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Special Edition

National Seminar on
Virtual Inclination of Commerce and Management Education in the arena of Digitalization

Post Graduate Department of Commerce
in association with
Bangalore Management Association (BMA)

Mount Carmel College Autonomous
58, Palace Road, Bengaluru - 560052

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EDITORIAL MESSAGE

The integration of technology has ushered in a transformative era in education, particularly in the fields of commerce and management. As digitalization continues to reshape the educational landscape, a national seminar was organised to explore the virtual inclination in commerce and management education. This write-up highlights key insights from the seminar and the subsequent Special Edition of the Carmelight Journal of Social Science, which encapsulates the profound impact of digitalization in the field of education.

The seminar brought together educators, research scholars and students to discuss the challenges and opportunities presented by the virtual inclination in commerce and management education. One notable advantage highlighted was the increased accessibility to education. Virtual learning environments transcend geographical boundaries, allowing students to access courses, lectures, and resources from any location. This expanded reach offers diverse learners the opportunity to engage in enriching educational experiences.

The seminar also focused on innovative teaching methodologies that have emerged because of digitalization. Virtual classrooms, webinars, online simulations, and collaborative learning platforms have revolutionized pedagogical approaches. These methods promote active engagement, personalized learning, and interactive discussions, equipping students with practical skills for the digital business landscape.

While acknowledging the benefits, the seminar recognized the challenges inherent in transitioning to virtual education. The digital divide, access to reliable internet connectivity, and the need for technical proficiency emerged as hurdles to be addressed. Ensuring equal opportunities and resources for all students was emphasized, and faculty development programs were deemed essential to equip educators with the necessary skills to effectively leverage virtual platforms.

A consensus was reached on the importance of collaboration and synergy among academia, industry, and policymakers. Partnerships between educational institutions and industry leaders can bridge the gap between theory and practice, preparing students for the demands of the digital economy.

This **Special Edition of the Carmelight Journal of Social Science** showcases exceptional research from scholars, educators, and students, offering comprehensive insights into the virtual inclination in commerce and management education. The articles cover a wide range of topics, including innovative teaching methodologies, virtual classrooms, technology's role in enhancing student engagement, curriculum design in the digital era, and equipping educators with necessary skills for virtual platforms.

We extend our gratitude to the authors for their exceptional contributions, which have enriched the discourse on virtual inclination in commerce and management education. The rigorous evaluation by peer reviewers has ensured the scholarly rigor and quality of the articles. We also express appreciation to the editorial team and staff for their efforts in bringing this Special Edition to fruition, making it a valuable resource for academics, practitioners, and policymakers.

In conclusion, the national seminar and Special Edition of the Carmelight Journal of Social Science highlight the transformative power of virtual inclination in commerce and management education. By embracing digitalization, we can overcome challenges, seize opportunities, and provide inclusive and accessible education. Together, we can equip students with the skills required to thrive in the evolving educational landscape.

Wishing you an engaging and enlightening reading experience.

PROF. V. N. RAGHU
DEAN, SCHOOL OF COMMERCE
MOUNT CARMEL COLLEGE, AUTONOMOUS

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Impact of Indian Accounting Standards on Non-Banking Financial Companies - A Critical Study

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ABSTRACT

Indian Accounting Standards are a set of accounting standards developed by the Institute of Chartered Accountants of India (ICAI) based on the International Financial Reporting Standards (IFRS). The Purpose of Ind AS is to harmonize the accounting standards in India with international practices and to improve the quality and comparability of financial reporting in the country. NBFC had to adopt Ind AS on a mandatory basis from 1st April 2018. Therefore this article tries to find out if there has been any significant change in the disclosures represented in the financial statements i.e. the balance sheet and the income statement while converging from Indian Generally Accepted Accounting Practices (IGAAP) to Ind AS. The impact was calculated on the percentage and categorized into 5 types which are: Relatively positive impact, relatively negative impact, positive impact, the negative impact and no impact. After analysis, it was understood that there has been a figurative change in the disclosures and the impact was mainly relatively positive and relatively negative. The impact would have been created due to the various changes such as a change in measurement recognition and derecognition of various items in Ind AS.

Keywords: Ind AS, NBFC, IFRS, IGAAP, Disclosure, Balance Sheet, Income statement.

