The Influence of AI on Business Education: Comparing Learning Experiences in Private and State Universities

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Abstract:

Artificial Intelligence (AI) is transforming business education by enhancing student engagement, knowledge retention, and skill acquisition. AI-powered tools, such as adaptive learning systems, automated feedback mechanisms, and data-driven analytics, offer personalized educational experiences that improve academic outcomes. However, disparities in AI implementation exist between private and public universities, influenced by technological infrastructure, faculty readiness, and financial sustainability. This study evaluates AI's impact on business education in private and public universities in Central Luzon, examining learning experiences, institutional challenges, and strategies for AI integration.

A descriptive research design was employed, utilizing stratified random quota sampling to ensure comprehensive data collection. A total of 100 participants (50 from private institutions and 50 from public institutions) were surveyed, including business students, faculty members, and academic administrators. Data were gathered through a self-constructed questionnaire, validated by education and AI experts, and tested for reliability before full implementation. The study applied descriptive and inferential statistical methods, including weighted means and independent sample t-tests, to analyze AI adoption and effectiveness.

Findings reveal that AI-driven tools significantly enhance learning experiences in both private and public universities. Public universities benefit more from AI-based feedback systems, learning analytics, and business simulations, whereas private universities report greater satisfaction with AI-assisted writing tools and summarization applications. However, AI implementation challenges vary: private universities struggle with infrastructure limitations and financial constraints, while public universities encounter faculty resistance toward AI adoption. Additionally, public institutions leverage government-supported AI initiatives, while private institutions rely on commercial AI solutions.

The study highlights the unequal adoption of AI, emphasizing the need for tailored AI integration strategies. While AI fosters critical thinking, problem-solving, and personalized learning, institutions must enhance faculty training, develop sustainable funding models, and improve infrastructure to maximize AI's benefits. Scalable AI solutions are essential to ensure widespread accessibility and effectiveness across diverse educational settings.

To optimize AI's role in business education, universities must invest in AI infrastructure, strengthen faculty development, and ensure equitable AI access. Addressing technological, institutional, and financial barriers will create an inclusive, efficient, and future-ready AI-driven educational system. Continuous monitoring, AI literacy initiatives, and institutional collaboration will further enhance AI's impact on student learning and workforce preparedness in the digital economy.

Keywords:

Artificial Intelligence, Business Education, Student Engagement, Learning Effectiveness, AI Integration.