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## “ROLE OF ARTIFICIAL INTELLIGENCE IN COMMERCE EDUCATION AND ENTREPRENEURSHIP DEVELOPMENT AMONG GRADUATION STUDENTS WITH SPECIAL REFERENCE TO SRINGERI”

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### ABSTRACT

Artificial Intelligence (AI) is rapidly transforming sectors such as education, business, and industry. In commerce education, AI enhances learning by helping students understand complex concepts through digital tools and smart platforms. It enables effective analysis of financial data, market trends, and business strategies, promoting innovation, creativity, and practical learning. AI also plays a vital role in entrepreneurship development by assisting students in identifying business opportunities and improving decision-making. It supports activities like market research, customer analysis, and digital marketing, thereby building students' confidence to start their own ventures. This study examines the role of AI in commerce education and entrepreneurship development among undergraduate students, with special reference to Sringeri. It aims to assess students' awareness and usage of AI and highlight its potential in improving learning outcomes and fostering entrepreneurial thinking.

**Keywords:** Artificial Intelligence, Commerce Education, Entrepreneurship Development, Graduation Students, Digital Learning, Innovation

## INTRODUCTION

Artificial Intelligence (AI) is one of the most significant technological developments in the modern world. It refers to the use of computer systems and software that can perform tasks which normally require human intelligence, such as learning, problem-solving, and decision-making. In recent years, AI has started influencing many fields including education, business, healthcare, and finance. In the field of education, AI helps improve teaching and learning methods by providing smart learning platforms, digital tools, and personalized educational support. As a result, students can understand complex concepts more easily and develop practical knowledge along with theoretical learning.

In commerce education, the use of AI is becoming increasingly important for developing business knowledge and entrepreneurial skills among students. AI tools help students analyze market trends, manage financial data, and understand modern business strategies more effectively. This also supports entrepreneurship development by encouraging students to identify business opportunities and create innovative business ideas. For graduation students, especially in places like Sringeri, AI-based learning resources can enhance their academic experience and prepare them for future business challenges. Therefore, studying the role of Artificial Intelligence in commerce education and entrepreneurship development among graduation students with special reference to Sringeri is important to understand how technology can improve learning and promote entrepreneurial thinking.

## OBJECTIVES OF THE STUDY

1. To study the role of Artificial Intelligence in improving commerce education among graduation students.
2. To examine the level of awareness and usage of Artificial Intelligence tools among graduation students in Sringeri.
3. To analyze how Artificial Intelligence supports entrepreneurship development among commerce students.
4. To identify the benefits of Artificial Intelligence in enhancing entrepreneurial skills and business knowledge among graduation students in Sringeri.

## NEEDS OF THE STUDY

The study is important to understand the growing role of Artificial Intelligence in the field of commerce education. In the present digital era, AI technologies are increasingly used in learning, business analysis, and decision-making processes. Therefore, it is necessary to examine how AI tools help graduation students improve their knowledge and practical skills in commerce. The study also helps to understand the level of awareness and usage of AI among students in Sringeri. It is important to know how AI can support entrepreneurship development by helping students identify business opportunities and innovative ideas. The findings of the study may help educational institutions encourage the use of AI in teaching and learning. Overall, the study highlights the importance of integrating AI in commerce education to prepare students for future business and entrepreneurial challenges.

## LITERATURE REVIEW

1. **Klaus Schwab (2017)** in the book **The Fourth Industrial Revolution** explained that Artificial Intelligence is transforming education, business, and economic systems across the world and helps students develop analytical thinking, creativity, and digital skills, which support entrepreneurship and better business decision-making.
2. **Andreas Kaplan & Michael Haenlein (2019)** discussed the growing role of Artificial Intelligence in education and business development and found that AI-based learning platforms provide personalized learning, improve problem-solving abilities, and help students develop innovation skills necessary for entrepreneurship.
3. **Erik Brynjolfsson & Andrew McAfee (2014)** in the book **The Second Machine Age** explained that digital technologies such as Artificial Intelligence encourage innovation, improve productivity, and help students develop the knowledge required to become successful entrepreneurs in the modern economy.
4. **Vijay Vyas (2020)** studied the role of Artificial Intelligence in higher education and found that AI tools like data analytics, virtual assistants, and digital learning platforms improve students' understanding of commerce subjects and encourage innovative thinking and entrepreneurship development.