INTRODUCTION

Indian Accounting Standards (Ind AS) are a set of accounting standards developed by the Institute of Chartered Accountants of India (ICAI) based on the International Financial Reporting Standards (IFRS). Ind AS's purpose is to harmonize the accounting standards in India with international practices and to improve the quality and comparability of financial reporting in the country. The adoption of Ind AS is expected to enhance the transparency, accountability, and credibility of financial statements, thereby promoting investor confidence and improving the overall quality of financial reporting in India.

The objectives of Indian Accounting Standards are to:

a. **Improve the quality of financial reporting:** The objective aims in making financial statements more accurate, complete, and trustworthy. Ind AS standards aim to achieve this by providing clear and consistent guidelines for the recognition, measurement, and presentation of financial information in financial statements.

b. **Enhance comparability of financial statements across companies and industries:** The objective aims in making financial information more comparable between different companies and industries. Ind AS

standards help to achieve this by providing a consistent and harmonized framework for financial reporting, which reduces the impact of different accounting policies and practices that might otherwise distort comparability.

c. **Increase the relevance and reliability of financial information:** The objective aims in making financial information more useful and trustworthy for its intended users. Ind AS standards help to achieve this by providing a clear and consistent framework for financial reporting, which reduces the risk of errors, misunderstandings, and biases in financial information.

d. **Foster consistency in financial reporting and reduce the risk of errors and misunderstandings:** The objective aims in making financial reporting more uniform and accurate. Ind AS standards help to achieve this by providing clear and consistent guidelines for the recognition, measurement, and presentation of financial information in financial statements. This reduces the risk of errors and misunderstandings that might arise from differences in accounting policies and practices between companies.

e. **Promote a transparent and accountable financial reporting framework in India:** The objective aims in making financial reporting more transparent and accountable in India.

   Ind AS standards help to achieve this by requiring companies to provide clear and comprehensive information in their financial statements, which includes disclosure of relevant information about their financial position, performance, and cash flows. The standards also aim to promote accountability by requiring companies to provide information that is audited by independent auditors and subject to regulatory oversight.

f. **Align the Indian accounting standards with International Financial Reporting Standards (IFRS):** The objective aims to make Indian accounting standards consistent with the globally recognized IFRS. Ind AS standards are converged with IFRS and are designed to be consistent with the principles and concepts underlying IFRS. This alignment with IFRS helps to promote international comparability of financial information, reduces the cost and complexity of cross-border financial reporting, and supports informed decision-making by global investors and other stakeholders.

There are several reasons why India needs to adopt Ind AS (Indian Accounting Standards):

a. **Global integration:** As India becomes more integrated with the global economy, it is necessary to adopt accounting standards that are widely recognized and followed internationally. This will enhance the credibility of Indian companies and increase their competitiveness in the global market.

b. **Improved financial reporting:** Ind AS aims to improve the quality and transparency of financial reporting in India. This will provide more useful information to investors, lenders, and other stakeholders, helping them make informed decisions.

c. **Enhanced comparability:** Ind AS helps to increase the comparability of financial statements across different entities, making it easier for users to compare the financial performance of companies.

d. **Better investor protection:** Adoption of Ind AS will enhance the transparency and accountability of financial reporting, thereby improving investor protection and promoting the development of capital markets in India.

e. **Aligned with international best practices:** Ind AS is based on the International Financial Reporting Standards (IFRS), which are widely recognized and followed globally. Adopting Ind AS will align India with international best practices and reduce the cost of compliance for companies.

In conclusion, the need for India to adopt IND AS stems from the country's integration with the global economy, the need for improved financial reporting and investor protection, and the need to align with international best practices.

The Reserve Bank of India (RBI) is the regulator for Non-Banking Financial Companies (NBFCs) in India and has issued regulations regarding the adoption of Indian Accounting Standards (Ind AS) by NBFCs. According to the RBI, NBFCs with assets of INR 500 crore or more as of 31st March of the previous financial year are required to adopt Ind AS from the financial year 2016-17 onwards. For NBFCs with assets less than INR 500 crore, the implementation of Ind AS is optional.

