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The Impact of Artificial Intelligence on Academic Activities in Indian Higher Education: An Empirical Analysis

Dr Priyanka M. Ramteke

Abstract: The use of AI platforms such as Chat GPT, Click Up, Jasper, Grammarly GO, and Copy.ai is rapidly growing. This empirical study examines the impact of AI on students in Indian higher education, shedding light on its integration into the academic environment. The participants in this study represented diverse age groups, academic disciplines, and genders, providing a comprehensive perspective. The research highlights the influence of AI on academic performance, student engagement, and overall educational experiences. A diverse demographic was surveyed, encompassing a wide range of ages, genders, and academic specialisations. Many respondents, particularly in higher education, demonstrated familiarity with AI tools. The increasing adoption of AI-driven learning platforms, chatbots, and personalised course recommendations indicates the technology's growing presence in academia. This study offers an in-depth understanding of the interplay between technology and education in India's higher education context, contributing to ongoing discussions on this subject. The abstract is based on a blend of doctrinal and non-doctrinal research methods.

Keywords: Artificial intelligence, higher education, technology, programming, learning tools

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1.1 Performance of Teachers

This research examines the impact of artificial intelligence (AI) on India's higher education system, with a focused approach that analyses current advancements and historical applications. By surveying colleges and universities across various cities in India, the study aims to provide an in-depth understanding of the role of AI in transforming the education sector. The primary focus is to assess the extent to which universities have adopted AI-based programs, particularly from the perspective of Indian college students.

The investigation encompasses diverse educational fields, levels, and demographics, providing a comprehensive analysis of AI's impact on students across various educational contexts. This includes exploring AI's applications in personalised learning, automated grading, intelligent tutoring, and administrative tasks like admissions and resource management. The study aims to evaluate both the opportunities and challenges AI brings to higher education, contributing insights that can guide policy and decision-making in this evolving field.

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India's education system has seen significant transformation, much of which is driven by the integration of AI technologies. With its ability to process vast amounts of data, automate tasks, and predict outcomes, AI has ushered in a new era of learning. This research highlights its implications on student learning experiences, career readiness, and the overall education landscape in the country.

1.2 Historical Background

AI-powered educational technologies have the potential to revolutionise teaching and learning by providing dynamic, tailored experiences for students. Given the critical role of India's higher education sector in maintaining its global competitiveness, understanding the influence of AI in this domain is vital. With AI skills becoming increasingly valuable in the job market, equipping students with these competencies is essential for their future career prospects.

This study also examines the ethical considerations of integrating AI into classrooms, such as ensuring data privacy, transparency, and equitable access to AI tools. By identifying potential risks and moral dilemmas, the research seeks to foster an informed dialogue on the responsible use of AI in education.

India's higher education system, one of the largest and most diverse in the world, is at a pivotal moment. AI's ability to enable personalised and adaptive learning can bridge educational disparities by offering students tailored support, regardless of their background. Additionally, automating administrative tasks such as grading and resource allocation enables educators to focus more on teaching and mentoring.

However, implementing AI in education comes with challenges, including safeguarding student data, ensuring algorithmic fairness, and striking a balance between technology use and human interaction. This research emphasises the importance of leveraging AI to enhance teaching, develop critical 21st-century skills, and prepare students for an AI-driven workforce. By addressing these challenges and opportunities, the study aims to contribute to the advancement of India's higher education system.

2.1 Literature Review

In recent years, artificial intelligence (AI) has emerged as a game-changer in higher education, disrupting established norms in pedagogy, research, and administration. As AI development continues, so does the prevalence of its use in universities around the world. In the article Examining the impact of artificial intelligence and social and computer anxiety in e-learning settings: Students' perceptions at the university level (Geeta, 2025). By Almaiahn et al. (2022). This assessment of the relevant literature aims to fill in some of the gaps in our knowledge of the impact that AI is having on higher education, both for individual students and for the sector as a whole.

