



## DIGITAL EDUCATION – A STEP TOWARDS KNOWLEDGE ECONOMY

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### MOTIVATION

An economic system built on the creation, transfer, and exploitation of knowledge as a crucial resource for economic growth and development is referred to as a "knowledge economy." Knowledge is the primary factor of production in the knowledge economy, and an increasing number of economic activities are geared toward its generation, use, and transfer. Digital education is essential to the generation, dissemination, and application of knowledge using digital technologies in the knowledge economy.

### RESEARCH QUESTION

The knowledge economy has the ability to promote economic growth, boost productivity, raise living standards, and open up new business and employment opportunities. In the current digital era, where information transfer and innovation are happening more quickly than ever before and knowledge is increasingly being used to determine market success, this idea is extremely crucial. In other words, entrepreneurs have the chance to study, develop, and use entrepreneurial skills supported by digital tools and resources thanks to digital education. In the information economy, innovation and success are crucial for business creation.

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## **METHODOLOGY**

We tested female entrepreneurs in Serbia's rural areas who have not completed business schools or colleges and are struggling with how to digitally transform their businesses and move from the local market to the online market in order to use digital education to support the skills of entrepreneurs for the creation of digital businesses. Digital education has helped young women start their own enterprises, innovative ventures, and business cultures through specialized programs, incubators, mentoring programs, and business schools.

## **RESULTS**

Making an internet business plan for all women that included a detailed description of their current business or anticipated new business was the first obstacle for young women entrepreneurs. 12 of the 15 women who were still active at the time this study was being written. The three young businesswomen gave up on the concept. The young female entrepreneur from one team utilized her business plan to submit an application for funding from the state fund after the first challenge, which was successfully completed by seven women.

## **CONTRIBUTION**

In the knowledge economy, digital education plays a crucial role as a knowledge producer, carrier, and transmitter. Digital education contributes to the establishment and development of the knowledge economy by conducting research, providing high-quality education, transferring knowledge and technology, encouraging entrepreneurship, and supporting lifelong learning. These activities all result in the development of a skilled workforce, innovative ideas, and economic growth.

## **KEY WORDS**

knowledge economy, digital education, women entrepreneurship

## **JEL CLASSIFICATION**

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