REVIEW OF LITERATURE

Daske, H. et al. (2008) have investigated the financial effects of global reporting methods and the mandated adoption of the International Financial Reporting Standards (IFRS). In 26 countries that must implement IFRS, the study's effects on capital costs and market liquidity have been examined. According to the analysis, subject to the probability that the impact materialises, the implementation of IFRS will raise market liquidity, boost equity valuation, and lower capital costs. Once more, they discovered that nations with strict legal compliance and open government will profit from the capital market.

Hung and Subramanyam (2007) studied the effects of IFRS implementation from 1998 to 2002 using a sample of German enterprises. They concluded that under IFRS as opposed to German Accounting Rules, the value of total assets, the value of equity, and the variability of net earnings are all much larger. They could not, however, substantiate a prospective modification in the financial ratios that were looked at.

S. Sudalimuthu & P. Jesintha (2011) evaluated the advantages of applying IFRS and analysing the issues experienced by organisations when implementing IFRS, research was conducted through an empirical study to investigate auditor perspective toward IFRS. The researchers performed their investigation in the district of Coimbatore by taking into account the primary data. The study's findings highlight some of the major issues that Indian businesses confront, including data analysis, legislative changes, education and training, high costs, specialized personnel, and project planning. The authors concluded that while implementing IFRS will help businesses and accounting professionals more, there will be certain difficulties along the way to convergence. The parties involved must be prepared to share responsibilities for international harmonization

Achalapathi. K.V. and Bhanu Sireesha.P (2015) have researched ten Indian organisations that voluntarily embraced IFRS and undertook research to experimentally explore the key differences between financial statements generated using I-GAAP and IFRS methods. These researchers have concluded that IFRS adoption has improved the ROA and ROE of Indian enterprises and led to a statistically significant rise in liquidity, profitability, and ratio valuation. The switch to IFRS offers the chance to defend against risk and maintain capital.

Athma and Rajyalaxmi (2013) based on their research, have looked at the sector- and phase specific deployment of IFRS in India. According to the authors, IFRS reporting became required in three stages: phase I on April 1, 2011, phase II on April 1, 2013, and phase III on April 1, 2014, with Indian corporations being required to apply IFRS in each stage separately.

Awasthi (2020) mentioned that the application of Ind AS is a requirement and necessity of the day in the current global economic climate to compete. Companies may grow their operations abroad by adhering to a single set of standards thanks to the adoption of IFRS, which is beneficial to international investors. Convergence with IFRS can therefore be greatly influenced. Convergence with IFRS is advised, but it is also challenging because there are several regulatory and other difficulties involved. They make international money transfers, worldwide listing, and international trade easier. Financial statement comparability, In turn, encourages international investment and benefits participants in the capital market. It improves the investor's capacity to evaluate investments globally. This in turn lowers the possibility of making poor decisions. Additionally, it does away with the expensive demands for financial statement reinstatement.

Srivastava (2020) said that more than 50% of respondents believe that IFRS convergence will lower equity costs and aid in fraud prevention. As IFRS are excellent financial reporting standard, it will further minimise capital market risk. As a result, due to less risk, the overall cost of equity will decrease. IFRS will improve corporate governance and boost transparency. Additionally, early corporate fraud identification will result from it. Both the positive and negative effects of IFRS on employment have no discernible connection to employment since IFRS does not provide any Standards for Employment. Even though complete IFRS adoption in India necessitates increasing amounts of accounting professionals' training and workshops, as well as the advancement and adaptation of IT resources to IFRS, at the same time such a high standard will make financial statements of the Indian corporate sector globally compatible and comparable. We may thus conclude that IFRS should be embraced since it would result in a better environment for a business and its stakeholders on a global scale.

Dhankar et al. (2018) investigated how Indian public sector banks felt about IFRS adoption. Based on a questionnaire that was distributed to Public Sector Banks in India in 2015, the report offers insights regarding the adoption of IFRS. The 291 responses show that: (1) Loan Impairment will have an impact on the bank's financial performances; (2) the transparency of the banks' results will increase; (3) the banks' global operations will be positively impacted; (4) the accessibility of the global capital market will increase; (5) the banks' corporate governance will improve; (6) the quality of financial information provided to the regulators and shareholders will improve; and (7) the comparability of the banks' financial results will increase (8) Banks' market capitalization will rise; (9) staff training requirements will rise; (10) more chances will be available for accountants; (11) The amount of FDI flowing into the banking industry will rise. **Das, Surajit, and T. R. Saha. (2017)** did a side-by-side comparison of Indian GAAP and IFRS and noted the fundamental differences between the two standards. The investigation of five Indian information and technology (IT) enterprises that voluntarily incorporated IFRS served as the study's foundation. Except for liquidity position, no financial indicators were found to differ statistically significantly between I-GAAP and Ind-AS, despite the research showing an absolute difference between the two. Yet, the study discovered that IFRS adoption can boost market value in terms of international investors, foreign acquisitions, etc.