In the article "Evaluating the intention for the adoption of artificial intelligence-based robots in the university to educate students" by Roy et al. (2022), Teachers, students, and universities all had new functions since AI was introduced into the classroom. The goal of AI-powered educational platforms and technologies is to enhance teaching and learning by facilitating individualised instruction, informed decision-making, and streamlined administration. Intelligent tutoring, predictive analytics, and administrative automation are just a few of the features offered by these tools, all of which help educational institutions better meet the requirements of their students, work more efficiently, and make more data-driven decisions.

In the study Possibilities and Challenges of Compounding Artificial Intelligence in India's Educational Landscape. International Journal of Advanced Science and Technology, By Alam (2020). Understanding the impact of AI in higher education is vital for various reasons. First, it helps teachers and lawmakers capitalise on AI's potential benefits

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while also addressing the challenges that plague the field. This information is crucial for the development of future higher education policies that will ensure the sector continues to meet the needs of students and the labour market.
In the article "Artificial Intelligence for Assessment and Feedback to Enhance Student Success in Higher Education" by Hooda et al. (2022). The incorporation of AI has a direct impact on students' learning outcomes, engagement, and skill development in the classroom. Therefore, it is crucial to understand these effects to provide the best education possible for pupils. Last but not least, the use of AI in universities raises ethical and privacy considerations that must be navigated appropriately to safeguard students' rights and data.

In the journal Mapping the Efficacy of Artificial Intelligence-based Online Proctored Examination (OPE) in Higher Education during COVID-19: Evidence from Assam, India. By Rahman, 2022. There has been considerable progress in incorporating AI into higher education. Institutions of higher education worldwide have been increasingly adopting AI-driven technologies to enhance teaching, research, and administrative processes. Institutions are rapidly integrating AI into long-term strategy, expanding AI's scope beyond one-off initiatives. Institutions from a wide range of countries are beginning to embrace AI for its transformative potential in the educational sector, and this trend shows no signs of slowing down.

According to the journal "Artificial Intelligence Learning and Entrepreneurial Performance among University Students: Evidence from Malaysian Higher Educational Institutions" by Khalid (2020), the data and trends indicate that AI is becoming increasingly prevalent in universities worldwide. It has been documented that an ever-increasing fraction of schools have incorporated AI-driven solutions into their curricula. Substantial investments in artificial intelligence (AI) within the education market underscore the sector's growing significance. Additionally, many schools now routinely utilise AI for learning management systems, individualised learning platforms, and administrative tasks. These trends indicate a promising future for the application of AI in universities.

In the study "Education 4.0: Using Artificial Intelligence for Student Performance Analysis" by Chen et al. (2020), the application of AI in Massive Open Online Courses (MOOCs) to provide scalable, tailored learning experiences to a worldwide audience is a prime example of such an effort. Universities can now offer remote, yet interactive and hands-on learning experiences by utilising AI-driven educational tools, such as intelligent tutoring systems and virtual labs.

According to the academic policy on sustainability and artificial intelligence (AI) by Tanveer, M., Hassan, S., & Bhaumik, A. (2020), Intelligent tutoring systems can provide immediate feedback and guidance to pupils based on their unique preferences and progress. Adaptive learning systems automatically modify course materials and individualised study plans to meet the needs of each learner. Teachers may now better cater to each student's needs with the help of these resources In the journal Artificial Intelligence: exploring the attitude of secondary students by Pande et al. (2023) Teaching and learning have been entirely transformed by AI-powered educational systems, which allow for more individualised, interesting, and productive classroom interactions. The educational system has been revolutionised by intelligent tutoring systems, adaptive learning platforms, and virtual assistants powered by artificial intelligence. These resources utilise AI to tailor lessons based on students' unique characteristics and collect and analyse student data to enhance educational outcomes.

