

DIGITAL TRANSFORMATION IN COMMERCE EDUCATION WITH INDIAN KNOWLEDGE INTEGRATION

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ABSTRACT

A paradigm shift in commerce education is required due to the global digital economy's rapid expansion. Traditional western-centric models must give way to a more comprehensive, culturally based framework. In order to rejuvenate old Indian economic wisdom for the twenty-first century, this article investigates the "Digital Transformation in Commerce Education with Indian Knowledge System (IKS) Integration," looking at how emerging technology can do so. The research explores how indigenous ideas, like Arthashastra (economic strategy), Dharma (ethical governance), and Bahi-Khata (traditional accounting), can be incorporated into digital learning settings, guided by the National Education Policy (NEP) 2020. A value-based, sustainable model of commerce education can replace transactional learning with the use of technology like learning management systems (LMS), blockchain, and artificial intelligence (AI). The main conclusions imply that digital tools serve as a conduit, converting conventional ethical frameworks into quantifiable modern business activities such as ethical entrepreneurship and models of the circular economy. The shift is not without its difficulties, though, such as the requirement for uniform digital IKS repositories and specific teacher preparation. The study concluded that creating "global citizens" who are both digitally savvy and culturally rooted requires a mixed pedagogical approach that combines state-of-the-art FinTech and data analytics with the ageless ideas of IKS. Students' employability is improved by this integration, which also establishes India as a pioneer in ethical, sustainable international trade.

KEYWORDS: DIGITAL TRANSFORMATION, INDIAN KNOWLEDGE SYSTEM (IKS), COMMERCE EDUCATION, NATIONAL EDUCATION POLICY (NEP) 2020, ARTIFICIAL INTELLIGENCE (AI), LEARNING MANAGEMENT SYSTEMS (LMS)

INTRODUCTION

The fast digitization of the global economy is causing a fundamental shift in the field of commerce education. Technologies like cloud computing, blockchain, artificial intelligence (AI), and learning management systems (LMS) are changing the way that information about business is applied, accessible, and given. A multidisciplinary, skill-oriented, and value-based educational framework is emphasized in India's National Education Policy 2020, which encourages the incorporation of Indigenous Knowledge Systems (IKS) into contemporary curricula.

A strong basis for moral leadership, methodical financial management, and sustainable business practices is provided by India's ancient economic wisdom, which is represented in writings like the Arthashastra, the idea of Dharma, and traditional accounting techniques like Bahi-Khata. These native ideas provide a comprehensive, morally based viewpoint that enhances technology in commerce education. Despite this, Western models continue to have a significant influence on modern commerce courses, ignoring India's unique intellectual legacy.

A chance to create commercial education that is both technologically sophisticated and culturally grounded is presented by combining IKS with digital tools. Digital platforms may convert traditional knowledge into quantifiable, application-focused learning outcomes using AI analytics, learning management systems, blockchain verification, and virtual simulations. Students benefit from this

integration by developing their critical thinking, ethical entrepreneurship, sustainability, and global awareness, which equips them to succeed in challenging, technologically advanced business situations.

This study investigates how Indian Knowledge Systems and digital transformation could be used to produce a contemporary, sustainable, and values-based framework for commerce education. The study attempts to show how students can be transformed into morally grounded, digitally skilled, and globally competitive professionals by bridging the gap between traditional economic wisdom and modern technologies.

RESEARCH OBJECTIVES

1. to examine how the digital revolution has affected modern commerce education, with an emphasis on technologies like data analytics, learning management systems (LMS), blockchain, and artificial intelligence (AI).
2. to investigate the incorporation of Indian Knowledge Systems (IKS) into contemporary commerce curricula, such as Arthashastra, Dharma, and Bahi-Khata.
3. to assess how traditional ethical and economic frameworks can be transformed into quantifiable, application-focused learning outcomes for students using digital resources.
4. to provide a framework for sustainable, value-based commerce education that combines technological know-how with knowledge anchored in culture.
5. to investigate how employability, ethical entrepreneurship, and global business awareness are improved by IKS-based digital education.
6. to pinpoint obstacles and suggest solutions for the successful integration of teacher preparation programs with digital IKS repositories in commerce education.

DIGITAL TOOLS TRANSFORMING COMMERCE EDUCATION

ARTIFICIAL INTELLIGENCE (AI) :

AI personalizes learning through automated assignment feedback, study route recommendations, and business scenario simulation. Simulations of financial risk analysis, for instance, let students use both contemporary and traditional economic concepts.

CLOUD-BASED COMPUTING :

Cloud-based technologies make it possible to host virtual labs, store big datasets, and collaborate remotely. In addition to collaborating across physical borders, students can access historical trade data and do market simulations.

THE BLOCKCHAIN :

Echoing Bahi-Khata ideals in a digital format, blockchain technology guarantees transparency in commerce and accounting records. It allows project evaluations and learning outcomes to be securely verified.