A detailed examination of the effects of IndAS was provided in a paper produced by the Institute of Chartered Account of India **(ICAI, 2018).** They have agreed to the quantitative and qualitative impact analyses of the consolidated financial statements of a subset of 170 listed businesses from various industrial groupings. The study's focus was on how the Ind-AS transition would affect important financials. Additionally, they have examined qualitative analysis, which is a study of survey-based industry experience on Ind-AS implementation gathered from a select group of industry experts. The study's findings support the idea that there won't be a significant influence on important financial metrics such as total assets, equity, borrowings, revenue, and profit after tax. Nonetheless, the analysis shows that following obligatory adoption, Ind-AS had a variety of effects on the Indian industry.

RESEARCH GAP

From the above works of literature reviewed it is understood that several benefits have taken place due to the adoption of Ind AS, however, there are limited studies on the extent of change in the disclosure due to the adoption of the Ind AS. Hence the gap for this research is considered to study whether or not there has been an impact on the disclosure due to Ind AS, specifically concerning the NBFC sector. The detailed objective is given in the next part.

OBJECTIVES OF THE STUDY

1. To examine the figurative changes that have happened during the convergence from IGAAP (Indian Generally Accepted Accounting Principles) to Ind AS.

2. To assess the impact of Ind AS on disclosures of NBFC Companies.

The structure of this paper is as follows. The methodology is detailed in the next section.

Results are presented in the third part, which is followed by a conclusion.

RESEARCH METHODOLOGY

This particular research aims to assess how the balance sheet and income statements changed from IGGAP to Ind AS during the financial Year 2018–19, which was the transitional phase or the first time Ind AS was adopted. Five non-banking financial companies' revenue statements and balance sheets were extracted from their annual reports: Bajaj Finance Limited, Manappuram Finance Limited, Muthoot Finance, Tata Capital, and Mahindra Finance. The businesses were chosen based on the following two criteria:

1. NBFCs listed on NSE with a turnover of Rs 500 Crore or above and

2. Companies which have followed and presented financial statements as per Ind AS 101. The statements were then converted into a percentage to understand the amount of change that happened during the convergence. The formula used to convert it into percentage was as follows:

$$\textit{Percentage Change due to Convergence} = \frac{\textit{(Amount as per Ind AS - Amountas per IGAAP)}}{\textit{Amount as per IGAAP}} * 100$$

FINDINGS AND DISCUSSION

Below are the various items drawn from the financial disclosures of the company mentioned and the items were drawn on a random basis. There was no specific criterion that was taken to draw the items.

Table 1: The various items that were drawn from the balance sheet and income statement

Items from the balance sheet	Items from the income statement
Trade receivables	Net gain on fair value changes.
Loans	Other income
Investments	Finance costs
Other non-financial assets	Impairment on financial instruments
Borrowings (other than debt securities)	Employee benefits expenses
Subordinated debts	Other expenses
Other Equity	Profit after Tax

a. Analysis of the balance sheet:

Table 2: Impact created in balance sheet due to convergence

Particular	Bajaj Finance Limited	Manappuram Finance Limited	Muthoot Finance	Tata Capital	Mahindra Finance
Trade receivables	20%	0.00%	0.00%	-3.68%	0.00%
	↟	⇎	⇎	↓	⇎
Loans	-3%	-0.04%	0.12%	0.12%	-4.72%
	↓	↓	↟	↟	↓
Investments	-0.41%	0.87%	3.02%	32.93%	15.72%
	↓	↟	↟	↟	↟
Other non-financial assets	0%	11.01%	0.00%	-14.01%	-10.15%
	⇎	↟	⇎	↓	↓
Borrowings (other than debt securities)	-0.001%	-0.03%	-0.01%	-0.01%	-11.98%
	↓	↓	↓	↓	↓
Subordinated debts	-8%	-0.27%	-0.25%	55.63%	-0.95%
	↓	↓	↓	↑	↓
Other Equity	-4%	0.01%	0.70%	-26.73%	-0.61%
	↓	↟	↟	↓	↓

The followings are the indications and their relevance

⇎: No Impact- Denotes that there have not been any changes due to convergence.