In the handbook of research, "The Role of Technology in Using Artificial Intelligence to Improve Educational Learning Challenges in India" by Sahai et al. (2021). The Adoption of AI technologies, increased funding, and a multitude of new initiatives all indicate that AI integration in higher education is on the rise worldwide. Personalised learning opportunities and streamlined management procedures are just two examples of how this integration has

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transformed the educational system..

2.2 Aim of the Research

The study aims to evaluate the impact of AI on higher education in India, focusing on its influence on student engagement, academic performance, and workforce readiness. By examining these aspects, the research aims to inform educational institutions and policymakers about the implications of AI for Indian higher education.

2.3 Objectives of the Study

- Assess the extent of AI adoption in Indian higher education.
- Examine the impact of AI-powered personalised learning systems on student engagement and commitment.
- Evaluate how well students are prepared with AI-related skills for future job markets.
- Investigate ethical concerns such as data privacy and algorithmic biases in AI applications.
- Analyse the overall influence of AI on academic processes in Indian universities.
- Determine the broader effects of AI on the Indian higher education system.

2.4 Research Questions

How does AI use impact academic performance in Indian higher education?
What effects do AI-driven personalised learning systems have on student engagement and learning experiences?
How does exposure to AI-related courses or technologies influence students' readiness for AI-dominated job markets in India?

3.1 Research Methodology

3***.1.1Data Collection***

Data will be gathered using Google Forms, which leverages its ease of distribution and data organisation. The online survey approach will enable participants from diverse backgrounds to contribute conveniently.

3.1.2 Sample Size

The study aims to collect responses from 150 Indian university students, ensuring representation of those most affected by the integration of AI into higher education.

3.1.3 Tools

Google Forms will facilitate data collection, storage, and visualisation, enabling efficient analysis of responses.

3.1.4 Ethical Considerations

Participants will be informed about the study's purpose, data usage, and confidentiality measures. Consent will be obtained, and participation will remain voluntary, with the option to withdraw at any time.

3.1.5 Scope of the Study

This research explores the transformative impact of Artificial Intelligence (AI) on higher education in India. By examining universities across various cities and academic disciplines, the study explores the extent of AI integration in curricula, its applications, and the implications for students' educational experiences. The analysis emphasises the evolving nature of this field, aiming to provide insights into current trends without drawing definitive conclusions.

4.1 Development and Diversity in Indian Higher Education

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India's diverse and expansive higher education system plays a critical role in the nation's socio-economic development. With a longstanding tradition of academic excellence, Indian universities have recently embraced AI technologies, incorporating them into curricula and institutional frameworks. AI's ability to analyse vast datasets and streamline processes is being utilised to enhance the learning environment and address key educational challenges.

4.1.1 AI in Teaching and Learning

AI-powered educational technologies are revolutionising teaching and learning by offering:
Personalised Learning: Adaptive platforms and intelligent tutoring systems provide tailored educational experiences, boosting engagement and retention.

Enhanced Feedback Mechanisms: Data analytics-driven tools provide real-time, individualised feedback, helping students overcome specific challenges.

4.1.2 AI in Administrative Processes

AI is streamlining administrative tasks such as:
Admissions Management: Automating applications and enrollment processes.
Resource Allocation: Ensuring efficient use of institutional resources.
Attendance Tracking: Enhancing accountability and time management.
This efficiency allows educators and administrators to focus on their core responsibilities.

4.1.3 Challenges and Ethical Considerations

The integration of AI raises significant ethical and privacy concerns:
Data Privacy: Collecting sensitive student data necessitates robust safeguards.
Algorithmic Transparency: Ensuring fairness and accountability in AI-driven decisions.
Bias Mitigation: Addressing systemic biases embedded in AI systems to ensure equitable outcomes.
Educational institutions must adopt frameworks that emphasise ethical data practices, transparency, and student consent, while striking a balance between innovation and accountability.

