

COMMERCE AND MANAGEMENT IN DIGITAL ERA

Dr. C. SUBATHRA



VOLUME 1



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COMMERCE AND MANAGEMENT IN

DIGITAL ERA

VOLUME-I

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EDITORS' MESSAGE



The world is rapidly becoming digital. People are consuming digital content on a daily basis. The shifts to rise of digital era have a profound impact on all, especially on Commerce and Management. Commerce and Management plays a vital role in providing job opportunities, improved standard of living and has a major influence in our daily life, also serve as the backbone of this corporate world.

Commerce and Management in Digital Era acts as a stepping stone to new opportunities and experiences. Commerce and Management in Digital Era focuses on unlimited growth potential, constant growth and expanding needs of customers. In this context, an International Conference on Commerce and Management in Digital Era was organized by the **CAPE RESEARCH FORUM**, as an effort towards bringing qualitative articles on Digitalization on various fields in Commerce and Management.

It is indeed a great pleasure and privilege to publish an edited book entitled "**COMMERCE AND MANAGEMENT IN DIGITAL ERA**". I strongly believe that the papers included in the edited volume will be of immense value to the academicians, researcher and policy makers. I convey my Special thanks to 'Mayas Publication' for acting as a publishing house of this book, a deep sense of gratitude to all the Research scholars and Academicians for showing interest to contribute articles on "Commerce and Management in Digital Era".

Dr. C. SUBATHRA
(Chief Editor)

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DIGITIZATION WAVE IN INDIA: A ROADMAP TO CHANGE INDIA'S FUTURE

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ABSTRACT

Change is appearing at a speed and business is changing with it. In recent years, consumers have high expectations and there is a paradigm shift in the consumer behaviour and consumption patterns. The e-commerce industry in India is growing fast, booming, and expanding at a larger rate. The concept of online shopping has attracted the Indian population tremendously. Exposure to Internet has been highly instrumental in the e-commerce success. The online shopping has become a trend and the reason behind is attractive online websites, bulky online stores with new fashion, user friendly interface, no bound on quantity & quality, one can choose the items based on size, color, price, etc. easy and secure payment methods like paypal or cash-on-delivery. In accordance with the changing times, the business has to adopt 'digital-first' strategy. In this backdrop, this article focuses on the digitization trend in India.

Key Words: *Digitization, e-commerce, Internet*

INTRODUCTION

There is no definite mantra for success, but in the digital era ‘going digital’ could be a winning formula for success. Since digital technologies bring in massive productivity gains and competitive advantage, companies across sectors are aiming to ride the digital bandwagon. The digitization embodied in manufacturing and services improves i) efficiency, ii) total factor productivity iii) spill-over effects iv) transparency and v) accountability.

For example :

- ❖ e-commerce has enhanced logistics and supply chains;
- ❖ Digital payment services have provided flexibility and transparency;
- ❖ Digital identification services have enabled de-duplication and prevention of fraud; and
- ❖ Digital learning platforms have augmented literacy.

In developed nations like USA, UK, it started about two decades ago, Countries like Japan and Korea, which are considered to be the leaders in online adoption, took a decade to get where they are today, but in India online adoption have taken place much faster.

Initiatives taken by the Government to Promote the E-Commerce Sector

Since 2014, the Government of India has announced major initiatives namely, Make in India, Start-up India, Digital India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support the e-commerce growth in the country. Some of the initiatives taken by the government to promote the e-commerce sector in India are as follows:

- In order to increase the participation of foreign players in the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models).
- In the Union Budget of 2018-19, government has allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000 gram Panchayats
- As of August 2018, the government is working on the second draft of e-commerce policy, incorporating input from various industry stakeholders.

Inception of E-Commerce in India

IRCTC introduced online ticket booking in 2002

India first came into E-Commerce via the IRCTC, The government of India implemented this online strategy to make it convenient for the passengers to book the train tickets. Hence, the

government came forward with the IRCTC, online ticket booking from anywhere at any time, for the first time encountered the Online Passenger Reservation System. This was a boon to the common man as now, no issues for wastage of time during unavailability of the trains; they don't have to wait for long in line, no burden on the ticket bookers and many more. This is a very big achievement in the field of online E-Commerce. The advancements in the technology as the years passed on have been also seen in the IRCTC Online system as now one can book tickets (tatkal, normal, etc.) on one go, easy payments, can check the status of the ticket and availability of the train as well.

Digital booking for Low Cost Airline – 2003

After the unexpected success of the IRCTC, the online ticket booking system was followed by the airlines like Indian Airlines, Air Deccan, Spicejet, etc. Airline agencies encouraged their passengers, web booking to save the commission given to agents and thus in a way made a major population of the country to try E-Commerce for the first time. Today, the booking system is extended to hotel bookings, bus booking etc., are being done using the websites like Makemytrip and Yatra.

Flipkart – 2007

Online shopping has gained popularity in India only with a deep discount model of Flipkart. Soon other portals like Amazon, Alibaba, Jabong, etc. started hunting India for their businesses.

Current Scenario

Table: 1 - Internet Users in India

(Million)

Area	Internet Users		Total Internet Users
	Male	Female	
Rural	120 (64%)	67 (36%)	187
Urban	230 (73.5%)	83 (26.5%)	313
Total	350	150	500

Source: Internet and Mobile Association of India (IAMAI) – June 2018

Table 1 explains the digital population of India as of June 2018. According to an IAMAI, the number of internet users stood at 500 million in June 2018, the report titled ‘Mobile Internet in India 2017’ stated that, ‘young students are the most prolific users of most services’.

Table: 2 - Internet Penetration in India

Year	Internet Penetration
2006	2% (40 Million Users)
2009	4% (80 Million Users)
2010	7% (100 Million Users)
2015	22% (277 Million Users)
2016	27% (405 Million Users)
2017	32% (475 Million Users)
2018	35% (500 Million Users)
2019	620 Million Users
2020	730 Million Users
2021	829 Million Users

Source: Internet and Mobile Association of India (IAMAI) – June 2018

The close observation of Table – 2 reveals that e-commerce growth is directly related to the number of Internet users. According to the report published by Kantar IMRB, 500 million internet users in India by June 2018, the overall Internet penetration is 35 percent of the total population. The number of Internet users is expected to reach 829 Million users by the year 2021.

Employment in E-Commerce

Nature of Job	Percentage
Logistics	70%
Customer care	25%
Corporate	5%

Source: Forbes India

According to Forbes India report, ‘e-commerce in India employs one million people and the number is set to grow by at least 700 percent by 2020. Seventy percent of those jobs will be in logistics, warehousing and delivery, 25 percent of customer care and IT, and 5 percent in corporate’.

India has witnessed a commendable increase in the ecommerce industry and thereby hitting the market with a boom in the last couple of years. Further, the addition of discounts, coupons, offers, referral systems, 30days return guarantee, 1-7 days delivery time, etc. to the online shopping and the E-Market has added new flavors to the industry. Though the Indian online market is far behind the US and the UK, it has been growing much faster.

The Key drivers of in Indian ecommerce have been:

- Increasing broadband Internet and 3G penetration.
- Growing Living standards
- Availability of much wider product range
- Busy lifestyles and lack of time for offline shopping
- Increased usage of online categorized sites
- Evolution of the online marketplace model with websites like eBay, Flipkart, Snapdeal, etc.

Success Story of Haldiram

Haldiram's the business started with one man, Shri. Ganga Bhishan Agarwal in a very small shop in Bikaner and is today Rs 5,000 crore empire and one of India's Superbrands. The Haldiram family's single-minded determination is to preserve the business and make a mark. Innovative product lines from the restaurant dishes to frozen foods, continuous innovation is the key to keep a business growing. Now the business ventured into the digital world and the digital strategy focuses on augmenting the brand in every possible way. They actively spend on digital initiatives such as online stores and outreach on Google, Facebook, and Twitter. Their online sales

are now 10% of a physical store, with a fraction of the cost. They are now looking forward to launching apps for Android and iOS in the coming months. With these initiatives, they are targeting 1,000 orders per day from the online store and apps on the festive season.

Digital Banking

Banks have benefitted in several ways by adopting newer technologies. E-banking has helped generate revenue through various channels and has resulted in reducing costs drastically. As per last available information, the cost of a bank transaction on Branch Banking is estimated to be in a range of Rs.70 to Rs.75 while it is around Rs.15 to Rs.16 on ATM, Rs.2 or less on Online Banking and Rs.1 or less on Mobile Banking. The number of customer base has also increased because of the convenience in 'Any time and Anywhere Banking', digitization has also reduced human error.

The Paytm Payment Bank is India's first payment bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card.

CONCLUSION

In India, e-commerce industry, is a major player today. The massive growth of the internet in India is reflected in the mushrooming of several startups in areas such as e-commerce, digital advertising, social media marketing and e-payments. Startups in every sector contributing to the process of digital transformation be it agriculture, education, banking, insurance and travel. The government also creating opportunities for innovative startups on its part to collaborate with established institutions and address through digital solution. India will have no less than 15,000 tech startups by 2020, while creating jobs on their own, these startups will also create a collective mobilization of the work force.

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E- HUMAN RESOURCE MANAGEMENT (E-HRM): A GROWING ROLE IN ORGANIZATIONS

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ABSTRACT

The period of 1945 to 1960 is characterized by the importance of employee morale while personnel are part of operating cost but not yet mainstream operations of organization. The computers were used in defense industry to maintain research and development, employee selection, payroll automation through mainframe computers. The human resource management department is considered as the most significant functions in all types of organizations as it considered greatly with intellectual skills. Information communication technology facilitates innovative and best way of carrying on routine organizational activities in a virtual environment. Human resource management incorporating with the electronic mode of operations. Since the term e-HR first came into force in the 1990s when e-commerce started dominating the business world. Recent technological developments have made “business at the speed of a thought” and a “paperless office” every activity based on real time with real information. e-HR refers conducting human resource transaction using the internet technology at the inception of e-HRM. This study also provide concrete insight about how human resource management developing their function with new technical wave called E-HRM and also study of frame work, role and consequences of E-HRM process in organizations.

Key Words- Technical Wave, E-Commerce, E-HR, E-HRM

INTRODUCTION

Due to rapid growth of management activities there is no little chance for argument of the nation that people are one of the key assets focusing on the success or failure of an organization and hence the importance of the knowledge skill, attitude and behavior of those people for the betterment of the organization. People are the key assets that are capable of growth and development. The people are nothing but human resource, during the past 3 decades organizations have begun to embrace a “human asset approach” one that consider the money spent on integration with innovation in the workforce as an investment. As with any asset, by nurturing, protecting, and growing this investment, organizations that align workforce strategies with business goals and objectives will benefit from capturing and focusing the attention of workforce. The role of Human resources management continues to change, technology has continued to evolve throughout the management practices. Though the organizations does not have absolute power over their human asset they can make use of certain tools and techniques to exert some vital influence over the path towards better performance towards achieving mission of the organization. Nowadays organizations face strong competition , time to market pressure, globalization and demand for innovation indicating overall change and turbulence, every organization has increased their attention on knowledge as a dominant source of competitive advantage, meaning of that the survival of organizations depends a lot on their ability to recognize new external knowledge. In this article

From last two decades organizations are not only leveraging technology to support the function of human resource department, but they are also leveraging the human capital technologies for use of every one in business. Consequently human resource as a function has evolved into human capital management. Whereas HR was the responsibility of a centralized or some time de centralized department.

Since the dawn of information era, organizations are increasingly incorporating information communication technology in their work process through different innovative tools and techniques. It is a challenging job for HR to cope up with the new innovative methods of practices collaborating with technological support. The transformation from HR to electronic HR shows sustainable and competitive advantage for every organization.

Although the Human Resource function was an early integration of computing technology, it spent the last decade playing to synchronize other business functions in terms of integrating Information Technology into their business processes (Hendrickson; 2003). During the 90's, organizations became experienced in using IT for Human Resource Management. Even though a little difficulties as within other business functions, IT service provider offered more and more new innovative solutions for HRM practices. As within other business functions, IT has become an important tool and application for supporting the processes of the HR function and the HR function is now closing the gap in terms of applying new IT capabilities to traditional functions.

Emergence and success of e-commerce systems leads to making use of electronic human resource management (e-HRM) systems. This integration of electronic way of human resource management provides organizations an effective performance of improvement in all HR activities as well as transforming and renovating the entire Human resource management activities. In this technological world the advancement in technology is one of the powerful driving forces.

The communication pattern is reshaping itself in the business world. The digitalization in business communication improves a tremendous in organizational activities. The way that organizations' perform their task is currently associated to contemporary concepts such as Digital business, e-commerce, customer relationship management, human resource management. Nowadays digital business services are being considered as pertinent and prominent parts of the organization. In other words, the trend of

business in service industry is moving towards knowledge or digital based economy.

According to **Ruel, Bondarouk and loosie**, E-HRM is a good way of implementing HR strategies, policies, and practices in an organization through continue and directed support by full use of Web technology-based channels and networks. Human resource planning is one of the complex functions in an organization. It is a process of planning for human resources with intellectual skill. Human resource planning may be viewed as forecasting the human resources requirements of the organizations. As HR the human resource planning is based on data relating to human resources, the same should be maintained in a proper manner in the industrial organizations. If the absence of reliable data, it becomes difficult to develop effective human resource plans. Recruitment, selection induction, training and development, performance appraisal rely up on effective human resource management planning.

E-HRM is a relatively new term for this information technology supported HRM in every sector, particularly through the use of web technology. The expectations is that HR departments using IT may now “ be liberated from the administrative shackles and be able to focus more on developing intellectual capital, social capital and managing knowledge to improve an organizational competitive advantage. E-HRM is a fully integrated organization wide electronic network of HR related data, information services, database, tools, applications and transactions are made generally accessible at any time by the employees, managers and HR professionals (**Shoeb Ahmad 2015**).

Understanding E-Hrm

E-HRM is a relatively new term for this information technology supported HRM in every sector, particularly through the use of web technology. The expectations is that HR departments using IT may now “ be liberated from the administrative shackles and be able to focus more on developing intellectual capital, social capital and managing knowledge to improve an organizational competitive advantage. E-HRM is a fully integrated organization

wide electronic network of HR related data, information services, database, tools, applications and transactions are made generally accessible at any time by the employees, managers and HR professionals (**Shoeb Ahmad 2015**).

Advances in technology over the past decade created both concerns and opportunities for organizations and HR (**Gainey and klaas 2008**) given the substantial benefits though that can emerge from integrating information technology into the HR function, business increasingly utilize-HRM to design and deliver their HRM practices (**Bell et al., 2006**).

In The Post-World War Era 1945 -1960 Organizations More Emphasized On

- ✓ Employee relations
- ✓ systematic selection,
- ✓ Focused on extensive record keeping and reporting
- ✓ Emerged computer technology as facilitator in managing employees' information.

In mid of 1990s industries shifting their transactions from MIS to Electronic data interchange. This EDI activity integrated few of activity in to electronic mode like purchase order and invoice. There was no such updated alternative for the organizations to transact electronically.

A HRIS, which is also known as a human resource information system or human resource management system (HRMS), is basically an intersection of human resources and information technology through HR software. This allows HR activities and processes to occur electronically. Basically HRIS implemented on payroll system and attendance system in an organization. Above three stages of management is one side process namely management control on the systems.

HRIS allows a company to plan its HR costs more effectively, as well as to manage them and control them without needing to allocate too many resources toward them. In most situations, a HRIS will also lead to increase in efficiency when it comes to making decision in HRM. By the decision by HRIS also

increase the quality, productivity of both employees and managers and become more effective. This era is called as legislative era from 1960 to 1980.

In The Era 1960 -1980 organizations More Emphasized On

- ✓ Personnel converted as Human resource manager,
- ✓ Human resource considered as key for organizational success,
- ✓ Emergence of MIS and HRIS,

In the era of 1980 to 1990 organization more emphasized on low cost era and emergence of HRIS.

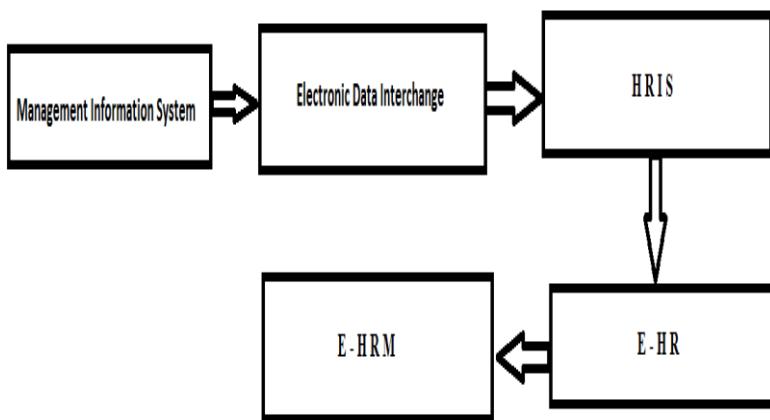
- ✓ HRIS became affordable to organizations
- ✓ HRIS became complex and analytical tool
- ✓ HRIS for all

Objectives of E-Hrm

Human resource management practices changing style of execution by integration of advanced technology. The main intention of integration of technology in HRM practices is to bring new dimension to the organization and to synchronize with global demand and supply. E-HRM design is to achieve the organizational goals with strategic way. The following are the main objectives of E-HRM.

- ✓ E-HRM offers an adequate, comprehensive, detailed ongoing system about people and specific jobs.
- ✓ E-HRM supports the management for future planning and policy formulations.
- ✓ E-HRM facilitates and monitors the human resource demand and supply imbalances
- ✓ E-HRM provides as automated information about employees.
- ✓ E-HRM enables the faster response to employees' related services and faster HR decisions.
- ✓ E-HRM offers data security and personal privacy

Figure 1 - Evolution of E-HRM



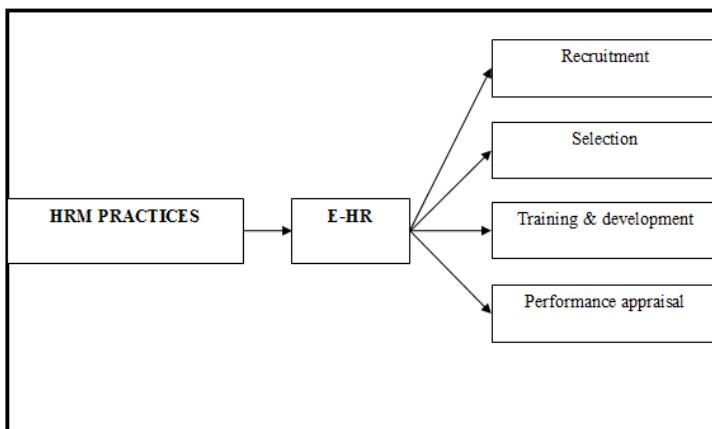
With the expanding improvement in innovation in the current years, it is conceivable to make a constant data based, self-service, and intelligent workplace. Representative Information Systems have created from the computerized record keeping of workers in the 1960s into more mind astonished revealing and choice frame works. Several studies have been conducted on the E-HRM and emergence of E-HRM in the business world. Basically industries integrated the technology in the name of management information system in 1990s (MIS). This is nothing but computerized database information related to concerned business which is programmed in such a way that it produces regular reports on operations for every level of management. This is one of the initial stage implementation of technology in an organization.

Table 1 Levels of E-HRM

Mode of E-HRM	Application
Operational E-HRM	This type of e-HRM is concerned with Administrative functions like salary management, payroll, employee personal data
Relational E-HRM	This type of e-HRM is concerned with Supportive business process, activity like recruitment, training performance management,
Transformational E-HRM	Strategic HR activities like knowledge management, strategic re-orientation

(Source- Indian journal of applied research volume 5, issue 2, Feb 2015. ISSN-2249-555x)

Figure 2 E-HR Framework

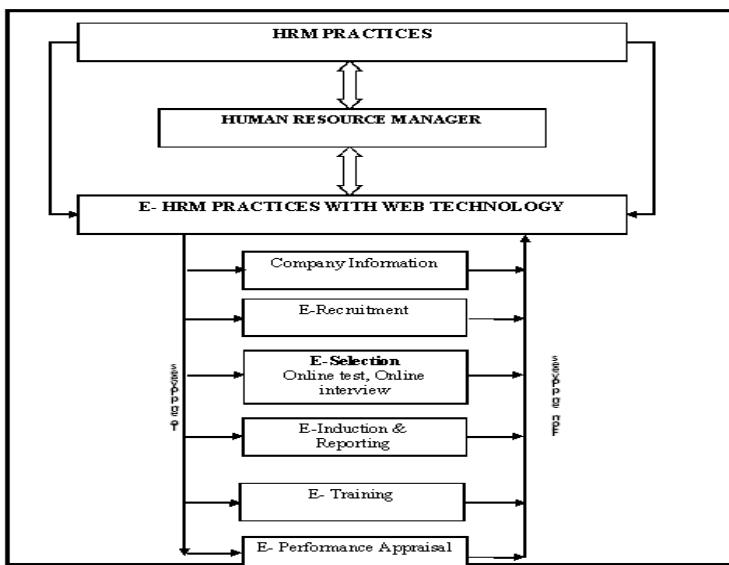


(Sources: Industry source)

E-HR it can be observed that HRM practices flowing from management to E-HR system the beginning of electronic integration in human resource management. The web-technology implemented in HR practices with the help of computer systems called as 'Virtual HR'. in this frame work all the companies use to monitor the employees assign the practices through E-HR. this E-HR only one sided task by HR executives. There was absence of flow of information or feedback from the employees' side. E-HR followed downward communication system. This E-HR was using only for

the attendance and payroll system. The above figure clearly shows the flow of HRM practices through E-HR. there was lot of difficulties in E-HR frame work because employees were not happy with the E-HR. the domination of HR executives in the process of maintaining the data base and favors appraisal system for some employees and strategic HR policies has been made difficulties for employee.

Figure 3 E-HRM Frame Work



Some Consequences of the Introduction of Electronic in the Human Resource Management Function are

- IT destroys traditional, intensive manual labour, but gives birth to new jobs (Webmasters, media brokers, html programmers.)
- Tele working and flexible consideration of time and space are part of the job's description. Privacy has also become a relevant issue, since the distinction of personal and professional related information is blurred, as well as blending personal time and working hours.

- Geographical barriers disappear, up to the point in which some business is working 24 hours a day by using time zones appropriately.
- Multifunctional skills and team working are required abilities for new economy's employees.
- Modern organizational structures, flat and team-based, are taking over traditional forms (virtual organizations being the epitome of this phenomenon).

In spite of above key benefits and positive consequences there may be a number of unintended consequences from using them. For instance there are concerns that new systems focus primarily on efficiency and cost cutting, and may be do not enhance the effectiveness of HR Process for example selection process. There are also concerns that e-HRM systems may have adverse impact on members of some protected group (older job applications), have the potential to invade personal privacy information.

CONCLUSION

Indian companies are ahead in the automation piece and companies have taken this seriously. There's a culture of India of adopting technology. But, where India is behind is, in using automated process for strategic decisions. More companies bought software and implemented it but didn't know what to do with it. The adoption of E-HRM technology in India is nearly 15% higher compared to global companies. Nearly 80 to 90% of companies have bought these software in India to reduce staff. HR has the tendency, if it's not managed well, the staff and there are a lot of HR people running around in companies, trying to help people do their jobs. A lot of technology being built is to automate these and reduce the number of HR people. There's going to be a huge shrinkage in HR staff and it will become more consultant based work. There will be shift in service delivery towards strategic consulting.

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IMPACT OF ELECTRONIC WAVE ON TRADITIONAL ENTERPRENURES IN INDIA

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ABSTRACT

The best solution to solve a problem of unemployment, in country like India, is to have as Many Job Creators as possible, so we need Entrepreneurs. Various Government and Non-Government agencies are doing lot of work to promote Entrepreneurship for any economy entrepreneurship is very crucial. The objectives of achieving sustained industrial development, regional growth and employment generation have always depended on entrepreneurial development. All over the world, researchers have taken lot of interest in studying entrepreneurship. Along with the development of electronic commerce, entrepreneurship has increasingly become more popular. This paper continues with the arguments against electronic mode of activities declining present entrepreneur's performance.

Keywords: Electronic Wave, Traditional Entrepreneurs, India

INTRODUCTION

Due to rapid growth of management activities in new startups there is no little chance for argument of the nation that people are one of the key assets focusing on the success or failure of an new organization and hence the importance of the knowledge skill, attitude and behavior of those people for the betterment of the organization. People are the key assets that are capable of growth and development. The people are nothing but human resource,

during the past 3 decades organizations have begun to embrace a “human asset approach” one that consider the money spent on integration with innovation in the workforce as an investment. As with any asset, by nurturing, protecting, and growing this investment, organizations that align workforce strategies with business goals and objectives will benefit from capturing and focusing the attention of workforce.

Entrepreneurs are, thus the seeds of industrial development and the fruits of industrial development are greater employment opportunities to unemployed youth, increase in per capita income, higher standard of living and increased individual saving, revenue to the government in the form of income tax, sales tax, export duties, import duties, and balanced regional development (Charantimath P.M., 2006). Entrepreneurship has been recognized as a micro driver of innovation and economic growth (Wennekers and Thurik 1999; Audretsch and Thurik 2001b; Acs 2006; Audretsch et al. 2006).

Entrepreneurship and Innovation

Especially entrepreneurs need potential human resources at the initial stage of establishment. Although the Human Resource function was an early integration of computing technology, it spent the last decade playing to synchronies other business functions for new startups in terms of integrating Information Technology into their business processes (Hendrickson; 2003). During the 90’s, organizations became experienced in using IT for Human Resource Management. Even though a little difficulties as within other enterprises , IT service provider offered more and more new innovative solutions for HRM practices in new startups . As within other business functions, IT has become an important tool and application for supporting the processes of the HR function and the HR function is now closing the gap in terms of applying new IT capabilities to traditional functions.

Techno-entrepreneurship can be defined as the Entrepreneurship in Technology area and the person who undertakes Techno-entrepreneurship is termed as Techno-Entrepreneur.

Techno-Entrepreneur is also termed as Techno-preneur and hence Techno-entrepreneurship can be termed as Techno-preneurship. The importance of innovation for economic and social development is generally accepted. The changes in the environment and an ever-increasing competitiveness among firms, have forced companies to be constantly innovative in order to succeed. Within this context, firms must improve their flexibility and gain competitive advantages by nurturing entrepreneurship through their operations.

Literature Review

One of the most widely studied aspects of CE from an HR perspective is innovation, and of all HR practices, the influence of compensation practices on innovative performance has received the most attention (e.g., Balkin & Bannister, 1993; Balkin & Gomez-Mejia, 1984, 1987; Balkin, Markman, & Gomez-Mejia, 2000). These studies have focused upon pay practices in high technology firms (Balkin & Gomez-Mejia, 1984, 1987), including the pay of scientists and engineers directly involved in the innovation process (Balkin & Bannister, 1993) and the pay of CEOs (Balkin et al., 2000). A central question in this research is how to best promote the innovative contributions of individuals, given the inherent uncertainty of the ultimate success of an innovation.

Angeles Montoro-Sanchez et al., (2011) “Human resource management and corporate entrepreneurship”. In this research article authors observed that, the commonality in most conceptualizations of CE is the dimension of innovation. As a result, corporate entrepreneurship is considered as the process of enhancing the ability of the firm to acquire and utilize the innovative skills and abilities of the firm’s members. In increasingly dynamic and demanding environments, established firms need to develop entrepreneurial behavior – innovation, corporate venturing and strategic renewal – in order to compete successfully and to create value, both for themselves and for the economic system as a whole. Human resources play an essential role in so far as they can encourage or hinder corporate entrepreneurship.

Employees capable of innovating, taking risks and exchanging knowledge are necessary, accompanied by reward systems that encourage this type of behaviour.

Hayton (2005) ‘Promoting corporate entrepreneurship through human resource management practices: a review of empirical research’ In this article highlights the complexities of managing HR with the aim of promoting CE. HR practitioners must focus upon the dual goals of encouraging risk acceptance and collaboration. One important implication that we draw from the extant literature is that HRM practices should be as focused upon building relationships among employees as they are upon matching individual employees to the job situation (Hayton, 2004). Although the traditional model of HRM encourages the matching of employee contributions to organizational needs and inducements, a perspective that is more relevant to CE would encourage the building of relationships among employees, between employees and the organization, and between employees and key organizational stakeholders. These intra- and interorganizational relationships represent essential channels for the flow of knowledge and information, the building blocks of innovation and entrepreneurial opportunities.

Inderpreet et al.,(2008) “Entrepreneurship, Emerging Technologies, Emerging Markets” In this research note has explored the opportunities and risks presented by emerging markets and emerging technologies. It has been noted that entrepreneurial strategies are adopted by both small, flexible organizations and corporate entities with the ambition of gaining competitive advantage. The need to recognize and develop appropriate competencies to gain leverage in uncertain markets has been clearly identified. Accordingly, drawing upon case study examples, two pathways are identified which entrepreneurial and entrepreneurial organizations can pursue to facilitate the development of required competencies. A pathway is also identified which enables corporate

entities seeking to engage with and develop an entrepreneurial stance to achieve this in a more Schumpeterian fashion

In recent years, taking the network as medium, using Internet to conduct business online entrepreneurial activity obtained the unprecedented rapid development. Under the condition of the electronic commerce environment, the growth of new ventures in virtual community, enough popularity is the foundation of network enterprise survival, customer loyalty is the key to its continued growth, at the same time, the business enterprise market opportunities and resource acquisition also depends on the startup position in social networks and trust.

Fig. 1 Entrepreneurship activities



Impact of Electronic Mode of activities in Enterpreneurship

E-commerce has a major impact on the retail industry and entrepreneurship in a variety of ways. Retailers have had to adapt to new technological demands from users to allow them to participate in the e-business world. It has revolutionized the way companies, regardless of size, do business. The implication was that the retail industry was in decline as e-commerce took over. Every traditional retailer now has web and mobile offerings, while many e-commerce companies, like Amazon, War by Parker, and Bonobos, are opening brick-and-mortar shops. In the contradictory the e commerce made easy flow of products and services to the end user but this made it removal of human activities in this process this leads to unemployment. The profit of physical stores drastically declined and leading to close of physical stores.

The effects of automation on the economy, when it comes to robots, though, means that a job that was once filled by people is now being filled by machines. Many might find a problem with this and think that machines are beginning to replace people, and they are, but only when it comes to jobs that can be performed by a machine better. Many people think that every job in our society can be replaced by a machine but that is wrong. Humans still have an immense value over machines and even recently, According to a new report by **McKinsey Global Institute (MGI)**, by 2030, as much as 30 percent of work done globally could be automated. The study assessed the effects of automation in various socioeconomic environments. The report titled "**Jobs lost, jobs gained: Workforce transitions in a time of automation**," is built on previous MGI research study published in January 2017. It suggests that as many as 375 million human workers could end up shifting jobs or learning new skills as a result of intelligent automation. However, the variation in numbers depends on how fast automation occurs

Some Consequences of the of Electronic in the Human Resource Management Function Are

- IT destroys traditional, intensive manual labour, but gives birth to new jobs (Webmasters, media brokers, html programmers.)
- Tele working and flexible consideration of time and space are part of the job's description. Privacy has also become a relevant issue, since the distinction of personal and professional related information is blurred, as well as blending personal time and working hours.
- Geographical barriers disappear, up to the point in which some business is working 24 hours a day by using time zones appropriately.
- Multifunctional skills and team working are required abilities for new economy's employees

SUGGESTIONS

- E- Commerce must be under government regulation.
- Restriction to all companies to limit the offers and cash back schemes to customers.
- Constitute a board for inspection of quality of goods and services from e- commerce business.
- Strict regulation towards FDI on E-commerce.
- For new start Ups mandatory to register for E-commerce business with Government Board.
- Maintain transparency about E-commerce products from all the companies.
- Constitute special grievance cell for customers for e-commerce business transaction.

CONCLUSION

From the last decade Online retailing is growing at an astonishing rate, with **online activities** now accounting for around one quarter of the total business activities. Entrepreneurs who ignore e-commerce may see their trade lessening as customers continue to shift to ordering products online. However new startups need to think carefully and weigh all the advantages and disadvantages - backed by good market research. The e commerce made easy flow of products and services to the end user but this made it removal of human activities in this process this leads to unemployment. The profit of physical stores drastically declined and leading to close of physical stores. Government must throw light on regulation for e-commerce business and bring it into customer friendly user.

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ROLE OF SOCIAL MEDIA AND SMARTPHONE FOR ONLINE BUSINESS: AN EMPIRICAL STUDY FOR WOMEN ENTREPRENEURS IN KOLKATA

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ABSTRACT

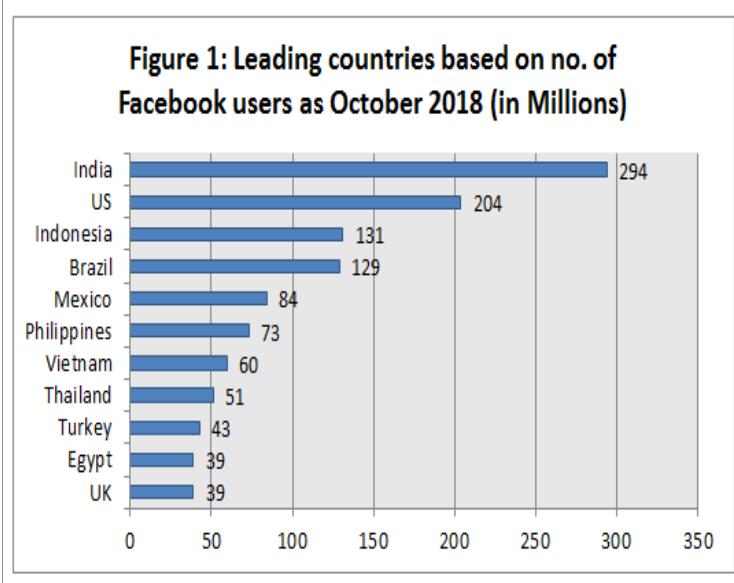
According to some researchers, social media is the best platform for opportunities to connect with targeted customers for business. Many business executives as well as decision makers try to discover various ways to make profitable use of social media for their firms. Not only that, many small businesses are being set up by people of different age-groups and different backgrounds depending on social media as their tool of marketing and advertising. Many people who were never interested in business or did not have any ideas how to start one, have shown courage to use their skills and start own business with a small capital investment. The availability of smartphones with active internet connection has worked as a catalyst to this purpose. In this paper, the aim is to study the role of social media and smartphones for small scale business. A primary data survey and analysis has also been done on women entrepreneurs of all age groups in Kolkata.

Keywords: Social media, Smartphone, Facebook, Social media marketing, Business, Entrepreneurs.

INTRODUCTION

When we talk about social media, the first and foremost word comes to our mind in “Facebook”. Mark Zuckerberg launched Facebook in the year 2004 from his Harvard dormitory room. Since then there have been a long path to be covered by Facebook. According to data till the third quarter of 2018, there are 2.27 billion

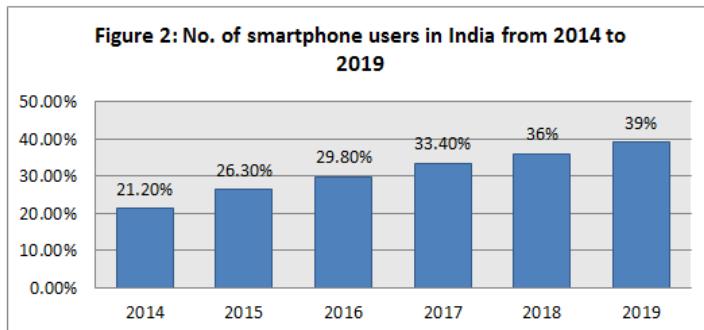
monthly active users throughout the world and India is leading with 294 million active users as of October 2018. In the journey of these 14 years, there had been development of various applications being done. Other than Facebook, we have Twitter, Instagram, WhatsApp and so on.



Source: Statistica

On the other hand, smartphones have become so easily available to most of the people. Previously mobile phones were only meant for calling and sending messages. But now the uses have no bounds. . A smartphone can perform many functions at a time. Apart from communication, it provides entertainment, social platform, banking system and commercial market. A smartphone along with an active and fast internet connection brings the world in our pockets. So it brings a lot of opportunities if it can be used wisely in all sectors like education, business, learning various foreign courses, jobs to name a few. The smartphone industry is a booming market as far as India is concerned. . In 2017, number of smartphone users

in India is estimated to reach nearly 299.24 million which is approximately 33.4% of the mobile users and 25% of the overall population in India. According to the predictions done by Statistica in 2017, 36% of total mobile users in India will own a smartphone in 2018 and 39% in 2019.



