

# A Study on the impact of Virtual Reality and Artificial Intelligence as ICT Tools in Management Education

**Dr Sunil Ikharkar<sup>1</sup> and Prof. Chandresh Chakravorty<sup>2</sup>**

Associate Professor, Kamla Nehru Mahavidyalaya, Nagpur, India<sup>1</sup>

Assistant Professor, Vardhaman College of Engineering, Hyderabad, India<sup>2</sup>

sunilikharkar@gmail.com<sup>1</sup> and chandresh2704@gmail.com<sup>2</sup>

**Abstract:** *Technology has affected our lives deeply and has drastically impacted every sector of business. The education sector is also no exception to this. In this post pandemic world, the rise of Edtech has been phenomenal and in fact Covid-19 actually gave a boost to online platforms such as Zoom and Google Meet and various other such technologies. We have even seen the rise of edutech giants like BYJU's, UNACADEMY and UPGRAD also in the latest past. Artificial Intelligence and Virtual Reality are also a part of various business processes in both manufacturing and service sectors. Hence it becomes imperative for educational Institutions to adopt these technologies as part of their pedagogy for the benefit of students. Management Education also needs to evolve and integrate these technologies in their curriculum to ensure that students are updated on these platforms and perform accordingly. This paper tries to examine the various technologies adopted by B-Schools all across the globe and their impact on students. The study also aims at exploring as to how these technologies can be used in the Indian context to benefit students.*

**Keywords:** E-Learning, Online Learning, ICT Tools

## REFERENCES

- [1]. Li C, Lalani F (2020) The COVID-19 pandemic has changed education forever. This is how. World Economic Forum. <https://www.weforum.org/agenda/2020/04/coronavirus-educationglobal-covid19-online-digital-learning/>
- [2]. Ayebi-Arthur, K. (2017). E-learning, resilience, and change in higher education: Helping a university cope after a natural disaster. *E-Learning and Digital Media*, 14(5), 259–274. <https://doi.org/10.1177/2042753017751712>
- [3]. Affouneh, S., Salha, S., N., &Khlaif, Z. (2020). Designing quality e-learning environments for emergency remote teaching in coronavirus crisis. *Interdisciplinary Journal of Virtual Learning in Medical Sciences*, 11(2), 1–3.
- [4]. McBrien, J. L., Cheng, R., & Jones, P. (2009). Virtual spaces: Employing a synchronous online classroom to facilitate student engagement in online learning. *The International Review of Research in Open and Distributed Learning*, 10(3), 1–17.
- [5]. Singh, V., & Thurman, A. (2019). How many ways can we define online learning? A systematic literature review of definitions of online learning (1988-2018). *American Journal of Distance Education*, 33(4), 289–306.
- [6]. Saxena, K. (2020). Coronavirus accelerates pace of digital education in India. EDII Institutional Repository.
- [7]. Frazer C, Sullivan DH, Weatherspoon D, Hussey L (2017) Faculty perceptions of online teaching effectiveness and indicators of quality, pp 1–6
- [8]. Jia-Ling L, Atsusi H (2004) Analysis of essential skills and knowledge for teaching online. In: Association for Educational Communications and Technology, 27th, Chicago, IL, pp 534–54
- [9]. Rosa, J.A. (2012). Marketing education for the next four billion: Challenges and innovations. *Journal of Marketing Education*, 34(1), 44-54.



**IJARSCT**

Impact Factor: **6.252**

**IJARSCT**

ISSN (Online) 2581-9429

**International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)**

**Volume 2, Issue 2, November 2022**

- [10]. Analysis of the Indian National Education Policy 2020 towards Achieving its Objectives International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 5, No. 2, August 2020
- [11]. Artificial Intelligence to Virtual Reality: How Business schools teach Online MBA article published in website [www.businessbecause.com](http://www.businessbecause.com) on 19<sup>th</sup> August 2022
- [12]. Business Schools look to VI and AR to enhance Digital courses article published in Financial Times dated 13/03/2022
- [13]. 10 Best Examples of VR and AR in education article published in Forbes Magazine dated 23<sup>rd</sup> July 2021
- [14]. How VR enhances the Business school Experience article published in [www.usnews.com](http://www.usnews.com) dated 28<sup>th</sup> March 2019
- [15]. The Rise of Online Learning Article published in Forbes dated 2<sup>nd</sup> May 2022.