SUGUNA

COLLEGE OF ARTS & SCIENCE

Department of Commerce | Business Administration & Research

In Association with

THE INSTITUTE OF COST ACCOUNTANTS OF INDIA (ICMAI)

Coimbatore Chapter

Organizes

International Conference on

AI-Driven Finance 2025: Unlocking Business Growth and Cost Optimization

(ICAIDF'25)

27 | SEP | 2025

Chief Editor

Dr. R. Rajkumar

Editors

Dr. M. Meenakshi Saratha

Dr. P. Sri Padma Abirami

Finance 2025: Unlocking Business Growth and Cost Optimization (ICAIDF'25)

(International Seminar Proceedings)

Chief Editor

Dr. R. Rajkumar
Principal
Suguna College of Arts & Science
Coimbatore

Editors

Dr. M. Meenakshi Saratha
Head, Department of Commerce
& Business Administration,
Suguna College of Arts & Science
Coimbatore

Dr. P. Sri Padma Abirami
Assistant Professor,
Department of Commerce
Suguna College of Arts & Science
Coimbatore

SRI BHARANI PUBLICATION

SRI BHARANI PUBLICATION
Coimbatore – 641 046

AI-Driven Finance 2025: Unlocking Business Growth and Cost Optimization – International Seminar Proceedings

Dr. R. Rajkumar
Dr. M. Meenakshi Saratha
Dr. P. Sri Padma Abirami

First Edition: May 2024
No of Copies: 100

ISBN: 978-81-991858-5-2

Published by

SRI BHARANI PUBLICATION
17/21, Mappillai Gounder Layout
Kalveerampalayam,
Bharathiar University (Post)
Coimbatore - 641046
Phone: 95979 42112
Email: sribharanipublication@gmail.com
Website: https:// sribharanipublication.com

Printed at
SJK Print Shop,
Coimbatore - 46.
Tamil Nadu.
Phone: 96008 87663

Organizing committee

Patrons

Shri V. Lakshminarayanasamy
Chairman, Suguna Group of Institutions
Smt. L. Suguna
President, Suguna Group of Institutions
Dr. Srikanth Kannan
Secretary, Suguna Charitable Trust
Dr. V. Sekar
Director, Suguna College of Arts & Science

Conference Director

Dr. R. Rajkumar
Principal
Suguna College of Arts & Science

Conference Chair

Dr. M. Meenakshi Saratha
Head, Department of Commerce & Business Administration
Dr. P. Sri Padma Abirami
Assistant Professor, Department of Commerce

Conference Co-Chair

Dr. A. Vanitha
Assistant Professor,
Department of Commerce
Dr. B. Pradeepa
Assistant Professor
Department of Business Administration

Conference Convenors

Dr. V. P. Amuthanayaki , AP, Department of Commerce
Dr. S. Saravanan, AP, Department of Commerce
Dr. P. Janani, AP, Department of Commerce
Ms. M. Jayasurya, AP, Department of Commerce
Ms. S. Sruthi, AP, Department of Commerce
Ms.A. Anu Amalorpava Mary, AP, Department of Business Administration
Ms. Josphine Ruth Jennifer, AP, Department of Business Administration

Student Co-ordinators

Ms. Archana A
Mr. Revanth M
Ms. Harini S

43 A Study on the Reason for Using AI among College Students in Pollachi Taluk

Dr.M.Deepa
Assistant Professor,Department of Commerce 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. The objectives of the study is to identify the usage of AI among college students.This study use both primary and secondary data. 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, IT Organizations, Ethical Challenges, AI Governance, Data Privacy, Algorithmic Bias, Explainable AI, Responsible AI Adoption

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.

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 to examine the reason for AI usage among college students?

ISBN: 978-81-991858-5-2

1.3 Review of Literature

1. **Mostafa Khodeir,Emad K Al-Oadah,ZiyadAlsweed, Abdulaziz Al-Harbi, 2024**

Their study entitled that"Artificial intelligence (AI) has emerged as atransformative technology with the potential to revolutionize education and reshape the future of learning. Students are increasingly embracing this change and leveraging AI to enhance their educational experiences. Methodology: This study employed a descriptive cross-sectional design to investigate students' perceptions toward the role of AI in education. Data was collected through an online questionnaire administered to students and at Qassim University. The study involved a total of 414 students from Qassim University with convenience sampling technique used to recruit participants.quarters of the students using it frequently. Addressing concerns and tailoring implementation strategies to diverse needs and priorities are essential for maximizing the potential benefits of AI in education. Future research should continue to explore the impacts of AI on teaching and learning practices and identify strategies for fostering responsible and equitable AI integration in educational settings."