Source: Statistica

Smartphones provide apps of all kinds to be installed in it. These social media provide a huge connectivity and communication to many people across the world. This communication can be utilized in various ways. Those who are interested in business can use this huge communication as their customer base. Initially online business could be done only by opening own website which was an expensive option and could be afforded by few people. Also these types of step require a minimum level of knowledge and education. There was another way of doing online business, selling own items in shopping websites like Amazon, Ebay etc. But past few years, it has been noticed that a huge number of people have chosen social media like Facebook as their business platform. This has encouraged many people of different backgrounds to start business and do the marketing in social media. In fact it has given rise to the new term “Social Media Marketing” or SMM. It is considered to be the latest ‘Buzz’ of marketing. It involves the use of social networks, blog

marketing etc. India is probably one of the first proponents of Social Media Marketing.

The major benefit drawn from business in social media is it helps to reduce the cost of marketing. Those who are starting a business need not to hire anyone for marketing and advertising. This also helps in generating exposures to business. As a result, there will be more sell of products and services and hence there will be a rise in search engine ranking. This will give a boost to the business.

As mentioned earlier, these social media have given birth to entrepreneurs from various backgrounds. People from non-business background, students, housewives, and retired people have grown interest in business due to the benefits of social media marketing. People, who are doing jobs, have also taken interest in business along with their jobs. Some people are interested in selling branded products, handmade products while some are interested in reselling various products. Some people provide supplies for parties, bake cakes for various occasions, deliver food, provide services like salon, pest control etc.

In this paper we have conducted a primary data survey on women entrepreneurs who are from different backgrounds have selected Facebook, Instagram and WhatsApp as their business platform. We have done statistical analysis on the data that we have collected.

OBJECTIVES

The objective of the study is to analyse the choice of mode of business, device to carry out business, mode of marketing and social media on the basis of different demographic factors.

Research Methodology

Data:

- The study is based on primary data collected from 52 female respondents in Kolkata by means of a structured questionnaire.

Sampling:

- Snowball sampling has been done. By snowball sampling, we mean the procedure that when we get response from a respondent, we ask whether she knows anyone else doing business in social media.

Software used for analysis:

- Microsoft Excel for the graphs and charts
- R for statistical tests and calculations

Analysis of data:

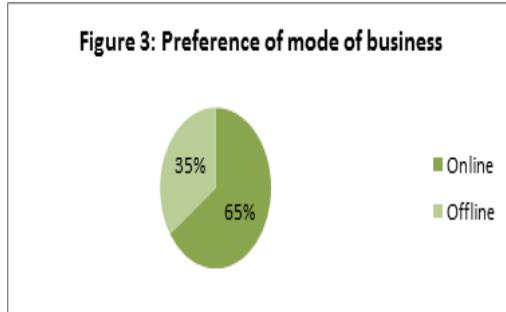
The demographic analysis is done at the beginning of the analysis as the data is not uniform according to all demographic factors. We have already mentioned that all our respondents are female. The percentage of respondents in each group is shown in Table 1. The mean age of our data is 34 years while the modal age is 31.5 years.

Table 1: Distribution of age

Age-group	No. of respondents	Percentage
15-25	8	15.38
25-35	23	44.23
35-45	15	28.85
45-55	3	5.77
55-65	3	5.77
Total	52	100

According to educational qualification, we have 48% of respondents who have done Masters followed by a 36.5% graduates. Rest of 15.5% belong to either secondary or higher secondary group. 29% of respondents are single while 71% are married. 84% reside in urban areas while rest 16% reside in semi-urban areas which are in outskirts of Kolkata.

All the respondents in the sample are engaged in online business, although some of them carry on their business both online and offline. Their preference of mode of business was asked and the following result was obtained.'



65% women prefer online business while 35% women still prefer doing the traditional way of business i.e. offline business. Chi-square test for homogeneity is performed to compare the proportions of online and offline business to be uniform throughout all groups of different demographic factors. Hence we state the following hypotheses.

H_{AO} : Proportions of online and offline business are homogenous in all age groups

H_{EO} : Proportions of online and offline business are homogenous in all educational qualification groups

H_{MO} : Proportions of online and offline business are homogenous for married and single respondents.

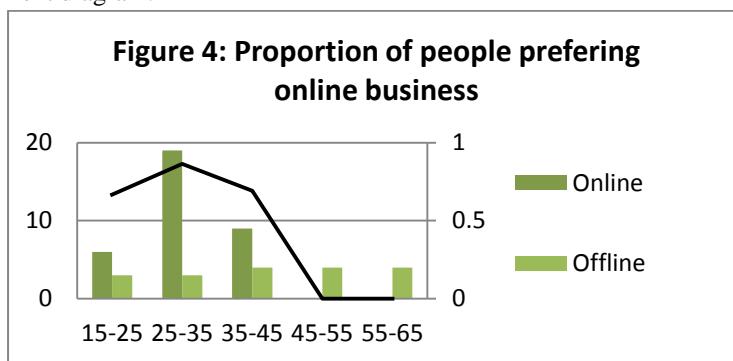
H_{RO} : Proportions of online and offline business are homogenous for respondents residing in urban and semi-urban regions Against the corresponding alternative hypotheses

H_{AI} , H_{EI} , H_{MI} , H_{RI} : Proportion of mode of business is not independent of all the demographic factors namely age, educational qualification, marital status and residence.

Table 2: Test of Homogeneity for mode of business

Demographic Factors	Chi-square value	D.F.	P-value	Comparison	Decision
Age	15.321	4	0.00408	< 0.05	Reject
Education	3.716	4	0.4458	> 0.05	Accept
Marital Status	1.3624	1	0.2431	> 0.05	Accept
Resident	0.33484	1	0.8548	> 0.05	Accept

It is observed that preference of online and offline business is homogenous for all demographic factors except age. Hence we present the proportion of people preferring online business in the next diagram.



We observe that the proportion is very high in the age-group 25-35 while the proportion is equal to zero for the last two age groups. Evidently young women prefer online business more than aged women.

The respondents were questioned about the device they use for online business. 92% of respondents are comfortable with smartphones while only 8% said that they prefer laptops for their business.

Figure 5: Preference of device



Chi-square test for homogeneity is performed to compare the proportions of smartphones and laptops to be uniform throughout all groups of different demographic factors. Hence we state the following hypotheses.

H_{AS0} : Proportions of smartphones and laptops are homogenous in all age groups

H_{ES0} : Proportions of smartphones and laptops are homogenous in all educational qualification groups

H_{MS0} : Proportions of smartphones and laptops are homogenous for married and single respondents.

H_{RS0} : Proportions of smartphones and laptops are homogenous for respondents residing in urban and semi-urban regions

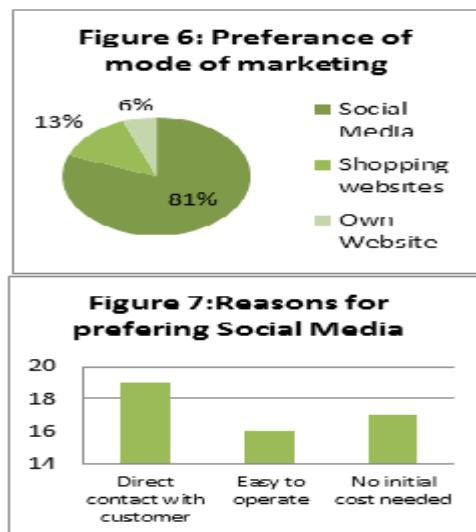
Against the corresponding alternative hypotheses

H_{AS1} , H_{ES1} , H_{MS1} , H_{RS1} : Proportion of devices is not independent of all the demographic factors namely age, educational qualification, marital status and residence.

Table 3: Test of Homogeneity for devices

Demographic Factors	Chi-square value	D.F.	P-value	Comparison	Decision
Age	4.404	4	0.3541	> 0.05	Accept
Education	0.878	4	0.9277	> 0.05	Accept
Marital Status	0.51814	1	0.4716	> 0.05	Accept
Resident	2.5×10^{-25}	1	0.999	> 0.05	Accept

It is observed that preference of smartphone and laptop is homogenous for all demographic factors.



It can be seen that the preference of social media is very high compared to other options. The reasons for preferring social media for marketing are also shown in the diagram.

Chi-square test for independence is performed to detect whether the choice of mode of marketing is independent of different demographic factors. Hence we state the following hypotheses.

H_{AM0} : Mode of marketing is independent of all age groups

H_{EM0} : Mode of marketing is independent of all educational qualification groups

H_{MM0} : Mode of marketing is independent of for Marital status.

H_{RM0} : Mode of marketing is independent of residence.

Against the corresponding alternative hypotheses

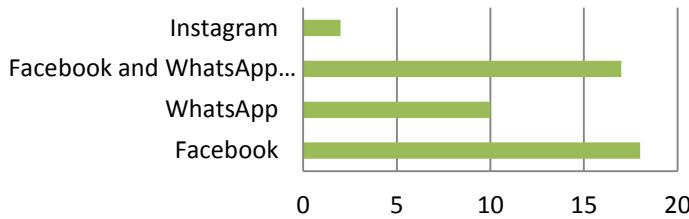
H_{AM1} , H_{EM1} , H_{MM1} , H_{RM1} : Mode of marketing is not independent of all the demographic factors namely age, educational qualification, marital status and residence.

Table 4: Test of Independence for mode of marketing

Demographic Factors	Chi-square value	D.F.	P-value	Comparison	Decision
Age	13.392	8	0.0991	> 0.05	Accept
Education	11.185	8	0.1914	> 0.05	Accept
Marital Status	0.88293	2	0.6431	> 0.05	Accept
Resident	1.2017	2	0.5483	> 0.05	Accept

It is observed that preference of mode of marketing is independent of all demographic factors.

Figure 8: Preference of social media for marketing



Facebook seems to be the most popular among the all the social media for business purpose.

Chi-square test for independence is performed to detect whether the choice of social media is independent of different demographic factors. Hence we state the following hypotheses.

H_{AC0} : Social media is independent of all age groups

H_{EC0} : Social media is independent of all educational qualification groups

H_{MC0} : Social media is independent of for Marital status.

H_{RC0} : Social media is independent of residence.

Against the corresponding alternative hypotheses

H_{AC1} , H_{EC1} , H_{MC1} , H_{RC1} : Social media is not independent of all the demographic factors namely age, educational qualification, marital status and residence.

Table 5: Test of Independence for choice of social media

Demographic Factors	Chi-square value	D.F.	P-value	Comparison	Decision
Age	19.663	12	0.07373	> 0.05	Accept
Education	17.791	12	0.1222	> 0.05	Accept
Marital Status	0.8174	3	0.8453	> 0.05	Accept
Resident	1.6628	3	0.6452	> 0.05	Accept

It is observed that preference of social media is independent of all demographic factors.

Limitation of the Study

- The sample size is small and limited to city of Kolkata.
- The sample is not uniformly distributed according to the demographic factors.
- Interpretation of the study is based on the assumption that the respondents have provided true and correct information..

CONCLUSION

Social media is the most preferred mode of online business among the women entrepreneurs and among all the social media Facebook and WhatsApp provide the most convenient way of marketing. The reasons for choosing social media are low cost, convenience in using and reaching out to people. Smartphones play a vital role in these online businesses. Although online business is more popular among young girls, but aged women are also doing it along with offline business to stay in the competition.

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A STUDY ON DIGITAL EDUCATION IN INDIA CHALLENGES AND SCOPE

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ABSTRACT

Traditionally education is centered on sources such as schools, teachers and print media. The learners reached the information sources by enrolling with schools, teachers and libraries. Prior to the digital era, information was not accessible by the majority of people, and even those accessed were unable to obtain current information with respect to today's context. The modern society wants to know the information as it happens and when it happens, and the world is moving from an information society to a knowledge society. Thus education is given the highest priority and brainpower is becoming the most valuable asset of an organization. Advances in digital technology have opened up many avenues of learning. Technology has made information accessible / transmittable from anywhere and by / to all groups of people. Education has reached most parts of the world and ICT has become an integral part of human life. This paper describes the process of generation, creation and acquisition of knowledge through the technology.

Keywords: Education System, Digital Learning, Technology, Digital Education.

INTRODUCTION

The role of technology in education has been an important question since the potential of computer technology to transform Skinner's teaching machines was recognised in the 1960s. It remains an important issue today with debates about the impact of technology on our society, the implications of quick and easy online

access to information for knowledge and learning and the effect of technology on young people's social, emotional and physical development frequently in the news. It is therefore important to take stock of what we know about the impact of digital technology on education from what we have learned over the last fifty years. Appendix 1 sets out a number of these issues in terms of some contemporary myths about the effects of technology. The main approach used to evaluate the impact of technology on teaching and learning in schools has been where pupils' attainment across a range of tested curriculum outcomes has been correlated with the quantity or quality of technology which was available or which they experienced in their institutions (see, for example, Watson, 1993; Wenglinsky, 1998; Weaver, 2000; BECTA 2003). In the USA, only a small relationship between computer use in the school curriculum and improvement in pupils' test scores was found in a longitudinal study (Weaver, 2000). At this very general level, computer use makes very little difference to pupils' achievement. Modern Foreign Languages and Design Technology. An association between high ICT use and higher pupil attainment in primary schools was also reported in an earlier Teacher Training Agency study (Moseley et al. 1999, p 82) though the interpretation by the research team was that more effective teachers (and more effective schools) tended to use more innovative approaches, or chose to use the ICT resources that they had more appropriately, rather than that the technology itself was the cause of the differences in pupil performance. This connection between technology and learning is found fairly consistently however, and other studies have indicated a stronger association. The ICT Test Based evaluation identified a link between high levels of ICT use and improved school performance.

Digital education means digital learning. It is a type of learning that is supported by digital technology or by instructional practice that makes effective use of digital technology. Digital learning occurs across all learning areas and domains. Digital education gives win-win opportunities for all, at one side School,

colleges and other institution finds the rapid rise in enrolments and added revenue because of digital education, and on other side students view this as a flexible and alternate option allowing them to study as per their convenient time and pace. Teachers and professors too find it convenient to prepare their teaching plans aided by digital technology. Teaching and learning becomes a smoother experience as it includes animations, gamification and audio-visual effects. Over the last few years digital education in India is evolving at faster pace. It is changing the way students learn different concepts and theory in school and colleges. The traditional chalk and talk method in school and colleges has been slowly changing with more interactive teaching methods as schools and colleges are increasingly adopting digital solutions. Digital learning guarantee more participation from students as the current generation of students are well-versed with laptops, I-pads, and smartphones. There are different private players in the field of digital education like Educomp, Tata Class Edge, Pearson, and TeachNext who are continuously engage and developing different interactive software to help teachers in classroom teaching.

OBJECTIVES OF THE STUDY

The objective of the research paper is to study

1. To study the component of digital education in India.
2. To utilize the benefits of Digital Education.
3. To understand the Scope of Digital Education in India.
4. To overcome the Challenges of Digital Education

Research Methodology

The study is primarily based upon the secondary data. The research for this paper was conducted through literature review, without any empirical work being conducted. The Secondary data is collected from related journals, articles, official websites, and government reports in order to analyze the context.

Digital Education in India

With the development of Internet, mobile phones, mobile apps, tablets, laptops, and other modern devices, things are becoming more and more digitalised in today's world. The education system in India's metros and other cities has also become modernised to a great extent, making way for digitalisation. With a number of International schools coming up, digital education is making its way into the education system of India and is taking the place of the traditional classroom training.

Basic Difference between Digital Education and the Class Room Education

Gone are those days when classroom training was restricted to textbook learning, teachers using the blackboard to explain things and students writing down notes in copies. The traditional teacher-centred methods of teaching and task-based approaches to learning focused more on making notes and memorization. However, it's no more chalk and talk in most schools. Classroom teaching has become more and more interactive nowadays with the use of digital methods such as PPTs, video presentations, e-learning methods, practical demos, online training and other digital methods or platforms.

Advantages of teacher-Led Classroom Training

1. This is an efficient method of presenting a large volume of study material to students.
2. It is a personal, face-to-face type of training.
3. Everyone gets the same information at the same time.
4. It is cost-effective.

Disadvantages of teacher-Led Classroom Training

1. Sometimes it is not interactive.
2. Success of the lectures depends on the effectiveness of the teacher.
3. More of memorising and mugging up for the students, instead of enhancing their mental skills and abilities.
4. Time taking.

How Does Digital Education Benefit the Students?

1. Interactive: With digital education, classroom teachings have become more fun and interactive. Children tend to be more attentive. They are not only listening but also viewing it on the screen which makes their learning all the more effective. Here, sounds and visuals go hand-in-hand which is easy for the child to grasp.

2. Attention to details: Interactive online presentations or practical sessions in educational content through interactive screen time help the students to pay more attention to details which enable them to complete their activities on their own.

3. Quick completion: Using tabs, laptops or notepads, instead of pens and pencils, motivates children to complete their tasks quickly.

4. Vocabulary: Active online screen time helps students develop language skills. By reading eBooks or accessing study materials online, they learn new words and expand their vocabulary.

5. Learn at his pace: Many a times, a student hesitates to ask a question to his teacher in classroom training. But with digital education, even if he does not understand anything at one go, he can attend the recorded sessions to clear his doubts. Technology enables a student to learn at his own pace.

6. User-friendly: The best thing about digital education is that it is user-friendly. You can very well access your curriculum wherever you are. You can learn on the go. Even if you miss certain classes, you can access the class notes and download files from the school website.

7. Learn on his own: Also, nowadays, online study materials are easily available. Even if the entire education system is not digitalized, yet students can leverage the power of digital content depending upon their capabilities. So students, can access exclusive online study modules of various subjects, which help them to enhance their knowledge even without a teacher.

8.External guidance: With online education, students can even further connect with distant counselors and faculty to seek guidance or resolve queries.

9.No Physical Boundaries: Digital Learning has no locational and time restrictions. In case of face-to-face learning, the location limits the group of learners to those who have the ability to participate in the area. But this is not the case in digital learning. In digital learning, there is no physical restriction and the learner can attend the sessions anytime, anywhere according to his/her comfort.

10.More Engagement: Digital learning is a more engaging experience as compared to traditional learning. Through digital learning, a course can be designed in a way that makes it interactive and fun through the use of multimedia. Even, the more recently developed methods of gamification can be used to enhance the engagement factor.

11. Cost effective: Digital learning is cost effective way of education as compared to traditional learning. This is directed towards both learners and teachers. In digital learning, here is a good chance that you don't have to pay exorbitant amounts of money to acquire textbooks for school or college. As textbooks often become obsolete after a certain period of time, e-learning is definitely a cost effective way of learning because of the reduced cost.

12.Comfort Zone: Comfort zone can be established in digital learning as you can study at the time that suits you. In case of traditional learning where all the students have to present in the class when the teacher is teaching. The same is not the case which digital education. In digital education, the student can study at the time of his own comfort.⁴⁷

Disadvantages of Digital Education for Students

However, digital education also has its disadvantages:

1.Expensive: First of all, it is expensive. That is why we see that most International schools and schools that have digital education are far more expensive than the regular schools.

2.Infrastructure: To have digital education means, you need to have a proper infrastructure not only at schools but also at homes, particularly affordable broadband.

3.No fixed schedule: Online learning requires much better management and rigid schedules, whereas in traditional classroom training, everything is as per a fixed schedule.

4.Reduces creative abilities: Getting all answers on the net easily also reduces the children's own creative abilities.

5.Lazy approach to studies: This may lead to poor study habits and can develop in children a lazy attitude. Digital education can also make children forget the basic way of studying. Even for simple problems and homework, they are used to seeking help from the net.

6.Security: Last but not the least, going online does not mean that your child is only looking for study materials. There are many things which a child might come across that are not good for him.

So, digital education has its pros and cons. So, students need to be properly guided by their parents and teachers every time they are going to use the online technology.

Challenges of digital Education

Some of the major challenges for digital education in India are:

1.Resource and internet connectivity related challenges:

One of the main challenges for digital education in India is poor internet connectivity in rural areas and some part of urban areas. Majority of population across India has still no access to internet and a large population in rural areas is still illiterate in the field of digital technology. More Innovations required to make the digital education more interactive and robust.

2.Shortage of trained teachers:

A major obstacle in the use of digital education in rural area is the lack of knowledge and skills. There is a shortage of teachers, formally trained on digital technology. In some of the academic institution in rural areas, school teacher and college professors are not interested in using digital tools for conducting classes. They feel that a lot of information is explained to the students at one go through the digital medium and they prefer traditional teaching methods of chalk and blackboard. In rural areas, primary teachers and senior teachers are reluctant to get trained and adopt digital technologies for digital education in school because they are in view that these disruptive technologies are out to replace them permanently.

3. Language and content related Challenge:

Languages is one of the main barriers for the development of digital education in India, there are several different languages in different state have been spoken all across country, pushing all the digital content in all these regional languages some time becomes difficult for the agencies.

4. Poor maintenance and upgradation of digital equipment:

In rural areas maintenance and upgradation of digital equipment is one of the major challenge. This is largely due to budgetary constraints by government. The digital education projects in rural schools are not self-sustainable. At initial stage various projects have been launched by government for the development of digital education, but later, they have not been taken due care for the maintenance of digital equipment which is affecting the digital education development in rural areas.

5. Insufficient funds:

Digital education involves effective and efficient usage of appropriate and latest hardware and software technology available in the market. In developing countries like India, digital technology implementation into education systems is a difficult task as it requires huge funds and infrastructure. Through Digital India

programme, the government has promised availability of funds for technology implementation but lack or insufficiency of finances leads to redundant and obsolete infrastructure and equipment's in rural schools.

Scope of Digital Education in India

Globally India holds an important place in the field of education. There are more than 1.4 million schools all over the country having over 227 million students enrolled across different fields and more than 36,000 higher education institutes. India has become the second largest market for digital education after the US. However, there is still a lot of scope for further development in the field of digital education. There are some major investment and developments that have been taken place to promote the digital education in India. Some of them are:

1. NIIT, which is pioneer in Training and skills development is planning to offer online courses from leading international universities to about 5 lakh people over the next three years with US-based edX.
2. A digital education start-up, Byju's, has raised US\$ 50 million from the Chan Zuckerberg Initiative, founded by Facebook founder Mark Zuckerberg for the development of digital education in India.
3. Intel Corporation, a US based multinational technology firm is planning to provide optimised learning solutions and extended computing technologies to students and schools across the country.
4. In the field of information technology, the Cisco Systems plans to invest US\$ 100 million in India over the next 2 years for the development of digital education which will include opening of six new innovation labs, which will help to train around 250,000 students by 2020.
5. Tata Trusts which is the part of the Tata Group and Khan Academy are starting webbased free learning portal to provide free digital education in India.

6. Ignis Careers and SEED, Hyderabad-based education start-ups are working to provide low-cost school education with the help of digital technology.

Key Outcomes of Digital Learning

1. E-Learning should be more focused on knowledge creation rather than merely on knowledge acquisition. As knowledge is the integral part of this century.

2. Developing collective cultural practices, physical learning is important as learning takes place between people and their cultural surroundings.

3. Along with emotional and cognitive development, Social and Emotional Learning (SEL) are also essential for the development of the students.

4. Instead of computer-supported learning, it would be advisable to talk about new forms of Socio-Digital Participation (SDP). This includes media literacy, such as using social media and search engines.

Constant reforms in schools and teacher education is essential for development. The schools are not following the important developments of society. There is no evidence that learning styles or types would be informative in designing learning environments. Alternatively, it would be advisable to observe users' motivational profiles or study orientations. Meaningful and engaging learning methods are advisable, which support collaboration and self-regulation.

CONCLUSION

Education sector in India has seen a series of rapid expansion in last couple of years which helped to transform the country into a knowledge haven. The study clearly points that development of education infrastructure is required for the development of digital education across the country. This will lead to considerable increase in infrastructure investment in the education sector. Democratic governance, English speaking tech-educated talent and a strong legal and intellectual property protection framework are required for

the development of digital education in Indian society. Government of India has also taken major Initiatives for the development of digital education in India like opening of IIT's and IIM's in new locations as well as allocating educational grants for research scholars in most government institutions. Digital literacy scheme to be launched for covering six crore additional rural households. The Government of India has further announced plans to digitise academic records such as degrees, diplomas, mark sheets, migration certificate, skill certificate, etc. from secondary to tertiary-level institutions into a National Academic Depository (NAD). The study highlighted the different challenges of digital education in India. Government of India needs to take the required measures to overcome these challenges for the development of digital education in India.

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THE THEORETICAL STUDY OF GREEN MARKETING IN INDIA: EMERGING OPPORTUNITIES AND CHALLENGES

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ABSTRACT

Green marketing is a phenomenon which has developed particular important in the modern market. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. Increasing mindfulness on the different ecological issues has driven a movement in the way customers approach their life. Individuals are effectively attempting to decrease their effect on nature. However, this is not widespread and is still evolving. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. Environmental problem is the biggest problem and have to solve to survive in this world because of which it is important to implement the green marketing concept. India is one of those countries who have started to explore more about this concept. So, this paper also describes the challenges of adopting green marketing concept.

Keywords: *Green Marketing, Environment, Green Products. Consumer; Marketer*

INRODUCTION

Global warming, carbon credits, ozone depletion, environmental hazards, environment impact assessment have all become common terminology in the 21st century and it is an indication of environmentally conscious society. Society becomes more concerned about natural environment when ill effects of environmental degradation are experienced

by the society. One of the reasons for this degradation is problems that arise out of mass production, mass consumption and mass marketing of environmentally irresponsible products. As a result business houses have begun to modify their behavior in an attempt to address these kinds of ‘new’ concerns of the society. Conventional marketing involves selling products and services that satisfy consumer needs at affordable prices but green marketing has the additional challenge of defining ‘what is green’ and developing and selling products that the consumer will like.

OBJECTIVES OF THE STUDY

1. To know the concept of green marketing.
2. To know about the evolution of green marketing concept.
3. To identify the importance and need of green marketing.
4. To study the challenges and opportunities of green marketing.
5. To know about green products introduced in India

Research Methodology

The research is theoretical in nature entirely depend on secondary data; it focuses on Literature review, News Papers, Journals, websites and the other reliable sources.

Review of Literature

Prothero, A. & Fitchett, J.A. (2000) argued that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Oyewole, P. (2001) in his paper presented a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumer's awareness of environmental justice, and their willingness to bear the costs associated with it.

Rowlands et al. (2002) emphasised on three things namely cost, public perception of environmental impact and environmental certification which should be considered by developers of green power product. A significant difference was found in this study regarding the willingness to pay a large premium for green power.

Karna, J., Hansen, E. & Juslin, H. (2003) interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Sanjay K. Jain & Gurmeet Kaur (2004) in their study of environmentalism which had fast emerged as a worldwide phenomenon discussed business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper made an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

Donaldson (2005) in his study realized in the Great Britain that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Eraj & Martizaz (2006) defined that those individuals who have most value about ecological matters, they have a higher environmental knowledge. Those consumers who were aware of environmental problem tried to do something about to solve these problems.

Alsmadi (2007) while investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products did not appear to have any effect on the final decision, obviously because these consumers had a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles were further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility.

Grant, (2007) Green marketing is a creative opportunity to innovate in ways that make a difference and at the same time achieve business success.

Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Gupta & Ogden (2009) stated that purchasing of green products depends on certain individual characteristics as like reference groups, trust in others, and success of green products and cost of cooperation to the individual. Green product success depends on consumer tendency and understanding of green marketers for individual factors to encourage the cooperation.

Kim & Chung (2011) found that Past experiences with organic personal care products also have an impact on purchase intention of such kind of products.

Park & Ha (2012) have found difference in pro environmental behaviour of green product purchaser and green product non-purchaser, and different psychological factors regarding the recycling. Purchasers have the different levels of attitudes, behavioural intention towards recycling & personal norms.

Evolution of Green Marketing

Green Marketing has been an important academic research topic since its inception. The concept of green marketing has been around at least since the first Earth Day in 1970 and later when the American Marketing

Association organized workshop on Ecological Marketing in 1975. But the idea did not catch on until the 1980s, when rising public interest in the environment led to a demand for more green products and services.

The evolution of green marketing involves three phases.

First phase was termed as "**Ecological**" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.

Second phase was "**Environmental**" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was "**Sustainable**" green marketing. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way.

Meaning of Green Marketing

The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. It was the first time green marketing came into existence in the year 1980. AMA defines green marketing as the marketing of products that are presumed to be environmentally safe; it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases awareness on compliance marketing amongst industries. Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment and reflect the level of its concern for the community. It can also be seen as the promotion of environmentally safe or beneficial products.

Need of Green Marketing

Issues like Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vigor and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. However, harm to environment cost by sustain business across the globe is

realized now though off late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthropological perspective of long-term sustainable business and to please the consumer and obtain the license by the Governing body Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

- It helps in reducing the environmental damage.
- Improves the company image and sales of the product.
- Creates customer awareness about ecological problems.
- Makes customer enjoy the benefits of a product or service thereby also contributing to environmental benefits.
- Company's become more accountable for producing and marketing products without any bad effects on the environment.

Challenges in Green Marketing

In spite of the fact that an extensive number of firms are honing green promoting, it is not a simple employment as there are various issues which should be tended to while executing Green showcasing. The real difficulties which Green showcasing must be confronted are:

1. Need for Standardization

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing, the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

2. New Concept

Indian literate and urban consumer is getting more aware about the merits of Green products. However, it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's Ayurvedic heritage, Indian consumers

do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects, the consumer is already aware and will be inclined to accept the green products.

3. Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

4. Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. In addition, if the green products are priced very high then again it will lose its market acceptability.

5. Non Cooperation

The organizations honing Green showcasing need to endeavor hard in persuading the partners and numerous a times it might neglect to persuade them about the long haul advantages of Green advertising when contrasted with fleeting costs.

6. Sustainability

Initially the benefits are low since renewable and recyclable items and green advances are more costly. Green showcasing will be fruitful just in long run. Consequently the business needs to anticipate long haul instead of transient methodology and plan for the same, in the meantime it ought to abstain from falling into bait of deceptive practices to make benefits in short term.

7. Convincing Clients

The clients may not put stock in the association's system of Green promoting, the firm accordingly ought to guarantee that they embrace every

single conceivable measure to persuade the client about their green item, the most ideal choice is by executing Eco-marketing plans. Once in a while the clients may likewise not will to pay the additional cost for the items.

8. Cost Factor

Green showcasing includes advertising of green for which a ton of cash must be spent on R&D programs for their advancement and resulting special projects which at last may prompt expanded expenses.

9. Unaware Customers

Customers are unaware about products “Green Marketed” product and how they help in reducing the bad environmental effect.

10. Unwillingness of customers to pay a premium price

Sometimes customer need to pay a little extra for a “Green Marketed” product and because of the price customers ignore it. Ex- The cost of a polythene bag is Re.1, and the cost of a biodegradable poly bag is Re.2.

Opportunity for Green Marketing in India

In India, around 25% of the consumers prefer environment friendly products, and around 28% may be considered health conscious. Therefore, green marketers have diversified to fairly sizeable segment of consumers to cater to.

1. Social Responsibility

Many companies have started realizing that they must behave in an environment friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives respecting the principle of Extended Producer Responsibility (EPR).

2. Governmental Pressure

Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by-products. These reduce the industry's production and consumer's consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags, prohibition of smoking in public areas, etc.

3. Competitive Pressure

Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.

4. Cost Reduction

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop a symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material.

Green Products in India

- 1. Wipro Info tech** (Green It) was India's first organization to dispatch environment benevolent PC peripherals.
- 2. Samsung**, was the first to dispatch eco benevolent versatile handsets (made of renewable materials) – W510 and F268-in India.
- 3. Oil and Natural Gas Corporation Ltd. (ONGC)**, India's biggest oil organization, has presented vitality proficient Mokshada Green Crematorium, which spares 60% to 70% of wood and a fourth of the blazing time per incineration.
- 4. Reva**, India's own special Bangalore based organization was the first on the planet to financially discharge an electric auto.
- 5. Honda India** presented its Civic Hybrid auto. ITC has presented Paper Kraft, a premium scope of eco-accommodating business paper.
- 6. Indusland Bank** introduced the nation's first sun based fueled ATM and in this manner realized an eco-savvy change in the Indian saving money segment.
- 7. Suzlon Energy** produces and markets wind turbines, which give an option wellspring of vitality in light of wind force. This green activity taken by the organization is critical for decreasing the carbon impression.

CONCLUSION

Green Marketing is still in the stage of childhood in the Indian companies. Lots of opportunities are available. Now this is the right time to select Green Marketing globally. It will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

With the threat of global warming, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy efficient lamps and other electrical goods. Indian market Customers too are ready to pay premium price for green products. One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environment friendly life styles.

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FINANCIAL ACCOUNTING IN DIGITAL ERA

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ABSTRACT

The 21st century is sometimes referred to as the Digital Age due to the fact that so much of what we do is done digitally. This includes accessing our news, information and entertainment on mobile devices like smart phones and tablets. Digitalization is transforming companies and other organisations more fundamentally than the business world has ever seen. As companies are transformed, so too are their financial and accounting functions, and in turn, their financial statement audits. At the Institute of Chartered Accountants of India (ICAI), the council constituted the Digital Accounting and Assurance Board (DAAB) as an enabling board to proactively assess the impact of digitalization on accounting and audit. To help firms to assess the current digital competence of their firms and to build their competencies for their own growth and profession at large, the DAAB has provided the instant toolkit “Digital Competency Maturity Model (DCMM)”. In order to stay competitive, the firms will now have to be open to change and adopt an agile mindset. The making of the paperless office by Digitalization of accounting and administrative process, involves four solutions that can be combined to suit the particular business needs. Along with updating the business firms with the new and improved technology, in the area of financial accounting, another most important factor that needs to be simultaneously upgraded and automated are the Finance and Accounting professionals. As valued advisers to the organisations they work with and for, accountants must maintain a watching brief across a broad range of technologies and trends. Some of the recent advancements popular within the world of accounting are cloud accounting, artificial intelligence, digital service delivery etc.

More and more industries are shifting into the digital age and it is time that we embrace these changes.

Keywords: *Digitization, Technology, Digital competency, Accountants, Artificial Intelligence*

INTRODUCTION

Digitization is the transition of accounting and reporting documents and storage from a traditional paper-based system to an electronic format. As companies face mounting pressure to optimize pricing, cost and efficiency, more business are creating a “paperless office” within their accounting functions. Because it reduces process time and errors, improves transparency on income, helps business leaders make better decisions about how to lift business performance. It can also make an organization more competitive.

It is also important to take note of the huge effort of Government on digitization and the already visible changes in tax law compliance including the new transformational legislation on Goods and Services Tax where every aspect of compliance and regulation is digital and in other areas of financial services transactions, etc.

The need to Bring Financial accounting into the Digital age

In this digital era, it's more than a little ironic that the financial and accounting function at many companies is still stuck in the 20th century. Rather than adopt new accounting system that take advantage of digital technologies, some companies are still using costly and inefficient legacy systems that were developed two or even three decades ago.

There are a number of potentially negative impacts of using outdated legacy financial accounting systems here in the Digital Age, including the following:

- High maintenance, service and other hardware and software costs.
- Low productivity
- Greater inefficiency
- Slow data processing and information reporting
- Stale and outdated information

And finally, there is a risk of losing a competitive edge to other companies that are using leading-edge financial accounting systems to lower maintenance and service costs, increase efficiency and productivity, improve access to current data, and serve customers better.

The Digital Society

The digital society is bringing in a new framework of unwritten rules of the game wherein not only the way the businesses are being carried out is getting radically transformed, but its silhouette is equally evident in the related value chain and more importantly the financial reporting chain as also the assurance chain.

One may think what does this dawn of information technology and a digitized society has to do with financial accounting. An orthodox view would be that it does not concern us, but a pragmatic and rational school of thought is that a digital society brings with it its own set of challenges and one needs to embrace the reverberations not as complexities. It is now largely seen that using the frontiers of technology is likely to positively impact and transform the landscape of the concept of financial accounting.

Digital Competency

Digital Competency in a generic sense of the term has two parts – **Digital** – referring to “involving or using computer technology” and **Competence** – “indicates sufficiency of knowledge and skills that enable someone to act successfully and efficiently”. **Digital Competency**, thus, is a measure of skill and competence on use of computer and related technology.

ICAI, through DAAB, has initiated a process of laying out self-evaluation matrices to gauge relative maturity level as regards digital competency, relating to financial accounting system. Such instant toolkit is Digital Competency Maturity Model.

Digitalization of financial accounting in Digital Era

With the necessary technologies and regulatory frameworks in place to support a digitized business environment in accounting, organizations only need to implement the right technologies, systems and procedural changes to start deriving benefits.

The message is clear: **Change is already here, and its pace is accelerating.**

Four solutions that can be combined to suit the business needs:

1. Integrated document management systems
2. Electronic storage of accounting ledger
3. Automatic recording and e-storage of invoices
4. E-invoicing

Benefits of Digitalization

1. Cost saving.
2. Stronger accounting information, improved analytics and better control.
3. Automated collection and payment processes through structured electronic document sharing.
4. Improved transparency of processes.
5. Increased overall productivity and competitiveness.
6. Improved data accuracy and real-time reporting for better decision-making.
7. Streamlined processes that provide timely feedback to reflect how the business is performing.
8. Higher employee productivity and efficiency.