4.1.4 Preparing Students for AI-Driven Job Markets

AI integration is not only transforming education but also preparing students for a workforce dominated by AI. Key areas of focus include:
Skill Development: Emphasising critical thinking, data analysis, and problem-solving skills.
Industry Collaboration: Partnering with tech leaders to offer hands-on experiences with AI-driven tools.
These initiatives equip students with in-demand competencies, ensuring they remain competitive in a rapidly evolving job market.

4.1.5 Global and National Trends in AI Integration

Globally, higher education institutions are rapidly embracing AI for:
Learning Management Systems: Enhancing instructional efficiency.
MOOCs and Virtual Labs: Providing scalable, interactive learning experiences.
AI-Based Assistants: Offering students real-time guidance and support.
India is keeping pace with these trends, demonstrating significant investments and initiatives aimed at revolutionising education through AI.

4.1.6 The Path Forward

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The role of AI in higher education is both transformative and complex. While it offers unparalleled opportunities for personalised education and efficient administration, it demands careful navigation of ethical and privacy challenges. By embracing responsible AI practices and fostering a culture of innovation, Indian universities can unlock the full potential of AI, ensuring a brighter future for students and the broader educational ecosystem.

The integration of artificial intelligence (AI) into higher education plays a significant role in enhancing students' skills and career readiness. By incorporating AI-focused courses and resources, students acquire valuable knowledge in areas such as data analysis, machine learning, and problem-solving. These courses not only provide theoretical understanding but also emphasise practical applications, equipping students with the hands-on experience needed in the evolving job market.

Research indicates that exposure to AI-related education better prepares students for a workforce increasingly influenced by AI technologies. Such education enables students to effectively work with AI, understand its implications, and apply related skills across various industries. This preparation gives them a competitive edge in AI-driven roles and makes them more attractive to employers.

AI has also fueled growth in fields such as robotics, data science, and software development, creating numerous career opportunities. Students with AI expertise can enter rapidly expanding industries, engage in innovative projects, and contribute to cutting-edge developments. These roles not only offer financial benefits but also provide opportunities for participation in transformative initiatives.

Incorporating AI into education ensures students are ready for the demands of a technology-centric future. By fostering adaptability and specialised skills, AI-driven learning opens up a wide range of career paths, enhancing employability and providing access to dynamic opportunities in emerging industries.

4.1.7 Courses and Tools: Preparing Students for an AI-Driven Future

To ensure students are equipped for success and to support the growth of AI-related industries, the education system needs to provide the necessary skills to thrive in an AI-driven workforce.

4.1.8 Student Perspectives and Experiences

Research has been conducted to understand better how college students perceive and interact with AI tools in their educational settings. These studies focus on students' day-to-day experiences with AI-powered platforms, learning aids, and virtual assistants, highlighting the challenges, advantages, and adjustments they face as AI becomes an integral part of academic life.

Findings from various studies indicate that students appreciate the personalised learning opportunities and autonomy provided by AI-driven educational tools. Many report feeling highly engaged while using these platforms, noting their dynamic and motivating nature. Additionally, students express a strong interest in having more AI-enhanced learning resources and support to further enrich their education.

The introduction of AI tools in the classroom is also influencing the relationship between students and teachers. Research indicates that as AI takes on responsibilities such as content delivery and assessment, teachers may adopt a more facilitative role. This shift enables educators to focus on more advanced tasks, such as fostering critical thinking and providing mentorship and guidance. Over time, these changing dynamics suggest that students may increasingly rely on AI for individualised support, while teachers dedicate their efforts to guiding complex learning processes.

