

## **The Impact of Financial Management Knowledge on Entrepreneurial Intentions Among Digital Business**

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### **Abstract**

Financial management knowledge is a key determinant of entrepreneurial intentions, particularly among digital business students. A solid understanding of financial literacy enables students to identify business opportunities, assess risks, and make informed financial decisions. This study explores the relationship between financial administration knowledge and entrepreneurial aspirations through a conceptual analysis of existing literature. Findings suggest that financial literacy enhances students' confidence, strategic thinking, and problem-solving abilities, all of which are critical for entrepreneurial success. Moreover, financial education plays a crucial role in preparing students for real-world business challenges. Individuals with strong financial management skills are better equipped to manage capital, allocate resources efficiently, and sustain business growth. Integrating financial education into entrepreneurship curricula, including business simulations, case studies, and financial technology applications, can significantly improve students' financial decision-making capabilities. Additionally, exposure to financial literacy programs, mentorship, and internships can further reinforce entrepreneurial readiness. This study highlights the necessity of embedding financial management education into digital business programs to cultivate a generation of financially competent entrepreneurs.

### **Keywords**

*Digital Business, Entrepreneurial Intentions, Financial Literacy, Financial Management*

## 1. Introduction

Information, derived from sensory perception, plays a vital role in shaping and advancing entrepreneurial intentions, especially among young individuals. The extent of information available to an individual appears to significantly influence entrepreneurial expectations (Wahyudi, 2019). Consequently, understanding how to inspire prospective young entrepreneurs is essential for fostering a robust entrepreneurial ecosystem (Putri et al., 2021).

Several prior studies have demonstrated that entrepreneurial information significantly influences entrepreneurial goals. Research by Ramadhan & Destiani (2022) confirm that such information is crucial in forming entrepreneurial ambitions. Moreover, recent findings indicate that innovative information can enhance the entrepreneurial goals of students by boosting their self-confidence, although specific studies on Digital Business students need further exploration (Martins et al., 2018).

The integration of entrepreneurial information within academic curricula exemplifies the education sector's commitment to national progress by elevating entrepreneurial expectations. For Digital Business students, receiving comprehensive business information supports the enhancement of innovative capabilities in tandem with technological advancements, thus naturally cultivating an entrepreneurial mindset (Fonna, 2019). Notably, business-related information covers various dimensions, including financial administration, which is integral to entrepreneurial practice (Sunardi, 2015).

Additionally, research by Chong & Ma (2010) indicates that an individual's proficiency in financial administration influences the innovative expectations of students. Financial training plays a significant role in developing a sound understanding of effective fund management, which in turn encourages entrepreneurial ambition (Worokinasih et al., 2021). Individual budget management—encompassing planning, execution, and evaluation of financial activities—relies on well-analyzed and managed financial data to inform decision-making and problem resolution. This study underscores the need to evaluate the level of information regarding business financial administration to better understand its impact on the innovative expectations of students.

## 2. Methods

This research is a conceptual research that aims to develop a theoretical understanding of the relationship between business financial administration information and entrepreneurial expectations of Digital Business students. The method used is conceptual analysis by reviewing relevant literature, both from previous studies and existing theories, in order to formulate the relationship between the variables studied. This research approach is carried out by identifying the main

concepts, analyzing their relationships, and compiling arguments that support theoretical hypotheses regarding the role of financial administration information in increasing entrepreneurial expectations. This study relies on secondary sources from academic journals, books, and other scientific publications that discuss aspects of business finance and entrepreneurship in educational environments. By using this conceptual method, the research is expected to contribute to the development of theory in the field of entrepreneurship, especially in understanding how business financial information can play a supporting factor in shaping the entrepreneurial expectations of Digital Business students.

### 3. Results

#### *3.1. The Importance of Financial Administration Information in Entrepreneurship*

Financial administration information plays a pivotal role in shaping effective and efficient business decision-making, particularly in the realm of entrepreneurship. A robust understanding of financial administration enables entrepreneurs to optimize their allocation and utilization of financial resources, identify profitable opportunities, and manage potential financial risks (Pratama & Nugraha, 2019). In an entrepreneurial context, the ability to systematically process financial data and insights is indispensable for ensuring both short-term operational success and long-term business sustainability.

Enhanced financial literacy is strongly correlated with entrepreneurial aspirations and outcomes. Research indicates that individuals who possess a higher level of financial expertise are not only more confident in their business decisions but also more adept at formulating comprehensive business plans and managing capital judiciously (Pratama & Nugraha, 2019). This relationship is evident in studies where increased financial literacy among aspiring entrepreneurs led to a more precise identification of market opportunities and a better assessment of risk, thereby enhancing the likelihood of venture success (Worokinash et al., 2021). Such empirical evidence underscores the need for integrating financial administration education into entrepreneurial training programs, particularly for students in digital business environments.