Significant Forces

Digitization is the process of converting information of any type into a digital format. Digitizing information makes it easier to preserve access and share. Once information is digital it can help automate processes and systems that were previously manual or in-person. Digitalization will reach a high point in the next few years due to three significant forces:

1. Consumer pull
2. Technology push
3. Economic benefits

Digitalization and Accountants

Accountants have always exploited emerging technologies to help themselves to complete their tasks more accurately, quickly or simply. But all of the technology developments were simple propositions by comparison

with the myriad technologies that are now rapidly reshaping the worlds of business and accountancy. A ‘new normal’ is emerging.

It is impossible to predict the future with any degree of certainty. By keeping informed about technologies as they evolve, considering new technologies as they emerge and then assessing their implications and those they serve and support, accountants can be prepared to minimize the burdens and maximize benefits.

Some technology trends which the accountants are significantly exploiting to maximize benefits and potentials are as follows:

1. Mobility
2. Cloud
3. Social collaborations
4. Big data
5. Payment systems
6. Cyber security
7. Robotics
8. Augmented and virtual reality

Recent Advancements

There are some noteworthy technologies, techniques, and programs now available that stand out from the majority and are quickly becoming quite popular within the world of accounting.

1. **Cloud Accounting:** Cloud Accounting is a piece of software currently available that enables firm to keep records of company data and accounts in a cloud-based storage system online, allowing this data to be accessed easily from anywhere in the world.
2. **Artificial Intelligence:** Many monotonous duties that were once taken care of by hand are now being carried out automatically by programs similar to human work. Artificial intelligence describes a machine or software that can demonstrate behaviour indistinguishable from that of the human brain.
3. **Digital Service Delivery:** Accountancy practices are offering self-service features, such as online data vaults that can be used to access statutory and management reports and other materials that have been worked on.

Opportunities offered by Digitalization:

1. Faster and more connected workforce across the globe.
2. Ease of access, scalability, data sharing and collaboration.
3. Speeding up month-end processes.
4. The cost of public service delivery and compliance can be minimized.
5. Full automatic classification and analysis of accounting data.
6. Internal audit can provide assurance on controls and policies to govern data privacy and security.
7. Apply virtual reality to areas of accounting and finance.
8. Replacing human with software based entities.

Challenges Posed by Digitalization

1. Security concern on potential theft or loss of information.
2. Working pattern will change as the internet becomes more pervasive.
3. Inadequacy of traditional approaches to IT cost/benefit analysis.
4. Risk to sensitive corporate data.
5. Financial benefits can be hard to unlock.
6. Shortage of data mining and interpretation skills.
7. Increase in number and value of transactions will increase fraud.

Recommendations

In the light of all this research and all the material which is being used to conduct this research and reviews conducted, I came to the decision that we are in a world that is constantly changing and evolving, thanks to our continuous advances in technology and the humble world of accounting is not exempt from this.

The upgraded technologies are more beneficial and helpful than some of the outdated legacy system. Updating the accounting, in general, financial accounting, in particular, to new digital era is beneficial to firm, accounting professionals and various stakeholders. The company and its various segments, whether small or big, should always be in pace with the changing and evolving world.

CONCLUSIONS

Accounting, like essentially any other industry in the world today, is quickly being reshaped by technology. Nowadays, technology is simply a quick fix for any problem that needs solving and any job that needs doing, regardless of the industry, and accounting is no different.

One conclusion that can be drawn is that the focus of accounting is beginning to shift from process- and data-based to client-based. In coming years, many transactions will be made and recorded by artificial intelligence and automation systems, no doubt. The digital era, of course, offers many opportunities but at the same time it opens up number of challenges. Nothing in future is certain, technology will keep on updating and the financial accounting need to be in pace with the developments. The present and future technologies promise to be both interesting and challenging.

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CUSTOMER'S AWARENESS ABOUT GREEN BANKING IN PUBLIC SECTOR AND PRIVATE SECTOR BANKS OF PATHANAMTHITTA DIST., KERALA.

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ABSTRACT

Green banking means promoting environmental-friendly practices and reducing your carbon footprint from your banking activities. As environmental issues gain greater attention, pressure is being placed on all industries, including financial institutions to implement Green Initiatives. Banking sector is one of the major sources of financing for commercial projects which is one of the most important economic activities for economic growth. Therefore, banking sector can play a crucial role in promoting environmentally sustainable and socially responsible investment. The study aims to identify the opinion and awareness of bank customers as regards to green banking concept in public and private sector banks of Pathanamthitta dist. of Kerala.

Key words: *Green banking, Awareness, Customers, Environment etc.*

INTRODUCTION

The financial institutions influence the economic growth and development of the country both in terms of Quality and Quantity causes various strategies for economic growth. Banking sector plays a crucial and decisive role in promoting environmentally sustainable and socially responsible investments as it increases the value and lowers loss ratio as higher quality loan portfolio results in higher earnings. Banking sector is generally considered as environment friendly in terms of emission and pollutions. The beginning of the 21st century brought tremendous changes in banking activities. Due to this change banks have shifted

towards the adoption of innovative banking products. The Green initiatives taken by Banks or a concept of Green banking means using all of the banks resources with responsibility and care, avoiding waste and giving priority to choices that take sustainability into account. It also means promoting environmental-friendly practices and reducing carbon footprint from banking activities. The key reasons for going green are increasing energy consumption and energy prices, growing consumer interest in environmentally-friendly goods and services, higher expectations by the public on Bank's environmental responsibilities and emerging stricter regulatory and compliance requirements. This comes in many forms. Using online banking instead of branch banking. Paying bills online instead of mailing them. Opening up CDs and money market accounts at online banks, instead of large multi-branch banks. Or finding the local bank in your area that is taking the biggest steps to support local green initiatives. Internal environmental impact of the banking sector such as use of energy, paper and water are relatively low and clean. The use of internet banking, ATMs, online transfer, debit and credit card became popular.

Literature Review

The banking and financial institutions should prepare an environmental risk and liability guidelines on development of protective policies and reporting for each project they finance or invest (**Jeucken, 2001**). In future, market will reward those industries or the companies, which emerge as the efficient users of the energy and raw materials and will penalize the less efficient one. (**Gupta 2003**) Environmental hazards management procedures for each project and follow through. There are also few cases where environmental management system has resulted cost savings, increase in bond value etc (**Heim, Gal, 2005**) Further, investors in the stock market are equally aware of environmental pollution and would take a stand against those industries /institutions that do not comply with pollution norms (**Goldar 2007**) study against those industries /institutions that do not comply with pollution norms.

Banks in India have significant influence over the safeguarding of fragile social groups and environments in Asia.

(**NayakPravakarSahooBibhu Prasad, 2008**). Banking sector is one of the major sources of financing investment for commercial projects which is one of the most important economic activities for economic growth. Therefore, banking sector can play a crucial role in promoting environmentally sustainable and socially responsible investment. (**Mr. Nigamananda Biswas, 2011**).

Statement of the Problem

Green banking is a concept that has emerged in recent days. The need of this concept is due to development of civilization and natural causes, the earth's environment is being polluted in different forms which caused harms to earth, resulting rapid change of earth's climate. As a result living beings of this planet are facing acute threat for their existence. The main objective of green banking is environmental protection, awareness and sustainable ecological measure through banking transaction. For this purpose the banks have introduced number of green technologies that fit into the banking branch. Green banking is of immense importance to both bank and the economy. Introduction of various green banking products are not alone sufficient, the success lies when all those products are utilized in a proper way. Thus it becomes important to study the level of understanding about the green banking among the customers.

Need and Significance for the Study

Green banking itself ensures promoting environmental friendly banking practices and reducing carbon foot print banking activities. It is a form of banking which ensures less utilization of natural resources and optimal reduction of wastage of paper and carbon foot print. Green banking is being practiced by all banks, which consider the social, environmental, technological factor to protect the environment and conserve the natural resources. So this is one of the important developments in the banking industry which need to have proper awareness among the customers. This study

helps in finding out the awareness and understanding level of the green banking technique among customers. The need of the study is to identify the awareness about green banking among the customers.

OBJECTIVES

1. To identify the awareness level about green banking among the customers.
2. To study customers opinion about green banking.
3. To give suitable suggestions.

Research Methodology

The population defined for this study was limited to private sector and public sector bank customers in the Pathanamthitta district. In the present study Convenient Sampling Techniques was used and 100 customers were selected as sample. A separate questionnaire is administered to collect data from the customers. The statistical techniques used are weighted ranking method, rank correlation etc.

Limitations of the Study

- The study is limited on Pathanamthitta district, Kerala, therefore the data cannot be considered as the general view.
- Incorrect statement of the sample respondents leads to wrong conclusions.
- The time period of this study was limited.

Data Analysis

Customers Opinion about Green Banking

Table 1. Weighted Rank-wise Opinion about green banking

Category	Public sector		Private sector		Total	
	Score	Rank	Score	Rank	Score	Rank
Environment protection	310	1	296	1	606	1
E banking	224	3	252	3	476	3
Paperless banking	287	2	236	4	523	2
Use of renewable resources	154	4	274	2	428	4

Source: Field Survey

It is evident from Table 1.1 that customers from Public sector and Private sector banks opined that Environment protection is the ultimate gain for green banking, whereas Paperless banking and E banking are the second and third reasons from the ultimate gain for green banking.

In order to find out whether there is any significant correlation in the ultimate gain for green banking; Spearman's rank correlation coefficient was found out. The details are given in Table 1.2.

Table 2. Rank Correlation Coefficients for Opinion about green banking

'r' between Public sector and Private sector banks
0.83

Source: Field Survey

The rank correlation coefficients obtained shows that significant correlation exists between the opinion of customers at Public sector and Private sector banks under study. The correlation is 0.83. This implies when there is one degree standard deviation change for the customer's opinion in Public sector banks, the corresponding change for the Private sector banks will be 83%.

Customer's opinion about the best Way to Implement Green Banking

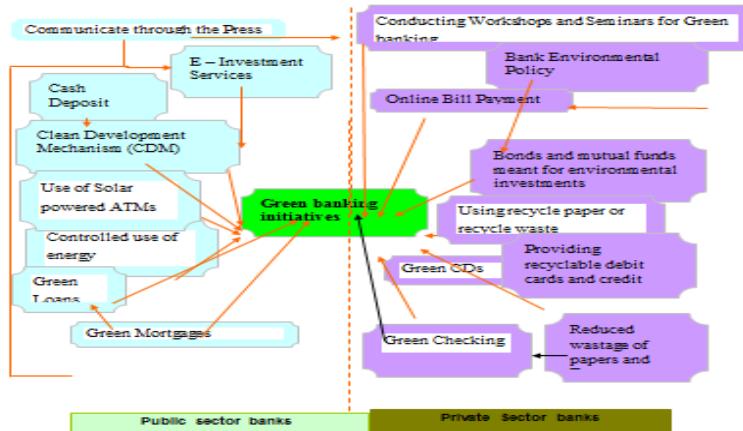
Based on the opinion about to implement green banking, the following best ways are suggested.

- Adopting paperless banking methods
- Use of energy consumption methods such as, fluorescent lamps etc.
- Introducing green financial products such as green fund, green loan etc.
- Usage of common transport for the officials posted at one office Green building

- Contributing a project suggested by bank in order to enhance green banking

Finally an attempt has been done to examine the Green banking initiatives by public sector and private sector banks at Pattanamthitta district was evaluated, which is shown below in figure 1.1.

Fig. 1: Green banking initiatives by banks



SUGGESTIONS

The following are the suggestions given that would help to improve Green Banking activities.

- There is lack of awareness about Green Banking among most of the people and hence the bank should create awareness to know the benefits of green banking and to use internet banking and mobile banking as majority of the customers do not know to use it.
- A separate cell must be formed to guide the customers to carry out the transactions in an eco-friendly manner.
- Frequent meetings with customers must be planned and in order to know their suggestions and satisfaction level .

- A practice of rewarding the customer must be initiated; this would encourage the customer to participate in the program.
- Mass education programs on Green Banking are must be organized by the banks as awareness cum promotional program.
- Green banking has to be included as in the curriculum or an activity from the school and college level studies.
- The terms and conditions and the method of usage of mobile banking and internet banking must be mentioned in regional language too

CONCLUSION

Introduction of various Green Banking products alone is not sufficient in creating a better environment. The success lies in making sure that those products are utilized in a proper way. The initiatives taken by the Indian banks are appreciable but when compared globally, they are lagging behind. In order to improve the green banking activities the bank should acquire the support of the Government, NGOs, business organization and the consumers. The Banks should not be satisfied with the current green banking product they possess. They must continuously be involved in introducing innovative product for their benefit and the society as well.

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DIGITAL TRANSFORMATION OF ACCOUNTING IN INDIA

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ABSTRACT

Digitalization plays an pivotal role in the economic development of the country. In the present scenario digital transformation in accounting is one of the important sectors to witness revolutionary changes in the world. Digital accounting means introducing aspects with technology. Digital technologies in combination with 'big' data and predictive analytics are having a significant impact upon professional practices at individual, organisational, national and international levels. Digitization has been seen to change innovation processes and some experts believe it will change whole markets. The accounting industry is one of the industries that has been seen to have a growth in digitalization and is expected to grow even more. This article tries to present that how the technology brought up changes in recent times through traditional method was once characterized manually sitting through hour-long to up gradation without any visual presentation. The study investigates the status quo and developmental trends of digitalisation in accounting, the responsibilities for implementation and any obstacles to the digitalisation of accounting, which may have already emerged. Building on this, a maturity level model was developed that assigns companies to defined clusters and reflects the current status of digitalisation in their accounting systems. The accounting sectors are like many other industries are experiencing the need for a change due to digital technologies. Therefore, this study aims to investigate how digital accounting businesses could set up a general business model, in order to be a successfully digitalized business.

Keywords: Digitalization, Accounting, Block chain, Fibre connectivity, Cloud Accounting, Artificial Intelligence.

INTRODUCTION

Digitalization is a transforming analogue knowledge and information to become a stored digital form of knowledge and information. This provides easier access to knowledge and information in real-time and enables a global exchange between people and plugged in digital appliances... “Digitalization”, “big data” and “data analytics” having a significant impact upon professional practices at individual, organizational, national and international levels are also omnipresent in the financial sector – regardless of company size and industry. Digitalization will bring major changes to all companies. Besides the change in entire core business models, digitalization particularly encompasses support functions such as accounting. Digitalization is the transitioning of accounting and reporting documents and storage from a traditional paper based system to an electronic format. Digital learning is any type of learning that is accompanied by technology or by instructional practice that makes effective use of technology. It encompasses the application of a wide spectrum of practices in the field of accounting and finance. The companies with digital transformation are occurring not only in the core operational areas along the value-added chain, but also in the central functions such as purchasing, human resources, accounting and finance. It also holds the processes and systems in accounting at a rapid pace.

In this comfortless image of digitization in India, the ICT (Information & Communication Technology) revolution has paved the way to introduce some breakthroughs in different spheres like banking, education, health and business.

Review of Literature

Everett (2003), clears that the digital innovations strive to bring increased or new value from resources in all processes of the business. **David (2010)**, seems to be in conscience with digital companies having digital technology tools as a key resource. **Jonas (2015)**, Businesses have to learn how to manage what the digital innovation change and also what the indirect technological changes it brings to an organization. **Goswami (2016)**, the study focused digital programmers introduced by the government of India which helps in transforming country into a digitally empowered economy also says it reduces the paper work and help in providing different services

through electronically to citizens. **Southern Cross University,(2016)**, the article tries to prove that digital accounting will provide the industry value creation through new techniques, services and technology in order to satisfy new customer segments and bring new markets to rise. **Sharma (2016)**, the study attempt to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality and once implemented properly it will open various new opportunities for the citizens.

OBJECTIVES OF THE STUDY

1. To study the digital transformation of accounting in India.
2. To identify the status quo and future aspiration of digital transformation of accounting in India.

Research Methodology

The study is conducted using both analytical and descriptive type of methodology. The study depends on primary and secondary data. This study is conducted to through structured questionnaire and to confirm the feasibility of the study.

Sample Size

Random Sampling is used through survey method for generating data. The respondents are population of finance officers is selected from various organizations. The information collected through set of questionnaire from the 40 respondents related to the digital transformation of accounting in India.

Scope of the Study

The secondary data was highlighted the conceptual framework of digitalization in the field of finance and accounting. The sources of secondary data for the study were collected from the theoretical issues in relation to books, reports, journals, articles, thesis, internet sources and published papers/ data.

Astonishing Avenues that Digital technology is Changing the Face of Digitalisation in Accounting

For Twelve selected digital solutions, the participants were asked to indicate whether these were already implemented in the country or were on the agenda for the near future.

1. **Paperless accounting:** Paperless accounting involves the process of business transactions entirely through electronic system, with no paper involved. The intent is to reduce the transaction errors, and eliminate the large amount of document storage.
2. **Uniformity of systems and creation of transparency:** The basic systems used in accounting are for the most part uniform and the systems used enable analyses from the top of the group down to the detail of our end-to-end processes, such as purchasing and sales.
3. **Process automation:** Utilizing the latest digital capabilities in order to automate the speed, accuracy, reliability of the reconciliation process by automating the accounting transactions with the high volume process.
4. **Integrated consolidation system:** We have a consolidation system in the company that can obtain direct access to the data of the corporate division.
5. **Big data analysis:** The big data in the accounting system that is, the analysis of large quantities of data from various source systems.
6. **Real-time reporting:** Innovative technologies practices in the business that consists of gathering up-to-the-minute data and relaying it to users as it happens. Information is presented in its most current form for managers which can easily make quick decisions when under heavy **time** constraints.
7. **Tools for visualization:** We actively use digital visualization tools to prepare the results of our data analyses in graphical form and to varying degrees of detail for the respective target audience.
8. **Cloud Accounting:** The cloud accounting software landscape encompasses many solutions designed to serve a number of accounting/book keeping functions, for the most part the transactions transferred our applications to cloud solutions.
9. **Block chain:** A block chain is a decentralized, distributed and public digital ledger that is used to record transactions across many computers so that any involved records cannot be altered without the alteration of all subsequent blocks.

10. **Artificial intelligence:** Artificial intelligence is that emphasizes the creation of intelligent machines that work and reacts like humans. Data is handled and processed is completely automated and generate fast and reliable reports
11. **Fibre connectivity:** Fibre broadband services that transmit quite large amounts of data and makes sense to invest in fibre Ethernet leased lines to get the extra speed, capacity and services that provides.
12. **Making tax digital:** HMRC (HM Revenue and Customs) is replacing tax returns with digital tax accounts for millions of businesses and individuals. A digital tax account brings together each taxpayer's details in one place, as like online bank account.

Data Analysis Tool

Data Collected will be presented and analyzed using tables. The study includes simple percentage of calculations:

$$\text{Simple percentage} = \frac{\text{Number of respondent}}{\text{Total number of respondents}} * 100$$

Data analysis and interpretation

The data for the study is collected from the finance department of various organizations.

Table No.1

Personal Information				
Sl. No.	Particulars	Classification	F	%
1.	Gender	Male	25	62.5%
		Female	15	37.5%
2.	Age	25-35	10	20%
		36-45	14	35%
		46-55	12	30%
		55-Above	4	10%
3.	Education	Graduate	24	60%
		Post Graduate	16	40%
5.	Experience	< 5years	10	20%
		6-15 Years	14	35%
		16-20 Above Years	18	45%

Discussion: The above table gives clear information: About Gender says 62.5% male and 37.5% female respondents. The age of respondents between 25-35 years are 20% and 36- 45 ages are 35% which is highest, 46-55 is 30% and above 55 years are only 10% which is least. Education- majority of them are graduates i.e., 60%, it was found only 40% are postgraduates. Finally experience of the respondents expressed less than 5 years are 10%, 6-15 years 35%, 16-20 and above years experienced are 45%.

Table No.2

Sl.No.	Statement	Status Quo				Future Aspiration		
			Low	Medium	High	Low	Medium	High
1.	Paperless Accounting	F	6	34	--	--	---	40
		%	15%	85%	---	--	---	100%
2.	Uniformity of Systems and Creation of Transparency	F	6	28	6	---	---	40
		%	15%	70%	15%	----	---	100%
3.	Process Automation	F	---	20	20	----	2	38
		%	---	50%	50%	----	5%	95%
4.	Integrated Consolidation System	F	14	6	20	----	2	38
		%	35%	15%	50%	----	5%	95%
5.	Big data Analysis	F	6	34	---	----	---	40
		%	15%	85%	---	----	---	100%
6.	Real-time Reporting	F	---	34	6	---	2	38
		%	---	85%	15%	---	5%	95%
7.	Tools For Visualization	F	14	36	---	---	---	40
		%	35%	65%	---	---	---	100%
8.	Cloud Accounting	F	40	----	---	---	2	38
		%	100%	----	----	---	5%	95%
9.	Block Chain	F	34	6	---	----	14	26
		%	85%	15%	---	----	35%	65%
10.	Artificial	F	38	2	---	----	2	38

	Intelligence	%	95%	5%	---	---	5%	95%
11.	Fibre Connectivity	F	20	20	---	---	---	40
		%	50%	50%	----	---	----	100%
12.	Making Tax Digital	F	---	38	2	---	----	40
		%	---	95%	5%	---	---	100%

Source: Field Survey Data

Discussion: The present status gives picture about the perception of the respondents related to paperless accounting, uniformity of systems and creation of transparency says majority of them identified is at the medium level ie., (85% and 70% respectively). Process automation finds 50% both at high and medium level. Integrated consolidation system of accounting updates 35% at low level 15% medium level and 50% at high level. Big data analysis maintains 15% at low level 85% at medium level. Real-time reporting of financial statements follows 85% at medium level and 85% at high level. Tools for visualization are at 35% and 65% at low and medium level respectively. Cloud Accounting does not find at any level. Block chain rare to find so 35% and 65% at low and medium level. Artificial intelligence 95% and 5% at low and medium level, Fibre connectivity maintaining 50% both at low and medium level, Tax digitalization 95% and 5% at medium and high level respectively.

Future Aspiration gives picture about the perception of the respondents related to paperless accounting, uniformity of systems, creation of transparency, big data analysis, tools for visualization, fibre connectivity and making tax digital hope of implementing 100% in future. But process automation, integrated consolidation system, real-time reporting, cloud Accounting, artificial intelligence hope of innovating at 5% and 95% at medium and low level, only at block chain respondents viewed it can be at 35% and 65% at medium and high level respectively.

Results and Findings

As per the perception of the respondents, it found that the status of digitalization of accounting is at low and medium level in the existing period. But there is a high hope in the future that digitalization of accounting and finance will implement at high level.

CONCLUSION

The study focused that digital transformation of accounting across the country has changed the character, Digital accounting and finance makes possible new forms of overreaching accounting practice, providing a framework that brings coherence and integrates activities. Digital technology also creates the possibility of a wide variety of learning practices, including exposition, independent research and construction. The study concludes, there is a lack of knowledge about digital transformation in accounting and finance among the employees in the various organizations and the status quo is in the average level and the future aspiration expectation at the high level. The study clearly pointed out that the development of technology is required for the development of digital accounting and finance across the country and helped to transform the country into knowledge of digitalization heaven.

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TOURISM IN THE DIGITAL ERA

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ABSTRACT

Digital innovation in the contemporary era of global capitalism has successfully changed the ecosystem of many industries. Tourism industry is one of the industries in which digitalisation has left no stone unturned. With increased digitalisation, literally in every field of life, the travel experience has a complete radical shift from what it was a few decades ago. Technological inventions and innovations have made travel affordable, accessible and convenient. Different age group of people with different tastes and preference are feeling more satisfied today with digital tourism like never before. Indians also are not lagging behind in utilizing the digital platform to enhance their travel experience. This paper will study the recent developments made in the tourism sector using the digital platform and with the help of secondary data will try to show the growth of use of the digital platform across the globe.

Keywords: Digitalisation, tourism, travellers, internet, online websites.

INTRODUCTION

Globalisation has been a sort of buzzword in the contemporary world, a chronicle of a perplexing gamut of social, economic, political and cultural changes sweeping the globe under the spell of global capitalism. The IT revolution in the contemporary era of global capitalism has been the most compelling strand of discovery that has played a catalytic role in faster transfer of information and in amplifying networking activities that has added momentum to business activities all across the globe. ICT's pragmatic move in developing the 4C model of digital transformation has revolutionised business activities in different industries like healthcare, retail, finance, media and entertainment. This model of digital transformation helps to –

- **Connect** devices through the Internet of Things (IoT)
- **Collect** data and transform it into management information

- **Control** the information for using it in business strategy making
- **Change** the business model by developing new services

The 4C model thus enhances the operational efficiency of the business by reducing cost of maintaining field staffs for information collection and also encourages rapid business invention and innovation towards delivery of new services by maintaining a dynamic pool of real-time information.

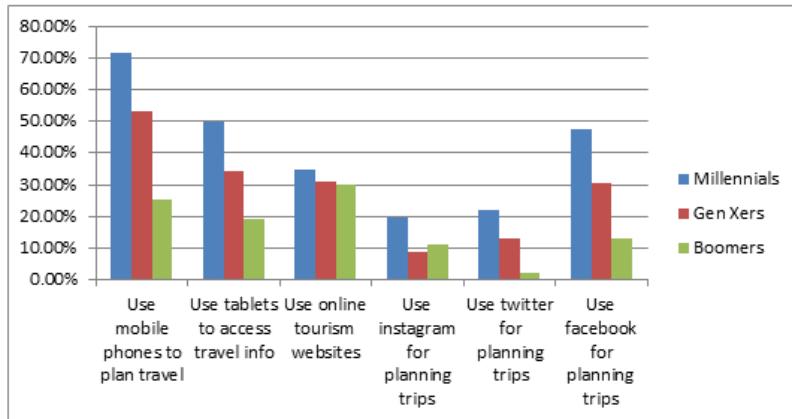
According to Gartner's IT glossary, *digitalization* is the use of digital technologies to transform a business model in order to open up new avenues for seeking higher revenues and cost efficient modes of service delivery. The aspect of digitalization is perhaps the most indispensable factor acting as the engine of development in the contemporary era. An industry that has in recent times shown an outstanding incorporation of this facet of digitalization is the tourism industry. The tourism sector is generally based on cooperation between a voluminous array of products and services and therefore the applicability of digitalization in this sector is quite discernible. Gone are the days we used to visit travel agents with posters of famous travel destinations decorating the walls of their offices. Thanks to international players like Airbnb, HomeAway, Kayak, Momondo, Skiplagged, Skyscanner and other players like Make my trip, Goibibo, Tripadvisor etc. whose travel websites have changed the face of tourism industry in the last decade or so. Travelling to foreign or offbeat domestic destinations has been made super easy in today's digital world. If one is interested in booking a journey, all that is needed to be done is to pull out ones' laptop, iPads or smart-phone and get hitched to the website or app to grab every titbits of information required. Other online tools like Google maps, Google Street View, Youtube, etc., have also enabled the contemporary travellers to run a thorough research on the vacation destinations as soon as they start planning the trips. The turquoise ocean water in Thailand, the snow-capped mountains of the Alps, the white sand beaches in Bali, the buzzing metropolis of New York and the arid desert of the Sahara has always existed but it is the technologically-interconnected networks of the digital world that has brought these places home, right in front of us in our living rooms on the screens of our tech-advanced devices.

Digital Travellers

According to the World Travel and Tourism Council Report (2018), among all other sectors in the economy, the travel and tourism sector stands to be the highest contributor to GDP. The total contribution of this sector USD8,272.3bn (10.4% of GDP) in 2017, and is forecasted to rise by 4.0% in 2018, and to rise by 3.8% pa to USD12,450.1bn (11.7% of GDP) in 2028. With the persistent rise of tourism activities across the globe it is of crucial importance to understand how travellers' tastes, preferences and requirements have changed in the past few years. Such changes in consumer profiles and their travel requirements have significant impact in revolutionising digital technologies for serving the needs of the customers. In digital platform based tourism business, consumers are considered to be partners in business activities and their participation in sharing their travel experiences helps in understanding what new inventions or innovations can be made in the travel directories to enrich the experience of the future consumers. Information on differential consumer behaviour, across time and space, paves the avenue for introducing personalized services and tailor-made solutions (McCrindle et al., 2009).

Digital technology is considered to have a significant impact on the behaviour of millennial (ages 22-37) and Post-millennial travellers (ages 18 – 34), compared to Gen X (ages 35- 49) and Baby-Boomers (50 – 67). The millennials are the more likely to stay connected on digital platforms throughout the planning and execution of their trips. A recent report by Airbnb (2016) however reveals that even the Gen Xers and the Boomers are not lagging behind in digital participation though they are not as dynamic as the millennials. All the contemporary travellers use their mobile phones, tablets, tourism websites etc. to plan their trips and while on the trips their continuous updates on social sites like Instagram, Facebook and Twitter helps them fetch relevant information and suggestions from their virtual online friends that further accentuate their travel interest and enrich their travel experience.

Fig.1: Use of Digital Platform among different age groups

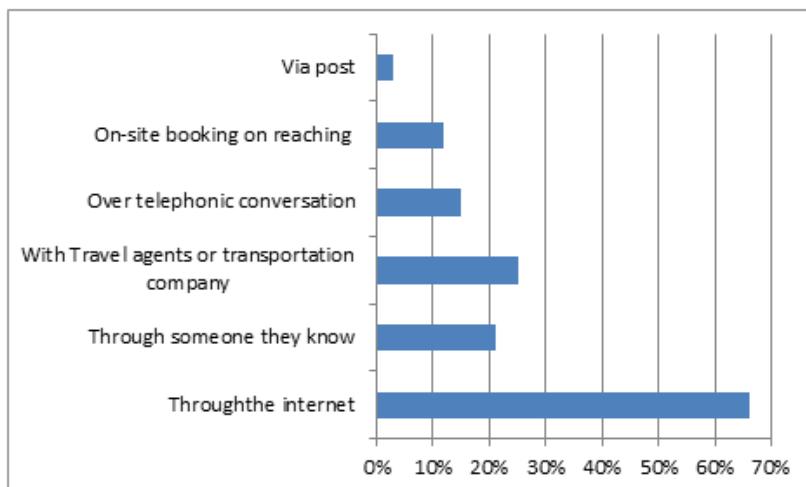


Source: Airbnb Survey Report, 2016

Airbnb 2016 report reveals that millennial travellers spend a considerable time reading online reviews, comparing packages across websites and planning their own itineraries. Whether it is a business trip or a leisure trip, the millennials are constantly looking for two aspects in their travel logs – value for money and personalised travel experiences. They are more interested in thrill activities like water sports, jungle safari, active nightlife etc. They are also keenly interested in experiencing new culture and while visiting a locale they often tries to enhance their experience of the locale by switching a restaurant meal with that of a local culinary or avoiding the commonly available modes of communication to walk around the place in order to know the life of a commoner there. Boutique services in today's digital era like *Quintess Beyond* and the *NextGreatPlace* takes care of such unique preferences of customers and offer a kind of handpicked location choices and designs exclusive packages as per the requirement of the traveller. With the option to filter their choices regarding the destination and the activities they want to get engaged with in the respective spots of visit, the websites and the apps help the consumers to disseminate their tastes and preference without any human interaction. According to Netscribes Research more than 50% travellers prefer booking online because of this easy virtual

interaction option available and also because they get great price deals with hotels and restaurants booking. Among them 53% traffic comes from mobile apps alone. A survey done on EU 28 by Blupath reveals that other modes of organizing trips like booking with travel agents, booking directly with the hotels on reaching the site, over telephonic conversations or through someone they know are going obsolete as more and more travellers are going for online modes of organizing trips that includes booking accommodations at hotels or booking conveyance for transportation.

Fig.2: Mode of Usage of Means of Communication for Organising Trips



Source: [http://www.blupath.co.uk/understanding-the-digital-tourism/
Digital Developments](http://www.blupath.co.uk/understanding-the-digital-tourism/Digital%20Developments)

In recent times, travelling for many adds to their aesthetic values and different people have different motives for travelling. Some are escapist, travelling to run away from mundane daily routines or from sheer heartbreak, while others may be thrill-seekers or self-improver. Again there are oblivious and curious travellers who are not remotely interested about where he or she is until they exhaust the cultural or scenic beauty of the place. For all of them the digital platform has provided a completely unmatched living experience.

The following are the significant moves that has helped this completely heterogeneous group of travellers in numerous possible ways –

- 1) Mobile integration – the growth of *mobile-first* and *mobile-only* brands have helped the group of escapist and oblivious travellers a lot. For introverts it is like a dream coming true to be able to literally do everything on their mobile phones – from checking in – to unlocking doors of their rooms – to ordering foods etc. without any sort of human interaction.
- 2) AI and Chatbots – Hotels today provide all information regarding where to eat, what to see etc. via AI (Artificial Intelligence) powered apps. Accessing information at the reception desk or going through travel magazines at the travel desks of the hotels are long gone. Guests can even use voice-activated chat bots to set alarm, order room service, open window curtains and so on. Cosmopolitan in Las Vegas has gone even farther to develop a robot named Rose, who is 24X7 available for taking the guests' request for various services. Marriott has been using AI-powered Chat bots not only to serve guests while they are in the hotels but also during their pre and post stays to continuously assess the changing taste and preferences of the customers in order to deliver better future services.
- 3) Integration of IoT – As more and more digital devices are getting connected through the internet it is becoming easy for the tourism industry to harness the data and later use them as business information to expand their revenue by pleasing their customers. If for example, the IoT data tells the travel firms that a particular customer who visited a particular destination in the last summer, it can automatically send the same traveller a message proactively asking them if they are interested to travel to the same or similar destination this summer. This is not only a business strategy helping the firms to expand revenue but it is also a time-saving process for the travellers to harness information on destinations of one's choice by just the movement of a finger.

- 4) Virtual Reality – Guests can easily look inside the hotel property or any other places they are planning to visit or stay in through 3D or 4D images (recently developed) uploaded in the travel websites/portals. Apart from being informative, these images are often eye-satisfying to people at times of boredom between their tough work schedules or busy hours who are not really planning for actual tours but are contended for the time being with the virtual presence in the world of images.

Digital insemination and Cultural tourism

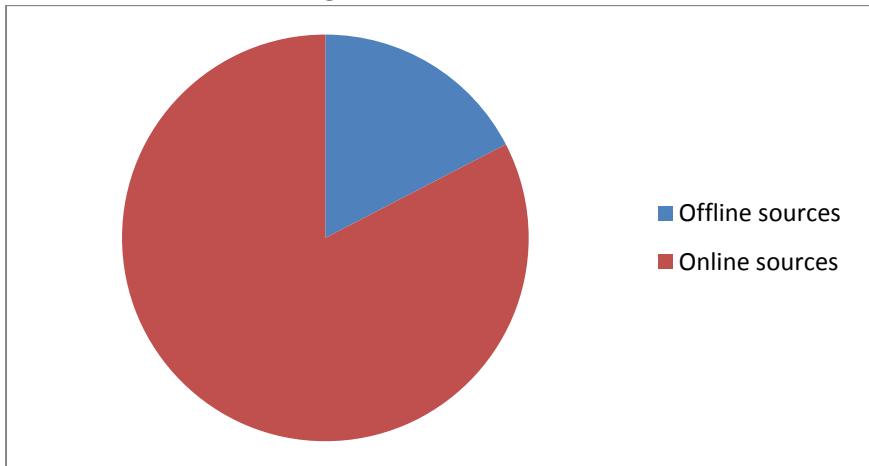
To quote Sheldon (1997) “information is the life-blood of the travel industry”. Effective use of the contemporary information technology can serve as a potent source of competitive advantage for a tourist destination. The use of ICT in designing and delivering important tourism information is bringing into the net a wide range of never-before explored culturally rich destinations into the reach of the travellers. It is not only adding to the enjoyable experiences of the travellers but is also essential for sustainable development of tourism. Apart from big corporate players there are also governments promoting *cultural tourism* in their official portals. Different images and videos are used to promote a country’s or a region’s cultural heritages that includes art, architecture, history, religion and lifestyle of the people there. *Incredible India*, *Amazing Thailand*, *Naturally Nepal*, *Definitely Dubai* are some of the catchy taglines that are been used on websites featuring the countries’ cultural heritage to promote tourism. Increasing insemination of the digitization aspect is also contributing a lot to travel related education and entertainment (also called “edutainment”) (Hadžić, 2004). The contemporary digital era is thus resulting in the dissolution of different cultures both within and across countries.

Digital Tourism in India

The travel market in India is highly penetrated by the digital strand. A survey report released by Google India and the Boston consulting group (2017) reveals that, only a meagre number of travellers in India rely on offline modes for organising their trips. Most of them have moved to online services and intensely uses the digital platform for planning and executing their trips. The following figure (Fig. 3) reveals the online-offline mix of

number of people availing tourism services in the country according to the Google BCG in the year 2017.