2. **AdilEllikkal, s .Rajamohan, S Rajamohan,2024**

In their study entitled that "In today's highly competitive world, the purpose of this research is to emphasize the increasing significance of management education and advocate for the adoption of innovative teaching approaches, specifically focusing on artificial intelligence (AI)-driven personalized learning (PL). This study aims to explore the integration of self-determination theory (SDT) principles into management education, with a primary focus on enhancing student motivation, engagement and academic performance (AP). Design/methodology/approach –This interdisciplinary research adopts a multifaceted approach, combining perspectives from AI, education and psychology. The design and methodology involve a thorough exploration of the theoretical foundations of both AI-driven education and SDT. The research demonstrates how these two elements can synergize to create a holistic educational experience. To substantiate the theoretical claims, empirical data-driven analyses are employed, showcasing he effectiveness of AI-enabled personalized learning (AIPL)".

1.4 Objective of the Study

The following is the objectives of the study:

- To examine the level of awareness and extent of AI usage among college students.

1.5 METHODOLOGY

The methodology consists of the following heads:

1.5.1 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.

1.5.2 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.

ISBN: 978-81-991858-5-2

1.5.3 Sampling Methods

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

1.6 Scope of the Study

This study explores the opportunities of Artificial Intelligence (AI) among college students, focusing on its impact on education, career prospects, and skill development. The research will examine students' awareness, usage, and perceptions of AI, identifying how AI technologies enhance learning experiences, improve academic performance, and create career opportunities in various fields.

1.7 Socio –Economic Profile

Table 1.1

Socio –Economic Profile

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

ISBN: 978-81-991858-5-2

Rs.15001 - Rs. 20000	147	41.80
Above Rs. 20000	138	34.80

Source: Primary data N=400

1.8 FINDINGS OF THE STUDY

Findings of the study are as follows:
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.

1.9 REASON FOR USING AI

The reason for using AI is an enhanced efficiency. Second rank given as increased accesses, and followed by third rank given to useful academic purpose. The others in the ranking order are 24/7 support, Instant Feedback, Personalized Learning, Automated Tasks, Writing of report and finally Data-Driven Insights

SUGGESTIONS OF THE STUDY

Based upon the study conducted, the following suggestions are made:

- Develop a structured survey to gauge students' understanding of basic AI concepts, such as machine learning, natural language processing, and data analysis.
- Conduct focus group discussions to explore students' perceptions of AI and its potential applications in various fields.
- Inquire about the AI tools students are aware of and use, including specific software, platforms, or technologies.
- Explore students' views on the use of AI in personalized learning, automated grading, and providing feedback.

CONCLUSION

In conclusion, assessing AI awareness among college students reveals a need for increased education and integration of AI into curricula, fostering a future workforce equipped to leverage AI responsibly and effectively, while also addressing potential ethical concerns. It also concludes that integrating AI-related content into higher education curricula is critical for preparing students for an AI-driven workforce. By fostering AI literacy, ethical awareness, and hands-on skills, institutions can empower students to leverage AI responsibly and effectively.

References:

1. Baker, J. A. (2021). Artificial intelligence in education: Bringing it all together. In *OECD digital education outlook 2021: Pushing the frontiers with AI, blockchain, and robotics* (pp. 43–56). OECD Library.

ISBN: 978-81-991858-5-2

2. Baker, T., Smith, L., & Anissa, N. (2019). *Educ-AI-tion rebooted? Exploring the future of artificial intelligence in schools and colleges*. Available online: **https://www.nesta.org.uk/report/education-rebooted/** (accessed on 29 January 2025).
3. Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, *3*(2), 77–101.
4. Castaneda, L., & Selwyn, N. (2018). More than tools? Making sense of the ongoing digitization of higher education. *International Journal of Educational Technology in Higher Education*, *15*, 22
5. Chen, X., Xie, H., & Hwang, G. J. (2020). A multi-perspective study on artificial intelligence in education: Grants, conferences, journals, software tools, institutions, and researchers. *Computer & Education: Artificial Intelligence*, *1*, 100005.]
6. Du Boulay, B. (2000). Can we learn from ITSs? In *The international conference on intelligent tutoring systems* (pp. 9–17). Springer.

ISBN: 978-81-991858-5-2