

**AI-Driven Internationalization in Higher Education: Building Globally Connected,
Industry-Responsive Universities**

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Abstract

The convergence of artificial intelligence (AI), globalization, and digital transformation is fundamentally reshaping higher education and redefining internationalization practices beyond traditional mobility-based models. This study explores how AI-driven technologies are enabling more inclusive, scalable, and digitally mediated forms of global engagement in higher education institutions (HEIs). The primary objective is to examine the role of AI in transforming internationalization strategies and to propose a structured framework for its effective integration. The research adopts a qualitative and conceptual methodology based on a systematic review of contemporary literature and analysis of global higher education trends. The findings reveal that AI facilitates virtual mobility, personalized and adaptive learning, enhanced cross-border research collaboration, and stronger alignment between academia and industry. A key contribution of the study is the development of a four-pillar AI-driven internationalization framework comprising digital global engagement, strategic international partnerships, research and innovation networks, and industry integration. The results indicate that AI is not merely augmenting existing internationalization practices but is redefining them as essential components of globally competitive and future-ready universities. The study concludes that HEIs must strategically embed AI within their internationalization agenda to enhance academic excellence, global visibility, and graduate employability in the evolving knowledge economy.

Keywords: Higher Education, Artificial Intelligence, Internationalization, Digital Learning, Global Collaboration, Industry Integration, Qualitative, Systematic Literature Review, Global