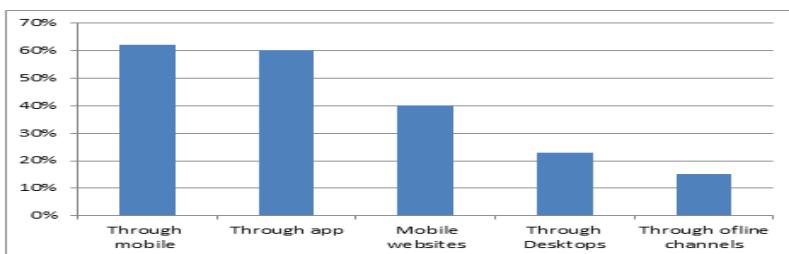
Fig. 3: Proportion of people using offline and online modes for trip organisation in India



Source: Google BCG Report, 2017

The same report from Google BCG reveals the digital modes used by Indians for availing the tourism services and no doubt that Indians are extensively using their mobile phones and other gadgets to get access to different apps and websites when it comes to plan their trips. The following figure (Fig. 4) shows the extent of such usage.

Fig. 4: Digital Modes used by Indians



Source: Google BCG Report, 2017

Statistics from The World Economic Forum (WEF) in the same year in its report on Global Travel and Tourism competitiveness (2017) reported India to jump 12 places to grab the 40th rank in the global competitiveness list on travel and tourism. Apart from implementing facilities like availability of visa on arrival, e-visas etc. India's increasing digital presence in the tourism sector is counted as the responsible factor for such improved performance. The digital India drive of the present central government is expected to further change the travel experience of both domestic and international travellers. New tourism websites are to be launched with authenticated reviews on hotel and transport services to e-empower the tourists. A unique effort to develop the 1363 travel helpline with 12 language options has been made by the Union Minister of State for Tourism and Culture is in order to ease the travel experience of both domestic and foreign travellers. The new ministry website, which is proposed to be launched this year on the World Tourism Day, is hoping to provide a single-window delivery platform to all the travellers across the country about every titbits of information on India.

CONCLUSION

Travelling is all about bridging gaps between people and places and digital technologies in the form of high speed internet connectivity, search and geo location technologies, social platforms, online payment techniques through e-wallets are acting as leveraging tools making connectivity easier like never before. Tourists worldwide are presented with variegated personalised options about where to stay, how to get around and every possible piece of information that would quench their thirst to see the unseen and to know the unknown. Digitalization has indeed transformed the face of tourism in the recent decades and has brought about great opportunities for wanderlusts to explore the world.

The only hitch is that the modern era of digitalisation is changing the perception of Time. Individual time management is a crucial necessity in today's virtual world. Förster-Beuthan points out in her latest book – Experience of time and ontology – we “subjectively feel an acceleration of time” in today's hyperconnected world with all our devices – mobile phones, laptops, tablets, palmtops, etc. – pouring on us truckload of information from diverse layers of time – past, present and future – all in parallel. Only if these

information are well simulated not only our travel experience but all other cognitive experiences associated with travelling will enhance our lives and lived experiences.

Let's just grab more out of what today's virtual world provides us with and let's make travel a part of our aesthetic pleasure while believing what Willam Blake said – “great things are done when men and mountains meet.”

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IMPLEMENTATION AND APPRAISING OF MODERNITY OF ROBOTIC PROCESS AUTOMATION (RPA) IN HRM - A CASE STUDY AT MICRON EMS TECH. PVT. LTD.

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ABSTRACT

Industry analysts have identified the scope of Automation everywhere and anywhere. The recent development in the field of automation is the Robotic Process Automation or RPA. These are in attribute which is designed to replace human workforce as a virtual workforce. RPA is an approach which is software-based process automation which coordinates the HR functions and actions through capturing and interpretations of existing applications and process. It acts as a virtual workforce which operates on a software which is used to reduce or replace the human interruption in the monotonous or ceaseless assignments and tasks. RPA can be employed to interact with existing practice and appliances without changing the current IT-panorama. The research topic forwards to learn and understand the past RPA projects and its implementation for attaining a competitive edge. This study focuses on the effectiveness of implementing RPA in HR department of the company through the circulation of questionnaires in order to obtain the response from the employees of all the departments in the organization. It is an Experimental Research since the study focuses on the need and requirement of RPA in Micron EMS. Tech. Pvt. Ltd. The study also

revealed that overall the company has the capacity to implement RPA in HRM and the effectiveness of it will be high in the long run.

Key Words : Appraising modernity and RPA (Robotic Process Automation)

INTRODUCTION

Robotic Process Automation is a solution in which a ‘robot’ can take over the repetitive and standard task and activities that are presently carried out by the human beings. RPA cannot be considered as a physical machine, but it is a software which basically acts as a virtual helper/ worker in order to support the processes. The big advantage of RPA is that robots are able to use the existing processes and systems (i.e., it can be made compatible with the existing processes and systems instead of changing the complete infrastructure). Therefore no significant investment is needed for the replacement of HR systems. Robots are typically helpful in the processes which generally requires a lot of data processing. These includes: collecting data from XLS files and systems, copying data, running the reports, checking data and its validity, reading and processing, submitting E-mails, entering data in HR systems etc.

RPA is defined as a solution in which a robot, or more simply a bot, can accomplish repetitive tasks of HR systems. As HR processes are usually repetitive and high in volume, RPA has the capacity to enhance HR processes which in turn helps in increasing cost-effectiveness and its efficiency. The complete HR process can be performed end-to-end by software robots with very minimum human intervention. Hence we can say that RPA automates HR processes that are monotonous, rule-based, and prone to error and time critical.

Rpa Applications in HR

- Mergers & Acquisitions
- Data management
- Personalization and employee relations
- Monitoring time and absences
- HR compliance management
- Resume screening
- Payroll automation
- Advanced analytics in HR
- Performance reviews
- Recruitment

It was the ERP (Enterprise Resource Planning), in the early 90's, wave that automated several horizontal processes across industry dimensions – Finance, Accounting, HR, etc. This was a journey that most companies undertook and there are many more which are still continuing on this journey. RPA is the next wave in technology and it gives the assurance of an increased productivity, less errors & cycle time, and improved scalability. RPA means we have switched from an analogy style of "knowledge swap" between humans to a digital world where knowledge is transferred by robots".

Importance of RPA

Robotic Process Automation (RPA) is relatively a new technology which has tremendously managed to acquire attention in various fields of business, especially in the corporate environment.

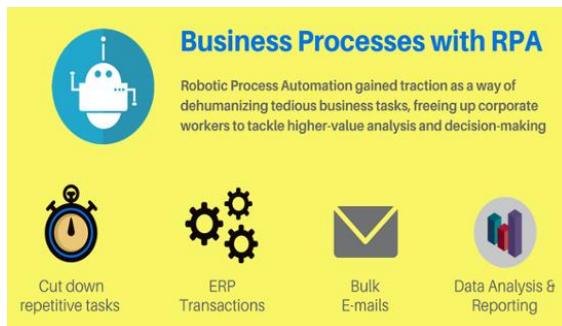
The importance of RPA are as follows:

1. Cost Savings: Approximately 30% of cost can be saved to achieve over the output of productivity.
2. Lower Operation Risk: Phases of human intervention and rate of errors can be eliminated through RPA.
3. Improved Service Model: Reduction of cycle times for better efficiency and increase in production can be eminently gained through RPA.

4. Retains Existing IT Systems: RPA helps in leveraging the existing systems and software without any sort of replacements.
5. Automation of Monotonous Tasks: RPA enables to automate routine and repetitive tasks to eliminate inefficiency by reducing human errors. This also helps the companies to increase business agility by cloning bots.
6. Lower Operation Costs: RPA helps drastically to reduce operation costs and reduce various errors which helps the business to directly increase their Rate of Interest (ROI).

Various Sectors That Can Benefit through RPA

1. Banking and Financial Services
2. Telecommunications
3. Manufacturing Sector
4. Retailing



Source: www.newsgenapps.com

Review of Literature

Kukreja and Nervaiya, 2016, According to the above mentioned authors, it was the ERP (Enterprise Resource Planning), in the early 90's, wave that automated several horizontal processes across industry dimensions – Finance, Accounting, HR, etc. This was a journey that most companies undertook and there are many more which are still continuing on this journey. RPA is the next

wave in technology and it gives the assurance of an increased productivity, less errors & cycle time, and improved scalability. RPA means we have switched from an analogy style of "knowledge swap" between humans to a digital world where knowledge is transferred by robots".

Jensson and Fridgeirsson, 2018,This study conducted by Jensson and Fridgeirsson aims to give organizations insights into how successfully RPA can be implemented and what are the factors to be aware of in order to avoid failure. Organizations should be able to understand RPA and therefore build a structure for RPA with appropriate RPA team. Companies need to continuously work on the process assessment and therefore identify, optimize and prioritize processes for the RPA lifecycle.

Petra Peura, 2018.,This thesis focuses on Robotic Process Automation in Service Management. The purpose of this thesis was mainly to support the company in their project to improve the use of RPA tools in their client projects and to gain more market space in order to gain drastic change in sales structure and graph. The thesis provided the new concept provided the company with a new easy adaptive concept and marketing plan including some materials for RPA usage in Service Management.

Professor Lacity, 2016, In the report submitted by Professor Lacity, it was canvassed how Robotic Process Automation (RPA) is being deployed in shared service organizations to achieve the next transformation level which is beyond centralization, standardization, optimization, relocation to low cost areas, and use of enabling technologies. RPA is a new breed of software that allows enterprise-safe automation of processes. The report has identified the best practices for achieving business benefits, which include an executive-sponsored service automation strategy, control by business operations/shared services, talent re-development, and change management to prepare the organization for changes caused by automation.

Statement of Problem

Despite of the research work and various attempts done by the scholars and researchers to emulate automation into the field of HR, the result is not accomplished. The present inquisition focuses on the appraisal of modernity by implementation of Robotic Process Automation in the field of HR at Micron EMS Tech. Pvt. Ltd. There are many factors which affects the implementation of RPA. Though the use of RPA technology will lay off jobs of many people and create unemployment, its effective and proper mechanism can be utilized in performing various jobs systematically. To solve issues related to HR, the automation technology should be efficiently applied especially to the areas where the humans are not capable of performing.

There should be proper R&D in the automation sector and the implications should be thoroughly measured. The study concentrates on the reasons for the problems faced by the organization to implement RPA and the ways and techniques that can be utilized for its implementation.

Objectives of the Study

1. To understand what RPA is and different types of RPA present.
2. To identify the capabilities of the organization by the implementation of RPA.
3. To draw the outcome of the research and provide feasible suggestions for its effective implementation.

Scope of the Study

The study targets on the implementation of modernity by means of RPA in the organization. The researchers can further extend the study to focus on nearly all back and middle office process that are repetitive, monotonous, constant and regulation-based. The research has given a chance to other scholars to refer the ways and means, ideas and suggestions for the implementation of RPA for better success and to gain competitive edge.

Research Methodology

It is an **Experimental Research** since the study focuses on the need and requirement of RPA in Micron EMS. Tech. Pvt. Ltd. It is just an experiment to test the effectiveness of RPA.

- A literature review related to RPA to provide an inception to the topic as well as to look for conclusions drawn.
- The qualitative and quantitative analysis by the means of questionnaire.

Data Collection

The present study is based on the collection of both primary and secondary data for an in depth study. Primary data is being collected through circulation of structured questionnaires and the secondary data was gathered through various journals and online sources.

Sample Design

- **Sample size-** 150
- **Sample population-** The Sample chosen for this study is from the employees of Micron EMS. Tech. Pvt. Ltd.
- **Sampling technique-** The sampling technique used for this study is Probability Sampling in which Random Sampling method is being used.

Method and tools for analysis of Data

- Various Tables, Graphs and Charts shall be used to analyse the data.
- Various tools and techniques such as M.S. Excel will be used for the study.

LIMITATIONS TO THE STUDY

1. The study focuses only on the micro level i.e., at Micron EMS Tech. Pvt. Ltd.
2. The study covers the suggestions and ideas for implementation of RPA only from the employees of the organization.
3. The study restricts only to one organization.

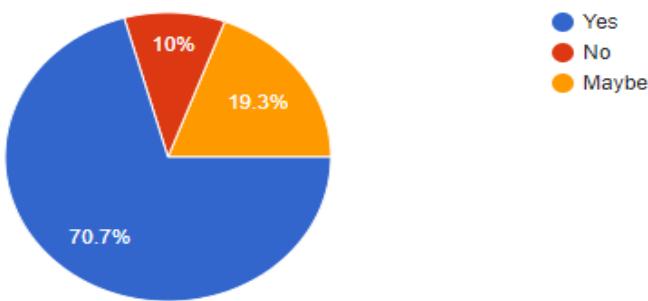
Analysis and Interpretation

Employee's Knowledge About RPA

Table 1: showing employee's knowledge about RPA

Criteria	Total	Percentage
Yes	106	70.7%
No	15	19.3%
Maybe	29	10%
Total	150	100%

Graph 1: Depicting if the employees of the organization possess the knowledge about RPA.



Interpretation 1: The above table and graph reveals the data about the employee's knowledge towards RPA (i.e., if they possess knowledge about RPA or not). Out of 150 responses, 106

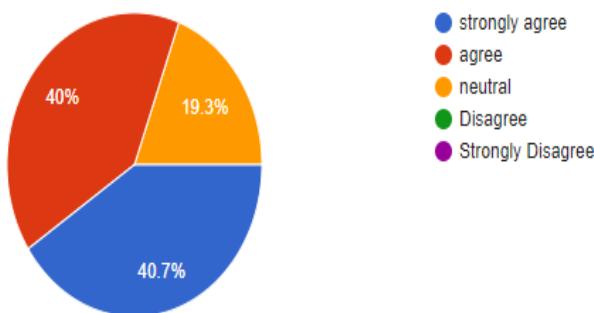
respondents answered “yes”, 15 respondents answered “no” and 29 respondents answered “maybe”.

How Many Employees Believe RPA in Business Enterprises are Most Effective Compared to Traditional Non-RPA Solutions.

Table 2: Showing The Effectiveness Of RPA In Business Enterprises.

Criteria	No. Of Employees	Percentage
Strongly Agree	61	40.7%
Agree	60	40%
Neutral	29	19.3%
Disagree	00	0%
Strongly Disagree	00	0%
Total	150	100%

Graph 2: Depicting the effectiveness of RPA solutions in business enterprises.



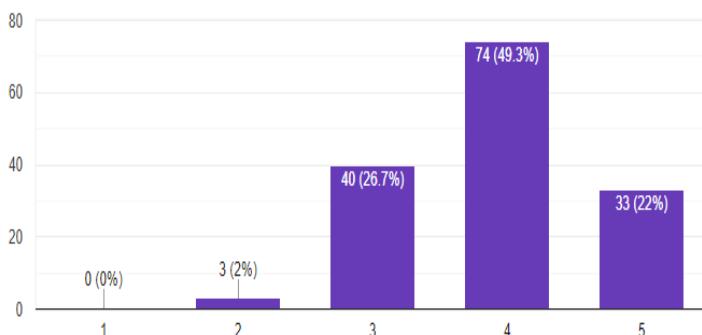
Interpretation 2: The above table and graph depicts the employee's opinion regarding the effectiveness of RPA in business enterprises. Out of 150 respondents, 61 of them strongly agree that RPA in business enterprises are most effective, 60 respondents agree and 29 of them were neutral.

To Find out if the Company is Capable to Implement RPA Effectively based on the Ratings Given by Employees.

Table 3: Showing the capability of the company to implement RPA effectively. (1 being the lowest/poor and 5 being the highest/great)

Ratings	No. of Employees	Percentage
1	0	0%
2	3	2%
3	40	26.7%
4	74	49.3%
5	33	22%
Total	150	100%

Graph 3: Depicting the ratings given by the employees regarding the company's capability to implement RPA effectively.



Interpretation 3: The above table and bar graph depicts the ratings by the employees about the company's capacity to implement RPA. About 49.3% of the respondents rated 4, which means the company has high capacity, about 26.7% rated 3, which means it has

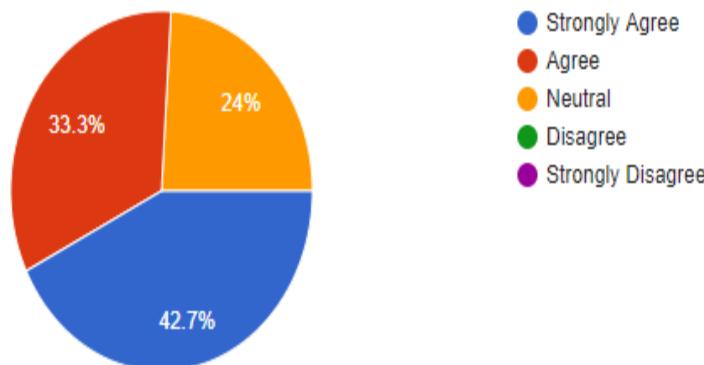
moderate/average capacity, about 22% rated 5, which means the company has highest capability and about only 2% of the respondents the company bears poor capacity to implement RPA effectively.

To Find out if the Employees of the Company require training Programs to Enhance their skills about RPA.

Table 4: Showing analysis of the requirement of training programs to employees.

Criteria	No. of Employees	Percentage
Strongly Agree	64	42.7%
Agree	50	33.3%
Neutral	36	24%
Disagree	00	0%
Strongly Disagree	00	0%
Total	150	100%

Graph 4: Depicting the no. of employees who agree that they require training programs.

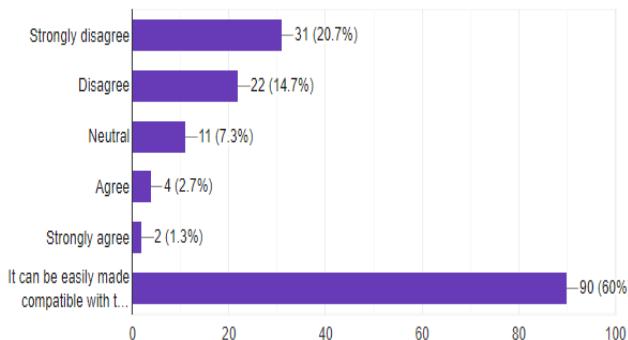


Interpretation 4: The above table and graph reveals that almost 42.7% of the employees strongly agree that they require training programs to enhance their skills about RPA, about 33.3% agree and 24% were neutral and 0% disagree that they don't require any training about RPA.S

Table 5: Showing the no. of employees who agree and disagree to the change in infrastructure with the implementation of RPA.

Criteria	No. of Employees	Percentage
Strongly Agree	02	1.3%
Agree	04	2.7%
Neutral	11	7.3%
Disagree	18	14.7%
Strongly Disagree	25	20.7%
It Can Be Easily Made Compatible With The Existing Infrastructure.	80	60%
Total	150	100%

Graph 5: Depicting the opinion of employees regarding the change in infrastructure with the implementation of RPA.



Interpretation 5: The above data reveals the opinion of the employees whether they agree or disagree to the complete change in

infrastructure with the implementation of RPA. Around 60% of the respondents believe that “it can be easily made compatible with the existing infrastructure” (which also means they strongly disagree to the infrastructure change), whereas only 4% of the respondents agree that change of infrastructure is required for implementing RPA.

FINDINGS

- 1) The study portrayed that about 70.7% employees of the organization responded that they possess some knowledge about RPA and about 19.3% believe that they might have knowledge regarding RPA.
- 2) Around 40.7% of the workforce strongly agree that RPA in business enterprises are most effective compared to non-RPA solutions.
- 3) Around 49.3% agree that the company is capable of implementing RPA in HR department.
- 4) The study also essayed that employees require training programs to enhance their knowledge about RPA.
- 5) The study also revealed that the organization need not change its complete infrastructure and thus it can be easily made compatible with the existing infrastructure.
- 6) The study also showcased that overall the company has the capacity to implement RPA in HRM and the effectiveness of it will be high in the long run.

SUGGESTIONS

- 1) Training programs and workshops has to be conducted according to various sessions for enhancing and spreading knowledge about RPA to the company's employees.
- 2) Modification of existing technology has to take place
- 3) Hiring of new RPA operators would be helpful.
- 4) Set up of LED screens and boards in all the cabins and departments to view the working progress. This will also ensure transparency in the working of the company.

- 5) Hiring of more employees in HR department who already possess knowledge and skills about RPA.
- 6) Internal training and change management should be adopted. Also team buy-in should take place on RPA implementation
- 7) RPA could be an utmost secured approach it is uses cloud based approach.

CONCLUSION

The study successfully accomplished its objectives. Through research it has been found that, company has immense capabilities to implement RPA in HR department, but it lacks employee coordination and employee training for which the company has to necessarily undertake required measures to overcome the discrepancies. Even though RPA has few disadvantages, it can be overruled through its major advantages such as improved accuracy, improved employee morale, satisfaction, decreased cycle time and output etc. Overall it can be concluded that, through implementation of RPA in HR department of the company, will lead to employee satisfaction by the means of appraising modernity which induces the sense of secured feeling among employees and increase in accountability & transparency in working of the department

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GREEN MARKETING AN ATTITUDINAL AND BEHAVIOURAL ANALYSIS OF CONSUMERS IN SOUTH REGION OF TAMILNADU

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ABSTRACT

Consumers' attitudes and concerns for the environment are determinants of behaviour and will manifest itself in their lifestyles and green purchasing decisions. The objective of the present study was to explore whether variables, specific to environmental consciousness, were more suitable for characterizing consumers' purchasing decisions. Specifically, consumers' knowledge and attitudes towards recycling behavior and energy efficient products were studied. One way ANOVA Chi Square test and percentage analysis were the statistical tools used. Results indicated that the consumers' overall environmental consciousness had a positive impact on green purchasing decisions. It was found that the recycling behavior aimed at reducing solid waste at landfill sites and conserving natural resources. Results indicated that the sample's overall environmental consciousness has a positive impact on green purchasing decisions. Such research is beneficial to marketers and retailers aiming to incorporate green concerns into their marketing mix. Simply claiming to be 'green' is no longer enough. Instead, marketers must show how consumers choosing green products are helpful in the struggle to preserve the environment and how others are better off as a result of it.

Key Words: *Green marketing, Consumers' behavior, Consumers' attitudes*

INTRODUCTION

Green marketing: Environmentally responsible or "green" marketing refers to the satisfaction of consumer needs, wants and desires in conjunction with the preservation and conservation of the natural environment. Green marketing manipulates the four elements of the marketing mix (product, price, promotion and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions.

Green consumer: Green consumer is one who is very concerned about the environment and therefore, purchases only those products that are environment friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are examples of eco-friendly products.

Green Consumerism: Green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles which can be termed as green consumerism. The "organic" industry, which specializes in the sale of organically produced foods, health and nutritional supplements and other green lifestyle items promote green consumerism.

Green Consumer Purchase Behavior: In simple words, consumer behavior can be defined as, "the study of how people or organizations behave while obtaining, using and disposing off products and services by engaging in comparison while shopping for actual purchase of a product, for e.g. whether or not to purchase a product and, if so, which brand and where, while making purchase decision and their post purchase behavior.

Green Consumer Conservation Behavior: Limited use of scarce natural resources for the purposes of environmental conservation can be called as green consumer conservation behavior.

Green Consumer Attitude: An attitude is a way one thinks, feels, and acts favorably or unfavorably based on learning towards some aspect of market stimuli such as retail store, product, and brand. Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings

about, (3) and behavioral intentions toward some “object”- within the context of marketing, usually a brand, product category, or retail store.

Review of Literature

“Consumers the world over are turning “green.” In the US, outrage over the 1989 Exxon oil spill shifted the environmental movement from the radical fringe and placed environmental concerns squarely into the mainstream. During the past decade in Western Europe, Green party members have moved into positions of power within local and national governments, and even the European Parliament in Strasbourg examines green consumption in the context of an increasing focus on sustainable lifestyles” said Ottman⁴ (1992), one of the rigorous writers on the topic. The author argued that green buying must be seen in the context of wider debates surrounding the development of sustainable ways of living that incorporate other environmental actions in a holistic conceptualization of sustainable lifestyles. This framework was operationalized in a study of environmental action in and around the home, in which 1600 households in Devon were asked questions concerning their everyday environmental actions. These results were manipulated so as to investigate how the different behaviors related to each other and also whether different groups of individuals could be identified, conforming to different lifestyles.

Environmental Attitude: Environmental attitudes (EA), a crucial construct in environmental psychology, are a psychological tendency expressed by evaluating the natural environment with some degree of favor or disfavor. There are hundreds of EA measures available based on different conceptual and theoretical frameworks, and most researchers prefer to generate new measures rather than to organize those already available.

According to Balderjahn¹ (1988), Demographic, socioeconomic, cultural, personality, and attitudinal variables were specified to predict five different patterns of ecologically responsible consumption. He analyzed a causal model of ecologically concerned consumers by the LISREL (linear structural relations, is a statistical software package used in structural equation modeling) approach. The results suggested that each behavioral pattern has its own cluster of predictors, although the ecologically concerned consumer belongs to the upper social classes. The results presented can

provide a foundation for market segmentation strategies and for educational programs of policy makers.

Conservation Behavior: A sustainable planet is not possible without patterns of conserving behavior. The resource-costly life-styles that are characteristic of the current scene present a historic challenge. Never before have so many behaviors needed to change in such a short time. More challenging is that they must stay changed. For many reasons the techniques commonly used to promote conservation behavior are more reliable at modulating short-term behavior than at achieving durable change. The perceived urgency of environmental problems tends to make immediate behavior change the major focus. But of equal importance is the stability of behavior once changed. Thus one goal of conservation behavior research is to discover techniques that change individual behavior while minimizing or eliminating the need for repeated intervention. Raymond⁵ (1993) categorized behavior change techniques first by their informational or motivational nature and second by the source of the change: derived from others or gained by direct personal involvement. He evaluated selected techniques using five proposed dimensions suggested why durable behavior change has been so hard to achieve.

Corporate Initiative: Kulkarni² in Times of India (2008) opines that every year Pune witnesses at least 50 days during which ozone levels are dangerously high. These results are from Pashan, a semi-urban area in Pune. The situation could be even worse in the heart of the city, which is “wholly urban”. According to scientists of Indian Institute of Tropical Meteorology (IITM), Ozone is the main ingredient of urban Particle Per Billion by Volume (PPBV). 60 ppbv is considered above permissible limits. This limit is even lower, in rural areas. So the situation is much more dangerous for agricultural crops.

Concern about the nature and consequences of industrial progress had an increasing impact on industry. Roome and Hinnells⁶ (1993) said some commentators have suggested that environmental pressures will advance to the point where they cease to be one of the many strategic issues facing industry and become the very framework within which all other business issues were considered. As corporate concern about the environmental

degradation is increasing, the author addressed the implications of evolving environmental concern over the management of product development. He developed a conceptual framework to analyze the process of managing product development while taking into account the environmental attributes of products. The paper moved on to consider the implications of such a conceptual framework against the empirical evidence emerging about product development in the white goods industry. Finally, conclusions were drawn and suggestions were made about the significance of the findings of the research to product development in other industries.

Not only corporate even the government has taken a few steps to make a greener economy,

The Economic Times Group on its 50th anniversary has initiated the green awards which are given to the corporate which has taken a green drive. As a part of its green drive, Global Group Enterprises has started a green tip of the day, a daily column in The Economic Times, to make people aware of small energy saving tips which can save a huge energy for the economy as a whole.

OBJECTIVES OF THE STUDY

1. To assess the awareness of consumers regarding green products
2. To analyze the attitude and behavior of southern region consumers towards green products
3. To identify obstacles that respondents perceive to come in the way of adopting green lifestyle

Hypothesis

H1: Environmental concern varies with age and income of respondents

H2: There is no relationship between consumer's attitude and purchase behavior of green products.

H3: There is no relationship between consumer's attitude and conservation behavior.

Analysis of Study

The data was first presented in tabular and graphical form representing the different responses' given by the consumers. Then analysis was done in four stages as follows:

Stage I Demographic profile of the respondents was tabulated in a self explanatory manner. Percentage analyses were performed to find out exact number of people giving response in similar manner. Demographic categories of age and income level were then analyzed for each dependent variable (knowledge, attitude, behavior, and lifestyle) to find out how people of one demographic sub-category show their concern toward environment.

Stage II As demographic variables are taken as independent, the dependency of other variables on demography was checked with the help of one way ANOVA (Analysis of Variance). ANOVA is a technique where the influence of one factor on another factor is checked. The researcher employed ANOVA for determining whether the responses of the sample depend on demographic variables or not. The results were in favor of demographics which mean that the responses given by the sample population was the outcome of sample belonging to different age, and income level. In other words, people belonging to different demographics show different concern about the environment.

Results and Discussions

In order to visualize a better understanding of the basic profile of the sample surveyed and to obtain a description of distribution of responses, percentage to each variable were taken into consideration.

Table 5.1: Demographic Characteristics of respondents

S.NO.	General Information	Total Number	Percentage
1.	Age in Years a. 19-29 b. 30-39 c. 40-49 d. 50 and above	55 33 8 7	54.00 32.03 7.06 7.21
2.	Gender Male Female	69 34	67 33

3.	Household Income per month (INR)		
	Under- 15000	26	25
	15000- 30000	33	32
	30000- 50000	29	28
	50000- 75000	09	9
	75000 and above	06	6
4.	Educational Qualification:		
	Graduate	79	77
	Post Graduate	24	23
5.	Occupation:		
	Students	20	19
	House wife	25	25
	Business	22	21
	Service	36	35

In the study of consumer behavior, demographic characteristics play a vital role. It is being said that consumer attitude and behavior depends greatly on the demographic attributes they carry.

Keeping in view the objective of finding out the relationship between demographic attributes and their respective environmental concerns, the present study took up one way ANOVA test. In the test quantitative demographic variables such as age and income level of the respondents were separately taken to see the relationship between demographics and environmental concern

5.2 Table showing the relationship between age and environmental concern

Source of Variance	SS	DS	MS	F-ratio	5% F-limit (from the F-Table)
Between Samples	22891.69	(4-1)=3	7630.5633	15.773774	F(3,16) = 3.24
Within Samples	7740	(20-4)=16	483.75		
Total	30631.69	(20-1)=19			

Note: SS= sum of the squares, df= degree of freedom, MS= Mean square

Taking age as an independent variable and eco concern as dependent variables, the above table shows that, the calculated value of F is 15.77 (Aprox), which is more than the table value ie. 3.24 at 5% level with d.f.

being $v1=3$ and $v2=16$. This could not have arisen because of chance but due to the difference in sample means. It proves the first part of **the 1st hypothesis which states that** “Environmental concern varies with age and income of respondents”.

Once, it was established that the age have an impact upon the attitude, behavior and their perception about adoption green lifestyle, percentage analysis was done to establish the nature of relationship between age of the respondents and their eco- concern.

Percentage analysis reveals that consumer's behavior changes with age. The present study testifies that the younger generation is more into saving the ecology then their older counterparts.

Income Wise Classification of Respondents

Income enables purchases but does not generally cause or explain them. It is likely that the occupation and education directly influence the preferences for products, thus one way ANOVA test was employed to test the relationship of income with environmental concerns

5.3 Table showing the relationship between Income and environmental concern

Source of Variance	SS	DS	MS	F-ratio	5% F-limit (from the F-Table)
Between Samples	4171.44	(5-1)=4	104 2.86	6.416021	F(4,20)=2.87
Within Samples	3250.8	(25-5)=20	162. 54		
Total	7422.24	(25-1)=24			

Note: SS=sum of the squares, df= degree of freedom, MS=Mean square

The above table exhibits that the calculated value of F is 6.416 (aprox.), which is more than the table value of 2.87 at 5% level with d.f. being $v1=4$ and $v2=20$ and hence could have arisen because of difference in the sample mean and not because of chance. This analysis **accepts the**

second part of 1st hypothesis of difference in sample means. It can therefore be concluded that the difference in opinion about different variables (Attitude, behavior and lifestyle etc.) is significant and because of difference in income level of the respondents.

Thus it was concluded that the overall concern of consumers towards ecology, to a great extent is driven by the age level they belongs to, and the income level of the consumers. It is very important to mention here, that the age is negatively related to eco concern (age increases, eco concern decreases) Income level has positive relation with the eco concern.

Attitude Behavior Relationship (Chi Square Test)

For establishing a relationship between attitude and both types of behavior ie. Purchase and Conservation, the Chi Square test was undertaken. For the sake of accuracy, the relation of each attitude question was checked with each behavior question.

The first attitude question (Column) was tested with all purchase behavior questions (Rows) The table value of χ^2 for 9 d.f. at 5% level of significance as given was 16.9. The calculated value of χ^2 in each case was much higher than the table value which means that, the calculated value cannot be said to have arisen just because of chance. It was found to be significant. Hence, the hypothesis holds good. This means that the attitude of considering oneself capable of doing something good to the environment portrayed by the respondents does not relate with the purchase behavior.

Thus Hypothesis 2 is partially accepted.

For subsequent testing of 2nd hypothesis, a Chi Square test was performed on the data where second attitude question (Column) was tested with all purchase behavior questions (Rows) The table value of χ^2 for 9 degrees of freedom at 5% level of significance is 16.9. The calculated value of χ^2 in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis holds good. This means that the attitude that Municipal corporation can improve the environment as expressed by respondents does not relate with their purchase behavior.

Hypothesis 2 partially accepted.

The second hypothesis, was again tested for its validity with the help of Chi Square test which was performed on the data where third attitude question (Column) was tested with all purchase behavior questions (Rows). The table value of χ^2 for nine degrees of freedom at 5% level of significance is 16.9. The calculated value of χ^2 in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis hold good. This means that the attitude towards plastic which has become a lifestyle of cities is impossible to change, as answered by the respondents does not relate with their purchase behavior.

Hypothesis 2 partially accepted.

Finally forth and the last attitude question (Column) was tested with all purchase behavior questions (Rows) the table value of χ^2 for 9 degrees of freedom at 5% level of significance is 16.9. The calculated value of χ^2 in each case is much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis does hold good. This means that the attitude of respondents' belief in the environmental information on the product does not relate with the purchase behavior. **Hypothesis 2 accepted.**

The third hypothesis which states: "There is no relationship between consumer's attitude and conservation behavior", was tested for its validity with Chi Square test where first attitude question (Column) was tested with all conservation behavior questions (Rows). The table value of χ^2 for nine degrees of freedom at 5% level of significance is 16.9. The calculated value of χ^2 in each case is much higher than the table value which means that, the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis hold good. This means that the attitude of considering oneself capable of doing something good to the environment portrayed by the respondents does not relate with the conservation behavior.

Hypothesis 3 partially accepted.

The 3rd hypothesis was again partially accepted when the table value of χ^2 for the second question of attitude when checked with behavior questions at nine degrees of freedom at 5% level of significance is 16.9. The

calculated value of χ^2 in each case was found to be much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It was significant. This means that the attitude of consumer, that Municipal Corporation can improve the environment portrayed by the respondents does not relate with their conservation behavior.

Chi Square test was then performed on third attitude question (Column) and all conservation behavior questions (Rows). The table value of χ^2 for nine degrees of freedom at 5% level of significance is 16.9. The calculated value of χ^2 in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It was significant. Hence, the hypothesis holds good. This means that the group of consumers who agree that plastic has become a lifestyle of cities is impossible to change, even after knowing the fact are not necessarily behaving in the manner to conserve the scarce resources. Thus

Hypothesis 3 partially accepted.

The results of Chi Square test which was performed on the data where forth attitude question (Column) was tested with all conservation behavior questions (Rows) the table value of χ^2 for nine degrees of freedom at 5% level of significance was 16.9. The calculated value of χ^2 in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis was proved correct. This means that the attitude of respondents' belief in the environmental information on the product does not relate with the conservation behavior. **Hypothesis 3 accepted.**

Some important Suggestions as given by Respondents to Improve the Natural Environment are listed below

- Using eco-friendly products
- Regular vehicular pollution check ups
- Avoid using plastic
- Gather and spread environmental information

- Tree plantation
- NGO should come forward for environmental protection

From the study it is evident that, even the self declared green consumers were not equipped or motivated enough to make decisions regarding the most significant issue for each purchase, and alter their purchase accordingly. In addition, they did not have the time for research, information interpretation and product search required for green purchasing. Our results showed that green consumers can use their buying power to make a difference, but at a high cost in terms of effort and time, which is a significant barrier.

Recommendations

The study comes up with a number of specific measures to be used as a strategy to promote green lifestyle.

Suggestions to Marketers

Firstly Marketers can utilize the great untapped market for health care products (as revealed by the study). *Secondly* Eco friendly alternatives should be linked with the rewards. *Thirdly* using a wide range of media in combination to communicate eco friendly approach and. *Finally* marketers should deliver what they promise.

Suggestions to Consumers

Firstly consumer must take a lead and make others understand the benefits of organic food, minimize use of scare natural resources, recycle the recyclable waste material. *Secondly* It is also suggested to use social networking sites to influence on sustainable consumer behavior

Suggestions to Government and other Bodies

Firstly It is strongly recommended to further enrich the environmental education syllabus for school students. *Secondly* Improvement in present government transport system so as to reduce use of personal vehicles for local travelling establishment. *Thirdly* Establishing plastic bag collection centers at various locations at convenient distance from residents which can collect all types of plastic bags for safe dispose and recycling.

