**ABSTRACT**

**Objectives:** This study aims to identify the roles of various universities in Indonesia in providing education that helps develop digital entrepreneurship: this includes the implications, contributions, and challenges of digitalization; the identification of the impact of digital entrepreneurship on businesses within Indonesia; and an examination of the opportunities and challenges for digital entrepreneurship in Indonesian universities.

**Methodology:** The research adopted a qualitative data analysis methodology. This was achieved through secondary data collection, mainly through a content review of the existing literature.

**Findings:** The study results indicate that academics have engaged in various forms of digital entrepreneurship, including e-commerce, commercial application development, and digital education business. Each step of digital academic entrepreneurship has been conceived within the context of universities. Digital academic entrepreneurship is the use of digital technology to achieve a goal, and this model includes the following components: motivation, stakeholders, processes, and business forms.

**Implications:** Universities must effectively embrace and foster digital academic entrepreneurship. According to this study, there are many ways that the government may encourage digital entrepreneurship at universities. Educational institutions have to give more thought to the growth of student businesses, particularly after firms have been established. The monitoring of student businesses should be handled by a specialized team based at universities.

**Limitations:** The main limitation was the fact that the study was limited to secondary data sources; therefore, future research should focus on primary data. Additionally, it was limited to Indonesian universities; future research should be performed on institutions in more advanced countries. Furthermore, the study used a qualitative research method; therefore, future research should use alternative research methodologies.

**Key word*s:*** digital entrepreneurship, academic entrepreneurship, digitalization, opportunities, stakeholders, business forms