## SCOPE OF THE STUDY

The scope of the study is limited to analyzing the role of Artificial Intelligence in commerce education and entrepreneurship development among graduation students. The study mainly focuses on understanding the awareness, usage, and benefits of AI tools in improving learning and entrepreneurial skills. It is conducted among 50 graduation students in Sringeri, which helps to understand the influence of AI in a specific local context. The study also examines how AI supports business knowledge, innovation, and entrepreneurial thinking among students. The findings of the study may help educational institutions encourage the use of AI in commerce education.

## LIMITATIONS OF THE STUDY

1. The study is limited to 50 graduation students in Sringeri, so the findings may not represent the opinions of all students in other regions.
2. The study mainly depends on responses collected through questionnaires, and the accuracy of the results is based on the honesty and understanding of the respondents.
3. The study focuses only on the role of Artificial Intelligence in commerce education, and other technological factors influencing entrepreneurship are not considered.

## RESEARCH METHODOLOGY

The present study is based on both primary and secondary data to analyze the role of Artificial Intelligence in commerce education and entrepreneurship development among graduation students with special reference to Sringeri. The research mainly focuses on understanding the awareness, usage, and impact of AI tools among commerce students.

### Primary Data:

The primary data for this study is collected through a structured questionnaire. A total of 50 graduation students from Sringeri are selected as respondents for the study. The questionnaire includes questions related to the awareness of Artificial Intelligence, its usage in education, and its role in developing entrepreneurial skills among students.

### Secondary Data:

The secondary data is collected from various sources such as magazines, websites, articles, and academic journals. These sources help to understand the theoretical background of Artificial Intelligence, its application in commerce education, and its contribution to entrepreneurship development. The information collected from these sources supports and strengthens the findings of the study.

### Sampling Method:

The study uses a Convenience Sampling Method, where respondents are selected based on their easy availability & willingness to participate.

### Statistical Tools:

For the purpose of data analysis, Percentage analysis & Chi – square test are used. Percentage analysis helps in understanding the distribution of responses & the Chi – square test is applied to test the relationship between variables & to validate the hypothesis.

## DATA INTERPRETATION & ANALYSIS

### 1. Students use A. I. based tools

Opinion	Number of Respondents
Yes	40 (80%)
No	10 (20%)

### Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in the usage of AI-based tools among graduation students (i.e., students are equally likely to use or not use AI tools).

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in the usage of AI-based tools among graduation students.

### Result

Calculated  $\chi^2$  value = 18

Degree of Freedom (df) = 1

Table value at 5% level = 3.84

Since calculated value (18) > table value (3.84), Reject the Null Hypothesis (H<sub>0</sub>)

There is a significant difference in the usage of AI-based tools among students, which means most students are actively using AI tools for their studies.

### 2. Artificial Intelligence helps in better understanding of commerce subjects

Opinions	Number of Respondents
Strongly Agree	18 (36%)
Agree	15 (30%)
Neutral	7 (14%)
Disagree	6 (12%)
Strongly Disagree	4 (8%)

### Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in students' opinions regarding the role of AI in understanding commerce subjects.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in students' opinions regarding the role of AI in understanding commerce subjects.

### Result

Calculated  $\chi^2$  value = 15

Degree of Freedom (df) = 5 - 1 = 4

Table value at 5% level = 9.49

### Conclusion

Since 15 > 9.49,

Reject the Null Hypothesis (H<sub>0</sub>)

There is a significant difference in students' opinions, and most students agree that Artificial Intelligence helps in better understanding of commerce subjects.

### 3. Frequency of using AI tools

Opinions	Number of Respondents
Frequently	20 (40%)
Sometimes	15 (30%)
Rarely	10 (20%)
Never	5 (10%)

#### Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in the frequency of using AI tools among students.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in the frequency of using AI tools among students.

#### Result

Calculated  $\chi^2$  value = 10

Degree of Freedom (df) = 4 - 1 = 3

Table value at 5% level = 7.81

#### Conclusion

Since  $10 > 7.81$ ,

Reject the Null Hypothesis (H<sub>0</sub>)

There is a significant difference in the frequency of AI usage, indicating that most students use AI tools frequently or sometimes for academic purposes.

