyworth-Thomas (2023), the utilisation of business simulations and educational games offers students the chance to actively participate in realistic scenarios and make well-informed judgements pertaining to business challenges inside a secure and regulated setting. Engaging in simulations that replicate real business circumstances has the potential to enhance individuals' analytical, problem-solving, and strategic capabilities. According to Atrup et al. (2023) and Satriadi et al. (2022), students are provided with the chance to utilise application and technology development platforms in order to produce technology goods or services that are applicable to their small companies. This software has the potential to be applied in several domains like as marketing, e-commerce, and analytics, where it can be utilised for purposes such as marketing campaigns, online business platforms, or tailored data analysis tools.

The use of technology in the realm of digital marketing, encompassing various strategies such as search engine optimisation (SEO), online advertising, and social media management, assumes a pivotal function in effectively promoting small enterprises (Jung & Shegai, 2023). The acquisition of requisite knowledge and skills by students is of paramount importance in order to proficiently employ online platforms for the purpose of engaging with their target audience and developing a robust brand presence. The acquisition of business analytics technology skills by students is crucial for the purpose of data gathering and assessment (Ajah & Nweke, 2019). This facilitates individuals in comprehending market trends, consumer behaviour, and their business performance, all of which hold significance in making well-informed decisions. In order for students to effectively market and sell their products or services online, it is imperative that they possess a thorough comprehension of the optimal utilisation of e-commerce platforms (Ausat et al., 2022; Yusuf et al., 2022). It is imperative for individuals to possess the requisite knowledge and skills to proficiently administer e-commerce platforms, efficiently oversee inventory management, streamline the payment process, and deliver a gratifying purchasing experience to clients.

Ensuring cybersecurity and privacy are crucial factors within the realm of internet business (Tariq et al., 2023). It is imperative for pupils to possess a thorough comprehension of the potential hazards associated with digital security, along with the requisite measures required to safeguard consumer data and company operations against cyberattacks. In order to facilitate efficient communication with teams or business partners, it is imperative for students to possess the proficiency in using collaborative working technologies, such as video conferencing platforms, document sharing software, and project management systems (Gadzali, Santosa, et al., 2023). In the realm of commercial financial management, it is imperative for students to possess a comprehensive comprehension of financial technology (Fintech), including digital payment systems, online lending platforms, and financial management tools (Baker et al., 2023). Technological improvements have a significant impact on enhancing the efficiency of cash flow management and overall financial operations. The use of online platforms that enable the establishment of connections between students and mentors, as well as industry professionals, has demonstrated its significance in assisting students in acquiring valuable counsel and constructing networks that are advantageous for their company development (Ahmed et al., 2021).

It is crucial to bear in mind that technology functions solely as a tool, necessitating students' comprehension of its integration with their commercial acumen and requirements. The effective management of a small business necessitates the use of critical skills, including

but not limited to analytical aptitude, problem-solving capabilities, effective communication, and personal initiative. These talents play a pivotal role in ensuring the successful operation and growth of a small business enterprise.

Furthermore, the implementation of educational technology can have a significant impact in improving the operational and marketing efficiency of small businesses managed by students. Here are some ways in which educational technology can help:

### **Improving Operational Efficiency Stock and Inventory Management**

The use of inventory management software can help students in tracking their inventory more accurately. This helps avoid shortages or excess inventory that can be detrimental to the business. **Financial Management:** Financial apps and software allow students to manage their income, expenses, and cash flow more effectively. This can help in short and long term financial planning. **Business Process Automation:** Technology can be used to automate routine business processes such as scheduling, payments, and other administrative tasks. This reduces manual labour and allows greater focus on the creative and strategic aspects of the business. **Project Management:** Project management tools allow students to better organise tasks, deadlines, and team responsibilities. This helps avoid chaos in the project and ensures the project runs smoothly. **Customer Service:** A chatbot or automated customer support system can help in providing quick responses to customers and answering common queries, thus saving time and resources.

### **Improving Marketing Strategy**

**Digital Marketing:** Students can utilise digital marketing platforms to introduce their products or services to a wider target market. The use of online advertising, social media, and analytics tools help optimise marketing campaigns. **Message Personalisation:** Technology makes it possible to create more personalised marketing messages by collecting and analysing customer data. This helps in delivering more relevant messages and increasing customer engagement. **Marketing Data Analytics:** Students can use analytics tools to monitor and analyse the performance of their marketing campaigns. This helps them understand what is effective and allows for strategy adjustments based on the data obtained. **Content Marketing:** Students can utilise blogs, videos, podcasts and other online content to educate customers and build authority in their industry. This helps in attracting customer interest and building strong relationships. **Automated E-mail Marketing:** An automated e-mail marketing platform allows college students to send scheduled marketing messages to their customers. This helps in maintaining consistent and effective communication. **Message and Response Analytics:**

Students can use analytics to monitor how customers react to their marketing messages. This helps in measuring the effectiveness of the campaign and making improvements if needed. Market Segmentation: Using customer data, students can identify different market segments and customise their marketing messages for each segment. This allows them to create more relevant and effective messages.

It is imperative to acknowledge that the effective integration of educational technology within small enterprises necessitates a comprehensive comprehension of the firm, the market, and optimal utilisation strategies for the technology. The integration of business acumen and technological proficiency will enable students to enhance the efficiency and effectiveness of their small business operations and marketing endeavours. The strategy of utilising educational technology has a significant impact on the growth of small businesses managed by students and their readiness to face competition in the market. Here are some of the key impacts:

### **Improved Quality of Products and Services**

Technology-based education provides students with enhanced opportunities to acquire profound knowledge regarding the industry, market trends, and client demands. This facilitates the development of products or services that align more closely with market expectations and demands. Consequently, small enterprises possess a heightened probability of delivering superior items or services that effectively meet the demands of their customers.