Finally NGOs should come forward to clean up the water bodies as far as possible.

CONCLUSION

The main purpose of the study was to assess the link between variables specific to environmental consciousness and pro-environmental purchase and conservation behaviors. From the demographic analysis of the sample data it was established that, Pune environmentalists were likely to be male of young age, belonging to higher middle income group, having post graduate degree. These green people were business class people. On the other hand non environmentalists were older people belonging to lower/ middle income group. As far as education is concerned, all of them were well educated as only graduate and above people were included in the sample.

The study of consumer concerned about the environment revealed that, consumers were concern about the environment, but not highly, in fact not sufficiently. There exists inconsistency in consumer attitude and behavior towards environment. The implication was that “if consumer is not highly concerned with environmental issues, they are less likely to behave green”. An attitude of indifference or just a feeling towards the environment is not sufficient to drive consumers to behave in a green manner. This shows there is a great need to educate consumers and raise their level of concern about the problems that mankind is facing. The passive concern needs to be converted into active concern.

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CUSTOMERS' PERSPECTIVE ON ADOPTION AND USAGE OF INTERNET BANKING

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ABSTRACT

The banking sector plays an important role in the economic development of a nation. The Indian banking sector has undergone many positive and significant transformation and development in recent years. The internet banking is changing the banking industry and is having the major effects on banking relationship. Internet banking involves the use of internet for delivering of banking products and services. It enables a customer to perform basic banking transactions through PC or laptop, located anywhere in the globe. The present study is aimed to analyze the usage and role of internet banking among the customers in Thiruvananthapuram District. For this purpose the study made use of both primary and secondary data. The primary data were collected from 100 customers and these are analyzed with the help of statistical tools. The study found that the most of the customers preferred internet banking because of convenience. The customers are highly affected by the network problem. It is recommended that the bank should

keep at least one employee at every bank who is a specialist in internet banking and it will help to clear the doubts of customers.

Keywords: *Internet Banking, Customers, Convenience, Transactions*

INTRODUCTION

The banking sector plays an important role in the economic development of a nation. The Indian banking sector has undergone many changes in the recent years. Modern India is exploiting the benefits of technological advancements. As part of the movement to the digital age, the customers are provided with internet banking, mobile banking, ATMs, etc in order to meet their expectations and requirements. Among these services, the Internet banking has taken the lead and has become the most popular and convenient mode of banking amongst the elite, educated and networked customers.

Internet banking enables a customer to perform basic banking transactions through PC or laptop, located anywhere in the globe. Through the Internet, customer can access bank's website for viewing the account details or performing the basic banking transactions. Internet banking allows customers to access bank's facilities round the clock and seven days a week. It also allows customers to access facilities from remote sites or home, etc.

Now the internet banking is becoming popular among customers. Nowadays, customers are more increasingly using net banking facilities. From a bankers' perspective, using the net banking is more efficient than using other distribution mediums because banks are looking for an increased customer base. Using these channels, banks can increase effective market coverage by enabling different products to be targeted at different demographic segments. It reduces cost and saves time. From the customers' perspective online banking provides a convenient and effective way to manage finances that is easily accessible 24 hours a day, seven days a week. Nevertheless online banking has certain problems such as how to work the technology, set-up cost, legal issues, lack of personal contact with customers, security and privacy issues. For some people it simplifies life, while for others it is threatening and

complex. Therefore, in this context it is necessary to study the perception of customers towards the adoption, usage and the role of internet banking.

With this end in view the rest of the sections are organized into review of literature, objectives of the study, methodology, discussion of results and conclusions.

Review of Literature

Sudeep (2008) analyzed the important factors that affect customers' behavioural intention for internet banking in Kerala. He finds that the variable perceived usefulness has a positive influence on internet banking use. **Rochdi (2010)** compared the perception of users and non-users of Internet banking in Tunisia. The study revealed that ease of use, perceived usefulness, trust and security are motivational factors. Perceived costs and personal features are factors to the adoption and usage of Internet banking by Tunisian customers.

OBJECTIVES OF THE STUDY

The main aims of the study are:

- To study the role of internet banking.
- To study the perception of customers towards the adoption and usage of internet banking

Methodology

The present study is descriptive and analytical in nature. Both primary and secondary data are used for the purpose of study. Primary data were collected from 100 customers in the Thiruvananthapuram District through a structured questionnaire administered among them. Purposive sampling is used to select customers. The primary data are analysed with the help of statistical tools like percentages and weighted score.

Discussion

Internet banking enables a customer to perform basic banking transactions through PC or Laptop, located anywhere in the globe. Through the Internet, customer accesses the bank's website for viewing the account details or performing the basic banking

transactions. Internet is increasingly used by banks as channel for receiving instructions and delivering their product and services to their customers. This form of banking is generally referred to as Internet banking. It allows customers to access bank's facilities round the clock and seven days a week. It also allows customers to access facilities from remote sites or home, etc.

Various Types of Internet Banking

Understanding the various types of Internet banking products will help examiners assess the risk involved. Currently, the following three basic kinds of Internet banking are being employed in the market place.

Informational

This is the basic level of Internet banking. Typically the bank has marketing information about the bank's products and services on a stand –alone server. The risk is relatively low, as informational systems typically have no path between the server and the bank's internet network. This level of Internet banking can be provided by the bank or outsource. While the risk to a bank is relatively low, the server or website may be vulnerable to alteration. Appropriate controls therefore must be in place to prevent unauthorized alterations to the bank's server or website.

Communicative

This type of Internet banking system allows some interaction between the bank's systems and the customer. The interaction may be limited to electronic mail account inquiry, loan applications, or static file updates (name and address changes). Because these servers may have a path to the bank's internet networks, risk is higher with this configuration than with informational systems. Appropriate controls need to be in place to prevent, monitor and alert management of any authorized attempt to access the bank's internal networks and computer systems. Virus control also becomes much more critical in this environment.

Transactional

The level of Internet banking allows customers to execute transactions. Since a path typically exists between the server and the bank or outsourcer's internal network, this is the highest risk architecture and the bank or outsourcer's internal network; this is the highest risk architecture and must have the strongest controls. Customer transactions can include accessing accounts, paying bills, transferring fund, etc.

Findings of the Study

The important findings of the study are discussed as following.

- Majority of the customers are in the age group of 26- 35 years age group.
- Majority of the customers are males.
- Majority of the customers have professional education
- Majority of the customers are salaried.
- Majority of the customers have monthly income of Rs 10000- 19999.
- Majority of the customers have bank accounts and used internet banking at State Bank of India.
- Majority of the customers have savings accounts.
- Majority of the customers have started their bank accounts for a period of 1-3 years.
- Majority of the customers have used internet banking for a period of 6 months- 1 year.
- Majority of the customers are partly aware of internet banking while opening their bank accounts.
- Most of the customers selected their bank for internet banking services primarily because of convenience.
- Majority of the customers get information about internet banking from the bank staff.
- Majority of the customers were aware of internet banking services like checking status of account, fund transfer, sending

requests and intimations, bill payment, RTGS, online payment, mobile recharging, statement of accounts, stop payment of cheques, requests for issue of cheque book, DD, etc and access information like opening of accounts, rate of interest, products offered by bank, etc.

- Most of the customers used internet banking services because of convenience.
- 65 per cent of the customers mostly used internet banking for their banking transactions.
- Majority of the customers who are mostly using internet banking are satisfied with convenience, ease of use, cost savings, time savings, use of technology and security. But they are partly satisfied with the human element, employee behavior and grievance redressed mechanism.
- Majority of the customers preferred internet channels to carry out banking transactions than going to branch.
- Majority of the younger customers preferred internet banking than going to branch for their banking activities.
- Majority of the customers feel that internet banking have improved the service level in banks.
- Majority of the customers opined that there is high improvement in the better and quicker service, time savings, cost savings, all time availability, any where banking, queue avoidance and quality services by using internet banking.
- Majority of the customers have not influenced the problem of time consuming, insecurity, password forgotten, hidden costs, lack of operational knowledge and no access of internet while using internet banking. But they are highly affected the problem of network problem and moderately influenced processing time.

CONCLUSION

Internet banking is changing the banking industry and now is having the major effects on banking relationships. Banking is now

no longer confined to the branches where one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts and wait two or three hours to do these banking transactions. In Internet banking, any inquiry or transaction is processed online without any reference to the branch at any time. Providing Internet banking is increasingly becoming a “need to have” than a “nice to have” service. The study found that the most of the customers preferred internet banking because of convenience. The customers are highly affected by the network problem. It is recommended that the bank should keep at least one employee at every bank who is a specialist in internet banking and it will help to clear the doubts of customers.

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DIGITAL BANKING IN INDIA- CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Now-a-days the world has changed to a digital world. India has also tried to follow the digital banking. Digital cash and online transaction in the current market scenario have an important effect on digital banking .The digital bank represent a virtual process that includes online banking as an End –to-End platform. Digital banking means more than just going paperless. Leading players are offering a new and improved Customer experience, Delivering faster and more efficient services. It includes the evolution digital transformation in modern banking era. Digital banking plays an important role in the present banking system. Most people in the banking sector agree that digital banking is the wave of the future with highly safe and secure. However it has includes some of the challenges and opportunities of digital banking in India. The paper further tries to discuss some major aspects of digital banking.

Keywords: Digital banking, services, opportunities and challenge

INTRODUCTION

Banking sector act as major role in the economic development of a nation-the banking system of India has a wide network of branches providing different services to the public. Digital transformation in the modern banking era simply means changing the ways banks view and interact with their customers. It provides the ability for users to access the financial data through

desktop, mobile and ATM services. Digital banking includes the system that enables financial institution, customer, and individual to access accounts, transact business, and obtain information on financial products through a public or private network or internet.

The banking industry has been rapidly developing the use of internet banking as an efficient tool to create customer trust. It is one of the popular service offered by the traditional banks to the speedier and reliable services to online users. This new technologies more helpful for attracting new customers. This happened due to the services offered through internet banking have yet to satisfy their customers.

Features of Digital Banking

Following are the main features of digital banking,

- Checking account balance.
- Viewing recent transaction.
- Downloading bank statements.
- Fund transfer.
- Ordering Cheque books.
- Online payments.
 - ❖ Telephone bill payments.
 - ❖ LIC payments.
 - ❖ Electric bill payments etc.,
- Investment purchase on sales.
- Credit card application.
- Fund transfer.

Digital Services and Advantages of Digital Banking

BANKING SERVICES:

- Internet banking
- Mobile banking
- Phone banking
- SMS banking
- Watch banking

- ATM'S
- Missed call banking.

Advantages of Digital Banking

- Lower man power and back office cost.
- Time saving
- Convenience
- 24/7 services
- Transaction mode easy
- Eco-friendly
- Settlement of transaction in on time
- Complete access to your own account.

Review of Literature

Rakesh H M & Ramya T J (2014) In their research paper titled “A Study on Factors Influencing Consumer Adoption of Internet Banking in India” tried to examine the factors that influence internet banking adoption. Using PLS, a model is successfully proved and it is found that internet banking is influenced by its perceived reliability, Perceived ease of use and Perceived usefulness. In the marketing process of internet banking services marketing expert should emphasize these benefits its adoption provides and awareness can also be improved to attract consumers’ attention to internet banking services.

Amruth Raj Nippatlapalli (2013) In his research paper “A Study on Customer Satisfaction of Commercial Banks: Case Study on State Bank of India”. This paper present Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."Banking in India originated in the last decades of the 18th century.

Ms. Nisha Malik & Mr. Chand Prakash Saini (Jul 2013)

In their research titled on “Private Sector Banks Service Quality and Customer Satisfaction” A Empirical Study two Private Sector Banks”. This research paper is an effort to examine the relationship between service quality and customer satisfaction of two private sectors bank of India. Service quality has been described as a form of attitude that results from the comparison of prospect with recital (Cronin and Taylor, 1992, Parasuraman et al, 1985). Gronroos 1982) argued that customers, while evaluating the quality of service, compare the service they expect with perceptions of the services they actually receive. Since financial products offered by various banksare similar by nature then why any particular bank of product of any bank is preferred than others a matter of interest for academician as well as banking industry. They may be difference between customers of public and private sector banks, but why are two banks of one sector being preferred differently by customers. This research study is an effort to find out the answer of these questions.

OBJECTIVES OF THE STUDY

1. To know the opportunities and challenges of digital banking.
2. To identify the future of digital banking.

Research Methodology

The study is based on secondary data. Different journals, news paper, magazines, articles and relevant web site have been used for this study. This study is an attempt to determine the digital banking in India.

Challenges of Digital Banking

- Sustainable competitive advantage

This is an important challenge aced by the digital banking system. It means sustainable competitive advantage over the competition because of all the hardwork over the years. It is a unique process or special skill which allow the banking functionto dominatetheir area. It provide a superior or favorable long term position over competitors

- Dealing with digital risk of new dimension

In every sector, they face different types of risk in this digital banking field, they deals many number of digital risks like recruitment ,reputation, IT security, privacy issues etc.

- Customer satisfaction

Customer satisfaction is an important factor to help banks to sustain competitive advantages. Service quality, security, web design, convenience etc are influencing factors for the customer satisfaction. Fulfilling this type of all factors, digital banking is one of the major service in India.

- Staying connected and relevant

Digital banking system musty connected with the people and create a good relationship with the customers. It means the digital banking system staying connected with the peoples. This system provides up-to-date information related to the digital banking industry. So it is always connected and relevant.

- Regulation and Legalities

Internet banking make it possible for banks and their customer to do business room anywhere in the world. This mostly increase the banks potential client base. Regulations differ from nation to nation and banks are not always proficient in the financial laws for every nation in which they have business.

Oppourtunities

- Increasing Internet Users and Computer Literacy

To use internet banking it is very important or initial requirement that people should have knowledge about internet technology. So that they can early adopt the internet banking service. The fast increasing internet users in India can be a very big opportunity and banking industry should en-cash the

opportunity to attract more internet users to adopt internet banking service.

- Competitive Advantage

The benefit of adapting digital banking provides a competitive advantage to the banks over other players. The implementation of digital transaction is beneficial for banks in many ways as it reduces cost to banks, improves customer relation. The benefit of digital banking have become opportunities for the banks to manage their banking business in a better way.

- The right time and the place

This is the largest penetration of mobile infrastructure than ever before. The government and regulator that have been promoting the development of a strong digital economy. The right time and the right place available the digital banking easily.

- Creating high value digital services

Customer behaviors and expectations have changed radically over the last decade. Customer want available banking services anytime and anywhere. The number of banking related digital interactions is estimated more than 70%. Customers always looking for highly customized services and musty create a good digital relationship.

- Improving operational efficiency and consumers trust

Financial institutions can generate save up to dozens of millions of Euros through reduced printing. Digital can help compensate for the lower margins observed in the banking world in the recent years.and trust is naturally construct the relationship.

CONCLUSION

Finally the study conclude that the Digital banking act an important role in India. Most of the banks have implemented digital banking facilities which are beneficial to both banks and the customers. Though there are many challenges and opportunities

handled in the smooth implementation of digital banking system in India . most of the services through digital banking performed by both private and public banks are beyond the expectations of the customers. This study has its own advantages and disadvantages. But nowadays its an essential factor in everyone's life so, Digital banking having a good future.

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EXPLORING THE EFFECTS OF MEDIA FORMATS EMOTIONS ON IMPULSE BUYING TENDENCY IN THE DIGITAL ERA

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ABSTRACT

Consumer is pulled in by the method for charm of an item. Buying is tied in with captivating, by influencing consumer to picture the item. In the bustling quickly changing existence of this time, Impulse buying is a wonder that has gotten significant consideration from promoting. Impulse buying guarantees to be a predominant buying conduct in the exceptionally helpful condition of developing markets like India. Innovation makes buying quicker, more astute, and increasingly helpful for consumers, and supplies unlimited open doors for impulse buying. One method for creating income from broadband media content rests upon the suspicion that multi-media substance may trigger a more prominent purpose to purchase items and administrations indiscreetly. Digital media that accentuates the reconciliation of enthusiastic and psychological handling and of related plan factors, and portray a subsequent for the investigation of passionate structure. This investigation looks for and audit key site use factors (site correspondence style, education, convenience, and stock engaging quality and deals limited time exercises) on incautious buying conduct through web perusing in online setting. In this way, it is prescribed that electronic trade and advertising chiefs investigate inventive methods for incorporating visual and verbal media designs for inspiring a compelling consumer reaction.

Key words: Web site communication style, stimuli and informativeness, merchandise attractiveness , emotional content , sales promotional activities

INTRODUCTION

As an outcome, Web customers can be more incautious than customary customers (Donthu and Garcia 1999). Web based life has showed up as a valuable gadget in present advertising framework. It is exploratory that all foundation whether business or non-business are utilizing online life for their appreciation. Showcasing through web based life is a systems administration that is relating and engaging the general population in discussions. Indiscreet buying is viewed as a multifaceted buying conduct described by unconstrained, convincing and impromptu desire for immediate belonging, with no or little assessment of procurement or its outcomes (Chan, Cheung, and Lee, 2017; Lucas and Koff, 2017; H. J. Park and Dhandra, 2017). Every now and again consumers are coolly perusing items through a shopping site/web based business and influencing a buy they to don't at first arrangement. This purported impulse buying makes up critical a measure of items deal whether in the store or online channels (Hausman, 2000; Ozen and Engizek, 2014). This virtual condition has presented the term of online networking which has turned into another segment o f incorporated showcasing interchanges and enables associations to set up solid associations with their potential clients (Mangold and Faulds, 2009) With this rising ubiquity and the capability of broadband making the Web appropriate for the conveyance of video and other multi-media content and intelligent highlights, the full idea of broadband Web get to must be considered for electronic business, advertising and special systems. Chan et al., (2017) portrayed that with the quick development in web based business and progressions in data innovation, incautious buying in internet setting has turned into a scourge. Offers of social trade which is otherwise called one kind of web based business. Beatty and Ferrell

(1998) characterized impulse buying as quick buy having no past point or target to buy the ware. Accordingly, the reason for this survey to comprehend the impacts of various media designs namely(web webpage correspondence style, instruction, usability, stock engaging quality and limited time exercises)

Litreature Review

Impulsive buying conduct is perceived as an unconstrained reaction to a boost brought about relentless desire to purchase a particular item or a brand, wherein there is no earlier expectation or need to buy(Chan et al., 2017; Chung et al., 2017). impulse acquiring represents a huge volume of item deals each year (Hausman 2000). In another exploration by Rook (1987) announced that impulse buying for the most part happens, when a consumer feels an intense inspiration that transforms into a craving to buy an item in a flash. Beatty and Ferrell (1998) characterized impulse buying as prompt buy having no past point or target to buy the product. Beatty and Ferrell (1998) proposed that shopping happiness is related with the joy people acquire in the shopping procedure, and customers may appreciate some shopping settings. more extravagant introduction designs, including video, virtual item preliminary, and virtual mirrors, have been produced and are progressively executed in web based shopping situations. Hitchon, 1994; Tai and Fung, 1997), was utilized in this examination as the reason for the system for evaluating the impacts of broadband media content conditions on feelings and social expectation. Mehrabian and Russell (1974) recommended that factors from the earth (sense modalities and data rate) and feelings that are all the more nearly connected with a person's identity (for example an individual's propensity to appreciate the demonstration of shopping or acquiring things in explicit sorts of store conditions) can influence essential passionate reactions, for example, joy (cheerful or dismal), predominance (capacity to control a circumstance or be agreeable) or excitement (to feel invigorated or deadened to make a move).

OBJECTIVES OF THE STUDY

- To investigate the job of internet based life in consumer impulse buying conduct
- To realize the media impacts on instruction upgrades and passionate reaction
- To understand the possibility of site correspondence style on impulsive buying conduct

Impulsive Buying

10 years after Clover's (1950) starter explore consider on impulse buys, Stern (1962) outlined four particular kinds of impulse buying: unadulterated, update, proposal, and arranged impulse buying:

(I) Unadulterated impulse buying: is a curiosity or departure buy which breaks an ordinary buying design

(ii) Update impulse buying: happens when a customer sees a thing or reviews a commercial or other data and recalls that the stock at home is low or depleted

(iii) Recommendation impulse buying: happens when a customer sees an item out of the blue and envisions a requirement for it, and

(iv) Arranged impulse buying: happens when the customer settles on explicit buy choices based on value specials, coupon offers and so forth.

Website Communication Style

Website correspondence is "emotional observation about the correspondence style of site for its services"(Keeling, McGoldrick, and Beatty, 2010, p). McColl-Kennedy and Sparkles (2003) contended that reasonable and amicable site correspondence styles acquire positive assessment of the clients. the factors that are depicted as the earth turned into the on-line media arrange that people were given: the content, still pictures or video. Visual/Verbal

inclination substituted people's inclinations that are all the more intently connected with identity, that is, contingent upon the individual, some may like to have WWW locales that are more visual than verbal, progressively verbal that visual or an equivalent harmony between the two.

Stimuli and in Fomativeness

As the instruction is viewed as the best approach to introduce the data on site that understand an incentive for the clients. In this manner the high appraising of usefulness from consumers raise the inclinations towards web perusing. media impacts have attempted to evaluate the earth by estimating the visual and verbal force of promotions and other media (Childers et al., 1985; Brians and Wattenberg, 1996; Bezjian-Avery et al., 1998; Chau et al., 2000; Sundar, 2000). However, Rook's (1987) definition centers around the consumer and does not make reference to unequivocally what causes that sudden, frequently ground-breaking and diligent desire to purchase something immediately. Further, its general attributes, for example, sense modalities and data rate make the natural brain science demonstrate increasingly appropriate to PC mediated conditions (Hitchon, 1994) in contrast with the advertising approach. Sense modalities, for example, sound, sight and contact can influence a client's on-line involvement and the speed at which a client is associated with the Web can influence the speed at which one gets data.

Merchandise Attractiveness of Emotional Content

Stock engaging quality is the observation about the allure and size of the item grouping which incorporate number of items, item fit to client premium, esteem for cash, and intriguing offers (Verhagen and van Dolen, 2011). Mehrabian and Russell (1974), Mehrabian (1980) and Donovan and Rossiter (1982) proposed that conduct is a consequence of enthusiastic responses, which comprises of three variables: Delight, Excitement, Predominance.

Pleasure: this is a state of feeling that is described as the degree to which a person feels good, joyful, happy or satisfied with a particular situation.

Arousal: This is a condition of feeling that differs from sentiments of energy, incitement, readiness or liveliness to sentiments of being drained, lethargic or exhausted.

Dominance: This is characterized as the degree to which an individual feels responsible for or allowed to act in a specific circumstance. Visual promoting speaks to most direct methods for correspondence to the item target it features the visual item recognizable proof, Beatty and Ferrell (1998) contend positive influence is identified with in-store perusing, analyzing a retailer's stock for recreational or potentially instructive purposes without an immediate plan to purchase. Rook and Cultivator (1993) recommend that a mind-set state adequately propels utilization, prepares an exchange, or actuates an abstract feeling of capacity to do as such, creates mental affiliations that improve the probability of making a buy impulsively. Emotional segment is basic in the impulse buying process (Rook 1987).

Sales Promotional activities

Deals advancement is one of most famous promoting methodology which simple to be controlled by advertisers (Youthful and Faber, 2000). deals advancements utilized by retailers incorporate value limits and extra packs (Mishra and Mishra, 2011), value decrease (Chen and Wang, 2016; Zhou and Wong, 2004), invitation to take action. thinks about by Xu and Huang (2014) and Chen and Wang (2016) affirmed item type moderately affects the connection between deals advancement and impulse buying goal. Consumer sees more prominent advantage utilizing specific value decrease procedure. At last, predictable with past examinations at deals advancement, the present investigation will concentrate on blend of value markdown and value decrease as deals advancement sign and evaluate the impact on consumer's impulse buying in web based shopping setting. It is accordingly expected that blend of

value rebate and value decrease as promoting signs will prompt consumer impulse buying. Deals advancement decidedly influences impulse buy aim in web based shopping condition. Consumers presented to value rebate and value decrease encircling have a higher impulse buy aim than the individuals who are most certainly not. (Nadia IsfandariSusetyo)

CONCLUSION

Innovation supplies impulsive consumers more and quicker approaches to shop, however it doesn't really influence individuals who are not impulsive to make spontaneous buys. The issue of Media and Correspondence manages diverse hypothetical ideas of effect and feeling in different media, sorts and arrangements, just as with media as mechanical ancient rarity. The web composition is the earth, client is shopping in and the retailer needs to make that as satisfying as would be prudent. Retailers invest a ton of energy and cash making a wonderful in-store understanding, and they should think about their web composition along these lines. Krugman (1977) proposed that perusing is more psychologically included than essentially seeing sites having great arrangement with shoppers' interests look for the shoppers' intrigue and enable a space to invest more energy in perusing that site. Specialists should give careful consideration to the gigantic job that Web can play in encouraging less demanding and intriguing perusing openings, opening more up to date potential outcomes for immediate delight dependent on mind-set states, and giving epicurean shopping condition.

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E- LEARNING-A STUDY ON INTELLECTUAL STATUS OF YOUTH IN THE DIGITAL ERA WITH SPECIAL REFERENCE TO MERCY COLLEGE, PALAKKAD, KERALA

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ABSTRACT

E-learning has brought out a significant revolution in the history of education in the present digital era. Whether one is an adult, a minor, an individual, an organisation, an establishment or whatever it is, one makes use of digitalized technologies in one way or the other. Today the impact of e-learning is increasing day by day. Officials, experts, students, research scholars, professionals etc. makes use of this in an unlimited manner. It has flourished in such a way that it cannot be avoided in any context. It has attained importance in the minds of majority people in our society. Along with a lot of positive effects that are found from the side of e- learning, there are some ill effects too, which cannot be wiped out in any manner as a substitution for classroom teaching. Never can we fully replace e-learning in the place of physical teaching. We can still find people who are reluctant to use the same, who wish to have normal and physical teaching practices that are adopted in our schools and colleges. Also under e-learning one will focus only on that area which he or she needs from the website i.e., pin point searching. There is no in-depth reading which in turn reduces wider subject knowledge which one used to secure from reading large quantum of books for reference. The present study analyses the approach of the students at Mercy College, Palakkad on e-learning with the advancement of digitalization and how they react towards the same and it is scrutinised that e-learning is effective in the present context. But there will be certain ill effects in the form of demodulation in the character of children who comes from different family backgrounds as they are not able to understand with what happens in our society. Also the study focuses on the quantum of e-

learning that is necessary in the present scenario, the taste of students towards hard copy and soft copy readings and correspondingly their attitude towards the society as a whole.

Keywords: E-Learning, Students, Digitalization, Physical Teaching, Ill Effects

INTRODUCTION

Education has become an important aspect in the life of each and every individual. It is really an asset in the hands of the one which holds the same. It plays a vital role for the smooth functioning of our economic system. Thus it is an essential component for each and every one for their day to day life. Due to the increase in the demand of education a large number of private organisations too got engaged in the business of teaching in varying departments. There are even people who carry out part time studies along with their jobs for promotion and to get into attractive jobs in the future. But the time which get for the same was very limited due to high pressure and work load in their respective jobs. So they in turn started other measures for the accessibility of the same. Thus, due to the increase in the need of education for varying age groups, there gained the attention of e-learning through the advancement of digitalization as an easy remedy for the fulfilment of the same. Even then, e-learning cannot be exchanged fully in the place of traditional teaching aspects. So the present study analyses the penetration of e-learning at Mercy College, Palakkad were the views and opinions of college students is taken into consideration.

Meaning of E-Learning

The term e-learning is a wider aspect which covers a larger variety of electronic educational applications and processes such as web-based learning, computer-based learning, virtual classrooms, and digital collaboration. It includes the delivery of content via network, audio and video recordings, satellite broadcast, interactive TV, and CD-ROM as well as many others. E-learning allows one to learn anywhere and at any time. It includes a combination of text, video, audio, animation and virtual environments.

Brief History of Palakkad District

Palakkad is one of the 14 districts in Kerala known as Palakkattussery in earlier times. The district headquarters is situated in the

city itself. It is bordered on the northwest by Malappuram District, on the southwest by Thrissur District, on the northeast by Nilgiris District and on to the east by Coimbatore district of Tamilnadu. The district is nicknamed as “the granary of Kerala” and “Rice bowl of Kerala”. It is the gateway to Kerala due to the presence of the Palakkad Gap, in the Western Ghats. The total area of the district is 4,480 km² (1,730 sq. mi) which is 11.5% of the state's area. The climate is pleasant for most part of the year; exception is on the summer months. Palakkad is the first paperless revenue district by computerizing the Collectorate, five Taluks and 156 village offices. There are 163 villages in Palakkad district. It is the one of the most agrarian districts in Kerala and is particularly known for paddy cultivation. According to the 2011 census Palakkad district has a population of 2,810,892 and is urbanised up to 24.4%. The district has a population density of 627 inhabitants per square kilometre (1,620/sq. mi). The sex ratio is 1067 females for every 1000 males, and has a literacy rate of 89.32%. Palakkad city has a literacy rate of 94.20%. The official language Malayalam is predominantly and widely spoken in the district, while Tamil forms the main language of over 6% of the district's population.

Statement of the Problem

E-learning has penetrated into our society from the past few years. Its existence is gathering momentum day by day. Majority people now make uses of these e-techniques in their day to day life for searching news, research papers, books, subjects and so on. Now we can't think of a situation without the access of these electronic medias for various educational backgrounds. Hence its importance and usage is quite increasing. There will surely arise a situation when 100% of people who goes for jobs will access fully on these e-learning strategies for completing their respective courses. A couple of decade ago the main activity in every state on the part of education was classroom teaching. But now, as the digitalization emerged, people have keenly felt the importance of e-learning, its easy accessibility etc. This study focuses on the intellectual status of youth in this era towards e-learning with special reference to Mercy College, Palakkad, Kerala.

OBJECTIVES OF THE STUDY

- To analyze the advantages of e-learning in day to day life.
- To analyze the ill effects of e-learning on to the upcoming generation.
- To analyze the intellectual status of youth on e-learningin the present scenario.
- To analyze the views and opinions of the students of Mercy College, Palakkad on e-learning.
- To analyze the role of Government in equipping the society as an e-literate one.
- To analyze the future of e-learning.\

Scope of the Study

The present study is about the intellectual status of youth on e-learning in the present scenario at Mercy College, Palakkad. The study analyses the importance and side effects of e-learning which is running in our society in the present context. The scope of the study is limited to this college due to constraints of time. There are similar other colleges in the nearby locality were students study for the same sort of courses which are not taken into consideration by the researcher.

Methodology

Both primary and secondary data were collected in the form of personal interviews, articles and websites respectively.

Advantages of E-Learning

The following are some of the advantages pointed out by the researcher while using e-learning as an educational tool:-

- E-learning allows an individual to learn at his on convenient time.
- It can be accessed very quickly.
- E-learners can focus on elements of a programme one needs to learn and can skip what they already knows.
- It helps in more effective learning
- E-learning allows a long-lasting retention of information.
- E-learning helps to reduce the carbon footprint through reduction in the usage of papers.

- It reduces the travel, time and accommodation cost.
- E-learning helps to have access on a 24/7 basis that too any were in the world.
- It facilitates individuals to learn privately.
- It helps to create and communicate new ideas and policies within a short span of time.
- It helps to cover a larger audience.

Disadvantages of E-Learning

- There is little opportunity for interaction for the e-learners with their consent teachers.
- Boring slides and monotonous speech are provided in e-learning.
- Chances for material incompatibility are more.
- Those skills that relies heavily on inter-personal contact will find unsuitable.
- E-learning requires a high-level of self-discipline and personal time management and as such working through packaged programmes can be irritating.
- Start-up cost of an e-learning service is expensive.
- E-learning is still dependent on the human support on either the course materials or the software.
- Learners may have limited IT skills, or be uncomfortable with electronic communication.
- Students with visual or physical impairments may not be able to use this medium.

E-Learning - Attitude of the Students at Mercy College

A direct personal interview was carried out with the students of Mercy College in order to scrutinize their views and opinions on e-learning in the present scenario. The following positive results were obtained that are listed herewith:-

- E- learning is worthy as it provides a lot of information for any number of questions which one enquires on to the system.
- E-learning is necessary to the upcoming generation as majority of the activities are performed with the help of the same.

- E- learning will be more beneficial for the employees as a part time study.
- At present many Akshaya Centres have been opened and functioning all around India for the betterment of the public in e-learning.
- Many public e-libraries are also opened with a minimum fee of Rs.150 per year for easy access to the citizens.
- E-learning helps an individual to study even at midnight after completing all his tasks of that concerned day.

Some of the Negative Effects of E-Learning Pointed by the Students at Mercy College Were as Follows:-

- There are no opportunities for people in rural areas to access to e-learning as no computers or other device is available.
- A minimum quantum of knowledge is necessary for the operation of computers and other electronic devices which is found lagging to many people who are found in the villages of Palakkad area.
- The initial setup cost for the purchase of these technological instruments is very high.
- Rural people hesitate to adjust with e-learning at a stretch as it is a form of robert study.
- Before the introduction of online education system, people used to read a large quantum of books to get the needy information which one desires for their concerned studies or work. Due to this they used to get a lot of knowledge in other areas as they go reading variety of books. But this knowledge is far going out from the hands of individuals.
- There is no natural ambience in e-learning and as such people have to sit on a stereotyped mode.
- Various computer diseases –mania, computer addictions are found in the students who use the same for hours.
- Many eye problems are reported in the frequent use of these technological instruments for long hours that too continuously.

- The kind of environment which we get in a classroom is not availed through e-learning i.e., the eye contacts, gestures, the love and affection which one gets in a face to face teaching.
- There will be lack in the interpersonal skills of students as they are not exposed to the real lively world.
- E-learning will bring out a sense of loneliness in the minds of the students.
- E-learning is less effective or even inadequate in teaching interpersonal or soft skills
- Poor internet connection and online jams makes the people restless to use it.
- It demotivates those people who use the same for the first time.

Intellectual Status of Youth on E-Learning in the Present Scenario

A study on the intellectual status of youth was conducted in the study and they replied that e-learning is necessary to a certain extent but it cannot be replaced fully in the place of physical teaching. Even if we have a lot of articles and other details available online, even then reading a hard copy is much more comfortable in order to concentrate easily, to avoid physical restlessness like severe neck pain, eye strain etc.

Correspondingly their attitude towards various issues which recently happened in Kerala is analysed and it is found that the students have very little knowledge in the field of politics and other social problems that are occurring in our society. Only very less students responded on the same, others are not at all bothered. The meaning of education is not to acquire knowledge as such but how to behave ourselves towards others and to take appropriate steps as and when necessary which is lagging behind in the present generation.

Role of the Government

It is the duty of the government to keep a proper balance in physical training and e-learning and take appropriate measures for its penetration in our society in a smooth way. The need of classroom teaching cannot be wiped out fully in any manner. But the need for e-learning also has gained importance which cannot be neglected as such. So both of these methods are

utmost important for the smooth functioning of our economic system. The authority has to take initiatives to produce laptops and other electronic systems at a very low cost and distribute the same to the lower class of the society so that they may get access to the same. Also it should take necessary steps to arrange morning or evening classes to these people with the support of Self Help Groups, National Service Schemes, and People Service Society etc. to mould them into the present scenario. Also the youth can be trained enough to equip our rural people with the latest technology.

SUGGESTIONS

E-learning cannot be replaced in any mode. It should be given as substitute in the place of homework's and assignments so that the students have a good approach towards both of these. Frequent awareness on e-learning is necessary for the rural folk in order to make them ready to operate all kinds of online transactions and to search for their topics of interest. Also the coming and the prevailing young generation should be moulded fully with e-techniques so that there is a big revolution in the field of education and people may carry less cash for their day to day transactions.

Future of E-Learning

In the past there were only correspondence courses for distant learning. But with the advent of internet i.e., through digitalization in eighties, e-learning started gaining importance which in turn helped for delivering higher education courses over long distances. At present internet is open for all kinds of educational programmes starting from schools to even doctorate level. Under this, the delivery is not restricted to just plain text but has crossed boundaries to video creating virtual class rooms via video conferencing etc. The introduction of a variety of technologies has made it possible to convert it from impersonal to highly interactive medium of pedagogy.

CONCLUSION

E-learning has brought out a new dimension in the educational sector, i.e., both inside and outside the curriculum and is still looking at further opportunities to become more useful through new emerging digitalized technologies.

Even though we now live in a knowledge-driven society, it is still made up of human elements with varying taste and preferences and to operate in such a society, e-learning can't work as such. This can be availed only through classroom teaching as the students gets the chance of interacting with varying kinds of people coming from different family backgrounds which in turn help to mould their behaviour and tone according to the context in which they operates. Thus physical teaching is an irreplaceable part of any education.

