ARTIFICIAL INTELLIGENCE IN COMMERCE EDUCATION: BRIDGING GAPS AND BUILDING FUTURES

Dr. Mehul Mistry, Miss. Unnati Chauhan

Assistant Professor, Sardar Patel College of Commerce, Bakrol, Sardar Patel University.

Research Scholar, Sardar Patel College of Commerce, Bakrol, Sardar Patel University.

Abstract

AI is revolutionizing commerce education by filling in skill gaps and getting students ready for the changing needs of the global market. The integration of AI in commerce education is examined in this research, with particular attention paid to how it might improve administrative effectiveness, skill development, and individualized learning. Through the use of AI-powered technologies, educators may develop flexible learning environments that meet the needs of each individual student, improve their ability to make decisions, and offer insights into industry trends. The report also looks at the obstacles to AI adoption, such as resource limitations and ethical issues, while emphasizing how AI can close the knowledge gap between academia and industrial demands. The results highlight the value of cooperation between academic institutions and business partners in order to fully utilize AI's potential to influence commerce education in the future.

The paper has been divided in to three parts as follows:
- *AI Applications in Commerce Education*
- *Bridging Gaps in Commerce Education*
- *Challenges and Ethical Considerations*

This paper also helpful to the academic institutions, academician, researchers, educators and students and learner to predict a comprehensive understanding of AI-driven Future.

Keywords: *Artificial Intelligence, Commerce Education, Flexible Learning Environments, Administrative Effectiveness, AI-Powered Technologies, Academia-Industry Collaboration, AI Adoption in Education, Educational Technology, AI in Skill Enhancement, Educational Stakeholders, Personalized Learning*

INTRODUCTION

By bridging the gap between conventional teaching methods and the demands of an increasingly technologically advanced economy, artificial intelligence (AI) is transforming commerce education. AI gives teachers and students strong tools to improve learning and decision-making in the business world, where knowledge of consumer behavior, financial analysis, and market trends is essential.

Platforms with AI capabilities can provide individualized learning experiences by customizing courses to fit each student's unique requirements and goals. Real-time contact and feedback are made possible by tools like chatbots, virtual learning assistants, and predictive analytics, which also simplify complicated business ideas. Additionally, by exposing students to authentic business situations, AI simulations help them develop real-world decision-making abilities in fields like marketing, accounting, and financial planning.

RESEARCH METHODOLOGY:

Objectives of the Study:
- To examine how artificial intelligence is changing the way that commerce education is taught.
- To investigate how AI fills the current gaps in commerce education.
- To assess how AI is affecting students' readiness for the changing needs of the commerce industry.

Previous research review:
4. The discussion between the authors of this paper and AI in education offers a complex viewpoint on the changing role of technology in education from the viewpoints of critical pedagogy and transhumanism. From the standpoint of critical pedagogy, the discussion emphasizes the empowerment of students, stressing the value of self-awareness and critical thinking in the classroom. From this perspective, artificial intelligence (AI) is viewed as a helpful, assisting technology that improves learning and helps to move education toward a more learner-centered and democratized model rather than as a substitute for human educators. AI evaluated how technology could help close knowledge gaps and advance equitable access to education.

5. By increasing student performance and motivation, decreasing teacher workload, and boosting educational materials, AI chatbots have the potential to revolutionize education and become useful teaching tools for resolving learning-related issues. With a move toward cutting-edge assessment techniques, such as plagiarism detection, which promote originality in evaluation, their integration calls for careful planning to optimize benefits and minimize drawbacks. There is a rising need for studies that examine various populations, sophisticated statistical approaches, and other measurement tools, even though the majority of research uses quantitative methods and concentrates on undergraduate and graduate groups. To fully realize AI chatbots' potential and develop best practices for their use in education, further research is needed on how they affect pedagogical practices, usability, instructional design, and their function in online learning communities.

6. Since AI integration in education is still in its infancy, more study is needed to create adoption strategies that work and meet the many demands of educational stakeholders. Enhancing AI literacy, developing programs for training educators, and investigating AI's application in different educational levels, special education, and individualized learning should be the main goals of future research. It's crucial to manage the shift to an AI-driven society so that students acquire necessary skills and advance inclusivity, diversity, and justice. Inequalities in society should be avoided, and the advantages should be distributed widely. Although useful, the research that is now available is restricted to particular databases, journal articles, and keywords. To fully grasp AI's potential in education and create comprehensive best practices, more extensive research is required, including coverage of pertinent conferences and a variety of approaches.

