



Digital Transformation in Commerce Education: Challenges and Opportunities

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Abstract

The Indian economy has experienced major changes in trade, manufacturing, and commerce as a result of liberalization and globalization. The unprecedented surge in e-commerce activity in recent years has been remarkable, but 2020 has presented its own set of challenges. The use of artificial intelligence (AI) in education has been receiving a lot of attention recently because of its ability to revolutionize the current methods of teaching and learning. Artificial intelligence (AI) technology can enhance the learning experience by offering students a variety of educational materials and personalized feedback. AI-powered technology enables teachers to adjust their teaching methods in order to enhance student results by providing instant feedback and understanding of their students' progress. Artificial intelligence can also assist teachers in assigning grades and evaluating student work, allowing them to focus on other crucial aspects of teaching. Despite the impact of COVID-19, the education sector has experienced substantial changes over the last decade. The traditional classroom learning method has undergone a significant transformation due to the prevalence of digital technology in the education system. A variety of digital tools are being used to enhance the educational experience, such as interactive online platforms, virtual tutoring, and web-based classes. This blog post will provide further insights into the current state of the education industry and why a digital transformation is essential for companies within this sector to succeed.

Key Words: Commerce Education, Indian Economy, Digital Transformation, Artificial Intelligence.

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1. INTRODUCTION

Trade is the act of exchanging goods and services between individuals or businesses. Any transaction involving the transfer of funds in exchange for a product, service, or information constitutes a business transaction. Thanks to the Internet and a dependable postal system, international trade has become more convenient for both businesses and consumers.

Education aims to assist students in nurturing their natural talents and skills. The transmission process involves intentionally passing down values, skills, and knowledge from one generation to the next. Online resources have been a valuable asset for individuals who couldn't participate in a traditional campus program. Thanks to the growth of e-commerce education, cyberlaw research now has a wider range of opportunities available. In recent years, it is obvious that cyber regulations have grown in significance.

E Commerce-Doing business transactions using modern communication methods such as the Internet, fax, phone, electronic data interchange, electronic payments, and money transfer systems is called e-commerce. Consumers have the opportunity to enjoy numerous advantages provided by online shopping, including a wider selection, discounted prices, and faster shipping. With just a simple click of a mouse, customers have the convenience of shopping from the comfort of their own homes or offices. Customers have also greatly profited from online services such as Internet banking and bill payment for various travel expenses like airlines, trains, buses, and hotels. The notable effects of online commerce education have greatly influenced higher education. In recent decades, there has been a substantial rise in Internet usage, leading to notable impacts on communication and research within institutes. Having a good grasp of the Internet is becoming more and more essential due to the rise in cybercrime incidents occurring daily. Students are given the opportunity to stay updated on the latest advancements in professional growth and gain knowledge and skills through a business education.

Internet-based education has become a significant and valuable instructional resource. Online and distance learning is becoming increasingly popular among students in India as traditional classroom settings are becoming more costly. There are numerous e-learning possibilities available in India. The online education programs are performing admirably. There are several ways to access distance learning, such as interactive CD-ROM programs, mobile learning programs, radio or television broadcast courses, postal correspondence programs, and other options available.

2. DIGITAL REVOLUTION IN EDUCATION

The integration of online platforms, instructional software, and digital resources in education is known as "digital transformation." This comprehensive shift enhances the learning experience for both educators and students. Notable examples of educational innovation include virtual classrooms, e-books, online learning, and educational apps. Currently, the main catalyst for the significant changes occurring in higher education is the integration of technology into educational settings. This change greatly affects both teachers' teaching methods and students' learning

strategies. To get students ready for the modern digital era, a customized, interactive, and effective learning setting was crucial.

3. DIGITAL EDUCATION SECTOR TRANSFORMATION: CURRENT TRENDS

In 2018, before the Coronavirus pandemic, roughly 35.3% of undergraduates in the US were signed up for online courses as a component of their certification programs, mirroring a developing pattern in the computerized change of the training area. The fast spread of the Covid in 2020 caused a flood in web-based training, as measures, for example, social removing and lockdowns constrained instructive organizations to move to remote learning. Advances in digital technology only have an effect on students and trends through online education. Technology advancements have had a significant impact on the education industry.

4. LET'S TAKE A LOOK AT THE MOST RECENT DEVELOPMENTS IN HOW DIGITAL TECHNOLOGY IS CHANGING EDUCATION.

4.1 The State of Being Widely Accessible or Open to the Public

Enhanced accessibility represents a highly promising field for digital evolution within the realm of education. As technology continues to progress, accessing information from a broader range of sources has become increasingly easier. Through the utilization of online learning options, students have the opportunity to attend universities and academic programs that may not be conveniently located in their area. A student is no longer confined by the boundaries of their local area.