The present study analyses the difficulties both for the students and to the teachers in the initial stages of operating a digital system like logging in, posting messages, uploading assignments, and giving and taking tests etc. But this can be easily solved through proper training and guidance. A frequent awareness on e-learning will definitely bring a revolution in our society. In the past, we had lived in a society fully based on agriculture, later on to industry and finally to the highly oriented technological sector we live today. This digital era demands the greatest asset in every field of work that is in the form of knowledge, or human talent. But along with the same the importance of physical teaching cannot be neglected as such. So a proper balance between physical and e-learning would help our economy to prosper in an unprecedented rate.

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TEACHING AND LEARNING WITH LEARNING MANAGEMENT SYSTEM

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ABSTRACT

Communication is also a vital part of a teaching learning process and hence educational institutions can achieve its object by deployment and utilization of modern teaching learning tools. A learning management system (LMS) is an e-learning platform used for training and education. A learning management system focuses on delivery of e-contents and assessment. India stands second in internet population. The internet user base in India is blooming over 460 million users. It is estimated that by 2021 there will be about 635.8 million users in India. The changing scenario of technology is providing fertile ground for successful adoption and implementation of a learning management system and the educational institutions can longer remain isolated from the use of learning management as the future of the teaching learning process is steadily moving towards digital learning. An LMS provides learners freedom of learning from their own space and their own pace. The learning process is not restricted to the four walls of classrooms. An institution can create and upload its educational audio-video contents or embed educational contents from other sources like epathshala, epgpathshala or YouTube. . Further PPT's from other sources like slideshare, authorstream can be embedded in an LMS. An LMS provides easy sharing of study material. An LMS supports conduct of online exams. A learning management system is beneficial to both educators and learner. Digital teaching and learning system is about the utilization of modern skills and technique and provide learners freedom to choose

learning environment. A learning management system helps students to become self sufficient.

Key Words: Teaching, Learning, Learning Management System

INTRODUCTION

The birth and growth of cyberspace have taken the human civilization to a new horizon of innovation and advancement. A drastic change is seen especially in the mode of communication and the physical distance is no more a barrier and can be virtually breached easily. Communication is also a vital part of a teaching learning process and hence educational institutions can achieve its object by deployment and utilization of modern teaching learning tools.

A learning management system (LMS) is an e-learning platform used for training and education. A learning management system focuses on delivery of e-contents and assessment. A learning management system facilities a teacher to create a virtual learning environment where the educator make available educational videos, study material/documents, conduct examination and track the progress of the student. It makes the teaching learning process more efficient and result oriented.

From Classroom to Digital Learning

India stands second in internet population. The internet user base in India is blooming over 460 million users. It is estimated that by 2021 there will be about 635.8 million users in India. It is also one of the biggest smartphone market and there has been a drastic increase in smartphone, from 10 million in 2011 to 300 million in 2017. The usage of internet among the youngster is increasing drastically. The data tariffs have been significantly in the last few years. It is reported that there has been a reduction of 93% in mobile internet rates.

The changing scenario of technology is providing fertile ground for successful adoption and implementation of a learning management system and the educational institutions can longer remain isolated

from the use of learning management as the future of the teaching learning process is steadily moving towards digital learning.

Benefits of A Learning Management System

From offline Learning to Online Learning

An LMS provides a vital platform for educators and institutions to move from an offline teaching learning to online teaching learning. It connects educators to learners. It can be installed on the college website. For example, our website <http://imlc.ac.in/> and our Moodle accessing point <http://moodle11.imlc.ac.in/>

Learning at own Space at own Pace

An LMS provides learners freedom of learning from their own space and their own pace. The learning process is not restricted to the four walls of classrooms. It provides opportunity of learning around the clock. It is online, hence available constantly. It helps in a creation of flexible learning environment.

Ict Enabled Teaching Learning Process

An LMS provides educators and institution to reap the benefit of ICT enabled teaching learning process. An institution can create and upload its educational audio-video contents or embed educational contents from other sources like epathshala, epgpathshala or YouTube.

Enhanced Utility to Power Point Presentations

It is a common practice to use power point presentation in classrooms, seminars, and workshops. Power point presentation plays an important role in day to day teaching learning process and its utility is enhanced when uploaded to the LMS as uploading of PPT's helps in the archiving of e-contents. Further PPT's from other sources like slideshare, authorstream can be embedded in the LMS.

Study Materials and E-Contents

An LMS provides easy sharing of study material. Institutions can their own study material/content or provide links to e-resources. A noteworthy method to expand the benefit of research

work of an institution is to link/upload the research papers, thesis work in the Moodle, providing easy access to learners.

Online Test/Exams

An LMS supports conduct of online exams. This is useful to students to check their learning progress. Institutions can start distance mode courses through an LMS. Results and result analysis is displayed instantly after submission of the exam.

Badges

An LMS can generate rewards like badges on fulfillment of certain criteria like on achieving of a certain percentage of marks or on completion of course/activity which motivates students in achieving their learning goal.

Announcements

An LMS provides facility of sending announcements to students with the option of adding media/images. It keeps students updated and well informed about the upcoming events, activity or news.

Feedback

An LMS facilitate in the collection of the feedback/opinion poll on the subject or the course. It supports institutions to create discussion forum/chat forum, thereby providing free and fair opportunity to exchange ideas and views.

CONCLUSION AND SUGGESTIONS

An LMS provides abundant features, tools and resources and depending on the requirement, an institution can use free or paid plugins. An LMS is a vital step of digital immigration, which is inevitable. The digital revolution has touched and significantly changed the different areas of life and educational sector can no longer remain aloof. The use of learning management system has become essential and inevitable. In the era of MOOC, and open and distance education, the learning management system has gained cardinal importance.

A learning management system is beneficial to both educators and learner. Digital teaching and learning system is about the utilization of modern skills and technique and provide learners freedom to choose learning environment. A learning management system helps students to become self sufficient. A learning management system is a boon in today's digital world where there is no dearth of free educational resources and acts as a lighthouse in the midst of an ocean of knowledge.

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A STUDY ON HRM IN DIGITAL ERA

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ABSTRACT

Digital Technologies have greater role in business environment. In this world of globalization digital technologies helps to simplify tasks in an effective way. Technologies have significantly influenced the HR function. In order to achieve organizational excellence, organizations must possess talented employees and new technologies help them to face organizational competitiveness. Though HRM is of recent origin, it has been experiencing significant changes because of the evolution of Information technologies in the last two decades. Technologies have role in reshaping the way that companies manage their work force. It helps to improve productivity and employee engagement in general. Digital technologies can help organizations to handle recruiting, productivity and retention more efficiently than traditional HR methods. These technologies help to do things faster than ever before. The study explored various digital technologies, the use of Artificial Intelligence, in HRM. Technology has completely redefined the role of human resources all over the world. From sourcing to performance management, technology has transformed every aspect of Human Resource Management. As a result of technological transformation in HRM, managers can focus more on profits of the company than on managing workforce. The study focused on the role of digitalization in HRM and how it helps to improve the performance of work force. Objectives, limitations and need for the study are also discussed in the article.

Keywords: *Digital Technology, Artificial Intelligence, Organizational Excellence, Technological Transformation*

INTRODUCTION

Digital HR is a process optimization in which social, mobile, analytics and cloud technologies are leveraged to make HR more efficient. Digital technologies enable HR to function in a tectonic way. HR technology has role in every single part of the employee life cycle. HR technology is an umbrella term for software and associated hardware for automating the human resources function in organizations. It includes employee payroll and compensation, talent acquisition and management, workforce analytics, performance management and benefits administration. Traditionally HR was always viewed as a paper intensive, non-innovative area, where salary decisions are made, people get hired and team building sections are organized. But now, HR incorporating technology at a rapid pace. The society of human resource management identified employee engagement, talent retention, competitive compensation and developing organizational leaders as major challenges. These challenges lead to innovation inside HR departments across the world. In order to achieve best performance of employees, HR needs to have a clearly defined digital strategy in place. In this article it is trying to explain the impact of digital technologies in HRM.

OBJECTIVES

1. To identify digital technologies in HRM.
2. To identify the impact of digitalization in HRM.

Methodology

The study is descriptive in nature. The study presents a thorough analysis of digitalization in HRM practices based on secondary data. Since the objective of the study is to understand the influence of digitalization in HRM, it explains the results of different technologies in HRM. A systematic literature review is made, since this approach offers the possibility of analyzing in depth all the relevant articles on this topic, as well as having the potential to detect other unexplored concepts. An information search was made on e-HRM and HRIS with purpose of accessing content related to study.

The criterions for selecting studies were as follows;

- Articles and other study materials were retrieved and sorted on the basis of well specified subject.

- Empirical and theoretical studies conducted in the context of applying HR practices were preferred.
- For better understanding of the concept studies having E-HRM, innovations, HRIS, key words in the title and abstract have been taken.
- A random bibliographic scan was performed on all the research studies to find out relevant study material.

Digitalisation in HRM

Innovation simply means introducing something new. There are different studies made on the topic. It is the world of e-HRM, where the letter ‘e’ denotes the implementation and application of the activity defined by the use of internet technology (Strohmeier, 2007). This concerns an innovative approach to HRM, which leads to major new changes .The definition of e-HRM that is most used today is that of Stromeier (2007), according to whom “ e-HRM is the (planning ,implementation and)application of information technology for both networking and supporting at least two individuals or collective actors in their shared performing HR activities. The integration and use of an e-HRM system increases employee’s satisfaction, facilitating their work and advancing their capabilities. Managers through specially designed and implemented training programs can promote employees’ sense of qualification and capability within the context of the organization. According to Ngai et al (2008) human resource information system is used by organization to collect and maintain data that are used to describe human resources, transforming into information and then reporting the information to users. In this context Gill and Johnson (2010) indicated that human resource information system is a method that utilizes the knowledge. Digital revolution enables organization to simplify different HRM practices. Different inventive HR practices revolutionized many HR functions like Recruitment and Selection, Training and Development, Performance Management, Compensation Administration etc. The quality of human resources in an organization depends on the success in recruiting process largely. Burma (2014) emphasizes the importance of a talented workforce as “in an era of competition the growth of any organization is proportional to the growth of its talent”. Taylor (2009) states that four points are significant to make the

employee “fall in love” with the organization; reward fairly in line with market place, treat well: i.e. focus in recognition of every employee’s contribution, train, improve skills and develop talented people. It is important to have HRM on the strategic level because it provides a broader range of solutions to complex problems generated by the changing nature of work, employee diversity, changing customer needs and globalization. Organizations need to know their employees’ capabilities and their financial and technological capabilities before laying down any plans for the future. There are four main points that HR managers need to analyze in order to establish a healthy and effective strategic HR function (Bloisi et al., 2007);

Current state of the workforce: What is the current situation of our workforce? Is our workforce doing what it should be doing in order to achieve our goals?

Internal strength and weaknesses: What are our core capabilities and sources of our workforce for competitive advantage? How can we train, develop and retain our employees? What are the limitations of our workforce?

External opportunities and threats: How can we take advantage of the current situation in the business environment? What plans do we have for our workforce if the current market changes?

The path: How do we know we are on the right path? Are we meeting our deadlines? Are we on schedule?

Some of the generally used technologies include;

Social media

Younger generation of jobseekers usually depends social Medias like F.B, Whatsapp, Twitter, Instagram etc. Different from traditional approach, organizations can access more number of jobseekers simply than before.

Video Interviews

These interviews are powerful because they increase hiring speed, interview quality and they help environment while dramatically reducing travel cost.

Learning and Development

Another area where we see a lot of HR innovation is that of employee Learning and Development. Employees can access the L&D content on any kind of device and learn about things that are in line with their personal career goals

In an era with an increasingly diverse and mobile work force, this is an important development and a must for organizations wanting to attract and retain top talent.

E-HRM

E-HRM is the planning, implementation and application of information technology for both networking and supporting at least two individual or collective actors in their shared performing of HR activities. E-HRM is the use of web based technologies to provide HRM services within employing organizations. It embraces e- recruitment and e-learning, the first fields of Human Resource Management to make extensive use of web based technology. According to T.Leino, T.Saarinen and S.Klein (2004) e -HRM hardly helped to improve employee competences, but resulted in cost reduction and a reduction of the administrative burden.

Human Resource Information System

A Human Resource Management System or HRIS is a form of HR software that combines a number of system and processes to ensure the easy management of human resources, business processes and data. Human resource professionals utilize these systems to facilitate work flow, improve efficiency and store and collect information. Several companies offer HRIS packages to employees. HRIS packages can be customized to the specific needs and requirements of the employer.

There are different new HR technologies are available .A few of the key types of HR tech widely available include the following.

1. Mobile Workforce Management(MWM)
2. Employee Scheduling Software
3. Employee Self Service Software
4. Performance Management Software
5. Learning Experience Platforms
6. Business Tablets and Laptops

Human resource technical innovations can change the dynamics of office. By incorporating just a few of the innovations, organizations can improve communication and engagement, reduces errors and confusion, and help organizations to improve profits.

Artificial Intelligence in HRM

Technology is very essential not only to create profitable new business models, but also to better professionals and great human beings. Artificial Intelligence is the result of technological excellence in the digital era. By 2020, almost all products and services will be extensively based on Artificial Intelligence (Garner Report). The study also states that companies which allow their employees to take advantage of internal and external data are expected to invest 200 percent more on analytics than enterprises which do not provide data access to their employees. On the other hand, Accenture Technology Vision 2017 companion survey highlights that 85 percent of the business and information technology executive are looking forward to extensively invest in Artificial Intelligence related technologies over the next three years.

FINDINGS

Digital Technologies in HRM practices helps to reduce administrative costs, managerial cost and compliance cost. It helps organizations to compete more effectively in recruiting talented people worldwide. New methods improve HRM services and make data access easier for supervisors and employees. It enables appropriate decision making. Different software helps to improve the performance of employees. E-HRM, AI and HRIS helps organizations to face challenges in the globalization era.

CONCLUSION

It has been concluded by saying that organizations can sustain in the competitive world by changing the way it operates. Today every firm need to include technologies in HR practices which is very important especially in the process of attracting and rewarding employees which are two of the largest challenges they face. Introducing new technologies like implementing new soft wares using virtual medias, social medias, use of AI etc enables organizations to move in a competitive way. The digitalization enabled to organize tasks differently, which improves efficiency. In short, in order to perform successfully in this competitive world, organization is strongly committed to put digitalization forward.

Limitations

The study is limited to identification of different innovative practices and its effect in HRM is based on literature review. As HRM is of latest origin, new methods and techniques and introducing day by day. All these techniques couldn't include in the study.

Future Research Scope

Similar studies can be conducted in different areas as well as from different perspectives.

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EFFECT OF DIGITALISATION ON TOURISM IN INDIA

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ABSTRACT

Tourism is travel for pleasure, but now a day's it's not about on enjoyment it may for business purpose, medical needs and so on. There the need for or opportunity on innovative tourism arise. Now a day's tourism itself becomes a business. In this digital era everything is become digital, tourism also adapts its way on digitalized style. Moreover, there were a lot of beneficiaries for this digitalized tourism. Tourism in India is important for the country's economy. The world travel and tourism council calculated that tourism generated rs.15.24 lakh crore or 9.4% of India's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. Various Technological companies, Government, hotels, health industries and too entrepreneurs eagerly looking on it. These beneficiaries also have the responsibility to conserve nature and also for its development. Day after day tourism develops and its helps in developing society, economy and all.

Key words: Effect, Digitalization, Tourism, India

INTRODUCTION

Travel is essentially about connecting people and places conveniently. Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure. Tourism is a product of modern social arrangements. When tourism overlaps with other activities gives rise to shared categories, such us business tourism, sports tourism, medical tourism.

International travel is increasingly driven by cross border relation between government and the private sector. Emerging markets are benefitting from more tourism and the digitalization of

travel. Mobile platforms and communication are key to engage with a visitor through all stages of their experience from awareness to interest to booking to visiting to post visit. Sharing economy users regularly share their travel experiences on the web, even outside their circle of friends and relatives.

The tourism has been at the forefront of digital innovation and continues to be transformed at an explorative way. Leveraging technology such as high speed internet, search and geo location technologies, mobile payments and social platforms has been evolved. Travelers are widely using smart phones to plan and book trips. They are increasingly use their phones to buying tickets, renting cars and other products. Digital travel sales are growing tremendously among tourists. These were all comprised of digitalization in tourism industry. Tourists worldwide now have a bounty of localized and personalized options for where to stay what to do and how to get around.

OBJECTIVES

1. To identify what all changes digitalization made in tourism industry
2. To identify positive and negative impact of digitalization in tourism

Methodology

The study is descriptive in nature. The sources from which data are collected are purely secondary, through the formal reports of various agencies.

Significance of the Study

In the modern era everything gets digitalized very vastly, however tourism industry also get modernized for its easy accessibility. Today's business world look their eyes more on tourism as it has widen scope and also it is the possible and easiest way to earn foreign currency. Government also provides tremendous aids in this field as it has such a role in developing economy, society and also our culture. Thus, tourism has a leading role in the development of the economy.

Scope of the Study

The study is limited to the responses made by tourists on perspective studies. Period of reports available may doesn't include most modern innovations in the field.

Digitalisation in Tourism

Digitalization has also increased in Indian economy. India's traditional outlook welcomes the sudden shake in demonetized economy with cashless transaction. Tourism sector is one of the prime sectors that witnessed the drastic change. On contrary tourism industry shows how to become a cashless economy. Particular attention to strengthening innovation and digitalization of this sector lead to the creation of new business opportunities, increased investment in tourism, increased competitiveness and sector sustainability. Digitalization is one of the major impact on tourism happening now. It provides opportunities for value creation and capture. The major changes happened through digitalization are:

- Searching for information on the trip:

Use of mobile phones, social Medias help to find everything at fingertip at anywhere anytime. Around 90% of people search through internet about the locations cities etc. Tourism centers, hotels, agents, tour operates and every prospective beneficiaries provides their on official website with detailed information.

- Checking for recommendations

Travelers have a lot of sources to know about previous experiences of tourists at the same place they wish to go. It may not be through the official channel, many other unofficial mediums are widely available now. Like face book, twitter, Gmail etc

- Online check-in and check out

The possibility to check in online saves time and paperwork for the traveler. It also helps the customer to select hotels, airlines, travelling everything at most

convenient cost and way. It reduces agency cost and unwanted delay.

- App developed by tourist centers

For customer convenience tourism department itself develops new apps and attractive sites with detailed information and with all available services at free of cost. Moreover, every hotel, tour operates even if food courts also available at fingertip.

- Smart cities

Some town implemented geo locating smart systems with beacons that provide useful information for tourism such as weather, hotels, culture etc

- Free internet connectivity

Most of the cities and public places are provided with free Wi-Fi and 4G. Internet connections are also provided at most hotels restaurants airports etc

- New business models

More digitalized systems opens way for more customized services and variety plans. It helps to reallocate business models by providing more convenient packs and also by arranging customer need .it may help to extend trip days and plans. More convenient and mind blowing atmosphere attracts every traveler to stay more.

- Sector based services

In tourism, there may be so many sectors some may arrive for pleasure some may be for medical needs, business needs, sports etc. Dividing as different sectors helps focus on customer needs and to provide need based facilities and services. It makes tourism sector more flexible and innovative.

Effects of Digitalisation on Tourism

Tour selection in India can be done easily with digital facilities. Thus digitalized tourism has so many positive and negative effects as every industry have. Benefits with digital tourism are:

- One big benefit with digitalization is the ability of gathering tourists data and analytics easily and conveniently
- Customers feel special and get personalized service and experience
- Social media and other mobile devices enable destination marketers to reach consumers and stakeholders easily on a larger scale than before.
- Technological development in transportation and accommodation infrastructure enable on investment requirement.
- Rapid growth of tourism Provides next generation of travel and tourism leaders by providing academic degrees by institutions.
- Smartphone manufactures got profit by updating special apps especially for tourism as demand increase due to awareness of digitalization.
- Telecom companies got benefitted with increased use of 3G/4G internet
- Hotels in tourists' places get noticed by people to book online.
- Railway and airline department made online ticket booking task simple.
- Payment gateways are made secured and integrated with large number of banks, credit and debit card companies.
- Digital banking facilities elaborated by private and public banks.
- Food apps provided with fast delivery at desired places

- Google maps become a key part.
- Cabs apps demand increases and are readily available everywhere.

Drawbacks of digital tourism:

- Travel agencies classical booking trend goes down
- Increased chance for fraud and deception towards tourists
- Exploitation of foreigners
- Increased online cash exchange problems
- Increased chance for exploiting travelers data
- Customers expect personalization of service and experience
- Increased environmental pollution and exploitation of resources
- Money exchange restrictions may badly affect tourists
- Increased internet charges
- Increased updated mobile prices
- Unavailability of communication devices
- Inconvenience of carrying laps or tabs on journey

FINDINGS

1. Mobile phones and other communication devices have an eminent role in tourism online activities
2. Social medias are the best advertisers and advisers for travelers
3. Foreigners are well attracted with this digitalized face
4. Government's call for cashless economy very well work here
5. Tourism related industries have an proportionate growth with the change
6. It supports cost effectiveness and sustainability

SUGGESTIONS

- Strict provisions and laws should introduced in cyber law and civil code to ensure more protection to foreigners and to reduce fraud and malpractices.

- Government should take more steps to increase the prominence of tourism among natives

CONCLUSION

Digitalization has left no segment of the travel ecosystem untouched. Digitalization provides more positive impacts on growth of tourism industry. Travelers were not only arriving for pleasure or leisure then also for business, medical purpose, sports or more. Sharing economy also forced tourism industry stakeholders to rethink their definition of tourism and reconsider the travel experience of the future.

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TEACHING AND LEARNING IN DIGITAL ERA

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ABSTRACT

Information and Communication Technology contribute to universal access to education and equity in education. It ensures quality in the delivery of teaching and learning and allows the professional development of a teacher. It also facilitates efficient education management, governance, and administration. The challenging process of education is in determining the various ways in which technology can improve the education system. The effects of technology in the classroom are related to both the teachers and students. In the traditional education system classrooms were driven by lectures where the teacher was the centre of attraction. With the introduction of technology in education, the students are playing an active role in their learning and the role of the teacher has changed from being the source of information to a facilitator or guide of information. By being active, the students are more likely to generate their own choices on how to obtain, manipulate or display information, thereby, improving their communication skills and confidence level. This paper reviews the ways in which ICT can be effectively used in the classroom. This paper also presents the changing roles of the teachers as well as of the learner in the world of technology and mentions the ways in which teachers can be actuated to use technological tools in their teaching-learning method.

Keywords: Teaching, Learning, Digital Era.

INTRODUCTION

The use of Information and Communication Technology (ICT) in the field of education began with the broadcasting of educational content by television and radio which extended the reach of education from classroom to living room, and to geographical areas that had been beyond the reach of traditional classrooms. Government funded programmes like Digital India is a promising opportunity to use technology to revitalise our education system and address the huge learning crisis that our country facing. Innovative technologies today creates new forms of adaptive and peer learning, increases access to trainers and mentors, and provides useful data in real-time. The United Nations Educational, Scientific and Cultural Organisation (UNESCO), a division of the United Nations, has made integrating ICT into education part of its efforts to ensure equity and access to education.

The availability of proper hardware and networking services (availability of adequate computers system, projectors, internet connectivity) is an important factor in the successful implementation of ICT in the education system. It is also important to build high-quality digital content that allows students to learn and master skills at their own pace and provides instant feedback on their performance. Finally, the teachers need to be trained in adopting new technologies as part of their teacher's training programmes.

ICT brings a lot of advantages in education. Computers improve independent access for students to education, enable the student who needs special education to accomplish the working task at their own pace, improve communication skills and aid in gaining confidence. It also motivates children to use the internet at home for schoolwork. One of the benefits that arise from the using of ICT is that the students can demonstrate their achievements in ways which might not have been possible with traditional methods. The pros of using ICT in education also include the enabling of tasks to be tailored to suit individual skills and abilities. Technology also allows for reinventing models of teacher education by creating competency-linked training programmes and enables teachers to connect with peers and receive coaching from experts remotely.

Even though computers help to enhance and reform teaching and learning practices, improper implementation of ICT adversely affects learning. Individual attitudes towards computer in the education system, teachers own comfort with computers and their ability to use them and along with the belief in more traditional teaching practices affects the effectiveness in the integrations of ICT in the classroom.

Teaching & Learning Process

It is an accepted belief that teachers are usually not born but made. Teaching skill can be developed through education training and experience. Good teachers can nurture their skills and knowledge through constant and deliberate efforts. Teaching is an interaction between the teacher and learner. It helps teachers to view classrooms through a common lens and discuss them using a common language, providing support for improving the quality of teacher-student interactions and, ultimately, student learning.

Learning is about to change, the change brought by developing a new skill, knowledge, motivation, changing an attitude. Learning is a permanent change, usually brought about intentionally.

Today's school help to serve and shape a world in which there can be an opportunity to grow if people learn to work creatively and collaboratively. Yet, instead of creating something new, the school system has depended on the traditional curriculum and the teachers and students have been bound to the system of Continuous Evaluation and Terminal Evaluation.

Twenty-first-century teaching is not limited to the four walls of the classroom. Technology has enlarged the area of teaching-learning process, as learners have access to information through the internet. So, pedagogical practices should be changed and should be capable enough to provide opportunities to the learners to discover the answers to the questions. We believe that teaching and learning are interrelated, so a good teacher makes a good learner.

Teaching and Learning in Digital ERA

In the traditional education system learners are focused on rote learning and memorizing. With the emergence of technology, there has been a total change in the teaching-learning process. Digital era has opened up

new dimension to the teaching and learning process which were not visible in the existing traditional school system. In the 21st century, teaching and learning are more complex than ever before since it includes various skills that must be acquired by the learner and teacher.

Skills of 21st Century Learner

The 21st century learners are different from their parents and grandparents. They are extremely tech-savvy. Nowadays, learner lives in the world of internet and they can access information on their figure tips. The beauty of technology is that there are many variations on how it can enhance the learning process. Today, success lies in being able to share, communicate and use the information to solve complex problems. We need to adopt innovative methods to respond to new demands and changing circumstances in order to command and expand the power of technology to create new knowledge.

Skill of 21st Century Teacher

In this web based learning culture, teaching skills and critical thinking are equally important to a teacher and they should be able to think out of the box. The term 21st-century skills refer to a broad set of information, skills, work habits, and qualities of character that are believed by educators, school reformers, college professors, employers, and others to be critically essential to success in today's world, particularly in collegiate programs and contemporary careers and workplaces. Generally speaking, 21st-century skills can be applied in all academic subjects, and in all educational, career, and civic settings throughout a student's life.

Learner in the Digital ERA

The role of students are passive in the traditional classroom as they depends on the teachers' instructions. NCF, 2005 Communicate that "Children's voices and experiences do not find expression in the classroom. Often the only voice heard is that of the teacher. When children speak, they are usually only answering the teacher's questions or repeating the teacher's words". It also says that "children will learn only in the atmosphere where they feel they are valued and our school still do not convey this to all children". But ICT has changed the methods of learning adopted by the learner. Today, the learners are ahead of their teachers in using the

technology and accessing information. They are less depended on teachers and textbook. ICT has provided freedom and flexibility which were not available earlier. The learners now have active, creative and reflective role in the digital era. Their view of the world is different from that of their parents and grandparents.

The recent technology makes its way to the classroom through cloud computing, mobile technology, Massive Open Online Courses (MOOCs), Games, virtual reality. The learners are now able to learn at increasingly faster rates. Students are confident enough to use these technological advancements effectively and they even prefer modern methods of learning. Learners now have freedom to discover and inquire whatever they want.

Teacher in the Digital ERA

Teachers' roles today are impressively unique in relation to what they used to be. Teachers were once issued with an explicit educational programs to teach, a lot of guidelines on the best way to show it and they utilized similar techniques for all students. In today's world, a teacher's role is very multifaceted. Their role is to advise students, enable them to figure out how to utilize their insight and incorporate it into their lives in order to become valuable members of society. Teachers are encouraged to adapt learning techniques that caters to every individual student's learning, to challenge and rouse them to learn.

In recent years, education sector plays a vital role in educational changes and effectiveness of schools. The teacher doesn't merely deliver the curriculum, but they also develop, analyse, define and reinterpret. It is the duty of teachers to tackle the technology and encourage their learners to acquire "skills of the twenty-first century". Information and communication technology (ICT) challenges existing roles and responsibilities of the teacher and demands them selves to become a learner first. Firstly, teacher needs to learn the new method of learning which means that there is a massive shift in the roles and responsibilities of the teacher in an educational system.

The greatest teachers teach naturally, it flows from within like a gentle rain. ICT is a tool in the toolbox of a good teacher. A teacher should play the roles of a guide, advisor, philosopher, facilitator and mentor. A

teacher should be able to maintain the relation between student's individual interest and understanding and the knowledge society expect them to acquire.

Teachers hold personal theories and principles to instructional purpose technology integration. ICT helps the teachers to be a subject specialist for developing skills in the minds of children. A good teacher should have passion for their subject to enrich the learning experience.

Lastly, the 21st century teachers must utilize and encourage systems that guarantee that the focus of education is in moulding the present kids for a future where they will live and where they will work efficiently.

ICT in Education

In the digital era, Information and Communication Technology (ICT) has become an integral part of almost every economic and social activity. Without digital technology, move forward in life is a challenge since everything is controlled by the technology.

Today, digitised information crosses barriers of time, space and proficiency. One can search for knowledge in multiple ways using multiple tools irrespective of the location and time. A savvy seek on Google through mobile, laptop or tab that offers tons of learning options such as, MOOCs lectures, webinars, Skype classes, video conferencing and online chat with the master of a subject.

With the onset of ICT in the education sector, knowledge sharing has turned into a simple and efficient activity. The accessibility to knowledge sources prompts fast sharing, storage and analysis of substance under a distinct point of view. The ability to sift through a lot of information is the biggest advantage of digital techniques and processes.

Today, ICT is an essential life skill in the teaching and learning process. ICT provides an opportunity for economic growth and development and also provides employment opportunities. Teachers should utilise ICT according to the curriculum. The ICT can create an interest among students which helps in learning in a better way and to explore the answer to various queries. But, all these are not possible without changing the traditional practices and roles that teachers and students are playing.

CONCLUSION

This paper gives an insight into few concept of teaching and learning, especially in digital era. ICT helps the learners to remove the limitations of their physical environments due to inadequate infrastructure or lack of resources. ICT or digital era resources offers opportunities in education sector, especially in our schools. Teachers want their learners to make their own decision in future, enabling them to learn for themselves and society. Teachers should be digitally literate for using ICT resources and tools. Traditional practices and roles can be changed by the use of technology in the classroom. Teacher must act as a guide and should direct the students towards the right path and must also provide them the freedom to explore, inquire and discover. The government should provide multimedia tools to educational institutions for making teaching and learning more effectively. Teacher's training curriculum should also be redesigned and teachers should themselves become a learner first to master the skills required for using the ICT tools.

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A STUDY ON CONSUMER'S ATTITUDE TOWARDS GREEN MARKETING

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ABSTRACT

Last few decades have witnessed growing importance on the concept of green marketing. Green marketing is important impact of consumer purchasing behaviour. This research paper is an endeavour to analyse the consumer buying behaviour towards the green market products in Chennai city. The main objective of this study is to analyze the attitude and behaviour of consumers towards green products. The data was collected from 100 respondents. Secondary data was collected from the available literature sources. The core idea of green marketing is to create awareness among people on the environmental issues and how consumers would help the environment if they switch over to green products. Thus green marketing aims to provide more information to people and also gives consumers more choices to change over to green lifestyle.

Key Words: *Green Marketing, Consumer Awareness, Consumer Purchasing Behaviour.*

INTRODUCTION

The term “sustainability” has become the key word of this competitive era. As resources are limited and human wants are infinite, this broaden gap has augmented the interest among the consumers all over the world regarding strengthening of environment. This escalating awareness amongst the world regarding ecological balance has provided more environmental realization amongst them. This in turn has transformed the behavioral blueprints both in individuals and business organisations. Now there is a time of eco-friendly, non-toxic and environment

receptive green goods. All over the world, the consumers are now cognizant regarding strengthening of the environment in which they live. Most of them believe that environment-friendly products are safer to use. They are at present, showing eager interest in everything that is organic such as organic food, hybrid cars, carpooling, recycled products, energy saving appliances etc. Thus, the global distress for sustainable development has highlighted need for going green in every field of human life and that includes marketing as well.

As a consequence, there is a move backward and forward in practices of marketers as well that has given birth to the concept of 'Think Green'. This led to the manifestation of green marketing which speaks for growing market for sustainable and socially accountable products and services. It contains a wide range of tasks such as product modification, transforming the production process, altered advertising, changes in packaging, etc., that aims at reducing the harmful impact of products and their consumption and disposal on the environment. Despite of this world awareness, there are numerous potential challenges and issues that are required to be surmounted. Green marketing has evolved as the new mantra for marketers to influence the needs of target audience and thereby produce lucrative bottom lines. Hence the business organisations and the marketers are taking the indication and are going green for the betterment of the entire society.

Review of Literature

The contributions made by various authors in the field of green marketing were presented below.

Dr. Shruti P Maheshwari (2014) identified that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. The author suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

Ann Kronrod et al (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media. Environmental agencies, which are populated with people who perceive protecting the environment as a highly important issue, should understand that not all consumers are as informed and concerned about the environment.

Joseph & Rupalikorlekar (2012) found that there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers 'perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and Green Products.

Altaf Khan (2011) studied about the Indian companies practicing the Green Marketing Concepts as follows: Samsung Electronics has adopted modern environmental conservation activities, such as the developing of environmental-friendly products and service and maintaining a safe and pleasant working environment at factories, based on Green Management and the Life-Cherishing philosophy.

Tuna manufacturing company has modified their fishing techniques because of the increased concern over drift-net fishing and the resulting death of dolphins. Toyota, the most popular automobile industry, introduced the Prius, which is the first hybrid car that is more environmental-friendly compared to other cars. Xerox, the pioneer photo copier company introduced a —high qualityl recycled photocopier in an attempt to satisfy the demands of firms for less environmentally harmful products.

Moloy Ghoshal (2011) examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing consumer behavior. The green marketers must understand to satisfy two objectives: improved environmental quality and customer satisfaction.

Philip Kotler & Kevin Lane Keller (2011) revealed that Companies that mound green programs can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

Sourabh Bhattacharya (2011) stated that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of Green Products.

OBJECTIVES OF THE STUDY

1. To assess the awareness of consumers regarding Green Products
2. To analyze the attitude and behavior of the consumers towards Green Products.
3. To identify obstacles that respondents perceive to come in the way of adopting green lifestyle.
4. To assess the factors influencing the ‘Green Marketing’
5. To offer meaningful suggestion for the improvement of green marketing

Research Methodology

Research tools to collect the data followed by the techniques of evaluating the data are required to give meaning to the research. In this case both primary as well as secondary data were used to carry out the research. A descriptive research was undertaken to meet the objectives of this study with the collection of both secondary and primary data. The primary data was collected by using convenience sampling method from respondents in Chennai city through a questionnaire. The questionnaire designed for a sample of 100 respondents, samples from Chennai city representing, both genders, different age groups, education level, marital status, employment and monthly income. A structured questionnaire with a five point likert scale technique for measuring consumer buying behaviour towards green marketing has been used. The data collected from the respondents are tabulated and analyzed using

percentage, Karl Pearson's correlation, Friedman's rank correlation and Factor analysis. Secondary data was collected from the available literature, journals and web search.

Analysis and Interpretation of Data

The demographic variables taken into consideration for the analysis of consumers are age, gender, educational level, employment and monthly income.

Table no.1 Demographic profile of the respondents

Variables	No of respondents					Total
Age	less than 20 =27%	20-30 = 28%	30-40 = 16%	40-50 = 14%	50-60 = 15%	100
Gender	Male = 31%				Female = 69%	100
Educational Qualification	No education = 6%	Schooling = 8%	UG =51%	PG =27%	Diploma = 5%	Others = 3%
Occupation	Student = 46%	Salaried = 24%	Business = 6%	Profession = 16%	Homemaker = 8%	100
Income	Rs.10000 – 20000 = 22%	Rs.20000 – 50000 = 21%	Rs.50000 – 100000 = 3%	More than Rs.100000 = 2%	Nil = 52%	100

The above table reveals that among the 100 respondents demographic profile, Majority of the respondents are Female 69%. 28% of the respondents belong to the age group of 20-30, 51% of the respondents are Graduates, 46% of the respondents are Students, 52% of the respondents monthly Income Nil.

Correlation

Null Hypothesis (H_0) There is no significant relationship between age group of the respondents and awareness on green products

Alternate Hypothesis (H_1) There is a significant relationship between age group of the respondents and awareness on green products

Table no.2- correlation between age and awareness on green products

Correlation Between age and Awareness on Green Products	Pearson Correlation	0.289(**)
	Sig. (2-tailed)	0.003
	N	100

** Correlation is significant at the 0.01 level (2-tailed).

It was found from the above table that there was a Positive Correlation between Age of the Respondents and the Awareness on Green Products. Correlation coefficient at 99% significant level was 0.289. Significant level at 2 tailed test was 0.003.