### **Innovation and Differentiation**

An educational framework centred around technology additionally fosters the development of creative and innovative thinking among pupils. Individuals are motivated to recognise novel prospects, generate distinctive resolutions, and cultivate concepts that set their enterprises apart from rivals. Through the use of technology, students are equipped with the essential resources to create pertinent and competitive inventions.

### **Effective Use of Resources**

The utilisation of technology can effectively enhance the allocation of scarce resources, such as time and human capital. By using appropriate technological solutions, students have the potential to enhance the efficiency of corporate processes, minimise resource wastage, and augment productivity levels. This enables the expansion of their small enterprises without experiencing excessive burdens.

### *Market Expansion*

The utilisation of technology enables small firms to effectively engage with clients across diverse geographic regions. Students have the ability to employ e-commerce and digital marketing platforms in order to expand their reach to a broader market. Therefore, tiny enterprises possess the potential to experience accelerated expansion and attract clientele beyond their immediate vicinity.

### *Improved Operational Efficiency*

Technology plays a crucial role in the automation of diverse operational activities, including but not limited to inventory management, stock control, and administrative tasks. This technology aids students in mitigating human errors, enhancing accuracy, and optimising time efficiency. These efficiencies contribute to cost avoidance and the enhancement of firm profitability.

### *Access to Information and Market Research*

The utilisation of technology enables students to readily access up-to-date information pertaining to market trends, consumer behaviour, and company competition. Armed with this knowledge, individuals are empowered to make well-informed judgements based on facts when formulating marketing and product development plans.

### *Skill Development*

The incorporation of technology into educational settings facilitates the acquisition of crucial technological competencies among students, including proficiency in business software, data analysis, digital marketing, and online platform management. This enhances their preparedness to confront the technological obstacles prevalent in the corporate realm.

### *Flexibility and Mobility*

The utilisation of technology enables students to effectively oversee their business operations from various geographical areas. Individuals have the ability to engage in distant work, cooperate with virtual teams, and effectively oversee business processes through the use of internet resources. Flexibility is a crucial factor in effectively navigating the complexities of contemporary business dynamics.

The implementation of educational technology utilisation techniques by students has been found to confer a significant competitive advantage in the market. Individuals possess a greater depth of knowledge, a more pertinent skill set, and a heightened capacity to adapt to evolving technological advancements and business realities. This provides them with an enhanced opportunity to expand, flourish, and contend in a more competitive industry.

## **CONCLUSION**

In the contemporary business landscape, characterised by heightened complexity and intense competition, the incorporation of instructional technology has become an indispensable approach for students aspiring to effectively cultivate and oversee small enterprises. Based on the aforementioned analysis, it can be inferred that the incorporation of educational technology yields a notable beneficial effect on the expansion of small businesses, as well as enhancing students' preparedness to confront competitiveness in the international marketplace. Technology-based education provides students with the opportunity to enhance their understanding of business concepts, cultivate essential technological proficiencies, and formulate more sophisticated strategies. The incorporation of technology facilitates the enhancement of operational efficiency through the automation of repetitive processes, improved accuracy in inventory management, and enhanced financial management capabilities. The incorporation of technology also presents prospects for innovation in products, services, and business operations, hence enhancing the competitive advantage of small firms in the market.

## **RECOMMENDATIONS**

Several suggestions can be inferred from the aforementioned information: 1) **The Incorporation of Technology in Education:** It is imperative for students to actively engage with technology as a means of enhancing their learning experience. Individuals may consider enrolling in online courses, participating in webinars, and effectively utilising pertinent internet resources in order to enhance their understanding of business concepts and acquire proficiency in technology-related competencies. 2) **Incorporation of Digital Business Practises:** Students are expected to conceive and execute digital marketing strategies, use e-commerce platforms, and leverage analytics tools to enhance their comprehension of markets and customers. 3) **The utilisation of technology to engage in collaborative efforts with peers, business mentors, and industry experts is of paramount importance.** These networks have the potential to offer significant insights and present novel opportunities. 4) **Emphasise Innovation and Distinctiveness:** It is imperative for students to foster a mindset that promotes originality and ingenuity in their pursuits. It is imperative for individuals to exhibit the courage to explore unconventional approaches and seek innovative solutions to meet the demands of the market. 5) **The imperative of ongoing learning and adaptability is paramount in the dynamic landscape of the business realm, particularly with respect to technological advancements.** It is imperative for students to possess a receptive mindset towards perpetual learning and remain prepared to

modify their approaches in response to the ever-evolving landscape of technology and the market. 6) Comprehend the Benefits and Constraints of Technology: It is imperative for students to possess a pragmatic comprehension of the capabilities and limitations of technology. Organisations ought to possess the capability to judiciously incorporate technology in alignment with their strategic business objectives. 7) Placing Emphasis on Customer Experience: Within the context of small firms, the prioritisation of customer experience becomes paramount importance. The utilisation of technology can contribute to enhancing customer experiences by offering greater personalization, hence fostering customer loyalty. Overall, the incorporation of educational technology is a worthwhile investment for students aspiring to effectively run prosperous and competitive small enterprises. Given their extensive understanding of business, proficiency in essential technologies, and a notable inclination towards innovation, individuals possess the capacity to establish small enterprises that are both robust and sustainable in the face of the constantly changing dynamics of the business landscape.

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