

Integrating Artificial Intelligence in Management Education: A Study on Student Adoption and Participant-Centred Learning

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Abstract: Artificial Intelligence (AI) is increasingly becoming an integral part of higher education, transforming the way students learn, teachers instruct, and institutions manage academic activities. This study explores the adoption of AI among management students and examines the factors that influence their willingness to use AI-based technologies in their academic journey. Primary data were collected from management students across different universities through structured questionnaires. The findings suggest that most students view AI as a valuable tool that enhances learning, improves decision-making, and increases academic productivity. At the same time, concerns related to ethical issues, excessive dependence on technology, and reduced human interaction remain significant challenges. The study also highlights that integrating AI into the curriculum and providing institutional support can strengthen students' confidence and preparedness to use AI in real-world management settings. The findings offer practical insights for educators and policymakers to promote the responsible and effective integration of AI in management education while preserving the essential role of human guidance and mentorship.

Keyword: Artificial Intelligence, Management Education, Student Adoption, Behavioural Intention, Higher Education, Participant-Centred Learning

JEL Classification Number: I23, O33, M15