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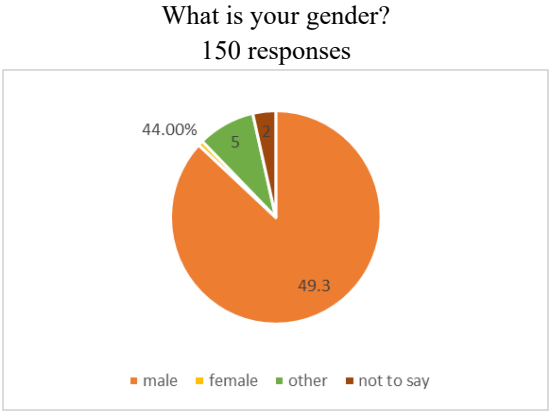
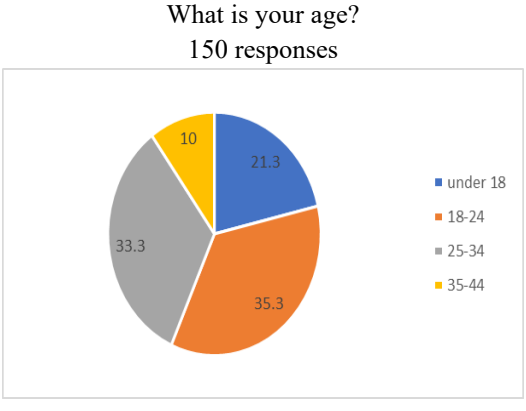
The influence of AI on education can be more effectively analysed through the perspectives and experiences of college students who have utilised AI tools in their studies. Their experiences reveal the real-world implications of integrating AI into the classroom. Additionally, student satisfaction, engagement, and preferences emphasise the value and effectiveness of AI in enhancing learning. Understanding how AI reshapes student-teacher relationships and interactions is crucial for adapting teaching methods to align with the evolving landscape of higher education.

5.1 Data Collection and Findings



(Fig.1)

The gender breakdown of the total response from 150 members shows that 49% of the respondents are male, 44% are female, and the remaining 7% are from other genders.



(Fig.2)

Age of total response of 150 members, 35.3% of the people are in the 18-24 age group, 33.3% of the people are in the 25-34 age group,21.3% of the people are in the under 18 age group, 10% of the people are in the 35- 44 age group.

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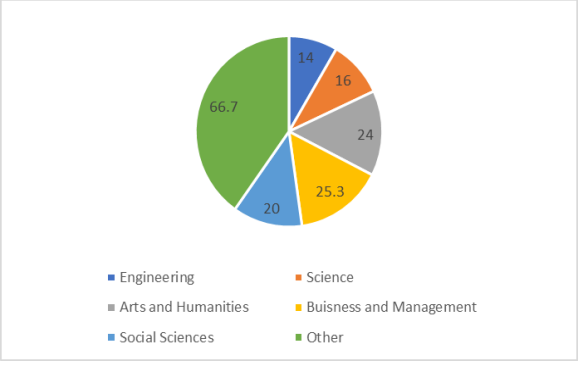
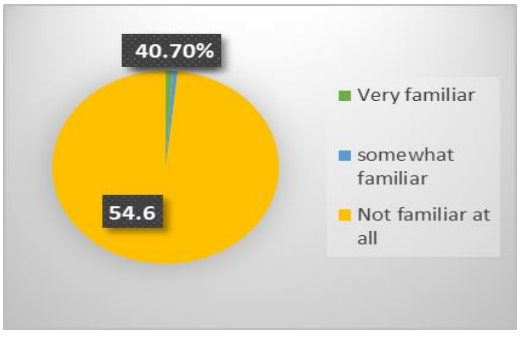
What is the academic discipline?
150 responses



(Fig.3)

Academic disciplines of total response of 150 members, 25.3% of the people are in Business and management Academic discipline,24% of the people are in Arts and humanities Academic discipline,20% the people are in social sciences Academic discipline,16% the people are in science Academic discipline,14%the people are in Engineering Academic discipline and the remaining people are in other academic.