↑: Positive Impact- Denotes a positive change in convergence which is +50% and above.

↓: Negative Impact- Denotes a Negative change in convergence which -is 50% and above.

↟: Relatively positive impact- Denotes a positive change in convergence which is less than +50%.

↓: Relatively Negative impact- Denotes a negative change in convergence which is less than +50%.

Table to shows the impact of Ind AS on the balance sheet of the firm, it is observed that there have been multiple impacts created in the balance sheet due to convergence in Ind AS. In the case of "trade receivables" it is observed that Manappuram Finance Limited, Muthoot Finance and Mahindra Finance do not have any impact, however, there is a relatively positive impact on Bajaj Finance Limited and a relatively negative impact on Tata Capital. When "Loans" are considered there are companies like Bajaj Finance Limited, Manappuram Finance Limited and Mahindra Finance that are relatively negative in the impact and companies like Muthoot Finance and Tata Capital that are relatively positive in the impact. Under the head "Other non-financial assets" there is a considerably more relatively negative impact, however, Bajaj Finance Limited and Muthoot Finance show no change. Under the head "Borrowings (other than debt securities)" all the companies have a relatively negative impact. Under "Subordinated debts" all the companies except Tata capital have a relatively negative impact. "Other Equity" tends to see a mixed impact.

It is understood that Convergence has created a significant negative change in the items selected in the balance sheet.

b. Analysis of the Income Statement:

Table 3: Impact created in income statement due to convergence

Particular	Bajaj Finance Limited	Manappuram Finance Limited	Muthoot Finance	Tata Capital	Mahindra Finance
Net gain on fair value changes.	-8%	0.00%	142.67%	-58.37%	0.00%
	↓	⇎	↑	↓	⇎
Other income	0.00%	22.37%	0.00%	1.97%	-14.47%
	⇎	↟	⇎	↟	↓
Finance costs	-0.39%	0.44%	-0.44%	5.39%	0.29%
	↓	↟	↓	↟	↟
Impairment on financial instruments	0.025%	1.68%	0.00%	-23.35%	-49.01%
	↟	↟	⇎	↓	↓
Employee benefits expenses	3%	1.19%	1.41%	2.35%	-1.77%
	↟	↟	↟	↟	↓
Other expenses	-10%	0.93%	0.00%	1.87%	-6.31%
	↓	↟	⇎	↟	↓
Profit after tax	-6%	-1.58%	3.33%	-9.46%	15.68%
	↓	↓	↟	↓	↟

The followings are the indications and their relevance

⇎: No Impact- Denotes that there have not been any changes due to convergence.

↑: Positive Impact- Denotes a positive change in convergence which is +50% and above.

↓: Negative Impact- Denotes a Negative change in convergence which -is 50% and above. ↟: Relatively positive impact- Denotes a positive change in convergence which is less than +50%.

↓: Relatively Negative impact- Denotes a negative change in convergence which is less than ---50%.

Table 3 shows the impact of Ind AS on the income statement of the firm, it is observed that there have been multiple impacts created in the income statement due to convergence in Ind AS. In the case of "Net Gain on Fair Value" it is observed that companies have a mixed impact, Bajaj Finance Limited shows a relatively negative impact, Manappuram Finance Limited and Mahindra Finance show no impact whereas Muthoot Finance shows a positive impact of 142.67% and Tata capital shows a negative impact. When "Other Incomes" are considered there are companies like Bajaj Finance Limited and Muthoot Finance that show no impact, Manappuram Finance Limited and Tata Capital show a relatively positive impact and Mahindra Finance shows a relatively negative impact.

Under the head "Finance cost" there are two companies (Bajaj Finance and Muthoot Finance that have a relatively negative impact and Manappuram Finance Limited, Tata Capital and Mahindra Finance show a relatively positive impact. Under the head "Employee benefit" majority of the companies show a relatively positive impact. Under "Other expenses" all the companies except Bajaj Finance Limited and Mahindra Finance has a relatively positive impact. "Profit after Tax" tends to see a mixed impact. It is understood that convergence has created a significant negative change in the items selected in the income statement.

