A Study on the Awareness and Usage of AI Tools and their Impact on Employability Skills Among Commerce Graduates

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Abstract: *This analytical study examines the awareness and usage of Artificial Intelligence (AI) tools among commerce graduates and analyses their impact on employability skills. With the increasing integration of AI in education and business environments, commerce students are adopting AI tools for learning, research, communication, and skill enhancement. The study aims to assess the level of awareness of AI tools, frequency of usage, skills developed through AI applications, and challenges faced while using such tools. Primary data was collected using a structured questionnaire from commerce graduates. Statistical tools such as Chi-square test, and Ranking method were used for analysis. The findings reveal that AI tools significantly contribute to improving communication skills, analytical ability, productivity, and digital literacy. However, issues such as lack of technical knowledge, over-dependence on AI, and data privacy concerns were identified as major challenges. The study provides insights into how AI tools can be effectively utilized for enhancing employability skills among commerce graduates.*

Keywords: *Artificial Intelligence*