### 4. AI can help students generate innovative business ideas

Opinions	Number of Respondents
Yes	32 (64%)
No	8 (16%)
Not Sure	10 (20%)

#### Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in students' opinions about AI helping in generating innovative business ideas.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in students' opinions about AI helping in generating innovative business ideas.

### Result

Calculated  $\chi^2$  value = 21.28

Degree of Freedom (df) = 3 - 1 = 2

Table value at 5% level = 5.99

### Conclusion

Since  $21.28 > 5.99$ ,

Reject the Null Hypothesis (H<sub>0</sub>)

There is a significant difference in students' opinions, and most students believe that AI helps in generating innovative business ideas.

### 5. Knowledge of AI will help students start their own business in the future

Opinions	Number of Respondents
Yes	35 (70%)
No	5 (10%)
Not Sure	10 (20%)

### Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in students' opinions regarding whether AI knowledge helps in starting a business.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in students' opinions regarding whether AI knowledge helps in starting a business.

### Result

Calculated  $\chi^2$  value = 30.99

Degree of Freedom (df) = 2

Table value at 5% level = 5.99

### Conclusion

Since  $30.99 > 5.99$ ,

Reject the Null Hypothesis (H<sub>0</sub>)

There is a significant difference in students' opinions, and most students believe that knowledge of AI will help them start their own business in the future.

### **FINDINGS OF THE STUDY**

1. The study found that a majority of students are aware of Artificial Intelligence and actively use AI-based tools for their academic purposes.
2. It is observed that most students agree that AI helps in better understanding of commerce subjects such as accounting, finance, and marketing.
3. The study reveals that students frequently use AI tools, which shows the growing importance of AI in modern education.
4. It is found that Artificial Intelligence helps students generate innovative business ideas and improves their creative thinking abilities.
5. The results indicate that students believe AI knowledge enhances their chances of becoming entrepreneurs and starting their own businesses.
6. Overall, the study concludes that Artificial Intelligence plays a significant role in improving commerce education and supporting entrepreneurship development among graduation students.

### **SUGGESTIONS**

1. Educational institutions should introduce AI-based learning tools and technologies in commerce education to improve students' practical knowledge and skills.
2. Colleges should conduct workshops, seminars, and training programs on AI to increase students' awareness and usage of AI tools.
3. Students should be encouraged to use AI for business analysis, project work, and innovative idea generation to enhance their entrepreneurial abilities.
4. Institutions should provide better access to digital resources and AI platforms to ensure all students can benefit from advanced learning methods.
5. Faculty members should adopt modern teaching methods using AI technologies to make commerce education more interactive and effective.

### **CONCLUSION**

The study concludes that Artificial Intelligence plays a significant role in improving commerce education and enhancing entrepreneurial skills among graduation students. It is evident that most students are aware of and actively using AI tools for learning and academic purposes. AI helps students understand complex commerce concepts, analyze business opportunities, and develop innovative ideas. The findings also show

that knowledge of AI encourages students to become future entrepreneurs. Therefore, integrating AI in commerce education is essential for preparing students to face modern business challenges and opportunities.

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## ANNEXURE

1. Are you aware of the concept of Artificial Intelligence (AI)?

- Yes
- No

2. Do you use AI-based tools (such as ChatGPT, AI search tools, or AI learning platforms) for your studies?

- Yes
- No

3. Do you think Artificial Intelligence helps in better understanding of commerce subjects?

Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

4. How often do you use AI tools for academic purposes?

- Frequently
- Sometimes
- Rarely
- Never

5. Do you think AI helps students analyze business and market trends?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. Do you believe Artificial Intelligence can encourage students to become entrepreneurs?

- Yes
- No
- Not Sure

7. Do AI tools help in improving business decision-making skills?

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

8. Do you think AI can help students generate innovative business ideas?

- Yes
- No
- Not Sure

9. Do you think knowledge of AI will help students start their own business in the future?

- Yes
- No
- Not Sure

10. Should colleges introduce more AI-based learning methods in commerce education?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree