



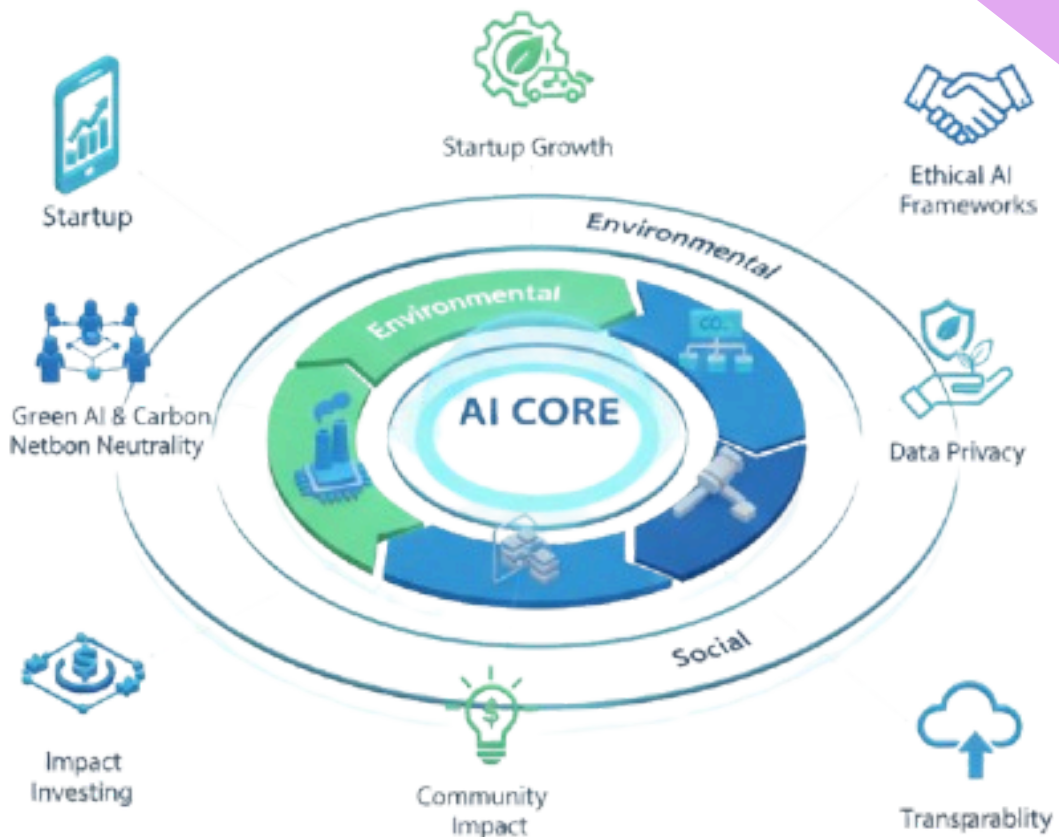
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(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
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Dr. N.G.P. - Kalapatti Road, Coimbatore – 641 048, Tamil Nadu, India

Dr.S.Saravanan

CATALYZING INCLUSIVE GROWTH THROUGH INNOVATION: STRENGTHENING THE STARTUP ECOSYSTEM FOR AI-DRIVEN AND SUSTAINABLE DEVELOPMENT

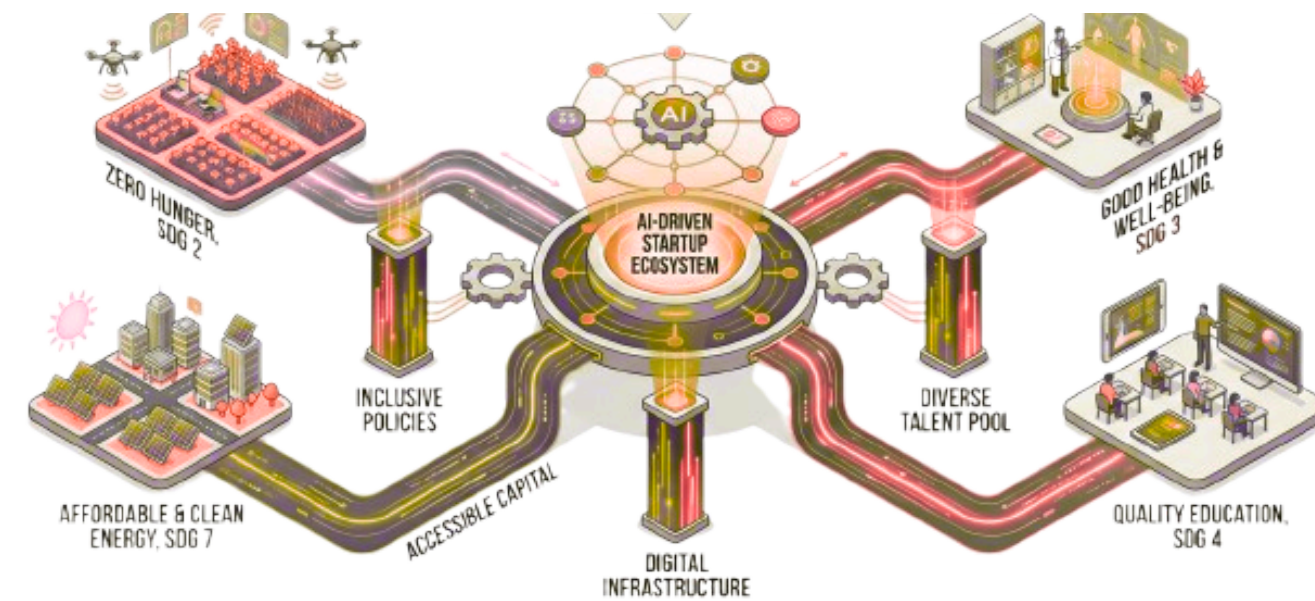


ICSSR-SRC SPONSORED ONE DAY NATIONAL SEMINAR

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Faculty of Commerce
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Dr.N.G.P. Arts and Science College

CATALYZING INCLUSIVE GROWTH THROUGH INNOVATION: STRENGTHENING THE STARTUP ECOSYSTEM FOR AI-DRIVEN AND SUSTAINABLE DEVELOPMENT

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ONE DAY NATIONAL LEVEL SEMINAR

on

**CATALYZING INCLUSIVE GROWTH THROUGH INNOVATION:
STRENGTHENING THE STARTUP ECOSYSTEM FOR AI-DRIVEN
AND SUSTAINABLE DEVELOPMENT**

20th February 2026, 9.00 AM

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DEPARTMENT OF COMMERCE

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Catalyzing Inclusive Growth Through Innovation: Strengthening The Startup Ecosystem For AI -Driven and Sustainable Development

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**A STUDY ON FACTORS INFLUENCING FOR USAGE OF ARTIFICIAL
INTELLIGENCE AMONG COLLEGE STUDNETS– WITH SPECIAL REFERENCE
TO COIMBATORE DISTRICT**

Dr.M.Deepa,

Assistant Professor,

Department of B.Com CA,

NGM College,Pollachi -642001

ABSTRACT

AI is also playing a crucial role in enhancing accessibility in education. Students with disabilities, language barriers, or learning difficulties can benefit from AI-powered tools designed to provide support tailored to their specific needs. Speech recognition, text-to-speech, and real-time translation applications help students overcome communication barriers, while AI-powered tutors and chatbots offer additional guidance outside the classroom. This level of accessibility ensures that education becomes more inclusive, allowing students from diverse backgrounds and abilities to learn effectively. AI is streamlining administrative tasks, enabling educators to focus more on teaching rather than bureaucratic duties. Automated grading systems, attendance tracking, and scheduling software help reduce the workload for teachers and administrators. The objective of the study is to evaluate how AI tools influence students' learning experiences, critical thinking, problem-solving skills. A sample size of **400 students** will be selected using **convenient sampling method**. This sample size is large enough to provide statistically significant insights while remaining manageable for data collection and analysis. It is concluded that Artificial Intelligence (AI) has transformed the way we live, work, and interact with technology, making significant advancements across various industries. From healthcare to finance, education to entertainment, AI has revolutionized processes, enhanced efficiency, and improved decision-making.

Keywords: Artificial Intelligence, AI powered tools, AI tools, AI

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1.1 INTRODUCTION

AI is also playing a crucial role in enhancing accessibility in education. Students with disabilities, language barriers, or learning difficulties can benefit from AI-powered tools designed to provide support tailored to their specific needs. Speech recognition, text-to-speech, and real-time translation applications help students overcome communication barriers, while AI-powered tutors and chatbots offer additional guidance outside the classroom. This level of accessibility ensures that education becomes more inclusive, allowing students from diverse backgrounds and abilities to learn effectively. AI is streamlining administrative tasks, enabling educators to focus more on teaching rather than bureaucratic duties. Automated grading systems, attendance tracking, and scheduling software help reduce the workload for teachers and administrators. AI can assess assignments, quizzes, and essays with high accuracy, providing students with immediate feedback and allowing teachers to dedicate more time to instruction and student engagement. Additionally, AI-driven data analytics can identify patterns in student performance, helping educators intervene early and offer targeted support to those who need it most.

