

Notice for the PhD Viva Voce Examination

Ms Mifzala Ansar, Registration Number: 2070013, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Saturday, 28 June 2025 at 11.00 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

- Title of the Thesis** : **Artificial Intelligence as a Tool to Augment Subject Comprehension in the Education Industry**
- Discipline** : **Commerce**
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- External Examiner - II** : **Dr Aloysius Edward J**
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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 19 June 2025



Registrar (Academics)

ABSTRACT

The integration of Artificial Intelligence in Business Education is leading to substantial transformations in conventional pedagogical approaches and exerting a profound impact on the trajectory of the Business Education Industry. The present study examines the effects of implementing AI in the Commerce and Business education sector on students' understanding of academic subjects. The study is conducted from the standpoint of both the instructors and the students, it aims to investigate attitudes towards AI, its utilization, and the resulting impact on students' comprehension of the subject matter in education Industry.

It uses a positivist approach to examine the impact of artificial intelligence in the education industry. Multi method quantitative analysis, two perspectives are considered, one of the Lecturers and another of the students. Using the Cochran formula of unknown population 602 students and 173 lecturers were considered for the study. A well-structured questionnaire was prepared by adapting to questions from previous studies. The current study is Cross sectional in nature, SPSS and AMOS software are used for analysis of data.

The results of the study show that there exists a positive significant correlation between AI Attitude and use of AI applications by Lecturers and students in Business Education Industry. The results also indicate that there is a significant impact of Lecturer and students demographics on use of AI applications in Business education industry. The study also found that Student attitude moderates the relationship between AI use in Business Education Industry and subject comprehension. The results conclude that there is a significant impact of use of AI applications on subject comprehension in view of lecturers and students in Business education industry. The thesis poses a variety of functional suggestions to enhance the use of artificial intelligence in educational institutions. The suggestions provided in the study are useful to augment the subject comprehension of the students leading to improved academic performance. By incorporating AI technologies, such as personalized learning algorithms and intelligent tutoring systems, students can receive tailored instruction and feedback that caters to their individual needs. This not only increases their understanding of the subject matter but also boosts their motivation to learn, resulting in higher achievement levels. Future studies may prioritize the examination of the technical facets inherent in the topic. Longitudinal research may be undertaken to get insight into the comprehension of a subject through the utilization of AI-assisted tools in comparison to conventional methods. Subsequent researchers may consider seeking the viewpoints of institutional leaders regarding the utilization of artificial intelligence in the education business.

Keywords: *Artificial intelligence, Business Education Industry, subject comprehension, Student Attitude and Perspective, Lecturer Attitude and Perspective*

Publication:

1. **Mifzala Ansar**, Dr. Ginu Gorge -Emerging IT/ICT and AI Technologies Affecting Society-ISSN 2367-3370 ISSN 2367-3389 (electronic) Lecture Notes in Networks and Systems ISBN 978-981-19-2939-7 ISBN 978-981-19-2940-3 (eBook) <https://doi.org/10.1007/978-981-19-2940-3>
2. **Mifzala Ansar**, Dr. Ginu Gorge, Dr. Rani Thomas- Patent- Title of the invention: An artificial intelligence-based integrated system for curriculum development and student engagement field of the invention. Application Reference No- 202541012079. <https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>
3. **Mifzala Ansar**, Dr. Ginu Gorge, - Under progress- Finalized and locked chapter- Prompt Engineering and Generative AI Applications for Teaching and Learning- Release Date: March, 2025- ISBN13: 9798369373323 EISBN13: 9798369373347. <https://www.igi-global.com/book/prompt-engineering-generative-applications-teaching/347877>