From the above analysis of both the balance sheet and income statement, it is understood that there has been an impact during the convergence of financial statements from IGAAP to Ind AS. It is understood by the analysis that even though there is a mixed impact on the disclosures most of the time there has been a relatively negative and relatively positive impact of Ind AS. This concludes that there has been a figurative change due to the convergence of the disclosures and also there is a relatively negative and relatively positive impact on the NBFC's financial statements that were analysed.

CONCLUSION

There has been a figurative change in the disclosure due to convergence and the impact is relatively negative, this is because of the change in the measurement, recognition and derecognition of various items as per Ind AS. As understood earlier there has been there is a mixed impact on the profit after tax, while some companies like Bajaj Finance Limited, Manappuram Finance and Tata Capital report a relatively negative shift in profit the companies like Muthoot Finance and Mahindra to report a relatively positive shift in profit of the company. This research is limited to only NBFCs listed on NSE with a turnover of Rs.500 crore or above hence the companies which are not listed in NSE or have a turnover of less than Rs. 500 crore is not included in the study, companies which have not reported the statements as per Ind AS 101 are also not considered in this study.

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Contribution of Digitalization on Growth of Young Entrepreneurship – A Conceptual Study

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ABSTRACT

Digitalization has become a new economic and social force, in which traditional business models, strategies, structures and processes have been reformed. In recent years' countries have adopted policies to promote the development and adoption of technologies - digital technology to develop their entrepreneurial ecosystem. Youth is the most significant part of our generation that builds and uses technologies in various aspects of life, specifically to start their own business. We are currently experiencing the biggest industrial revolution, in which everything is measured based on innovation and technology. In our study, we are trying to understand and analyze on how digitalization facilitates the birth, development, and growth of new entrepreneurial firms by young entrepreneurs and how these firms use this technology to shape and grow their businesses.

Keywords : Digitization, Youth, Young Entrepreneurs, Digital Entrepreneurship, Industrial Revolution.

INTRODUCTION

Digitalization has brought about a series of changes regarding how our society functions. It changes how we share data, media and how we connect and communicate with each other. Digitalization has also made a major impact on development from easier access to education on online platforms to the development of new platform to track climate change. There is no doubt that digitalization has been critically involved in each aspect of our daily lives.

In the 21st century industrial revolution is largely determined by innovation and technology. The term "Digital Advancement" includes the automation of artificial intelligence and the development of skills to work in these technological fields. When trying to use technology to our advantage, it often comes in the form of start-ups.

According to G20 Young Entrepreneurs Alliance, 91% of young people think innovation is the key to develop new jobs and technology for economic competitiveness. One of the opportunities created by the advancement of digitalization in the business world is the ease of starting a digital based business. Currently known as a start-up. Start-ups are new businesses that anyone can start without a lot of money and are currently becoming a trend in academia. Many students try to start new businesses by taking full advantage of digitalization and succeeded and broke the

market, although some of them also failed. Digitalization offers multiple forms of innovations, such as – Artificial Intelligence, crowd funding platforms, digital 3D printing facilities, social media platforms, big data, cloud computing, features in smartphones, etc. Digitalization enables the creation of new entrepreneurial outcomes, such as mobile applications or digital platforms such as digital stores (like App Store, Play Store), which are fundamentally different from other entrepreneurial outcomes in terms of speed of production and distribution. Moreover, digitalization enables creation of new contexts with multiple objectives and dynamic modes of interaction for business operations. The diffusion of digitalization has created new avenues for the development of entrepreneurial projects by leveraging collaboration and integration and several previous studies have also recognized the important role of digitalization in firm formation.

Digitalization has been identified as a catalyst and facilitator in the process of creating start-ups. Digitalization itself gave birth to Industrial revolution 2.0.

CONCEPTUAL BACKGROUND

In the advent of 21st century, the world has witnessed a large change in the kind of technology that mankind has witnessed, with the introduction of telephone, mobile phones, computers at commercial level in early 90s, there has been a constant change in technology in environment. There is an ever per resistant to build and raise technology to a platform which can be utilized for the betterment of mankind. Today we are at the stage of digitalization, where artificial intelligence has been absorbed in our daily lives and its future scope is beyond its present capabilities. We are now looking at present era of digitalization in which we can explore at a more commercial standard, but the future of virtual reality is not far.