Table no. 3 Friedman test

Factors	Mean Rank	Rank
Price	2.955	Vi
Reliability	3.875	Ii
Availability	3.895	I
Brand Awareness	3.635	Iii
Product Awareness	3.29	V
Interest	3.35	Iv

The above table showed that Availability is Ranked 1(3.895), Reliability is Ranked 2 (3.875), Brand Awareness is Ranked 3(3.635), Interest is Ranked 4(3.35), Product Awareness is Ranked 5(3.29) and Price is Ranked 6(2.995).

Factor Analysis

After reviewing the literature, the researcher identified several variables as regards with green marketing and views of the respondents on Green Products and marketing. These variables are responded by the respondents in Likert 5-point scale which ranges from strongly agree to strongly disagree. It consists of 11 variables.

These variables have to be reduced into predominant factors with variable loadings.

Table no.4 -KMO and bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.574
Bartlett's Test of Sphericity	Approx. Chi-Square	271.328
	Df	55
	Sig.	.000

From the above table it was found that KMO measure of sampling adequacy is 0.574, Bartlett's test of sphericity showed a significance of 0.000. Hence it can be concluded that the variables of regarding green marketing and views of the respondents on Green Products and marketing were normally distributed and they have the potentiality to form the factors. The individual variances of all the 11 variables are listed in the communalities table.

Table No.5 - Rotated Component Matrix

FACTORS	Component			
	1	2	3	4
1. Government should play a vital role in Green Marketing concept	0.822			
2. Suggest company to undertake Green Marketing activities	0.774			
3. Concerns about environmental pollution	0.730			
4. Prefer to Repurchase Green products	0.619			
5. Abide by laws	0.592			
6. green marketing plays an important role in creating value, understand your needs and requirements and resolve environmental problems		0.765		

7. Preferring Green Products		0.747		
8. Green marketing is very much essential in the present society		0.721		
9. Green Products are able to fulfill your changing needs and requirements as per change in social environment		0.288		
10. Affects purchase decisions			0.748	
11. Pays an extra price				0.919

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 6 iterations.

The first factor consists of 5 variables as follows

1. Government should play a vital role in Green Marketing concept (0.822)
2. Suggest company to undertake Green Marketing activities (0.744)
3. Concerns about environmental pollution (0.730)
4. Prefer to Repurchase Green products (0.619)
5. Abide by laws (0.592)

And these factors can be named as '**Consumer Awareness**'

Consumer Awareness is about making the consumer aware of his/her rights. It is a marketing term which means those consumers are aware of products or services, its characteristics and the other marketing P's.

The second factor consists of 4 variables as follows

1. Green Marketing plays an important role in creating value, understand your needs and requirements and resolve environmental problems (0.765)
2. Preferring Green Products (0.747)
3. Green marketing is very much essential in the present society (0.721)

4. Green Products are able to fulfill your changing needs and requirements as per change in social environment (0.288)

And these factors are named as '**Brand Preference**'

Brand preference is when the consumer chooses a specific company's product or service when he has other, equally priced and available options. Brand preference is a reflection of customer loyalty, successful marketing tactics, and brand strengths.

The third factor consist of the statement "Affects purchase decision (0.748)" and this factor is named as

'Purchase Decision'

Purchase decision is the thought process that leads a consumer from identifying a need, generating options and choosing a specific product and brand.

The fourth factor contains 1 variable as follows

1. Pays an extra price (0.919).

And this factor is named as '**Pricing**'.

Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be a part of the business's marketing plan.

Implications of the Study

1. The study resulted that people in general have lot of concern and strong desire to do something towards environment but they did not know how they can contribute. Hence the marketers and Government cannot be alone held responsible for this issue. The environmental protection agencies and media also held responsible and it is must to create knowledge about Green Products as a mean to protect the environment.
2. Marketers should take initiative keeping in mind that consumer are concerned and willing to do their bit towards environment protection. Marketers by rewarding this urge and desire of consumer towards environment through effective promotional strategies to educate them about Green Products, their usage and resultant impact on the

- environment protection will in long run help enhance their goodwill and building strong brand image in the eyes of consumers.
3. The study points towards the requirement for an active role on the part of government and various stakeholders in enlightening the consumers towards being a green consumer.

CONCLUSION

The main purpose of the study was to assess the link between variables specific to environmental awareness and pro-environmental purchase and conservation behaviors. The results indicated that this sample's overall environmental awareness has a positive impact on green purchasing decisions. It was also observed that different environmental awareness measures to be important explanatory variables for both the general purchasing as well as the conservation behaviour.

The demographic analysis of the sample data established that, respondents were likely to be female of young age, belonging to middle income group, having under graduate degree. One of the objectives of the study was to analyze the attitude and behaviour of consumers towards Green Products which was fulfilled by the study. Through the current study recognized that, people were having positive attitude towards the ecology and were also behaving in eco-friendly manner, but the behavior was not depicting the same intensity as it was depicted for attitude. Results indicated that many consumers did show an interest in environmental issues, they were often doubtful about the implications of environmental problems in general and were therefore reluctant to change their behavior. For many consumers, engaging in pro-environmental purchasing behavior was their way of making environment friendly statements and contributing to the environment positively.

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A STUDY ON HUMAN RESOURCE MANAGEMENT IN DIGITAL ERA

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ABSTRACT

Technology has its presence in every aspect of our life and thus we are very comfortable working with it and making it work for us to make our work a little less onerous. In this era of digitization, organisations are becoming technology driven too making all the functions take the best of technology to achieve the objectives of the organisation. Human resource management being a significant part of the organisation is adopting technology in its work and making most of it to provide best services not just to be able to achieve organisational goals but also to keep its clients i.e. employees satisfied and motivated. Human resource management in itself has diversified functions operational, transactional and transformational. All these functions have adopted specific technologies to be able to play equal with other departments. HRM in digital is not only beginning to be a trend in the organizations but also becoming a necessity to be able to achieve goals, keep the cost low, increasing productivity, keeping track of employees, their needs and their performance, reaching out to prospective candidates in a way they relate the most and are mostly connected to all the time i.e. digital platform, maintaining humongous data about the employees and maintaining a free flow of communication in the organization. Thus HRM in digital era has scored technology to be able to focus more on strategic part of the HRM leaving most of the administrative to work technology

Keywords: Human Resource Management, Technology, digitalization transformation & HR Functions.

INTRODUCTION

The term E-HRM was established and brought into being in 1990's when E-commerce was a prevalent way of business in the organisations. The focus is on the effectiveness of information flow in E-HRM and term E-HRM as a value addition in the E-business .

Dr .A .Narasima Venkatesh (2016) has explained Internet of Things and Human Resource Management. The new trend is the internet of things which basically means things which can be connected to internet and be used for the betterment and ease of lifestyle. Connect the use of internet of things in HRM which basically helps the HR department achieve improved productivity and employee satisfaction. The connection of various technologies (IOT) with HR that can be used to carry out human resource management with utmost effectiveness

Digital HR in 21st Century Many of the administrative tasks associated with HR are now outsourced, or automated. As a result, businesses are demanding new expertise from their HR staff. To add value, modern HR professionals are now becoming more strategic and proactive, and have to be experts on all social and technical trends that can improve their teams. To fully understand this shift in HR, we must understand the changing trends of HR with respect to the change in technology. Huge impact of digitalization can be viewed on the HR functions such as Recruitment, Training & Development, Performance management, Payroll, & Workflow management.

Through the years as the world has undergone far reaching societal, cultural and economical changes based on the increasing dominance of digital media and tools. This has led to the current period being characterized as the “digital age”. Digital is an evolving approach to business practice, customer interactions and employee behaviours .It is present throughout any business and in the everyday lives and interactions of employees. The impact of the rapid growth in digital has meant that organizations have had to adapt to new market expectations. Business functions, where communication and customer dialogue is crucial, have been early

adopters of digital technology such as marketing, communications and customer service. Slower to come to the table is Human Resource Management, but with a very less spam time has created a whole new sector of Business Known as Electronic HR or Digital HR.

In case of Human Resources, technology helps in all processes from recruit to retire functions and has drastically changed the way employees and managers get access to the human resource data. How to use technology in a human resource perspective to connect people and information is the challenge faced by the business leaders presently. HR-IT has achieved much importance now because of its use in most of the organizations to increase the productivity through maximizing the value of the organization's most significant asset, PEOPLE. In the digital age, it is imperative to train a human resource base who are capable to handle large amounts of information and subsequently transfer the same information, after processing and repackaging the formation, efficiently, faster and effectively .With the effect of Information and Communication Technology (ICT), the world becomes the proverbial global.

OBJECTIVES

1. To understand the role of E-Technology in HRM
2. To understand the benefits of using Electronic tools in HRM.
3. To relate ethics with digital HRM
4. To study the HR function with HR automation

Research Methodology

HRM in digital age is a exploratory study & main purpose of the study is to identify the influence of the technology on the various HR function & understand the changing trends in HR with respect to technology in different organization. The data have been collected from secondary source like journals, magazines, articles, research papers,google.

Human Resource Management

Human resource management means utilizing the human resources effectively and efficiently so that the objectives of

organization are achieved. It is the management of men at work, which means planning, organising, directing and controlling all the activities of human resources which begins before recruitment to separation and beyond.

The Digitalisation of HRM

Human Resources (HR) departments have typically managed people while remaining separate from other parts of an organization. This is rapidly changing thanks to advances in digital technology, specifically Software as a Service (SaaS) based applications for human capital management (HCM) that are hosted on online cloud platforms rather than located on site. Increased digitalization is revolutionizing how HR departments serve managers and employees. In particular, cloud technology and mobile functionality are integrating HR into the fabric of everyday business. HR departments can generate data-driven insights to enhance workforce performance and thereby improve overall business performance. As a source of quantifiable value to organizations, HR has truly come of age. HR departments are embracing digitization and the benefits that other organizations

HRM Functions in the Digital ERA

Thinking of HR functionality in the context of applications makes it easier to think of them in terms of process and workflow. Perhaps more than any other department, HR depends on document-driven processes to get things done. Core HR functions that can be improved with HR automation include:

1. Timesheets.

Send regular reminder emails for employees to review their timesheets

2. Benefits.

Track when employees become eligible for benefits enrolment

3. Health and safety

Send update emails to floor monitors when an employee leaves the organization or moves to a new floor

4. Employee recruitment:

Automatically store applications submitted online and assign them to a recruiter for review

5. Employee on boarding.

Send confidentiality agreements, waivers and other forms to new hires and store them once completed.

6. Tax forms.

Facilitate the distribution of W2s and other tax documents with employee email reminders.

7. Employee records management.

Retain employee records according to government regulations.

The Evolution of HR in the Digital ERA

The scale of the change in the HR function has been staggering and has witnessed an exceptional surge over the last few years. Global companies who have established a presence in India over the last decade have brought with them different perspectives and some new HR practices as well. Technology has significantly influenced the HR function. It has led to new business models coming into existence, allowing technology platform companies to make a significant impact.

1. The velocity of change has posed unique challenges for the HR function and HR professionals have seized the challenges and are equipping themselves to meet the needs.
2. HR is already evolving from a process-centric function to be more agile. Leaders today are moving away from a 'process' mindset, to a more 'outcome' based mindset.
3. In this digital era, an organization's competitiveness will depend on its talent readiness, skill-sets and how it will bring in diversity of thought and perspectives for organizational excellence.
4. Digital era come opportunities, challenges and trends for the HR function around the globe.
5. Rapidly changing requirements for novel skill-sets in fields such as data science, security etc. signal a need for flexible

- recruiting practices that allow organizations to reach out to these fresh talent pools
6. Creates the need to build an enabling environment for constantly re-skilling talent. Skill will become the new currency and skill based wage differentiation will increase. This will also require a fundamental compensation redesign by HR.
 7. There is an important shift in the expectations of the workforce as employees demand work experiences that are more personal, engaging and authentic.
 8. Deploying new technology platforms to enhance the employee experience will hence get increased attention. Building on existing HR investments in technology and processes, including core HR platforms, cognitive solutions.

How to Get Started with HR Digital transformation?

While all of this sounds good in theory, it can seem pretty daunting when it comes to making that first step towards an HR digital transformation. So here are a few ingredients for a successful start:

1. Establish a clear goal
2. Get everyone on board
3. Don't overcomplicate things
4. Prioritize ideas
5. Assess performance
6. Culture is important

1. Establish a clear goal:

Again, before going off on a big transformational HR journey, first establish a clearly defined goal that makes sense from a business perspective. Most of the time, this goal will be to solve an issue employees encounter.

That's why, in a process of HR transformation, the focus should always be on the employee as an end-user. It's also why you want to let your employees test any new technology themselves first before you implement it.

2. Get everyone on board:

This means all stakeholders, from employees to the C-suite and everyone in –between. When it comes to a digital HR transformation – something that will affect the entire organization – you need all the support you can get in order for it to become a success.

3. Don't overcomplicate things:

We've said this before – in our 'What is Digital HR post' – and it's still true. Always start simple and small. Look at the areas of your HR processes that could do with a digital makeover (preselection & recruitment, onboarding & inboarding, learning and development, payroll management and so on). Talk about this with your employees and the members of the C-suite. Ask them what they think should be a priority.

4. Prioritize ideas:

This will undoubtedly result in a long list of ideas. Prioritize them based on impact and effort. The former meaning the business impact of digitalizing the ideas and the latter meaning the time and money it would take to actually get the ideas to go digital. Start with the ideas that are high impact and low effort. They will help you build the business case for digital HR and get you going quickly.

5. Assess performance

Trying and implementing digital technologies is great, but doesn't make much business sense if we don't look at their results. Hence we need to critically assess what works and what doesn't. After all, the only way for us to advance is to solve actual problems with technological solutions that truly solve these problems. Related: AI, blockchain, and the cloud

6. Culture is important

Digital technology alone is not enough for an HR transformation. Let alone a digital transformation of an entire organization. It's just as much – perhaps even more – about the mindset of everyone involved. And that has everything to do with your company culture.

From the new people you hire, via your current workforce all the way up to the C-level, a digital mindset – in the broadest sense of the word – is essential for a successful transformation.

Ethics and Digital HRM

Through the years as the world has undergone far reaching societal, cultural and economical changes based on the increasing dominance of digital media and tools. This has led to the current period being characterized as the “digital age”. Digital is an evolving approach to business practice, customer interactions and employee behaviours. It is present throughout any business and in the everyday lives and interactions of employees. The impact of the rapid growth in digital has meant that organizations have had to adapt to new market expectations. Business functions, where communication and customer dialogue is crucial, have been early

Adopters of digital technology such as marketing, communications and customer service. Slower to come to the table is Human Resource Management, but with a very less spam time has created a whole new sector of Business Known as Electronic HR or Digital HR.

In line with these changes, digital technologies play an increasingly prominent role in Human Resource Management (HRM). The widespread use of electronic technology has entirely changed the concepts of Human resource management. The human resource Industry in India grown at a compounded annual growth rate of 21% over the past four years and is going to be around Rs 22,800 corers, according to a report by Executive Recruiters Association .Its association with ethical culture of organisations have great impact on goodwill of company. As “Ethics refers to the principle of conduct governing an individual or a group” Ethical decisions always involve two things. First, they involve normative judgements. A normative judgement implies that something is good or bad, right or wrong, better or worse. Second, ethical decisions involve morality.

The Advantages of Digital HRM

1. E-HRM has the potential to influence both efficiency and effectiveness.
2. Effectiveness can be affected by improving the competence of both managers and employees to make better, quicker decisions.
3. A higher internal profile for HR leading to better work culture and a more forceful workflow in the business process, productivity and employee Satisfaction
4. It leads to a more transparent system and considerable reduction of administrative burden
5. Provides Integral support for the management of human resources and all other basic and support processes within the company
6. E-HRM can save costs while maintaining the quality of data decentralization of HR tasks and standardization.

The Disadvantages of Digital HRM

1. Not apt for employees who need personal support, reduces face to face interaction between the management and the employees and risk to losing data to hackers

CONCLUSION

The digital age means not only changes in one part of the workforce, it also has an even greater impact in managers training, and from this perspective the managers training should be viewed with great attention. Training has the main starting point - the reached target, but also

the place of departure and the initial state of the trainee. Also the education and the experience of the manager that we trained is very important. In this context, the statement "Young people do not want management, they want mentorship. They don't want to go through eight glass ceilings until they become senior" is relevant! In this sense, the educational system must adapt to the needs of the digital era, not only for higher education. Also, it must achieve a balance between old (the present age) and new (digital era), so as to ensure an effective transition.

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INSURANCE INDUSTRY IN DIGITAL ERA

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ABSTRACT

The digital revolution has changed the way the companies interact with their customers, creating an environment where marketing, information and technology must work together. As mobile and social networks increase in popularity, consumers are relying on smartphones and tablets to research, compare prices and buy products online – anytime, anywhere. At present, insurance business is in the progress moving towards to the digital era, where all are competing to provide the best service to their customer. Price competition is not the main thing to attract customers but the best service that customer will choose as they are looking for ease and practicability of receiving services provided by the company. So there is a need for insurance industry to study the importance and impact of digitalisation in insurance industry for future developments and stability in the market.

Keywords: Insurance Industry, Digitalisation, Mobile Application, E-Policy, Insurers.

INTRODUCTION

The basic meaning of Digitization is the making of a digital (bits and bytes) version of analog/ physical things such as paper documents, health records, insurance policies, location data, identity cards, microfilm images, photographs, sounds and more. Thus, it refers to the process of simply converting and/or representing something non-digital into a digital format, which can be used by a

computing system for various purposes. Moreover, digitization was a process of reengineering, but today it begins with the phase of discovery of a product, on-boarding of a product and upkeep of a product. Every person's life is reliant on digital technology – like booking a cab, making payments through digital wallets, transferring money via online banking, ordering food through food delivery apps, comparing insurance policies online before buying, etc. Everything is just a click away and people are accepting it passionately, as it gives clear transparency between the supplier and the customer in a time-saving and cost-effective way. Insurance not only protect the risks and uncertainty but it also provides a secure Investment channel to an individual. There are various insurance plans that are offered to the customers that one can choose as per the requirement. With time, there are various development and modernisation that insurance companies have also adapted. Digitalisation is one such step that insurance companies are following in order to match the steps of developed India.

OBJECTIVE OF THE STUDY

Insurance is a emerging sector in india. Digitalisation improves the efficiency of the sector. Hence this article focuses on the online adoption of the insurance sector. The specific objective of the study is mentioned below.

- To investigate the status of insurance industry in digital era.

Status of Insurance Industry in Digital ERA

As noted in the EY Global Insurance Digital Survey, the insurance industry is lagging behind other providers in developing innovative and customer-friendly digital experiences. Insurer's way the entire digital spectrum: customer engagement, use of analytics, and adoption of mobile and social media.

Life insurers are less advanced because of organizational silos, multiple distribution channels and legacy technology that impacts the speed at which new strategies are adopted. Yet, customers expect the same intuitive and streamlined experience

from their insurance carriers as they do from their favourite app, search engine or online retailer.

Today, insurance buyers' anticipations have been increased by their digital experiences with erudite companies in other sectors, such as Amazon and Uber. But digitization will bring in benefits for customers, as it will help them in buying insurance policies at a lower premium, making insurance plans easier on the purchaser's pocket, helping to compare all the pros and cons of insurance policies online, directly buying and renewing policies at one's convenience, and providing cancellation support, etc.

The insurance industry is on the approach of a prototype shift. Previously, the companies who had adopted digital were at the lead. But, today digitization has infused every level of the competitive landscape. Society's growing dependence on digital technologies is reshaping the customer expectations and also redefining boundaries across industries. Insurers cannot avoid this phenomenon because traditional industry borders fall away, the future of insurance stands to be greatly influenced by platforms and ecosystems.

The increase in ecosystems is a natural result of digitization. Organizations with adaptability at the core of their strategy will be the only ones who can use their strengths to their advantage. Evolution has taught us that it is not the strongest species that survive, but the ones most responsive to change. In the end, it's always about the survival of the fittest.

The increased availability of, and access to, data is what will bring insurance to life in the digital world. Today, the stakes are higher than they have ever been. Before the digital era (dot-com), companies would release information about capabilities and layer it with transactional pieces. In those early years, the process was informational and later became conversational (where you could briefly ask questions to guide you along, with some, albeit minimal, transactional activity). Nowadays, with the advent of the digital revolution, products and services are being introduced so much

faster. The adoption rate of new technology is so much quicker that consumers have higher expectations in terms of insurance companies' digital output and functionality.

SUGGESTION AND CONCLUSION

So, digitisation is very important in the Insurance sector. One can easily access all the insurance related information, documents and take control of all the data related to insurance. We live in an era of instant gratification, right from Social Media posts to loan approvals – we need everything at the click of our fingers. With the advent of modern technology, our choices have expanded and the dynamics of marketplace have changed dramatically. There are many opportunities for the insurance industry in the development of digital space, which are categorised as external and internal opportunities. Such as:

External Opportunities

i) Meet changing customer needs with new offering.

- Spread of value propositions for micro segments
- Leveraging peer to peer networks
- Emerging solutions for shared economies
- Usage & Behaviour based personalized insurance
- New models of holistic advise (Robo-Advice)

ii) Develop interactions and build trusted relationships.

- SoMoLo Omni-channel experience
- Online aggregation and comparison
- Targeted engagement & Retention models
- Consolidation of Self-directed services
- Education & Shared Knowledge

iii) Expand existing capabilities and reach with strategic relationships.

- Rise of B2B2C Platforms
- Ecosystem Partnerships

Internal Opportunities

- i) Influence existing data and analytics to generate deep risk insights
 - Connected car and automated driving systems
 - Connected Health
 - Remote data capture and analysis
 - Quantification of emerging risks
- ii) Develop new approaches to underwrite risk and predict loss
 - Sophistication of preventative insurance models
 - Granular Risk and/or Loss Quantification
 - Pay-when-you-need service
- iii) Enable the business with erudite operational capabilities
 - Crowdsourcing & Democratization of information
 - Robotics and Automation in core insurance
 - Advanced Fraud prediction

Life insurers must adjust their business models and strategies to remain competitive and take advantage of probable wallet share. Failing to adapt to the fast pace of digital change presents many risks, including losing ground to more nimble players. For insurers, the customer has become a centre of unique strategic value. Insurers can take advantage of an innovative digital overlay approach to provide context for customer interactions by digitally connecting across the enterprise, and the customer journey. But, digitalisation is the solution to all the problems. As India is progressing towards digitalization, the scenario of Insurance is changing. People can look easily for the insurance plans online, compare, research, and buy the insurance plan online.

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MARITIME TRANSPORT IS “BACKBONE OF INTERNATIONAL TRADE AND THE GLOBAL ECONOMY” IN DIGITAL INDIA

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ABSTRACT

Maritime transport Services is the pace, structure and pattern of India's economic development. India is speedily connected to a position as a key player in the maritime sector globally by achieving its nation's trade target, and therefore the growth of international trade successfully led to the growth in maritime services because a significant part of world trade is carried out by the sea. In the past days India has not been successful in maritime international trade since 2000, although during that time India had a higher potentiality to expand the international trade and considered largest merchant shipping fleet in the country. (Mukherjee 2001) . At present, Maritime transportation industry is far more liberalized than most of the other industries. It plays a vital role in the development of countries, comprises ports, shipping, ship building and Inland water transport services. Indian Shipping Industry with emergence of globalization and liberalization is firmly acquired a new dimensions in terms of demand, capacity enhancement of the ports and infrastructural development. (India: Government initiatives to support shippig in coming time 2016). This paper helps to examine the how efficiently flagship initiatives/steps were taken by the Indian government by promoting various legislature to promote sustaining growth in the maritime shipping industry to uplift the international trade

Keywords- International trade, Industry, Negotiations, Economic development & Maritime services.

INTRODUCTION

Shipping is a globalized industry operating a highly competitive business environment. And its prospects are intricately link world economic and international trade. The Indian shipping Industry plays an important role in Indian economy, according to the ministry of shipping overall 90% of the Nation's trade service is carried out by maritime transport through via sea. The highlights of India's shipping policy are to promote shipping in India to make the country self-reliant in carrying goods to and from other countries and to safeguard India's maritime interest. The Indian Shipping Industry helps transportation of national and international cargoes and also extend to various other facilities such as port development, ship building, ship repairing, lighthouse facilities, freight forwarding, etc.

Maritime Transport is the Backbone of Global trade and the Global Economy

Indian shipping industry is at the cross-roads, poised for the backbone of international trade and the global economy. The shipping industry has played an important part in the dramatic improvements in global living standards that have taken millions of people out of extreme poverty in recent times. The jobs and livelihoods of billions of people in the India, and standards of living in the industrialized and developed world, mainly depends on ships and shipping and therefore (Jayaraan 2017) people around the world has been benefited from shipping service. Most of that we use and consume in our everyday lives will be imported by sea from a place outside India and same has been exported to other countries via international water ,as in the forms of raw materials, medicines, technology, cosmetics, preserved food stuffs, components or finished articles etc.,. The world's population continues to increases, particularly in developing countries, low-cost and efficient maritime transport has an essential role in growth and sustainable development (ki-Moon's 2016). A higher level of economic growth

would generally lead to higher demand for industrial raw materials, which in turn will boost international trade.

Importing Lng Via Maritime Transport

India has limited natural gas reserves. In the past few years, there has been a higher growth in the LNG (Liquefied natural gas) trade globally, the growth is mainly energy demands of the emerging countries, particularly china and India. Russia is the latest country to begin supplying long-term LNG to India after US, Australia and Qatar. Russia has the largest crude oil supplier and second largest gas producer in the world. India and Russia have strengthened their energy partnership. The average imported LNG share from Russia was 45% overall natural gas usage in the year 2018 as compared to the 25% in financial year 2008. As per the recent government plan to raise the share of the natural gas in India 6.5% to 15% by 2030 for cooking and transport through via maritime transport, which is currently underway. (India gets cheapest LNG 2018)

Maritime Legislation in India

Maritime Legislation in India has both a national and international aspects to ensure that the maritime industry stick to a clear, structured approach for the safe transport of goods and services from one country to other country. India has long history dealing with sea trade as well as various trading and unfair trade practices through via sea within and beyond the limits of the country. After Independence, the Government of India seriously looked into the matter and implemented various laws and statutes to maintain a healthy, effective and constantly developing international trade practices through the sea i.e., *The Merchant Shipping Act, 2016*, is a revamped version of *The Merchant Shipping bill, 1958* and *The Coasting Vessels Act, 1838* this will simplify the law governing merchant shipping in India and also promote ease of doing business, transparency and effective delivery of services. Apart from this Act, we had various old laws implemented by the British Government such as the *Inland Steam Vessels Act, 1917*,

which is not codified according to Indian principal. (K.V n.d.) The recent amendments are *The Admiralty (Jurisdiction and Settlement of Maritime Claims) Act, 2017* was came in to force on 9th August, 2017. The Act consolidates the existing laws relating to admiralty jurisdiction of courts, admiralty proceedings on maritime claims, arrest of vessels and related issues in relation with civil matters which include several aspects not limited to goods imported and chattel as earlier, but also other claims such as payment of wages of seamen, loss of life, salvages, mortgage, loss or damage, services and repairs, insurance, ownership and lien, threat of damage to environment etc. The legislation accords highest priority to payment of wages of the seafarers. It also provides for protection against wrongful and unjustified arrest and has provision for transfer of cases from one High Court to another High Court. The Act confers admiralty jurisdiction on High Courts located in coastal states of India and this jurisdiction extends up to territorial war, and therefore the act will fulfill a long-standing demand of the maritime legal fraternity. *Merchant Shipping (Continuous Discharge Certificate) Rules, 2017*, the main objective of the new CDC Rules is to facilitate the issuance of CDCs and hence smoothen the entry of a budding seafarers into maritime profession.

International Maritime Organization

The International Maritime Organization (IMO) is the United Nation system's regulatory body for the maritime industry that spans the globe. India has been re-elected to the council of the International Maritime Organization under a category that represents nations with the largest interest in international sea borne trade. IMO's rules and regulations are accepted by the Indian government and the global shipping industry because they provide a single, universal framework which governs maritime operations and ensure the safe, systematic and environmental friendly carriage of global trade. (India re-elected as members of International maritime council 2017)

Government Initiatives to Improve Efficiency of Maritime Transport.

In order to meet the ever increasing international trade requirements of the country, Ports play an essential role in urbanization, as cities and town creates a hinterland of ports, making use of maritime and inland trade to market and export manufactured products. Thus, port connectivity is quick and effective movement of commodities to reach consumer from the source of production in the shortest possible time duration. The Indian government focus has been made on the infrastructure development and capacity enhancement of the Ports. Recently, Sagarmala Programme was approved by the Cabinet on 2015. (Jayaraan 2017)Under this programme 142 Port Projects involving an investment of around Rs. 91,434 crore for capacity enhancement have been identified for implementation during the next 10-15 years. This is a flagship initiative of Government of India. In fact they are the gateways for EXIM Trade. Over all the ports in India handle 90% by volume and 70% by value of India's external trade. As part of promoting Ease of Doing Business to develop and smooth business at ports, a number of activities which have been undertaken by the government which includes complete removal of manual forms, direct port delivery, installation of equipment's for container scanners at ports, RFID based automation system, Direct Port Delivery (DPD), 100% cashless transaction have been achieved in all Major Ports, land records have been digitized, all ports pensioners linked with Aadhaar Biometric system etc. Other major important initiatives are Swachh Bharat Abhiyan and Green agenda have been implemented by the government for providing financial assistance to Major Ports for green initiatives where an increase in marine trade will increase the rate of pollution caused by the sea water as well as to the living organism and also for building their capacity for preventing oil pollution. Moreover, approval for incentives to promote domestic shipbuilding industry and developing 78 lighthouses as tourism

centers will provide some boost to the sector. (Ministry of shipping 2017-year of consolidation 20 Dec 2017)

E-Governance Initiatives in Relation with International Trade

The following services have now been made online –

Registration of ships, Application and seat booking for written and oral examinations, Application and processing of Continuous Discharge Certificates (CDCs), renewal and replacement/duplicate CDCs, Application processing and issuance of Certificate of Competencies (CoCs), dangerous cargo, GMDSS, Cookery certificates, Application, processing and issuance of chartering permission, Issue of registration certificate to transport operators and Master checker for seafarers.

Digitalization of Marine Sector for Promoting International Trade

The government has made initiatives to use of e-invoices, e-payments and e-delivery orders mandatory across the maritime trade in India as it pushes digitalization of trade processes to improve the ease of doing business. The government has also directed stakeholders to use the port community system (PCS), a centralized web-based message exchange device which is the platform for maritime community which is owned and controlled by the Indian port Association (IPA) to exchange documents. PCS is linked to the Indian customs Electronic Commerce/Electronic data Interchange gateway (ICEGATE), a portal that provides e-filing services to trade and cargo carriers which enables faster clearance. (Manoj 2018). Recently the government of India has taken up steps to implement (SWIFT) the single window interface for trade which would reduce interface with government agencies to facilitate trading across borders in India. (Chennai 2018)

Tax Incentives in Maritime Sector

The Government of India has proposed the following tax incentives in the Budget 2016-17 for strengthening and promoting the Indian maritime sector and also ensure ease of trading for exporters in the country. (press information bureau ministry of

shipping 2016) The GST regime has created a significant impact on the international trade of goods through changes in the structure of Export and Import Taxation, and also removed various indirect taxes and exemptions. In the preceding taxing system, the imports of goods were charged import duties which includes custom duty, countervailing duty and special additional duty. Under the present taxing structure, the uniform taxing system is introduced in the form IGST, which is applicable to import of service where supplier is located outside India and recipient of service is located in India

CONCLUSION

Maritime transport sector plays a vital role in sustaining growth in country's trade and commerce, wherein our country generates higher revenue through shipping which is significant contribution of economic development .Maritime sector is on the top most agenda of the Indian government to promote bilateral ties with other countries. It has allowed foreign direct Investment (FDI) of up to100 percent under automatic route for port and harbor construction and maintenance project for supporting port sector (Sagarmala project). India's main trade commodities are crude and petroleum products, bulk commodities such as coal, iron ore and containerized cargo., as per the recent report trade growth is expected to remain strong, at 5-10 per cent, for most commodities over the next 10 years, this represents paramount importance to revitalize the ports and the shipping sector *to* increase capacity and efficiency of trade. In addition to that, government had taken initiatives to develop India's coastal shipping trade and strong economic growth by investing to \square 1.14 lakh in inland waterways development programme, e-governance initiatives, Digitalization of marine sector.

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SOCIAL COMMERCE-CHALLENGES AND OPPORTUNITIES

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ABSTRACT

In the era of digital economy setting up a shop and waiting the customers to arrive via no longer enough.Instead,companies must be proactive by finding new ways to engage customers, build relationships and create communities. Which differentiate social commerce from an ordinary e-commerce sites includes social elements also. Here the importance of social media increasing for commercial activity .Digitalization expand our opportunities and threats of traditional business through social media like face book , Twitter, LinkedIn ,Whatsapp etc. The development of social networking was accompanied by the evolution of mobile technologies and e-commerce networks. The borders between countries melted, thanks to the commercial transactions made through social networks. This study should be made on the impact of social networking on the marketing and promotional information industry and the extent companies and businesses benefit from the networks.

Key words: *Commerce, Digitisation, Social media*

INTRODUCTION

Social commerce is the use of social media ,in the context of E-Commerce to assist with buying and selling products and services online .It evokes the fusion of two big digital trends ,E-Commerce and Social Media.E-Commerce is traditionally associated with web based communities. For instance ,Zetlin and Pfleger (Zetlin, 2002) describe consumer driven online markets in which most

consumers needs are arranged through community website. This gathering of needs in one place facilitates vendors to have higher sales and more community members to obtain discounts. Therefore, web based communication is said substantially affect almost every company that provides services or produces consumer goods. It could change the nature of community sponsorship strategies and corporate advertising, as well as the manner through which business is done (Blanchard, 2004).

One particularly powerful online communication platform now a days is social media. Social media is defined as a group of internet based applications that build on the ideological and technological foundation of web 2.0 (Techopedia.com, 2018),and that allow the creation and exchange of user generated content (Kaplan, 2010).It uses Internet based and web-based technologies to transform broadcast media monologues (ie.,one to many) in the social media dialogues(ie.,many to many) (Linda, 2010).Some examples of web 2.0 social media sites includes blogs, web forums, virtual communities and social networks. According to (Nielsen, 2010) the world spends over 110 billion minutes daily on social media sites. The three of the world's most popular online brands are social media related:Facebook,YotTube,WhatsApp and Wikipedia are social media has an enormous impact on the economy, digital economy. Social commerce sites are the social elements evolved (Linda, 2010).

Social commerce sites includes features like consumer ratings and reviews, user recommendations and referrals, social shopping tools online communities (Stratmann, 2010).These features create a trusted environment where friends ,family and acquaintances dynamically contribute content to the referral and sale of goods and services through positive and negative feedback reviews, ratings and testimonials regarding their experiences past and present. Thus ,the research and purchasing cycle and shrunk by the establishment of a single destination powered by the power of many (Rubel, 2005).In short social commerce is a trusted

environment of which prospective consumers make buying decision based on the advice of a network of friends and family, not strangers they don't know and trust (Raito, 2007)

Statement of the Problem

Social Commerce environment means examining the social networks and identifying their importance and the strengths of the different social networks that are used as a platform to increase the awareness of trademark and publish stories related to the product. Social commerce activities are enhancing through digital media like Uber taxi,Uber eats,Ola t etc . This study aims to understand problems and opportunities raising as a result of social commerce through Digitization of commercial activities.

OBJECTIVES OF THE PAPER

- 1.To study the concept of S commerce
- 2.to understand the strength ,Weakness ,threats and weakness of S commerce

The Research Methodology

A. The SWOT Analysis The basic step to know the best tools in the process of ecommerce depends on the depth of understanding of the best social networking methods and the most appropriate to use in regards to social network communication methods that will identify the strengths, weaknesses, opportunities, and threats. Hence, the SWOT analysis was used for identifying the effects (negatively and positively) in regards to e-commerce. strategies used in retrieving and researching for information. This methodology is not just a description but an analysis to determine the role of each strategy in supporting the different social networks such as: Facebook, Whatsapp and LinkedIn.

The Importance of S-Commerce

For individuals:

- Allows several individuals to work from homes and generate strong earnings in foreign currency through developing their businesses without having capital.

- Helps individuals execute their commercial transactions at any time and everywhere in a very short period.
- Allows them to exchange their views and expertise as regards services and products through the online communities.
- Helps expand the market globally.
- Lowers the costs of creating, addressing, distributing, saving and retrieving the e-information.
- Allows companies to manufacture their products as per the customer needs, granting the company a special privilege.
- Reduces the time between paying money and receiving products and services.
- Allows low-income classes to purchase cheap products.

Social Networking

The world has recently witnessed a sort of social communication among humans in an electronic virtual space, shorting the distances between people and abolishing borders. This kind of communication between people is known as social networking, and the multiple networks such as Face book, Twitter and LinkedIn accounted for a large number of recipients. They report news fast as well as text messages, photos and videos, which helped boost their popularity.