REVIEW OF LITERATURE

(Zhang et al., 2022) This examination orders three as of late arisen innovation apparatuses — large information investigation, man-made consciousness (computer based intelligence), and online entertainment showcasing re-search and assesses their individual commitments to improving MO. **(Liu-Thompkins et al., 2022)** The empirical findings from a pattern of 442 companies monitor that each one 3 classes exert great effects on MO, **(Eriksson et al., 2020)** with AI proving to be the maximum influential, observed via massive statistics analytics and

social media advertising studies, in that order.(Jeffrey, 2021) At the forefront of contemporary disruptive marketing, (Petrescu et al., 2022) the pivotal force lies in tailoring commercial messages to achieve an unparalleled intimacy with consumers through the integration of data analytics and artificial intelligence (AI).

(Ma & Sun, 2020) Although the positive contributions of AI to marketing and advertising are extensively acknowledged, there exists a lesser comprehension of its potential adverse effects on individuals and society. (Sands et al., 2022) This research delves into the perceptions of Generation Z (Gen Z) regarding AI in marketing, aiming to enhance our collective understanding of its overall impact. The study examines participants' levels of (1) (Padigar et al., 2022) revealed approximately the notice and comprehension of AI in advertising and marketing, (2) apprehension approximately records privacy, and (3) issues regarding psychological influences.(Perret &Heitkamp, 2021) despite the diverse applications of AI, its recognition in the subject of advertising has now not executed considerable recognition.(Sundararajan et al., 2022) However, the immense potential of AI has the capacity to fundamentally trans-form the landscape of marketing, rendering the subject highly pertinent for businesses.

1.2 STATEMENT OF THE PROBLEM

Now a days AI plays an important role in the education field. Many of the students are may have an awareness towards AI for their education purpose. Only few students may not having awareness towards AI. So, Hence it is of considerable interest to know:

- How the AI tools influence students learning experiences, critical thinking, problem-solving skills?

1.3 OBJECTIVE OF THE STUDY

The objectives of the study are as follows:

- To evaluate how AI tools influence students' learning experiences, critical thinking, problem-solving skills.

1.4 METHODOLOGY

The methodology consists of the following heads:

1.4.1 DATA

This study use both primary and secondary data. The primary data have been collected through issue of well structured questionnaire. The secondary data have been collected from various journals, magazines, books and websites etc.

1.4.2 SAMPLE SIZE

The study will target a diverse sample of college students from various academic disciplines to ensure a comprehensive understanding of the opportunities AI presents. A sample size of **400 students** will be selected using **convenient sampling method**. This sample size is large enough to provide statistically significant insights while remaining manageable for data collection and analysis. This combination of quantitative and qualitative data will enhance the study's validity and reliability, providing a well-rounded understanding of AI opportunities among college students.

1.4.3 SAMPLING METHODS

To ensure a comprehensive understanding of AI opportunities among college students, the study will employ by using convenience sampling methods.

1.4.4 AREA OF STUDY

The area of study refers to the specific field or domain in which a research project is conducted. It defines the scope, focus, and boundaries of the research, ensuring that the study remains relevant and structured. The selection of an area of study is influenced by the researcher's interests, the significance of the topic, and the availability of data and resources. The study is conducted in Coimbatore district, and the questionnaires are circulated in the colleges which includes STC College, Karpagam college, Krishna College, MCET college, Rathnam college and NGM College.

PROFILE OF COLLEGE STUDENTS

In Coimbatore district 400 college students were taken for this study by adopting convenient sampling method. The demographic factors of college students include variables such as age, gender, marital status, educational qualification, occupation, type of family, number of members and monthly income. It is presented in table 4.1.