Are you familiar with the use of AI in your college education?
150 responses



(Fig.4)

The familiar with the use of AI in higher education, in total response of 150 participants, 54.7% of the people are very familiar with the use of artificial intelligence in their college education.40.7% of the of the people are somewhat familiar with the use of artificial intelligence in their college education and remaining of the people are not familiar at all with the use of artificial intelligence in their college education.

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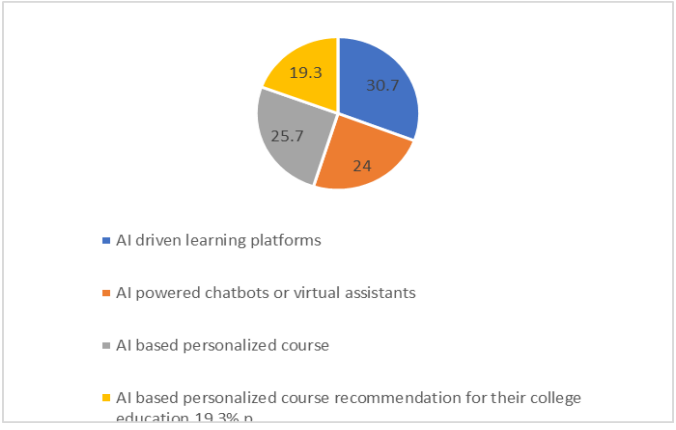
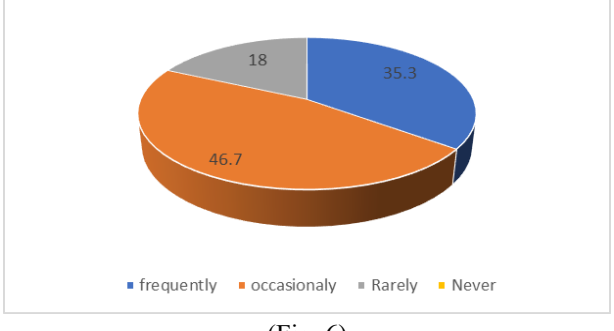
Which AI Tools or Technologies have you encountered in your college education?
150 responses



(Fig. 5)

In total, 150 participants responded, and 30.7% of them are using AI-driven learning platforms for their college education. 24% of people are using AI-powered chatbots or virtual assistants for their college education. 25.3% of people are using AI-based, personalised course recommendations for their college education, 19.3% are using AI-driven grading or feedback systems for their college education, and the remaining people report using others.

How often do you use AI-driven learning tools or platforms in your studies?
150 responses



(Fig. 6)

In total, 150 participants responded. Of these, 46.7% of the people said they occasionally use an AI-driven learning tool or platform in their studies, 35.3% of the people said they frequently use an AI-driven learning tool or platform in their studies, and 18% of the people said they rarely use an AI-driven learning tool or platform in their studies. Some people rarely use AI-driven learning tools or platforms in their studies.

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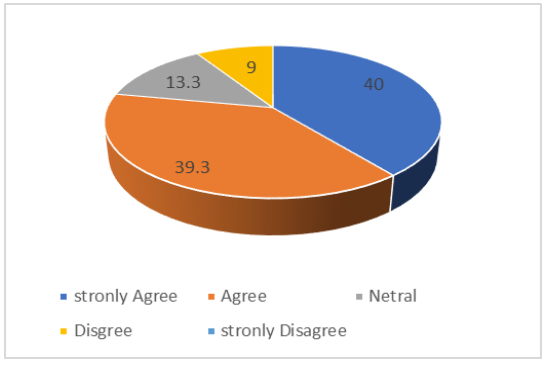
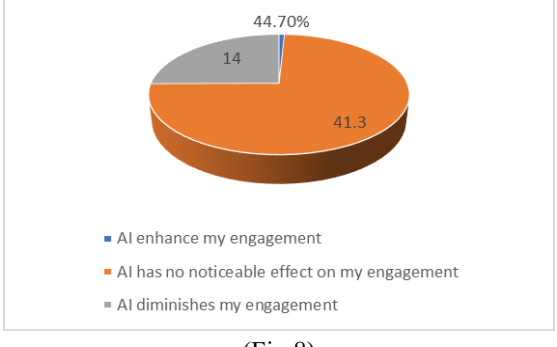
In your opinion, has the use of AI in education positively impacted your academic performance?
150 responses