ANALYSIS OF DATA :

Financial trends, consumer behavior, and trade patterns can all be interpreted with the use of analytics software. It is possible to compare traditional and contemporary company strategies by integrating analytics software with IKS-based economic models.

E-LEARNING RESOURCES :

Interactive learning is made possible via mobile apps, MOOCs, and LMS systems. Courses that are available anywhere may contain modules on ethical commerce, entrepreneurial skills, and traditional Indian market systems.

INDIAN KNOWLEDGE SYSTEMS (IKS) INTEGRATION IN DIGITAL COMMERCE EDUCATION

1. WHY INTEGRATE INDIAN KNOWLEDGE?

Indian knowledge systems offer profound insights into ethical and sustainable business practices since they are ingrained in philosophy, economics, ethics, and governance. Because it links contemporary business education with India's rich intellectual, cultural, and economic legacy, incorporating Indian Knowledge Systems into commerce education is crucial. Ancient Indian writings like Arthashastra offer profound insights on governance, taxation, trade regulation, and moral business practices, proving that structured economic thought was present in India for ages. Instead of depending only on Western theories, business education becomes more contextualized and culturally relevant by

embracing such local knowledge. Indian philosophy places a strong emphasis on social responsibility, community welfare, and dharma (ethical duty). These ideas support inclusive and sustainable economic practices and enhance moral reasoning in business decision-making. Additionally, integration is in keeping with the National Education Policy 2020's goal of promoting the incorporation of Indian Knowledge Systems into many academic fields in order to develop comprehensive, multidisciplinary education. Combining contemporary technological skills with traditional knowledge helps create graduates in commerce who are morally sound, culturally sensitive, and globally competitive, enabling them to make significant contributions to both domestic and global development in an era of rapid digital transformation and globalization.

2. CONCEPTS OF INDIAN KNOWLEDGE RELATED TO COMMERCE

2.1 The Arthashastra

Around the third century BCE, Kautilya's Arthashastra introduced sophisticated concepts in statecraft, taxes, market regulation, and economic policy. These ideas can improve modules on contemporary corporate strategy.

2.2 Dharma and Ethical Economics

Indian philosophy places a strong emphasis on Dharma, or ethical behavior, in business and trade, which is comparable to contemporary corporate ethics and governance.

2.3 Native American Commercial Methods

Cooperative models, banking (Hundi system), and traditional Indian trade guilds provide examples for teaching sustainable business.

DISCUSSION

A revolutionary method for producing morally aware, tech-savvy, and globally competitive students is the incorporation of digital tools with Indian Knowledge Systems (IKS) in commerce education. Personalized learning, realistic simulations, and open evaluation procedures are improved by artificial intelligence (AI), cloud computing, blockchain, data analytics, and e-learning platforms. These resources allow students to use conventional ethical and economic ideas in contemporary business situations when paired with IKS concepts like Arthashastra, Dharma, and Bahi-Khata. In addition to fostering critical thinking, ethical entrepreneurship, and knowledge of sustainability, this fusion closes the gap between Indian intellectual history and Western-centric business courses. There are still issues, such as the requirement for curriculum development, teacher preparation, and uniform digital IKS repositories. In order to improve employability and establish India as a global leader in responsible business education, it is necessary to address these issues in order to develop a sustainable, value-based framework for commerce education that will enable students to navigate intricate digital markets while respecting cultural and ethical values.

CONCLUSION

Combining contemporary technology tools with India's rich ethical and economic legacy, the integration of digital technologies with the Indian Knowledge System (IKS) is a revolutionary approach to commerce education. Personalized learning, virtual simulations, and data-driven analysis are made possible by technologies like artificial intelligence (AI), cloud computing, blockchain, and learning management systems (LMS), while IKS ideas like Arthashastra, Dharma, and Bahi-Khata offer a framework for decision-making that is based on values and cultural context. Students' critical thinking, sustainability awareness, and global competency are improved by this fusion, which enables them to apply conventional ethical and economic ideas in modern business circumstances. This approach supports multidisciplinary, skill-oriented, and morally conscious education by aligning with the National Education Policy (NEP) 2020. It equips students to become ethical managers, responsible entrepreneurs, and creative professionals who can successfully navigate complex digital markets while upholding social and environmental responsibility. A sustainable, scalable, and globally applicable model for commerce education is provided by the combination of technology and indigenous knowledge, notwithstanding obstacles including the requirement for standardized digital IKS repositories, curriculum restructuring, and teacher training. In the end, this hybrid framework not only protects India's intellectual heritage but also prepares students for success in a technologically sophisticated world, producing professionals who are ethically grounded, globally competitive, and proficient in digital technology. It also sets a standard for value-based education in the age of digital transformation.

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