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FOSTERING AI AWARENESS AMONG ACCOUNTING STUDENTS: A COMPREHENSIVE UNDERGRADUATE STUDY

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ABSTRACT

Understanding artificial intelligence (AI) in the context of the fast-evolving business environment is crucial for accounting students. This paper presents a comprehensive study tailored to undergraduates with the primary intent of addressing the existing AI awareness gap. The purpose of this research is to enhance AI awareness among accounting students. The study's objectives encompass assessing current AI familiarity, recognizing its relevance within accounting, and identifying areas of misconception. The problem statement emphasizes the challenge of inadequate AI awareness, which affects students' readiness for AI-infused workplaces. The study uses a deliberate sample technique, focusing on undergraduates, and employs surveys to elicit perceptions and misconceptions about AI. This research's contribution lies in guiding educational improvements. Equipping accounting students with AI knowledge enables them to excel in a technologically integrated future, optimizing their potential within the evolving professional landscape.

Keywords: Artificial Intelligence, Accountancy Students, Awareness

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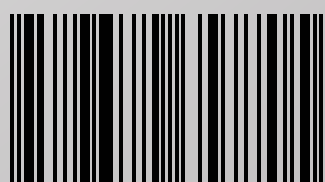
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