(Fig. 7)

In total response of 150 participants, 40% of the people says strongly agree to use of AI in education positively impacted their academic performance.39.3% of the people agree to use of AI in education positively impacted their academic performance.13.3% of the people says neutral to use of AI in education positively impacted their academic performance. The remaining 9% of people who disagree with the use of AI in education report that it has a positive impact on their academic performance.

How do you perceive AI's impact on your level of engagement in college courses?
150 responses



(Fig.8)

In total, the responses of 150 participants indicate that 44.7% of participants say AI enhances their engagement in their college course, 41.3% say AI has no noticeable effect on their engagement in the course, and 14% say AI diminishes their engagement in the course.

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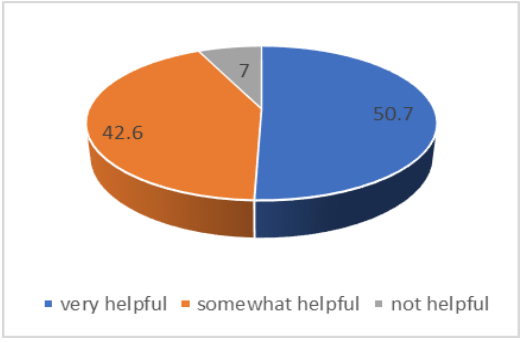
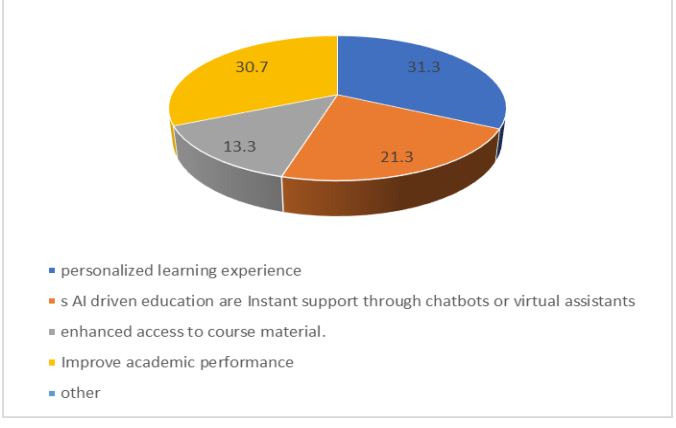
Do you find AI-based recommendations for personalised learning helpful?
150 responses



(Fig.9)

In total, 150 participants responded, with 50.7% of the people saying AI-based recommendations for personalised learning are very helpful, 42.6% saying they are somewhat useful, and the remaining people saying they are not beneficial.

What aspect of AI-driven education do you find most valuable?
150 responses



(Fig. 10)

In total response of 150 participants, 31.3% of the people says AI driven education are personalised learning experience,30.7%the people says AI driven education are improved academic performance.21.3% of the people says AI driven education are Instant support through chatbots or virtual assistants.13.3% of the people says AI driven education are enhanced access to course material. And the remaining people say others are turning to AI-driven education.

5.2 Demographic Insights

Gender (Fig. 1):

The respondents are almost equally split between male (49%) and female (44%), with 7% identifying as "others." This gender distribution ensures that diverse perspectives are represented in the responses.

Age (Fig. 2):

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Most respondents are young adults, with 35.3% aged 18-24 and 33.3% aged 25-34. A notable 21.3% are under 18, suggesting a growing trend of AI integration in early education.

Academic Background

Academic Disciplines (Fig. 3):

Students from various disciplines engage with AI, particularly Business and Management (25.3%), Arts and Humanities (24%), and Social Sciences (20%). The remaining 30.7% include Science, Engineering, and other fields, illustrating AI's interdisciplinary appeal.

