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Analysing awareness of Artificial Intelligence among Commerce Students

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Abstract:
The concept of Artificial Intelligence is gaining popularity day by day and the goal of AI especially in education is to enhance both student engagement and learning outcomes. AI tools are helpful for all and students are the ones who can save their time, energy and money and can have access to any study material they need. This study aims at understanding and analysing students' awareness of artificial intelligence (AI) technologies. Quantitative data for the research is collected through surveys to analyse the impact of AI on their students' academic performance and learning experiences. Commerce students are familiar with the concept of Artificial Intelligence and it is shaping their future by making them smarter than before. AI tools are very helpful in fostering academic performance of students. It ensures students connection with the latest technology which is needed in the era of fierce competition.

Keywords: Artificial Intelligence (AI), AI Applications.

Introduction

Nowadays, AI has changed the way we look at learning and not only students but teachers are also coming across new AI applications to aid in higher education. AI applications provide with personalizing learning experiences which helps learning in a different way. AI is empowering teachers and supporting students with different needs.

AI applications especially in higher education have new ethical considerations and risks also. Use of automated AI solutions may promote to use retrenchment strategy which the administrator may use if needed. Chat bots, intelligent tutors and expert systems may replace most of the resources. Learning analytics helps to enhance the learning experience, inform educational decision-making at various levels and improve instructional strategies which are possible through AI but the fact is that these systems require huge amounts of data which includes sensitive information on faculty and pupils and also shows severe privacy and data protection concerns.

Traditional teaching methods are no longer meeting the needs of today's students, so more schools and universities are starting to move away from them. Instead of using printed books and blackboard lessons, many schools are now using online classes and digital learning tools.

One big reason for this change is the use of Artificial Intelligence (AI). AI aids in creating learning materials that fit each student's needs and learning style. It also helps build online classrooms that support students with hearing or vision problems. Plus, students who are sick or can't attend school for some reason can still join lessons and keep up with their studies through online learning.

Teachers generally spend a lot of time grading homework and tests. AI can help by doing much of this work automatically, making grading faster and more consistent. In the past, machines were mostly used to grade multiple-choice questions, but now, new technology allows AI to also grade more complex answers, like essays and written opinions.

Literature Review

Ali Al-Badi and et.al (2022), According to expert, the emerging technologies such as AI has entered into the traditional education system with the power to transform it completely. The concept of personalized learning is not new. Educators have long strived to customize education by adapting learning opportunities and instruction to learners' unique talents and personalities. As per

Juan Dempere and et.al (2023), On November 30, 2022, the AI based chatbot called ChatGPT (Chat Generative Pre-Trained Transformer) was launched as a prototype by OpenAI and rapidly gathered media attention for its comprehensive and articulate responses to questions spanning many domains of technical and professional knowledge. According to Agung Rinaldy **Malik and et.al (2023)**, in recent years, the advancement of Artificial Intelligence (AI) has emerged as a pivotal force in reshaping educational paradigms, particularly within the realm of language instruction.

Crompton & Burke, 2023 and Pinzolits, 2023, AI literacy is a crucial factor not only in the rapidly developing globalized world but also in the field of education as more and more research is conducted on this topic.

Bozkurt (2023), students require the skills to understand, employ and evaluate AI tools to gain maximum advantage when using them.

Kumar, Sharma and Grover (2016) discussed facilities of artificial intelligence from student's point of view. Artificial intelligence used at present in almost every field in the form of self-operated machine or robots.

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Objectives of the Study:

1. To study the concept of Artificial Intelligence.
2. To measure awareness of AI among commerce students.

Hypothesis of the Study

H_0: There is no significant awareness of Artificial Intelligence among commerce students.

H_1: There is significant awareness of Artificial Intelligence among commerce students

Research Methodology

The basis of this study is essentially primary data that has been critically analyzed. For the research, Commerce students from Nahata College Bhusawal, Jamner College and Bodwad College were selected through convenience sampling method. Researcher conducted a survey and distributed questionnaires among the students.

Research Area

Commerce students from Nahata College Bhusawal, Jamner College and Bodwad College were chosen by the researchers. There are 1035 students admitted at UG and PG course in the academic year 2025-26. Researcher decided 150 students as respondents as a sample size for the study.