Significance of the Study:
This research would be vital for stakeholders—educators, students, institutions, and businesses—to realize the transformative potential of AI in shaping the future of education. Also, it is important for new institutions for formulating new methods, policies and structures, Management for effective decision making, researchers for providing new data, case studies and theoretical framework.

Methodology
- Type of Research – Qualitative and descriptive research method is adapted for better understanding of the impact and future aspect of integration of AI in commerce education.
- Sources of Data – Secondary data
The data has been extracted from various sources like research articles, books, websites and blogs, magazines and journals which deals directly or indirectly with artificial intelligence. Descriptive research was chosen for developing better understanding in profundity.

Limitation of the Study:
5. The study relies on published data and information. No primary data is being collected. Secondary data may be lacking in accuracy, or they may not be completely current or dependable.
6. The research may focus on specific aspects of AI integration, such as administrative efficiency, skill development, and individualized learning, potentially overlooking other vital dimensions like cultural adaptability or long-term sustainability.

AI APPLICATIONS IN COMMERCE EDUCATION
With the introduction of innovative technologies that improve learning outcomes and teaching effectiveness, artificial intelligence (AI) is transforming commerce education. By evaluating student performance and customizing the curriculum to meet each student's needs, it makes individualized education possible and improves understanding and engagement. AI-powered solutions that mimic the experience of a personal tutor, such virtual assistants and intelligent tutoring systems, enable ongoing learning by offering real-time feedback and assistance. Additionally, AI-driven analytics provide deep insights into consumer behavior, financial data, and market trends, giving students the hands-on experience they need to make decisions in domains relevant to commerce. Real-world business scenarios are replicated in simulations and virtual labs, encouraging practical learning and critical thinking. Additionally, AI lessens the stress for instructors by automating monotonous duties like grading and administrative procedures, freeing them up to concentrate on mentorship and innovative teaching strategies. In general, AI ensures that students are adequately equipped for a dynamic global market by bridging the gap between academic learning and industry requirements. Innovation in commerce education is sparked by this game-changing technology, opening the door to a more effective, flexible, and inclusive learning environment.

BRIDGING GAPS IN COMMERCE EDUCATION
By bridging the gap between academic learning and practical applications, the incorporation of artificial intelligence (AI) into commerce education is revolutionizing how students are prepared to meet industrial demands. Personalized learning is made possible by AI-powered tools, which provide students practical

experience through simulations and allow them to understand concepts like marketing and financial analysis at their own pace. Additionally, these tools improve administrative effectiveness, allowing teachers to concentrate on critical thinking and mentoring. AI also makes sure that curricula stay up to date with industry trends, which promotes skill development and sensible decision-making. AI is creating a dynamic, inclusive, and future-ready commerce education system that is suited to the changing global market by bridging the knowledge gap and encouraging cooperation between academics and business. This is how AI fills up these gaps:

15.   Skill Alignment with Industry Need:

Because AI-powered tools bridge the gap between academic instruction and industrial needs, they are essential to upgrading commerce education. By identifying new market trends and industry expectations through the analysis of large datasets, these tools help educational institutions stay ahead of the curve. Curricula can be changed to emphasize pertinent knowledge and skill areas that correspond with real-world issues by utilizing these findings. This guarantees that students are prepared for the workforce by giving them real-world and flexible skills like financial analysis, marketing tactics, and decision-making.

16.   Industry-Academia Collaboration:

AI strengthens the relationship between businesses and educational institutions. By using cutting-edge technologies, AI generates realistic simulations that mimic real-world business challenges, giving students the opportunity to practice making decisions and solving problems in a controlled setting. AI also helps create case studies that reflect current market trends and industry practices, giving students up-to-date knowledge. Finally, AI helps organize and manage internships by matching students with companies based on their interests and skills, giving them practical experience, hands-on training, and a deeper understanding of industry dynamics.

17.   Access to Quality Education:

By removing obstacles to access and guaranteeing high-quality education for everyone, artificial intelligence (AI) is revolutionizing commerce education. AI adapts content to each student's particular needs, skills, and learning pace through tailored learning experiences, enabling them to advance efficiently. AI-powered adaptive content delivery systems modify instructional strategies and resources in real-time to provide tailored assistance for various students. Due to AI's ability to facilitate remote learning and close access gaps to resources, this is particularly advantageous for underprivileged areas and diverse student populations.