Moreover, systematic financial education cultivates entrepreneurial self-efficacy. Entrepreneurial education that emphasizes financial management is pivotal in developing critical thinking and decision-making skills that are necessary for navigating the complex financial landscapes of modern businesses (Soegoto, 2017). Training that focuses on financial administration can demystify financial processes and reduce the perceived complexity associated with business finance, thereby empowering emerging entrepreneurs to manage their ventures with greater confidence and proficiency (Otieno, 2023). This empowerment is especially crucial

for nascent enterprises that operate in environments characterized by credit constraints and high uncertainty.

The strategic enhancement of financial administration education also bears significant implications for macroeconomic development. By fostering a generation of entrepreneurs who are well-versed in financial management techniques, economies can expect a ripple effect that boosts innovation, increases job creation, and ultimately contributes to economic growth (Pratama & Nugraha, 2019). Financial development is closely linked to entrepreneurship through efficient resource allocation and better risk management, aspects that are integral to maintaining the dynamism of emerging businesses (Pratama & Nugraha, 2019). Therefore, educational institutions must prioritize the accessibility and quality of financial administration courses, thereby equipping future entrepreneurs with the necessary tools to navigate complex financial systems and sustain their ventures over time (Otieno, 2023).

The integration of comprehensive financial administration information in entrepreneurship education is critical. The enhancement of financial literacy not only improves individual decision-making processes but also contributes to the broader entrepreneurial ecosystem by reducing risks, inspiring confidence, and driving sustainable business growth (Pratama & Nugraha, 2019; Otieno, 2023).

### ***3.2. Financial Administration Information and Entrepreneurship Expectations***

Financial administration information plays a strategic role in shaping entrepreneurial expectations, particularly for students embarking on digital business ventures. The theoretical underpinning for this assertion is rooted in the resource-based view, which posits that access to accurate and comprehensive financial data significantly enhances an individual's ability to manage business operations (Pratama & Nugraha, 2019). In this context, a thorough understanding of financial administration not only facilitates the identification of realistic business opportunities but also aids in crafting judicious investment strategies and proactively mitigating potential financial risks (Pratama & Nugraha, 2019).

Empirical evidence further substantiates the importance of integrating robust financial administration into entrepreneurial education. For instance, studies have shown that mastery over financial aspects directly contributes to increased self-confidence among prospective entrepreneurs, thereby catalyzing their efforts to innovate and develop technology-driven business models (Pratama & Nugraha, 2019). Specifically, in the realm of digital business, students equipped with sound financial knowledge are more inclined to innovate and experiment with new business models, thereby fostering an environment conducive to entrepreneurial success (Pratama & Nugraha, 2019). This enhanced capability is underpinned by their understanding of essential financial concepts such as budgeting, profitability analysis, and risk management, which in turn equips them to design competitive and adaptive business structures capable of weathering market uncertainties.

Moreover, the dynamic landscape of digital finance offers additional avenues through which financial administration information empowers entrepreneurial decision-making. Research indicates that modern digital financial developments, including diversified financial service participation, significantly bolster entrepreneurial choices by providing entrepreneurs with multiple financing options and critical financial insights. This insight is particularly relevant for digital business students who must navigate an increasingly complex financial ecosystem. The integration of digital finance concepts within educational curricula ensures that students are not only adept at conventional financial planning but are also capable of leveraging cutting-edge financial technologies to enhance their entrepreneurial endeavors.

In light of these findings, it is evident that embedding comprehensive financial administration information into the curriculum is essential for preparing digital business students to confront the multifaceted challenges of today's market. Such educational initiatives foster a robust entrepreneurial mindset, characterized by enhanced financial literacy, improved self-efficacy, and a greater propensity for innovation. Consequently, aligning entrepreneurial education with advanced financial administration principles emerges as a necessary strategy for cultivating an adaptable and successful entrepreneurial workforce in the digital era (Pratama & Nugraha, 2019).

The synthesis of financial administration information into entrepreneurial education not only strengthens the strategic preparation of future entrepreneurs but also plays a pivotal role in fostering an innovative and resilient business environment. This approach is critical for ensuring that digital business students are well-equipped to harness emerging opportunities and effectively navigate the challenges inherent in a rapidly evolving economic landscape (Pratama & Nugraha, 2019).