4.2 Artificial Intelligence (AI)

Artificial intelligence (AI) is the field of computer science that focuses on creating machines capable of performing tasks that typically require human intelligence. AI tools provide students with an interactive learning experience that enhances their education. Kids who struggle with reading, like those with schizophrenia, can find text-to-voice technology helpful. Chatbots, like FAQs, can provide answers to frequently asked questions by students, allowing them to remain concentrated on their studies. Allowing students to explore further into subjects that interest them adds to the enthusiasm in the classroom. Artificial intelligence (AI) tools provide students with a dynamic learning experience that is beneficial for their education. Text-to-voice technology can be helpful for children facing challenges like dyslexia or other reading difficulties. Chatbots are able to address typical student inquiries, such as frequently asked questions, in order to help students stay focused on their learning. Encouraging students to explore topics they are passionate about enhances the overall energy and enthusiasm in the classroom.

4.3 Tailoring

Tailored learning methods have also been a crucial component of the educational sector's digital transformation. Many schools and educational institutions understand the importance of offering flexible solutions that take into account the individual strengths and weaknesses of each student. Customized courses that meet the unique learning requirements of individual students can be

advantageous for both students and academic institutions. Students are able to better absorb and remember information when they have the freedom to learn at their own pace. Customization allows individuals to progress further in their education as well. Therefore, students are encouraged to complete their degrees in order to qualify for more educational and job opportunities.

4.4 Digital Environments

Computer-generated simulations have become an essential aspect of various fields. In education, augmented reality allows students to interact with and understand content before they encounter it in real-life scenarios. For example, most methods and procedures are performed by medical students using virtual reality to practice and understand them before applying them in real life.

4.5 Engaging in Recreational Activities

Using gamification in education is captivating; implementing gamified teaching methods allows students to learn effectively while enjoying the process. Gamification involves incorporating game-like elements such as badges, points, certificates, rewards, and other features. However, even though it can be used in computer-assisted instruction, self-learning programs and classes that enhance student involvement also make use of it.

4.6 In Summary

The shift from traditional on-campus learning to remote learning has transformed the landscape of education. Both teachers and students have reaped the rewards of the education industry's shift towards digital technology. In order to enhance the efficacy and engagement of learning materials, it is essential to enhance accessibility for all individuals. The digital transformation of the education sector will lead to a shift in how learning is approached in the future. The LMS sector has had a major impact on the shift towards online learning. Many customers have benefitted from the continuous support and rapid transition to online learning techniques provided by Paradiso LMS. The user-friendly interface and easy-to-understand format of eLearning solutions enhance overall flexibility and adaptability.

5. ADVANTAGES OF RECEIVING EDUCATION IN COMMERCE THROUGH THE INTERNET

5.1 Keeping Track of Students' Academic Progress

One advantage of the digital innovation in education is the simplified tracking of students' development. Personal computers, the Internet, and software development can serve as a valuable tool for students to document information, enabling parents and teachers to track their progress. For example, manuals or creative projects may be regularly compared to existing digital content. This aids in identifying individuals who are making advancements and those who may need further support.

5.2 Further Advanced Findings through Analysis of Information

Why aren't students taught how to use these interactive tools before entering the workforce, especially since businesses rely on them?

5.3 Classes Focused on Upcoming Trends

Teachers must demonstrate future educational initiatives. AI, automation, and robotics have evolved beyond the realm of science fiction movies. The organization lacks the proper resources to adequately train its employees, even though there is ample evidence showing that the needs of the workforce are evolving and will likely increase in the future. The curriculum can be updated and enhanced within a few months. Students now have access to more up-to-date and relevant information. It is crucial to have daily access to new joys and benefits in order to quickly improve and be more effective.

5.4 Enhanced Connections between Teachers and Parents

Research suggests that when parents promote intellectual growth, children excel academically and experience improved overall health. Computerization sends progress reports and comments electronically to parents, prompting them to make payment when due. You can also feel confident about your child's safety knowing that you can monitor their whereabouts at all times, and they will always be alerted if you are not with them or on a long trip. Imagine if the program offered a helpful tool for career guidance that recommended jobs according to data that pinpointed the strengths and weaknesses of each student.

5.5 Helps You Save Time

Digital technology is a significant time-saving tool in today's fast-paced society, where every second counts. In numerous cities, the subway system and other forms of transportation infrastructure have yet to be fully interconnected. Students need to travel long distances to access the educational resources they require. In this scenario, automated guidance is a crucial support system for students residing in remote areas across the country. Get Smarter and UNISA have effectively applied this strategy on a global scale. You can easily acquire knowledge on a subject by accessing a website or tuning in to satellite television, eliminating the need for long hours of driving.

- Opportunities
- Potentialities
- Chances

A Master of Commerce postgraduate degree is available as an option after completing the three-year, full-time Bachelor of Commerce program. Upon successful completion of a commerce degree, a student has the opportunity to work as an expert in either a public or private organization. They can also pursue professional courses such as those for company secretary, chartered accountant, and ICWA. Someone with a commerce degree has the opportunity to pursue careers in various roles such as tax consulting, budget consulting, stock brokerage,

merchant banking, financial portfolio management, and financial consulting within the financial services sector.