Data Collection

Researcher gathered data from both primary and secondary sources. 150 questionnaires were given out to respondents by the researcher.

Statistics of the questionnaire

The questionnaire was created by the researcher and the net sample size is calculated for the study.

Table No.1: Information Regarding Questionnaires

Sr. No	Respondents	Questionnaire Distributed	Questionnaires Received	Questionnaires Rejected	Considered Sample Size
1	Commerce Students	150	146	5	141

Use of Statistical tool

For accurate results researcher used appropriate standard scaling in the questionnaire and used Statistical tools such as standard deviation, z test etc. for hypothesis testing.

Limitations

1. The investigation is restricted to a certain geographic region.
2. Only AI awareness of students is considered for the study.
3. only three college students considered in the study

Data Analysis

Table No. 2: Response of Commerce Students regarding AI

Sr. No.	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	deep knowledge of AI	30	45	17	39	10	141
2	AI is very important from future perspective	71	38	7	16	9	141
3	I am very much familiar with different AI applications	33	59	15	23	11	141
4	I am concerned about some privacy issues & ethical implications of AI	54	23	8	31	25	141
5	I can easily deal with technological malfunctions or problems	10	36	6	54	35	141
6	AI has the potential to transform the way we live	78	32	5	13	13	141
7	AI helps to connect with latest trends in technology	69	51	3	10	8	141
8	AI is a trustworthy source of Information	52	46	6	25	12	141
9	I feel optimistic about the future of AI and our society	44	32	33	20	12	141
10	I use AI for searching for study material	72	41	7	13	8	141
11	AI is very helpful for competitive exam preparation	55	43	30	7	6	141

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It is observed that from the above table the percentage of strongly agreed and agreed students is an average more than 60 % except question No 5 and strongly disagreed and disagreed students are only an average 30 % except question No 5 , where 10 % students are neutral.

Testing of Hypothesis:

H_0: There is no significant awareness of Artificial Intelligence among commerce students.

H_1: There is significant awareness of Artificial Intelligence among commerce students.

Table No. 3: Statistical Analysis of Responses

Factors	Mean	SD	Z_cal	L.O.S	Z_table	p_value	Decision
Deep knowledge of AI	3.326	1.274	3.04	0.05	1.96	0.0024	Reject H0
AI is very important from future perspective	4.035	1.257	9.781	0.05	1.96	0.0000	Reject H0
I am very much familiar with different AI applications	3.567	1.228	5.487	0.05	1.96	0.0000	Reject H0
I am concerned about some privacy issues & ethical implications of AI	3.355	1.581	2.664	0.05	1.96	0.0077	Reject H0
I can easily deal with technological malfunctions or problems	2.518	1.297	4.415	0.05	1.96	0.0000	Reject H0
AI has the potential to transform the way we live	4.057	1.336	9.395	0.05	1.96	0.0000	Reject H0
AI helps to connect with latest trends in technology	4.156	1.132	12.13	0.05	1.96	0.0000	Reject H0
AI is a trustworthy source of Information	3.716	1.344	6.329	0.05	1.96	0.0077	Reject H0
I feel optimistic about the future of AI and our society	3.539	1.291	4.957	0.05	1.96	0.0000	Reject H0
I use AI for searching for study material	4.106	1.195	10.992	0.05	1.96	0.0000	Reject H0
AI is very helpful for competitive exam preparation	3.950	1.087	10.380	0.05	1.96	0.0000	Reject H0

As a result, our null hypothesis there is no significant awareness of Artificial Intelligence among commerce students is rejected. As an alternative, we agree that there is significant awareness of Artificial Intelligence among commerce students.

Findings

1. It is observed that most of the commerce students are familiar with the concept of AI.
2. AI applications are used by the students to keep themselves upgraded and to enhance their overall performance.
3. The concept of AI is useful for students and they can also deal with any technological issue.
4. Although AI is a trustworthy source of information, it is observed that students have optimistic view regarding the future of AI.

Conclusion- This research focuses on the awareness among students about artificial intelligence. AI helps in academic success and AI tools are found very supportive to the students. Based on the aforementioned data, it is evident that there is significant awareness of Artificial Intelligence among commerce students.

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