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Artificial Intelligence and Entrepreneurial Opportunities through Students' Eyes

Nicolae-Marius Jula, Ionuț Constantin, Ștefan-Alexandru Ionescu

University Of Bucharest, Romania

Abstract

Artificial intelligence is reshaping the entrepreneurial landscape, and students, our future innovators, are at the forefront of this transformation. This paper explores how students perceive AI as a catalyst for entrepreneurial opportunities, focusing on their attitudes, aspirations, and readiness to integrate AI into business ventures. Drawing on surveys and interviews with university students, the study examines how AI-driven tools such as predictive analytics, automation, and generative technologies influence their entrepreneurial mindset. Findings reveal that students view AI to reduce operational costs, enhance decision-making, and create personalized customer experiences. However, concerns about ethical implications, data privacy, and the need for specialized skills remain significant barriers. The research highlights the importance of educational programs that combine entrepreneurship with AI literacy, enabling students to transform theoretical knowledge into practical innovation. The paper argues that students' perspectives on AI-driven entrepreneurship reflect both optimism and caution, signaling a future where technology and creativity converge to redefine business models and societal impact.

Keywords: Automation; Entrepreneurship; Innovation; Scalability; Sustainability.