TABLE 1.1
PROFILE OF COLLEGE STUDENTS

Particulars	Numbers	Percentage
Age		
Up to 20 years	90	22.50
20-30 years	237	59.30
Above 30 years	73	18.30

Particulars	Numbers	Percentage
Gender		
Male	209	52.30
Female	191	47.80
Marital status		
Unmarried	190	47.50
Married	210	52.50
Educational qualification		
Up to H.Sc	42	10.50
Under Graduate	107	24.80
Post Graduate	148	42.00
Diploma	83	20.80
Occupation		
Student	42	10.50
Employed in public and private sector	172	43.00
Business	108	27.00
House wife	34	9.00
Professionals	42	10.50
Type of family		
Joint family	281	70.30
Nuclear family	119	29.20
Number of members		
Up to 3 members	124	31.50
3-4 members	173	43.30
Above 4 members	101	25.20
Monthly income (Rs.)		
Up to Rs.15000	95	23.80
Rs.15001 - Rs. 20000	147	41.80
Above Rs. 20000	138	34.80

Source: Primary data

N=400

Table 4.1 explains that, majority of the college students (59.30%) belong to the age group 18-21 years, majority of them (52.30 %) are male; majority of the students (52.50%) are unmarried, most of the college students (28.90%) are Graduates. Most of the college students (43.00 %) are parents are employed in public and private sector, majority of the college students (70.30%) are in joint family, most of the college students (43.30%) have three to six members in their family and majority of the college students (41.80%) family monthly income is between Rs.15001and Rs.20000.

AGE AND CHALLENGES TOWARDS AI

College students have been classified on the basis of their age into three categories. To ascertain whether there exists any difference between the mean values of awareness index between the three groups of college students, ANOVA test is applied and the result is presented in table 4.2.

H₀: There is no variation in the mean awareness index of college students based on age.

TABLE 1.2
AGE AND CHALLENGES TOWARDS AI

Age	Numbers	Mean awareness index	Above Average	Below Average	Range
Up to 18 years	90 (22.50)	80.07	37	53	44.00-94.00
18 to 21 years	237 (59.30)	80.91	130	107	44.00-94.00
Above 21 years	73 (18.20)	80.40	38	35	48.00-92.00
Total	400	80.47	205	195	44.00-94.00

d.f.:v₁ 2, v₂ 397

Table Value: Five per cent level: 3.018

Calculated F Value: 0.834

One per cent level: 4.459

Table 4.2 shows that most of the college students (59.30%) are in the age group of 18 to 21 years and their mean awareness index is 80.91. Of them, 54.85% have awareness index is above the average while 45.15% have it below the average. Next to them, there are 22.50% college students are in the group up to 20 years and their mean awareness index is 80.07. Of them 41.11% have it above the average while 58.89% have it below the average. College students are in the age group of above 30 years and their mean awareness index is 80.40. While 52.05% have awareness index above the average, the rest 47.95% have it below the average.

Further, it is found that mean awareness index is high among the college students, who are belong to the age group between 18 and 21 years and it is low who belong to the age group up to 20 years. However, ANOVA results indicate that the calculated F value is less than the table value at five percent level. Hence, it is inferred that there is no significant difference in the mean awareness index of college students classified on the basis of their age. That is, the null hypothesis is accepted.

PROFILE OF RESPONDENTS

Profile of respondents are as follows:

- Majority (78.00%) belong to the age group of 18-21 years.
- Majority of them (59.00%) are male.
- Regarding marital status, majority of them (96.90%) are unmarried.
- College students with post graduate qualification constitute 28.90%.
- Most of the e-entrepreneurs (39.00%) annual turnover is above rupees two crores.
- Regarding age of business, most of them (84.70%) are between 21 and 33 years.
- Regarding size of business, medium and large account for 69.20%.
- Majority of the e-entrepreneurs (44.10%) do e-ticketing business and
- Most of the e-entrepreneurs (52.50%) have experience in e-business between two and six years.

5.4 CONCLUSION

Artificial Intelligence (AI) has transformed the way we live, work, and interact with technology, making significant advancements across various industries. From healthcare to finance, education to entertainment, AI has revolutionized processes, enhanced efficiency, and improved decision-making. However, while AI offers remarkable benefits, it also raises ethical, social, and economic concerns that require careful consideration. Issues such as job displacement, data privacy, algorithmic bias, and the potential misuse of AI highlight the need for responsible development and regulation. As AI continues to evolve, it is crucial to strike a balance between technological progress and ethical responsibility. Governments, organizations, and researchers must work together to establish guidelines that ensure AI is used for the greater good while minimizing risks. By fostering collaboration between policymakers, industry leaders, and academics, we can create a framework that promotes

ethical AI development and equitable access to its benefits. Looking ahead, AI holds the potential to address some of the world's most pressing challenges, including climate change, disease prediction, and disaster response. Emerging challenges. AI should not be seen as a replacement for human intelligence but as a tool that enhances our capabilities, supports creativity, and drives progress. By ensuring that AI aligns with human values, we can harness its power to build a more efficient, inclusive, and sustainable future for all.

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