18.   Reducing Knowledge Gaps:

By evaluating student performance and identifying areas for growth, AI improves learning. This analysis allows for targeted learning by tailoring content to each person's areas of weakness. With this individualized approach, students are guaranteed to improve their comprehension in key areas and gain the abilities and self-assurance needed to succeed in professional situations. AI equips pupils to successfully handle obstacles in the real world by concentrating on particular demands.

19.   Inclusive and Adaptive Learning:

AI-powered inclusive and adaptive learning makes sure that all students' varied requirements are met in the classroom. AI creates an environment where all learners can succeed by customizing learning experiences to each learner's ability and offering real-time help. It makes education more egalitarian and efficient by encouraging accessibility for students with a range of backgrounds and skill levels and adapting instructional tactics to suit various learning styles and speeds.

CHALLENGES AND ETHICAL CONSIDERATION

Although integrating AI into commerce school has enormous promise, there are drawbacks as well, such as limited resources, unequal access, and change aversion. Attention must also be paid to ethical issues including algorithmic prejudice, data privacy, and an excessive dependence on technology. To guarantee AI's appropriate and significant application in commerce school, these concerns must be addressed by inclusive strategies, strong regulations, and open practices.

11.   Resource Constraints:

AI in education presents difficulties for universities with tight budgets since it requires significant financial resources for staff training, sophisticated tools, and infrastructure. Underfunded institutions are frequently unable to fully adopt and profit from these game-changing technologies due to this financial barrier, which can limit equal access to AI-driven developments. Strategic investments and creative finance options are needed to overcome this obstacle and guarantee inclusion.

12.   Data Privacy and Security:

Because AI relies on data collection and analysis, protecting private student and institutional data is crucial. This data is susceptible to breaches and misuse in the absence of strong security measures, which could jeopardize trust and privacy. To ensure data protection and preserve a safe and moral learning environment, strict encryption, access controls, and adherence to privacy laws must be put in place.

13.   Bias in AI Algorithms:

When AI systems use training data, they may inadvertently reproduce biases present in the data, which could lead to unjust treatment or unequal results for different student groups. This problem runs the risk of propagating prejudices and marginalizing particular populations. Addressing this difficulty involves rigorous examination of training datasets and using bias-mitigation approaches to promote equal and inclusive AI applications in education.

14.   Over-Reliance on Technology:

Over-reliance on AI in education runs the risk of marginalizing conventional teaching strategies and undermining the essential human connection that promotes social interaction, empathy, and creativity. AI cannot completely replace the human direction and emotional support that instructors give, which is essential to holistic learning. Combining the effectiveness of AI with the indispensable human component in education requires a well-rounded strategy.

15.   Ethical Use of AI:

Because biased algorithms or opaque methods might produce unequal results, the use of AI in monitoring, evaluation, and decision-making poses questions about maintaining fairness and openness. Clear policies, objective training data, and open AI systems are needed to solve this, enabling stakeholders to comprehend and have faith in the decision-making process and promoting accountability in education.

THE FUTURE OF AI IN MODERN BUSINESS

With artificial intelligence (AI) predicted to significantly transform teaching and learning methods, the future of AI in commerce education is quite bright. Hyper-personalized learning, adaptive tests, and skill development catered to changing industry demands will all be made possible by advanced AI systems. AI-driven insights and real-world applications will improve academic-business collaboration and bridge the gap between theoretical education and real-world needs. As technology develops, artificial intelligence (AI) will also be crucial in promoting inclusivity by giving underprivileged and diverse communities access to high-quality education. Additionally, novel technologies and ethical AI practices will continue to influence commerce education, giving students the critical thinking abilities, industry relevance, and global competitiveness they need to succeed in an AI-driven economy..

CONCLUSION

To conclude, by filling in important skill shortages and educating students for the changing needs of the global market, the incorporation of AI into commerce school has the potential to completely change the educational landscape. AI gives teachers the ability to design flexible and dynamic learning environments by improving administrative effectiveness, facilitating personalized learning, and encouraging skill development. AI provides a mechanism to close the gap between academic instruction and corporate requirements, notwithstanding obstacles including resource limitations and ethical issues. In order to optimize AI's influence and make sure that commerce education develops to be inclusive, future-ready, and in line with practical demands, the study emphasizes the significance of cooperation between academic institutions and industry partners.

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