

**ENTEPRENEURAL EDUCATION, PROCESS AND PRINCIPLES IN
MODERNITY**

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In this fast-paced, seriously dangerous, and more international world, the nature of business has changed. Organizations have been compelled to reevaluate their fundamental purposes and adapt significantly in how they approach servicing a variety of stakeholders as a result of dramatic and continuous changes. The market economies are dynamic, organic, and always developing, as opposed to being an established system that has already arrived. Entrepreneurial businesses provide two essential services to market economies.

Firstly, they play a crucial role in the transformation process that characterizes market economies. Entrepreneurial businesses are essential to the breakthroughs that bring about technical advancement and increased production. Because they alter market structure, they are, in essence, about change and competition. Secondly, the major way that millions of people reach the mainstream of the economy is through entrepreneurial enterprises. Millions of individuals, have access to the pursuit of economic success because to entrepreneurial businesses [1].

Entrepreneurship's practical application is the main component of creating entrepreneurial consciousness. This has been demonstrated by tens of thousands of prosperous businesspeople over the past 35 years. Our world has been altered forever by them and their new endeavors! But, it's critical to recognize the distinctions between opportunistic moneymaking and true entrepreneurship. For instance, during the «dot-com» boom of the late 1990s, everyone mistakenly believed they were business owners just because they

posted the name of their company online. The cash-burning internet start-ups and the venture capitalists who financed them were not the only victims of the dot-com crisis. The actual entrepreneurial spirit of turning one's dream into an enduring thing was destroyed by the epidemics rapid spread.

Teaching today's students the basis of the actual entrepreneur ought to be the goal of all entrepreneurship instructors. In order to demonstrate the actual challenges and issues linked with their endeavors, it is recommended to make sure that current practicing entrepreneurs and their engaging tales are portrayed. Students need to be exposed to business owners who have had setbacks, difficulties, and failures. The advice from seasoned business owners should make a difference. The properly understanding of the true application of entrepreneurial ideas and processes can be reached only by reading, studying and analyzing the practices of present-day business owners.

If a person can find a viable concept within the turmoil and cynicism that also pervade such an atmosphere, the persistently hard economic situation might offer a steady supply of prospective chances. As each person forms thoughts with a distinct frame of reference, there are thousands of choices offered. Entrepreneurial thinking has thus emerged as an essential competency for the twenty-first century [2].

References

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2. Mikhnevich, A.V. Crowdfunding as a new type of business investment / Mikhnevich A.V., Obedkov A.P., Shulga E.I. // International Journal of Applied and Fundamental Research. – No. 7. – Krasnodar, 2017. – P. 275–285.