1) Face book: It is one of the most important social networking websites. Facebook is not a social forum but a technological base that can be used by anyone to do whatever he wants. This website was designed in 2004 to serve students, faculty and staff at Harvard University. It was introduced in the form of a simple website in order to enhance communication between students and help them retain relationships after graduation. With the launch of this website, it has achieved a great success to become today one of the most important social networking websites and the most frequently used at all

2) Twitter:

It is a social network used by millions of people all over the world to stay in touch with their friends, relatives and co-workers

through computers and mobile phones. Twitter allows users to publish short messages of up to 140 letters that can be read by other users. Twitter is realtime information network, backed by people all over the world. It allows users to share and discover what is happening now in the world. [1,3].

3.Lnikedln:

It Is a social network specialized in business and trade, and its subscribers are professional in many fields and share their interests [3].

4.WhatsApp:

WhatsApp messenger is a freeware and cross the platform messaging and voice over IP(VoIP) sevice owned by facebook (Metz, 2016).The following are the pros and cons of S Commerce.

The Strengths

- Increased website traffic
- Greater understanding of the trademark
- Ability to monitor discussions about the organization or the product
- Ability to develop the marketing activities
- Development of visions about the target markets
- Expansion of new businesses
- Identification of the available opportunities for the new product or service
- Ability to measure the frequency of debates about the trademark
- Early alert about the development of the product or service.

The Weaknesses

- The purchase agreement through social networks does not allow consumers or buyers to recognize the properties of the purchased product, and then they discover its incompliance with the agreed-upon specifications.
- Lack of legal rules for the various networking websites that are considered an alternative to the traditional means

- The possibility of network penetration by hackers, which means the violation of customer privacy
- The possibility of using these networks in displaying pornographic materials that contradict customs, moralities and normal social behavior.
- The possibility of using e-commerce through social media in making fake contracts, embezzlement and fraud
- Failure to secure online information and dealing through the various social networks, with the possibility of penetrating the network. This is considered one of the most important obstacles facing e-commerce, as it could lead to loss of confidence among related parties and increase in unemployment rate because reliance on the human being will decline.
- The use of social media may boost expansion in ecommerce, and this may weigh on some monetary policies in a particular country

The opportunities

The researchers mentioned some recommendations to maintain the information security when using the social media in e-commerce, including using a strong password (at least 8 characters, numbers and letters), not saving the password on the computer, sharing files across the network rather than the computer and encrypting the important files and e-mails. In addition, different accounts, identities or pseudonyms should be used for the different campaigns and business activities.

The Threats

- Problems related to fees and taxes on e-commerce, especially when the social networks are used or when the country manufacturing the product and the consumer does not have an agreement to prevent double taxation.
- Problems related to piracy that violate the intellectual property agreement, as the hackers or imitators may steal the designs and use the trademarks

- Problems related to the so-called crimes of assault and theft of the electronic signature and then the possibility of collecting checks for wrong people.
- Incompatibility between the effective laws related to traditional commerce and the mechanisms and means of e-commerce
- Some traditional activities such as trade of books, publications and music CDs and pens may face a state of recession. Libraries suffer from this problem, after it became easy for the reader to purchase such materials from the publisher via the Internet.
- The possibility of using social networks in illegal acts such as trading or concluding illegal weapon transactions as well as torture and organ trade.
- The problems related to the legal situation, as it may be difficult sometimes to find evidence to be reviewed upon the occurrence of disagreements and the development of e-commerce locally and globally.

Concluding Comments and Recommendations

The spread of Internet use in the world has led to the emergence of new concepts and approaches for communication and business transactions. The development of social networking was accompanied by the evolution of mobile technologies and e-commerce networks. The borders between countries melted, thanks to the commercial transactions made through social networks. However, such networks established a new virtual world. The general standards and criteria of traditional commerce fail to cover e-commerce deals via the different networks in the event of a dispute as a result of the different nature of the transaction environment. If the personal and objective criteria able to solve the traditional commerce problems, its dependence on geographic settlement makes its application to ecommerce through social networking websites very difficult.

Therefore, we recommend the following: More attention should be given to social networks because they are available to a huge number of local and foreign consumers and can ensure the

security of information and transactions. Companies should use social networks with other companies and customers because they are necessary and important. Users should keep up with latest global developments in the field of marketing products. A study should be made on the impact of social networking on the marketing and promotional information industry and the extent companies and businesses benefit from the networks.

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AWARENESS OF GREEN BANKING PRACTICES FROM THE PERSPECTIVE OF SBI CUSTOMERS

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ABSTRACT

Today, the world is facing many challenges towards environmental sustainability during the process of achieving economic development. Protection and preservation of natural resources is very important in every respect. Nations development by without concentrating environmental sustainability is meaningless. The banking industry, biggest service sector in our country is now concentrating for the adoption of green banking practices for the well being of the society. Green banking means environmental or ethical banking practices adopted for reducing carbon footprints from the day to day activities. State of Bank of India, the largest commercial bank in India has developed many initiatives for maintaining environmental sustainability by participating in Go-Green movement. The Bank has put in place SMART i.e. Specific, Measurable, Achievable, Realistic and Time bound Green Banking Goals, some of which are obtaining star rating at all state level administrative office premises from Bureau of Energy Efficiency. These include construction of 'Green' buildings, waste water treatment, programs to sensitize staff on energy savings. The present paper aims to review the green banking practices adopted by SBI and also highlight the awareness and adoption of these practices by its customers. The data were collected from secondary as well as primary sources to catch the descriptive.

Keywords : *Green Banking, Awareness, Adoption.*

INTRODUCTION

The role of banking sector in sustainable development becomes very obvious. Sustainable banking can be defined as providing products and services that take economic prosperity, environmental protection, and social justice into account. Sustainability is a matter of global concern, and its understanding helps in devising ways and means to bring about a balance between economic, social and environmental development-often referred to as the three pillars of sustainability. As environmental issues given greater attention, pressure is being placed on all industries, including Financial Services to implement “green initiatives” Institute for Development and Research in Banking Technology, IDRBT, 2013 defines the concepts as follows.

“Green banking is an umbrella term referring to practices and guidelines that makes banks sustainable in economic, environment and social dimensions. It aims to make banking process and use of IT and Physical infrastructure and efficient and effective as possible, with zero or minimal impact on the environment”

Statement of Problem

Bank can play a major and decisive role in the global efforts to make the planet a better place to live in .Thus, now a days, banks are gradually coming to realize that there is an immediate need for a shift form ‘profit, profit and profit’ to ‘planet, people and profit’ orientation for sustainable development in the long run. The banking sector is one of the major sources of financing industrial projects such as steel, paper, cement, chemicals, fertilizers, power and textiles etc. which cause maximum carbon emission. Therefore, greater attention is the need of the hour for making advance to these kinds of industries to protect environment from danger situations. Hence the author have made sincere efforts to examine the awareness level of customers regarding green banking. The present paper is an attempt in this direction.

Objectives of the Paper

1. To review the green banking practices adopted by SBI
2. To assess the adoption practices of SBI customers on green banking practices.

Methodology and Database

The methodology followed in the present work is briefly explained in the following sections.

Method of Research:

The work is both descriptive nature. It is descriptive because it is fact finding investigation and focuses on particular facets and dimensions of the problem by gathering descriptive information.

Sources of Data

Secondary data: The secondary data needed for the study has been collected from Annual Report of SBI, Business Responsibility Report of SBI, Sustainability Report of SBI, SBI Website, Research dissertation and theses, Journals, Articles and Magazines.

Green Banking Practices of SBI

SBI believes that an organization will be able to achieve sustainable economic growth only when it can deliver inclusive development for all. The Bank's operations generate minimal emissions/waste and, hence, the quantity of emission/waste generated by the Bank was far below the permissible limits given by the Central Govt. SBI deeply committed to environmental protection and to contributing to reduce the carbon footprint. SBI has launched digital and alternate channels to reduce the paper usage and recycling programs for energy conservation in offices and branches, besides installation of solar powered ATMs. following are the green practices of Green Banking.

1.Renewable energy

SBI is highly committed to protect renewable energy and adopted various measures for energy conservation. One of the main is installation of wind mill capacity aggregating 15 MW for captive

use of clean power by banks branches in Maharashtra, Gujarat and Tamil Nadu.

2.Energy Management

Due to the high power consumption, SBI put their effort to conserve energy of power and reduce carbon foot print. SBI has taken steps to replace regular lights with LED lights, and new energy efficient air-conditioners are installed. In an attempt to offset a part of the Bank's GHG emissions, tree plantation drives have been periodically undertaken during the monsoon months across all the circles for several years now.

3.Energy Saving Initiatives

The development of large scale IT initiatives, though, consume large amounts of power, thereby pointing to the need for efficient Power Management Tool in IT Operations. SBI has conducted a pilot initiative by roll out of this tool across 100 branches. After positive feedback, the plan to roll out their tool to all its branches in India. Starting from July 2016, around 2, 20,000 desktops have the tool embedded in it. The deployment of this tool has enabled the Bank to save more than 40% of its direct energy consumption in relation to the system components covered in the pilot phase covering 100 branches.

4.Green Building Certification

SBI is a founding member of the Indian Green Building Council (IGBC). The Council was formed in the year 2011 with a vision to usher in the green building movement in India and help facilitate the country to become one of the global leaders in green buildings. IGBC is tasked with the creation of awareness on how green buildings will help to reduce energy and water consumption.SBI has obtained green building certification under various categories for the undernoted buildings.

5.Water Management

SBI is monitoring the total volume of water being consumed and is in the process of developing mechanisms and systems that will help in the conservation and recycling of water. There is several

rainwater harvesting projects that have been undertaken at the circle level.

6.Waste Management

Wet, dry and e-waste are the three primary categories of waste generated by the Bank. The wet waste is transferred to a bio-digester for decomposition and the resulting compost is then used at the headquarters and the residential quarters of the bank. The dry waste generated is given to vendors who recycle the waste paper and the e-waste generated is disposed through authorized vendors only.

7.Resource Management: Reducing Paper Consumption

The Reserve Bank of India (RBI) has released the Vision 2018, which encourages greater use of digital channels, by all sections of society thereby increasing the customer base for mobile banking and electronic payments, thereby decreasing paper based transactions. "**SBI In Touch**", for instance, is the Bank's state-of-the-art Digital Branch which facilitates instant opening of accounts, printing and issue of personalized debit card, and also provides expert advice on investment through video-conference.

8.Digital Growth

When the wave of demonetization hit the country in November 2016, SBI reached out to customers and enabled them to complete their banking activities through various digital platforms. As a result, the Bank witnessed a 300% surge in the number of digital transactions, as compared to its performance prior to the demonetization phase

9..Mobile Banking

SBI has established itself as one of the leaders in mobile banking services. The Bank took the number one position in the value of mobile transactions with a market share of more than 32% at the end of FY 2015-16. Its market share further increased to 40 % during FY 2016-17. Specific mobile banking applications that have been launched for SMEs and customers allow them to conduct several banking transactions such as account enquiry, mini

statement generation, utility bills payment, EPF payment, openingFixed Deposits etc.

10. Mobile Wallet

SBI's mobile wallet, 'SBI Buddy', caters to both financial and non-financial daily banking requirements of its customers. Since its launch in FY 2016, a total of more than 98 lack customers have registered, of which more than 71 lack registrations took place in FY 2016-17. SBI Buddy is also aiding the Bank in conducting financial inclusion activities and is currently available in 13 languages, making it accessible to the masses across India.

11. Internet banking and e-commerce

SBI's net banking website has been featured on the global list of the top 10 financial sites, proving its popularity with the Bank's customers. During FY2016-17, the internet banking channel was used to conduct 140 crore transaction, a 13% increase from the previous financial year. Interestingly, the internet banking channel has been used to consolidate its e-commerce platform as the digital services offered are frequently upgraded and tailored to the requirements of SBI's stakeholders.

12. Green PIN

Through this service, various channels such as ATM, SMS, IVR, INB and SBI Quick mobile application will help customers generate their PIN.

13. Disabling ATM receipt printing

As of FY2016-17, ATM receipt printing has been disabled for successful cash withdrawal transactions in all State Bank ATMs. The dual advantage of these digital applications includes enhanced customer satisfaction and reduction in paper consumption.

14. Installation of Green waste recycler

At one of the military outposts subject to National Green Tribunal restrictions regarding burning of green waste, an environment friendly initiative has been adopted in the cantonment area. To help with this cause, SBI has provided a Green waste recycler.

ONCLUSION

SBI was taking steps to minimize its energy, water, paper consumption and waste generation for improving its environmental impact noteworthy in this respect are steps taken on the path to digitization. Where under the bank has developed green platforms through which several banking products and services are delivered to customer .These initiative alone help SBI in significantly reducing energy and paper work.

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INTERNATIONAL TRADE IN A DIGITAL ERA – AN OVERVIEW

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ABSTRACT

Digital technology is shaping the future of global trade and investment. One aspect of the adoption of digital technology by global exporters and importers is the purchase and sale of goods and services online, which is part of what is broadly understood as “e-commerce”. The digital revolution is transforming the players, patterns, and possibilities of world trade. It is opening opportunities for millions of micro entrepreneurs and small businesses to engage in cross-border trade, grow into multinational sellers, and craft their own global supply chains. The rising importance of digital trade was already noted by international organizations in the late 1990s.

Key words: International Trade, Digital Technology, Digital Trade

INTRODUCTION

While the development of ICT hardware and infrastructure contributed greatly to the expansion of digital trade in the past decade, new ways of using technology and the information it generates, including big data, social networking and cloud computing, has increasingly become an important element of digital trade. Social networks, such as Face book and Twitter, have become a standard means of communication between businesses and

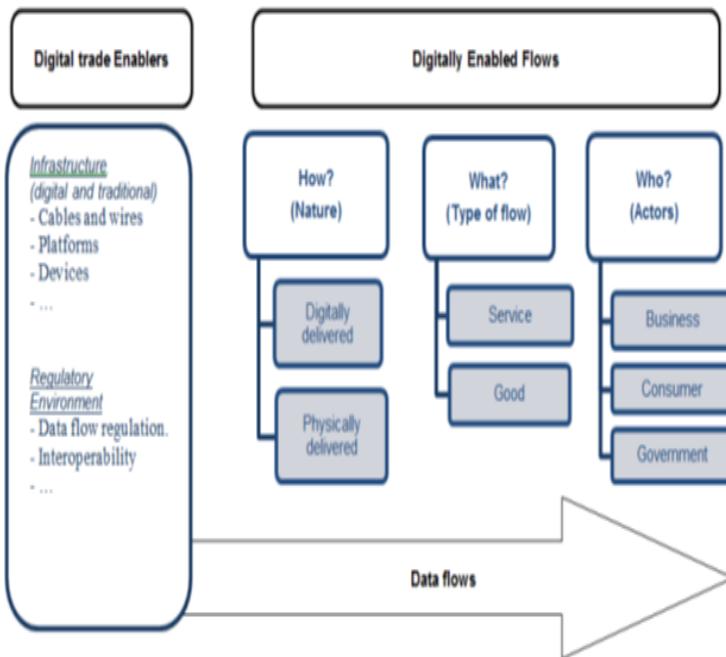
consumers. Digital technology does not only affect trade in personal, cultural and recreational services; the supply of most services has also been affected. For example, in the tourism industry, booking and payment for airline tickets, hotels, tours etc.

Digital Trade

Digital trade transactions, be they in relation to goods or services, have been part of the landscape for many years and often raise the same, or similar, issues as non-digital transactions. This is because digital trade is not just about digitally delivered services, but also about more traditional – including supply-chain – trade enabled through growing digital connectivity. What is new in digital trade is the scale of transactions and the emergence of new (and disruptive) players transforming production processes and industries, including many that were previously little affected by globalization.

Whilst all digital trade is enabled digitally, not all digital trade is digitally delivered. Digital trade also involves digitally enabled but physically delivered goods and services (such as a purchase of a good on an on-line marketplace or the booking of a hotel through a matching service).

Chart: 1



The Rules Governing Digital Trade

- Against the background of this rapid and far-reaching change, it is often said that the rules that underpin the digital trade environment have struggled to keep pace with changing business models.
- Indeed, existing multilateral trade rules were negotiated when digital trade was in its infancy, and despite being technologically neutral, questions are arising over whether they adequately address the needs of firms engaged in digital trade.

- c) Trade rules are traditionally predicated on identifying whether products are goods or services and the borders they cross. But, in the digital era, these distinctions may not always be clear cut. Firms are now increasingly able to flexibly operate from different locations and to bundle goods with services. This makes it difficult to identify the particular trade rules that apply to specific transactions.
- d) Moreover, in the fast-moving digital trade environment, goods need to be shipped efficiently across borders, supporting services delivered when and where they are needed and information about production, or the characteristics of products, needs to be accessible across the globe. Barriers affecting one of these flows, whether goods, service or information, can have considerable consequences for digital trade.

Governing Trade in the Digital ERA

Multilaterally, e-commerce and digital trade policy issues are being addressed in different ways, such as at the Council on Trade in Services of the World Trade Organization (WTO), the Informational Technology Agreement, and the Trade in Services Agreement that is under negotiation. WTO members are actively discussing e-commerce and digital trade issues. Large emerging economies such as China and India have recently tabled proposals at the WTO in the area of digital trade.

A number of efforts are on the way to integrate trade and markets in the digital era. These are some examples:

- **European union's digital single market.**

Digital Single Market aimed at (1) improved access for consumers and businesses to digital goods and services across Europe; (2) the right conditions and a level playing field for digital networks and innovative services to flourish; (3) maximizing the growth potential of the digital economy.

- **The pacific alliance.**

The Pacific Alliance Composed of Chile, Colombia, Mexico and Peru, the Pacific Alliance has in place a cooperation agreement on e-commerce covering transactions of goods, services, and digital products.

- **e-ASEAN Initiative.**

The Association of Southeast Asian Nations (ASEAN) has pioneered a harmonized regional legal framework for ecommerce. The e-ASEAN Framework Agreement of 2000 promoted regional development by establishing the ASEAN Information Infrastructure.

- **APEC's Paperless Trading Subgroup.**

Asia-Pacific Economic Cooperation is also implementing APEC's Strategies and Actions toward a Cross- Border Paperless Trading Environment to enable the electronic transmission of trade-related information across the region by 2020

Wto Rules on Goods and Services apply to Digital Trade

A group of 71 Members further agreed to “initiate exploratory work together toward future WTO negotiations on trade-related aspects of electronic commerce”. Although WTO rules were adopted at a time when no one could have anticipated the far-reaching effects of digital technology on trade, the regulatory framework established under the WTO agreements has full bearing on digital trade.

The General Agreement on Trade in Services (GATS) establishes important rules that are crucial for the digital world and in particular for digitally delivered services.

Digital technologies facilitate trade in goods, including for parcels which are often ordered online. As physical goods need to cross borders to complete commercial transactions, obligations under the General Agreement on Tariffs and Trade (GATT) and related agreements play an important role.

Trade Facilitation Agreement (TFA), which entered into force in February 2017, is also relevant since it includes requirements for WTO members to implement or maintain measures facilitating import and export processes.

The Agreement on Technical Barriers to Trade (TBT) covers government measures on technical regulations and standards applicable to information and communication technology (ICT) and electronic products.

The Information Technology Agreement (ITA) also plays a role when it comes to trade in ICT products, some of which form part of the infrastructure needed for digital trade, such as computers and telecommunication equipment.

The ITA covers MFN commitments to eliminate tariffs on certain ICT products. Product coverage under the Agreement was expanded at the 2015 Nairobi WTO Ministerial Conference to include new products that have emerged due to technological developments.

Moreover, the value of many goods and services is increasingly determined by the intellectual property (IP) embedded in them. As digital trade often implicates intellectual property rights (IPRs), particularly copyright and trademarks,

The Agreement on Trade-Related Aspects of Intellectual Property Rights (the TRIPS Agreement) provides important minimum standards for the protection and effective enforcement of these rights. TRIPS specifically covers computer programmes and grants them the same IPR protection as that applying to literary works.

WTO agreements affect digital trade at three different layers:

a) The network infrastructure layer

The agreements that are more directly relevant but it is not meant to be exhaustive. For instance, access to the networks that underpin digital trade requires appropriate infrastructure, whether wired or wireless, for which trade

rules related to telecommunication services, ICT goods, technical regulations, and standards are applicable.

b) The technical layer

On the technical layer, technical standards across networks can help ensure seamless communication and IPRs are relevant for computer software and domain names.

c) The content layer.

On the content layer, a broader range of rules can be applicable depending on the

content traded. For instance, IPR protection and enforcement through TRIPS is

relevant for media content offered online, while the TFA is relevant in case of cross-

border goods trade enabled by digital networks.

Wto Rules and Digital Trade.

Chart: 2

	Layer component	Relevant WTO trade regulation
Content	Goods	GATT, TFA, ITA
	Entertainment Books, films, music, games, television	TRIPS
	Telecommunications Access to networks, email, VoIP, etc.	GATS Annex on Telecommunications and Agreement on Basic Telecommunications
	Retail and supply chain management Online platforms, websites	GATT, TFA
	Financial services Payments and other financial transactions	GATS Annex on Financial Services
	Other Social media, data storage and processing, cloud computing, etc.	TRIPS, GATT, TFA, ITA
Technical	Domain names	TRIPS
	IP addresses	TBT
	Software	
	Internet Protocols (TCP/IP)	
Infrastructure	Undersea and terrestrial cables	GATT, ITA
	Satellite and wireless networks	GATS Annex on Telecommunications and Agreement on Basic Telecommunications
	Internet exchange points	
	Devices (computers, smartphones, etc.)	TRIPS, GATT, TFA, ITA

Digital Trade and Market Openness

- a) Digitalization has also changed the scope and speed of the activities undertaken by firms; allowing value to move faster and with greater ease; providing new ecosystems for exchange; and helping firms better connect with each other and with consumers across the globe
- b) New technologies are often made available through international trade, and access to international markets for both inputs and outputs can generate economies of scale and boost competitiveness.
- c) Digitalization is bringing in terms of the scope, scale and speed of trade. It then outlines the current trade rules, both multilateral and in regional trade agreements (RTAs), governing digital trade.
- d) We can learn about the nature of trade in the digital era from available data. It undertakes a range of empirical analyses to shed light on the relationship between digitalization and openness, and what we can measure about the importance of digitalization for exports of goods and services.
- e) In-depth mapping of the types of measures that firm's face when engaging in digital trade, and suggests a framework that can both be used to analyze current issues and help identify future issues.

Trade Policy and Rules

The following elements can be considered key for countries to fuel cross-border trade in the digital era.

a) Legal liability protections

Internet intermediaries such as e-commerce sites depend on user reviews of goods and services sold on such sites, and need to be protected from liability for their content.

b) Intellectual property protections

As products and services digitize, and as millions of micro enterprises and consumers can create or copy content, designs, and 3D-printed products, intellectual property is becoming harder to protect.

c) Consumer protection laws

While the private sector has its own interest in building consumer trust and confidence in e-commerce and online services, balanced consumer protection laws can also support consumer confidence.

d) Interoperable online payments

Cross-country collaboration is still needed to fuel interoperability and integration among mobile money platforms and banks, so that the respective payment systems of buyers and sellers “talk” with each other.

e) Limits to data or server localization mandates

Travelstart in South Africa, which realized great cost savings by being able to access user data from several countries, free cross-border flows of data are critical for companies’ competitiveness and customer service.

CONCLUSION

The growing digital intensity has caused fundamental changes in trade; as a result, there is the need for the improvement of trade statistics to catch up with this process. Official and market research on cross-border digital trade is starting to emerge; however, of particular concern with regard to measuring digital trade is the quality, methodology and transparency differences that inhibit cross-country benchmarking.

The private sector sees the challenges to digital trade first-hand, and often has actionable ideas to solve them. The public and private sectors can also work together to finance the build-out of the digital economy, using innovative instruments such as social impact bond. Reaping the benefits of digital trade will increasingly also

require international dialogue on approaches that ensure the interoperability of differing regulatory regimes and technologies.

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DIGITAL MARKETING AT THE FOREFRONT IN MODERN ERA

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ABSTRACT

The term digital marketing was evolved in the year 1990's. Its rapid evolution created new opportunities and avenues for advertising and marketing. Digital marketing is often referred to as 'online marketing', and also 'internet marketing'. The term 'digital marketing' gained more popularity over time. It involves the usage of the Internet to market the sell of goods or services. And India ranks 3rd in position. The research undertaken intends to study the phenomena related to the pros and cons and the trends in Internet marketing that helps in building brand image and customer loyalty.

The current paper focuses on the pros and cons, understanding digital customers, and trends in digital marketing.

Keywords: *Digital Marketing, Modern Era*

INTRODUCTION

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. Advertising is defined by Richard F.Taflinger as "advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." Philip Kotler formalized this evolution with his book "Marketing Management". His key stages are production, sales and brand management. Each of these is strongly motivated by technological opportunities, which permit new methods and new opportunities. The major driver of these changes is technology. Digital marketing can be defined as the process of promoting of

brands using digital distribution channels comprising intrnet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low cost model. Digital marketing has emerged as an engrossment over the last decade with its origins rotted in direct marketing. The increase in the number of personal devices and their use means brand marketers have many more ways of communicating directly and interactively with their targeted customer. The reason being that it is much cheaper; it allows vast coverage and helps in serving the customer better.

OBJECTIVES

- To understand the trend of digital marketing.
- To understand the digital customers.
- To know the pros and cons of digital marketing.

Trends of Digital Marketing

Firms are implementing a wide range of digital channels so as to engage customers in a more personalized way.

1. Mobility

Digital marketing is providing easy way for customers to mobilize there services as one in every five people owns a smart phone, and one in every 17 owns a tablet which increased user base accessing the internet via Smartphone has promoted many companies to optimize their online content for mobile devices.

2. Social media

Firms are focusing on engaging with customers through social media to offer real time interaction. Social media helps organization reach out to a vast pool of potential customers by supplying them with medical and campaign-related information.

3. Social-local-mobile marketing

The growing popularity of smart mobile devices, increasing location based social activities like experience sharing ,review reading via media and the evolution of global positioning system(GPS) are helping companies leverage social-local-mobile marketing activities.

4. Personalized content marketing

Customer engagement, acquisition and retention have all taken on new dimension with the delivery of unique, personalizes, and relevant message through identified digital channel. Email is one of the most preferred marketing channels to broadcast targeted organization messages and campaigns to existing and prospective customers.

5. Advanced analytics

Increased adoption of digital channel is generating large volume of customer behavioral data. Advanced actionable analytics can help firms' defined targeted marketing strategies.

Search engine marketing (SEM)/search engine optimization (SEC) SEO effort and paid search advertising for enhancing the visibility of their product and services.

One more trend that has been observed recently is the continually mounting cost of pay-per-click (PPC) that has resulted in the increasing disappointment with the form of search engine advertising.

6. Understanding digital customer

Now to be able to use the seven P's effectively in order to achieve the predefined goals of any organization it is imperative to understand the customers. Customization will only be truly effective if we understand our customers and their true needs.

Before adapting marketing practices to the Internet, the marketer needs to understand the characteristics of the online customers. The Net users can be classified into five categories depending upon their intention of using the Internet. The five categories of users are:

- 1. Directed Information Seekers:** They require specific, timely and relevant information about the products and services being offered.
- 2. Undirected Information Seekers:** These users require something interesting and useful. Something that can give them an edge, advantage, insight or even a pleasant surprise.

- 3. Bargain Hunters:** They are of two kinds: One who look for free items on the internet and other who are seeking better deals, higher discounts etc.
- 4. Entertainment Seekers:** They see the Web as an entertainment medium of vast breath and potential and want to explore the medium before the mass gets there.
- 5. Directed Buyers:** They want to buy something - now. They are sure what they require and just log on to the Web to purchase the item.

Pros of Digital Marketing

- 1. Inferior cost for promotion:** There's no doubt that Internet marketing requires no large capital investment and there is no physical capital to worry about, as everything is online.
- 2. Global reach:** Online marketing also lets your business reach customers around the world. Because your business isn't limited to a particular geographic location, you can reach a much wider target audience and have a higher chance of success. In simple terms a firm doesn't have to put up shop anywhere and offer to the resident. The firm can create a web store and can offer to anybody on the global market.
- 3. Easy way to target market:** Online marketing can also help you reach your target market immediately and potential customers will be able to find you with a quick search.
- 4. Convenient payment:** With e-commerce enabled on your website, you'll also be able to collect payment easily and conveniently.
- 5. Cost reduction:** The web is composed of electrons, therefore there's not necessarily something actually to size the customers hand on i.e.in a mortar and brick company.
- 6. 24x7 advertising:** Your online marketing will be available and visible 24 hours a day, 7 days a week.

7. **Affiliate marketing:** You can earn passive income from affiliate marketing combined with your Internet marketing.

Cons of Digital Marketing

New and old businesses are turning to Internet marketing to improve sales, brand awareness and online presence. Still, as with anything, online marketing has some downsides to consider. Here's a closer look at the pros and cons of online marketing for your business.

1. **No imperative trust:** Because online advertising is everywhere, there is any way for potential customers to tell if the marketing is good or bad. It can take some time for a business marketing online to gain the trust of users.
2. **Competition:** One of the biggest downsides to online marketing is the stiff competition. It can be very difficult to make your business and information stand out with companies around the world competing.
3. **Skill and knowledge required:** Online marketing today also requires a great deal of knowledge and skill to be successful.

CONCLUSION

So, digital marketing is about utilizing digital technology to achieve marketing objectives. There is no essential need for digital marketing to always be separate from the marketing department as a whole, as the objectives of both are the same. However for now it remains a useful term because digital marketing requires a certain skill set to utilize the digital technology effectively.

Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups. In this digital era, marketer is not the custodian for a brand; people who are connected across the digital platforms are the custodians.

It has been observed that digital marketing will be more advantageous to the customers in present scenario.

The paper focused on the how digital marketing works and the most knowing trends in the present market. And consumers are highly information seeker and they will do research about a product before going to a retail shop.

I honestly believe that this paper will be at most useful to understand the digital marketing and also to plan for future strategies.

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E- ENTREPRENEURSHIP IN PRESENT ERA

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ABSTRACT

As a relevant socio-economic and technological phenomenon, which can be considered as the joining of traditional entrepreneurship with an emphasis on leveraging new digital technologies involves ways, such as social, mobile, analytics, cloud and cyber-solutions etc, all in order to shift the traditional way of creating and doing business in the digital era. Moreover consequently it has been witnessed a peak of initiatives across the globe to foster the acceleration of digital entrepreneurial activity related with the creation and development of “digital start-ups”, and more recently with their growth to scaling-up phases. The most obvious impact of the internet for entrepreneurs in the creation of a whole new segment offline startups, as a result, the possibility for entrepreneurship are expanding beyond the traditional boundaries of high – tech clusters to include all people in all originations that have access to the open internet. By the very nature of the internet and the virtual world environments in which E- entrepreneurs compete, the more digital and entrepreneur is , the more international their venture will be. The present paper focuses on the concept of entrepreneurs and E- entrepreneurship in today's senior .It also focuses on the trends and issues and challenges faced in E- entrepreneurship.

Keywords: *E- Entrepreneurship, Present Era*

INTRODUCTION

Choosing to become an entrepreneur is a difficult and risky career move at any time. But, within the ever-changing digital landscape, breaking into the world of entrepreneurship has additional risks that you should consider before trying to make it on your own. One of the most difficult aspects of being an entrepreneur in modern era is the endless developments that take place across the digital landscape, so one should know about the entrepreneur and entrepreneurship before knowing what does E- entrepreneurship means.

The emergence of the digital economy has unlocked and new opportunities for entrepreneurs, leading to the creation of new business models, innovations and value in data driven sectors. The digital economy initially stemmed from the technology sector, but as new tools and techniques have become more accessible and widespread, new digital enterprises and entrepreneurs have begun to emerge in a variety of sectors.

Entrepreneur and Entrepreneurship

The word entrepreneur originates from the French word “entreprendre”, which means “to undertake” .In a business context, it means “start a business”.

In other words entrepreneur can be defined as the risk bearer, an organizer and an innovator. And with that entrepreneurship is related to coordination, innovation and the performance of entrepreneur’s.

According to Howard Steveson’s –

“Entrepreneurship is the process by which individuals pursue opportunities without regards to the resources they currently control”.

E- Entrepreneurship can be defined as embracing “new ventures and the transformation of existing business by creating and using novel digital technologies. E-Enterprises are characterized by a high intensity of utilization of new digital technologies to improve business operations, invent new (digital) business models, sharpen

business intelligence, and engage with customers and stakeholders through new technological channels.

Entrepreneurs have been particularly keen to locate opportunities where digital business models can be created to unleash disruptive innovation, with serial venturing teams becoming digital entrepreneurs.

OBJECTIVES

1. To know about E- Entrepreneurship in present era.
2. To understand the trends of E- Entrepreneurship.
3. To know about the issues and challenges faced in E- Entrepreneurship

Emerging Trends in E- Entrepreneurship

1. Innovations

Innovation is invention or application of technologies that radically alters business in present scenario it may also require an applied E-entrepreneurship innovation by combining existing internet, wireless broadband and video technologies etc.

The internet has allowed firms to compete in markets outside their geographical location, reach more customers, create efficiencies and cut cost in manual process as well as pioneer new techniques for doing business.

2. Online Sales

Massive department sales have been transferred online, with exclusive online sales occurring that encourage online shopping. Brands enjoy sample sales, distributing samples to their valued customers.

3. Global Consumption

Through E-entrepreneurship, purchase of foreign goods has become easily accessible. This has resulted in more vendors featuring their products online that facilitates further consumption and sales.

Virtual advertising

Since shopping has become readily available online, so has the advertisement of such goods. Visual and video imagery is very

popular, featured on television, Internet and spread further through sponsorships.

4. Modes of payment

E-entrepreneurship has emerged with more convenient and more payment options facilitating the new payment models to enhance online shopping experience.

5. Multi Channel Model

Inspite of booming market with E-entrepreneur, retailers have come to an understanding that multiple channels is must for any business model. Though there has been a lot of buzz on online shopping comfort, in reality it has been recorded that many customers may surf net all day but at the end do need a brick and mortar store to make the final purchase. However, new technologies such as in store digital services are emerging to make the physical store experience better.

6. Customer Relationship

With the increasing variety available the customer loyalty is now completely out of picture . It requires well integrated technology supporting easy payments and high tech shopping experience . The focus is now being shifted from discounts to better integrated technology services.

7. 24/7Customer service

With the increasing online shopping, people are becoming more and more comfortable with the concept of choosing amongst great variety at the comfort of their own space anywhere, anytime 24/7. Thus, there will be a rise in customer support service feature in the coming time.

Issues and Challenges Faced in E-Entrepreneurship

1. Data Security

Security issues over the web can lead to nightmare. Fraudsters post lot of spam and they may attack the web host server and infect all websites with viruses. They can get access to all your confidential data about your customer's phone number, card details etc.

2. Struggle of price and shipping

Online merchants frequently compete on price. Plenty of sellers may list equal products on their sites. The product is same but the only difference here is the price. They are varying to sell the product to increase their market share.

The price competition affects the small E-entrepreneurs business badly. Because the mid-sized or large competitors often offer products for low price and free shipping on nearly every order, while they couldn't afford to offer the same with competitive price.

3. Product returning and refunding

Product returns are typically seen as a necessary headache and a cost drain. But companies can use their return policies to enhance customer loyalty and increase profits.

In short, firms that ignore or downplay the area of customer returns are missing a huge opportunity to bond with customers and enhance their profitability. The trajectory of a customer's value to the firm changes drastically when companies embrace product returns as well as purchases in their calculation of consumers' long-term value.

4. Maintaining customer's loyalty

No matter how attractive or fancy your website looks, if you would not be able to build the customer trust and loyalty, the business has to struggle another day!

It's the work of lots of efforts for companies to make a new a customer and maintain the same customer for a long time. One of the reasons why ecommerce companies face the struggle while building trust and loyalty with the customer is because a seller and a buyer don't know each other nor they can see each other while making a transaction, unlike street-shopping. It takes few transactions, time and plenty of efforts by the company to build the customer trust and loyalty.

5. Competitor Analysis

In this competitive world, there will be too many competitors who will be offering same products and service as you. Unless you have the best strategy that differentiates yourself from other competitors; it will become difficult to survive.

CONCLUSION

The fast growth and business success of online entrepreneur along with the bankruptcy of numerous dotcom firms worldwide hold potent management implications for IT innovation and entrepreneurial organizations worldwide. As such, e-entrepreneurship and e-innovation have become emerging disciplines for proactively responding to changes in the e-business world.

The current paper is that e- entrepreneur needs to respond closely to market needs and gain market credibility. Another key issue is that there should be credibility built within the e-business marketplace before inception of the business. In addition, the intangibility of an online service needs to be addressed in order to build brand awareness. The discussion of the issues as such provides readers with both theoretical and practical guideline for a further study. And also there are many new trends present in the market.

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