### ***3.3. Proposed Conceptual Model***

The proposed conceptual model integrates the Resource-Based View and financial literacy in entrepreneurship to elucidate how administrative financial information contributes to enhancing entrepreneurial expectations. According to the model, financial information is not merely an auxiliary tool for decision-making; rather, it functions as a critical resource underpinning informed, rational, and strategic business decisions (Ziyae & Sadeghi, 2020; Li & Qian, 2019). The model identifies three principal dimensions. First, it emphasizes a comprehensive understanding of business financial management, including budgeting, cash flow management, and risk quantification. This foundation equips individuals with the necessary skills to navigate complex financial landscapes, aligning with findings that advanced financial knowledge significantly improves strategic decision-making in business contexts (Eniola & Entebang, 2017; Oseifuah, 2010).

The second dimension focuses on financial analytical competence. By honing the ability to evaluate business prospects through relevant financial indicators,

individuals can critically assess the viability of entrepreneurial ventures. This analytical skill set facilitates a more nuanced understanding of market and financial signals, ultimately leading to more rigorous and data-driven decision-making—a factor that has been linked to increased entrepreneurial success in several studies (Oseifuah, 2010; Skica et al., 2022). The development of robust analytical skills is therefore essential not only for evaluating existing business scenarios but also for forecasting potential risks and outcomes, thereby reinforcing the decision-maker's confidence.

The third dimension underscores the optimal utilization of financial resources. Efficient management of capital is crucial in ensuring that financial resources are allocated in a manner that maximizes business performance and sustains entrepreneurial growth (Otieno, 2023). By integrating principles of resource optimization, the model encourages leveraging available financial information to achieve operational efficiency and competitive advantage. This approach reflects the essence of the Resource-Based View, which posits that strategic resource utilization is a key determinant of organizational performance (Ziyae & Sadeghi, 2020).

This conceptual framework further posits that students and aspiring entrepreneurs who have access to high-quality administrative financial information are better equipped to understand the financial ramifications of their business decisions. Enhanced financial literacy not only bolsters self-confidence in risk-taking but also serves to fortify motivational drives for launching and expanding entrepreneurial ventures (Eniola & Entebang, 2017; Oseifuah, 2010). Educational institutions are thus encouraged to design curricula that integrate comprehensive financial literacy components into entrepreneurship education, enabling students—especially those in Digital Business programs—to effectively tackle emerging business challenges and increase their likelihood of success (Otieno, 2023).

By reconceptualizing administrative financial information as both a decision-making tool and a pivotal element shaping entrepreneurial mindset and behavior, this model offers both theoretical insights and practical implications for entrepreneurship education and practice.

### ***3.4. Theoretical and Practical Implications***

This study provides theoretical contributions to the development of financial information-based entrepreneurship literature by highlighting the role of financial administration information as a determinant factor in shaping entrepreneurial expectations. This finding is in line with the Resource-Based View theory, which emphasizes that access to strategic information, including financial information, can improve individual capabilities in business decision-making. By integrating the concept of financial literacy into entrepreneurship analysis, this study expands the scope of previous studies that have focused more on psychological and environmental factors in the formation of entrepreneurial intentions.

Practically, the results of this study provide recommendations for educational institutions in improving the effectiveness of entrepreneurship curricula. Improving

learning materials related to business financial administration is a strategic step in equipping students with more applicable skills in business management. Educational institutions should adopt a practice-based approach through business simulations, case studies, and integration of financial technology in learning, so that students can understand how financial concepts are applied in real business contexts. Thus, graduates are expected to have higher readiness in facing the challenges of entrepreneurship in the digital era.

For students, the implications of this study highlight the importance of mastering financial administration as part of developing an entrepreneurial mindset. A deep understanding of the financial aspect allows students to be more confident in designing sustainable business models, managing financial risks, and optimizing available resources. Therefore, students need to actively improve their financial literacy through involvement in entrepreneurship programs, internships in the business sector, and utilization of digitally available financial education platforms. With a more mature mindset towards the financial aspect, Digital Business students can be better prepared to face the dynamics of the business world and increase their chances of success as entrepreneurs in the future.

#### **4. Conclusion**

This study underscores the significant role of financial management knowledge in shaping entrepreneurial intentions among digital business students. A strong understanding of financial administration enhances students' ability to make informed decisions, allocate resources efficiently, and mitigate financial risks. Moreover, financial literacy fosters self-confidence, strategic thinking, and adaptability – key attributes for entrepreneurial success in the digital era. To strengthen the impact of financial education, academic institutions should integrate comprehensive financial management courses into entrepreneurship programs. Practical learning methods, such as business simulations, case studies, and financial technology applications, should be incorporated to enhance students' real-world financial decision-making skills. Additionally, students are encouraged to engage in financial literacy programs, internships, and entrepreneurship workshops to develop hands-on experience. By prioritizing financial education in entrepreneurship training, institutions can cultivate a generation of digital entrepreneurs equipped with the knowledge and skills necessary to navigate complex financial landscapes and drive sustainable business growth.

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