Familiarity and Use of AI in Education

Familiarity with AI in Education (Fig. 4):

A significant 54.7% of respondents are very familiar with AI, while 40.7% are somewhat familiar with it. This indicates widespread awareness of AI tools in education, although a small fraction (4.6%) remains unaware.

AI Tools Encountered (Fig. 5):

Participants frequently utilise AI-driven learning platforms (30.7%), personalised course recommendations (25.3%), and AI-powered chatbots (24.0%). This highlights the versatility of AI in supporting various aspects of learning, from content delivery to administrative tasks.

Usage Patterns

Frequency of Use (Fig. 6):

Almost half (46.7%) of the participants occasionally use AI tools, while 35.3% report frequent usage. This suggests that while AI tools are accessible, their integration into regular study routines still varies.

Perceived Impact of AI on Education

Academic Performance (Fig. 7):

A combined 79.3% agree or strongly agree that AI positively impacts their academic performance. Only 9% disagree, showing widespread recognition of AI's benefits in education.

Engagement Levels (Fig. 8):

While 44.7% find AI enhances engagement, 41.3% report no noticeable effect. This divergence may depend on the quality of AI tools and individual preferences.

Personalised Learning Recommendations (Fig. 9):

Over 93% find AI-based personalised recommendations helpful to varying degrees, underscoring the potential of AI to tailor learning experiences effectively.

Value Perceived in AI Education

Most Valuable Aspects (Fig. 10):

The personalisation of learning experiences (31.3%) and improved academic performance (30.7%) are the top advantages cited. Instant support via chatbots (21.3%) and enhanced access to course material (13.3%) are also appreciated.

6.1 Discussion

These findings suggest that AI is significantly enhancing the learning landscape, particularly in terms of personalisation, accessibility, and engagement. However, challenges remain in ensuring its consistent impact across disciplines and addressing those who feel AI has no effect or diminishes their engagement (14%).

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- Personalised Learning: AI-driven tools such as adaptive learning platforms (e.g., Duolingo, Khan Academy) have been shown to improve retention and engagement, aligning with participants' preference for personalised experiences.
- Academic Performance: Studies on AI in education highlight improvements in test scores and assignment quality when AI tools are integrated for feedback and tutoring.
- Challenges: Concerns about over-reliance on AI tools reducing critical thinking or personal engagement may explain the neutral or negative perceptions among some participants.

7.1 Conclusion

The research highlights the transformative impact of Artificial Intelligence (AI) on India's higher education system, with a focus on its integration into academic and administrative processes. AI's ability to personalise learning, streamline administrative tasks, and enhance accessibility has created significant opportunities for students and educators. The findings reveal a high level of awareness and adoption of AI tools among students, with over 90% recognising their utility in enhancing academic performance and engagement.

Key insights include the widespread use of AI-driven learning platforms, chatbots, and personalised course recommendations, which have demonstrated their effectiveness in tailoring educational experiences. Respondents emphasised the value of personalised learning experiences and improved academic outcomes as the most significant benefits of AI integration. Furthermore, the study underscores the importance of preparing students for AI-driven job markets by incorporating relevant courses and skills into the curriculum.

Despite these positive trends, challenges remain. Ethical concerns such as data privacy, algorithmic biases, and transparency must be addressed to ensure equitable and responsible AI use in education. Additionally, a subset of students reported limited engagement or a neutral impact of AI tools, highlighting the need for improved design and implementation of these technologies.

Overall, the research concludes that while AI holds immense potential to revolutionise higher education in India, a balanced approach is necessary to maximise its benefits while addressing the associated challenges. By fostering innovation and adopting ethical practices, Indian universities can harness AI to enhance educational experiences, prepare students for future workforce demands, and bridge educational disparities across diverse demographics.

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