Other areas within administration that involve career opportunities include academic roles, manufacturing, finance, marketing, and supply chain management. The management of hotel, hospital, tourism, event, office, and export/import industries are interconnected. The bank is in need of business graduates and postgraduates specializing in banking. Insurance companies may also reach out to recent graduates, focusing on both insurance and business majors. The modern industry is looking for graduates in business and postgraduates specializing in accounting, with knowledge of PC technology.

6. THE DIFFICULTIES ENCOUNTERED IN THE PROCESS OF DIGITIZING EDUCATION

In order to effectively carry out the digital transformation in online education, several obstacles need to be addressed and conquered.

6.1 Safeguarding Against Modifications

Teachers who are hesitant to integrate technology into their curriculum could hinder the adoption of digital changes. In reality, nearly 70% of public sector workers believe they lack the digital skills of their private sector counterparts. Several high-ranking officials are against further advancements in digital maturity. Put simply, people are more inclined to stick to what they know rather than venture out of their comfort zone, leading to slow progress and growth. Many educators are hesitant to learn new skills and fearful of failure as they adapt to unfamiliar cultures, technologies, or ways of thinking.

6.2 Lack of Skills or Knowledge is Insufficient

Sufficient expertise, confidence, and abilities are vital to foster growth within the company. Employers in the UK are facing a growing challenge in finding candidates with the necessary digital skills to fill almost half of STEM positions. Educational institutions need to adopt advanced cloud infrastructure techniques to develop future professionals in the UX and CX fields, or they will have to vie for a small number of skilled individuals to ensure a successful digital transition.

6.3 Useful Information

In today's era of digital innovation, educational institutions and educators have the opportunity to gain valuable insights on prospective students, operational effectiveness, user satisfaction, and other important aspects through various forms of data analysis. In simple terms, the level of intricate information is invaluable. The issue lies in the fact that these statistics are consistently flawed, occasionally inaccurate, and not dependable, particularly in the field of education. In order to access fluid, fast, precise, and organized data, education leaders need to make educated predictions, align business decisions, and implement new educational initiatives to understand the most relevant and useful information.

Implementing new technologies can be difficult without a clear system in place. When a large school struggles to use the latest technology to complete tasks, it may be challenging to achieve learning and goals. With strong strategies, schools have the potential to make substantial progress and work towards their objectives.

Due to the digital transformation in the field of education, students, teachers, and educational institutions now need new technology infrastructure and equipment. Furthermore, schools must consider the difficulty of choosing a platform that is easy to integrate, has user-friendly course creation tools, and is accessible to all students. A strong technological foundation is needed to create an interactive learning environment during the process of digital transformation.

6.4 The Executives and Thoughtful Individuals

To effectively oversee these systems, teachers need the flexibility and leadership skills of school administrators. They must determine how to leverage technology for their benefit and assess the possibilities for virtual realm application. Educational institutions need to develop a strong understanding of digital technology and its limitations in order to effectively utilize it.

6.5 Skills in Utilizing New Technologies and Ideas

The success of digital transformation relies on educators having the required skills to effectively utilize the technology. Thus, it is essential for teachers to stay current on methods for tracking and supporting students' progress in their learning. In order for guidance to be effective, specialized faculty and trained professionals in the field are also required to provide support. Furthermore, students need to consistently enhance their skills to keep up with the fast-evolving technology sector.

6.6 No Guidance or Blueprints are Provided

A major obstacle to advancement is the lack of direction in implementing digital transformation in various sectors and industries. Deciding on a course of action or formulating a successful strategy can be challenging due to the fear of embracing significant change.

6.7 System Compatibility Determines Compatibility

Modern businesses and organizations depend heavily on advanced technologies and infrastructures to run efficiently and make a profit every day. One significant issue with the transition of education systems to digital platforms is their lack of compatibility with modern technology. The need to adjust, upgrade, or replace an existing integration system is required due to this conflict, and these changes will require both time and financial resources.

6.8 Educational Inequalities

Unrestricted access to technology, regardless of time or location, will lead to enhanced value. Nevertheless, this could also result in hindering students from various backgrounds and locations from accessing education. For instance, children living in rural or hilly areas may have limited access to resources and struggle to receive a quality education.

6.9 Insufficient Knowledge of Technology

Many educators lack the necessary technical skills to effectively incorporate technology into their teaching practices.

6.10 Access to Technology is Limited

Some educators and pupils may lack the required technology, leading to a digital gap that hinders the progress of digital transformation.

7. CONCLUSION

Higher education was seen as becoming increasingly important for everyone as the emphasis on knowledge and the global economy grew. The education industry is being compelled to adjust to modern times through the use of mobile and information technology. In the 21st century, a key component of Business and Trade education is the necessity for Business schools to integrate technology and incorporate it as a critical part of their curriculum. In the modern world, education has become a commercial enterprise, with knowledge spreading across various industries and technologies. The changing business environment has made the quality of commercial education a significant issue for marketers. Students should receive practical guidance tailored to their specific areas of expertise. We can help our students improve their global competitiveness by offering them practical and valuable training in business. In today's world, it is essential for business students to have a strong sense of social awareness as members of society.

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