MEANING OF ENTREPRENEURSHIP

The word Entrepreneur is derived from the French word "Entreprende", which means to undertake. An entrepreneur is someone who has the ability to start their own business. They are the source of new ideas in the market. These ideas can be a completely new innovation or a new way to make changes to an existing process or an existing product. Entrepreneurs take on all the financial risk in the hope of making a profit.

"An entrepreneur is the economic agent who unites all means of production – the labour force, capital, land and who finds in the value of products his results from their employment reconstitution of the entire capital that he utilizes and the value of wages, the interest and the rent which he pays as well as profits belonging to himself " - Jean Baptiste.

PROMINENCE OF ENTREPRENEURSHIP

- Creates Jobs: An entrepreneur creates many jobs for different segments of society. The creation of new businesses creates opportunities for labour, input suppliers, industrial equipment suppliers, marketing, traders, etc.
- Contributes to Economic Growth: By creating new goods and services, they stimulate new jobs, which ultimately leads to accelerated economic development. By bringing an innovative aspect to every part of the new business entrepreneurs create new wealth and increase national income
- Giving Customers More Choices: A very important aspect of entrepreneurship is that they help meet all the needs and luxuries of customers in society. Entrepreneurs always start their business with the aim of following market trends.
- Entrepreneurship Promotes Industry Research and Development: In addition to generating new business ideas and thinking outside the box, entrepreneurship promotes research and development. They nurture ideas, shape them into new forms and transform them into successful business ventures. The joint efforts of entrepreneurs accelerate innovation and industrial development.

HISTORY OF ENTREPRENEURSHIP IN INDIA

The development of entrepreneurship in India dates back to the Rig-Veda period when handicrafts already existed in the society. Before India came into contact with foreigners, people were organized into certain types of economic and social systems. The system is based on the activities of everyone in the surroundings. For example, Kashmir is famous for shawls, Ahmedabad for dupattas and scarves, Benares

for metalwork, etc. After the British invasion in, some scholars have seen the emergence of manufacturing entrepreneurship in India as a potential and obvious consequence of the entry of the East India Company into India.

After political enlightenment in 1947, the government of India tried to formulate various programs to achieve a balanced growth of the economy. The Industrial Policy of 1948 outlined how the private sector could accelerate the development of industry. Various bodies such as Industry Councils, Small Industries Societies, Financial Societies, Small Industries Services, etc. were created by the government to help new entrepreneurs.

WHO IS A YOUNG ENTREPRENEUR?

Young entrepreneurs are children or young adults who venture into starting and running a business or find new ways to do business better.

Some examples of young entrepreneurs are –

1. Sreelakshmi Suresh [EDesign]
2. Ritesh Agarwal [OYO Rooms]
3. David karp [Tumblr]
4. Tilak Mehta [PapersNParcels]
5. Divya Gandotra Tandon [The Scoop Beats]

REVIEW OF LITERATURE

Digitalization has become an economic and social force, which has reshaped the traditional business models, strategies, structures, and processes. Digital technology is a powerful tool in influencing the growth of new digital based businesses by creating the ability to scale the business rapidly. Therefore, digital technology must be used as best as possible, especially in creating business opportunities. (Steininger, 2019; Cavallo et al., 2019; Richter et al., 2017)

The development of digital technology is a challenge for human resources to continue to develop in this dynamic era; one of the solutions is digital entrepreneurship. Digital-based entrepreneurship, which focuses on creating new business and transforming existing businesses by developing new digital technology or new uses, is seen as an important pillar for improving human resources in many countries (Cavallo et al., 2019; Ghezzi & Cavallo, 2020)

Digital businesses use technology to create new value in business models, customer experiences, and the internal capabilities that support their core operations. The term includes both digital only brands and traditional players that are transforming their businesses with digital technologies (Elia et al., 2020)

The author highlights that information and communication technology (ICT) plays four major roles in digital entrepreneurial operations: as a facilitator, making the operations of start-ups easier; as a mediator for new ventures' operations; as an outcome of entrepreneurial operations; and as the ubiquity of digital technology as a business model (Steininger 2019)

This research "Theory development of How Student Entrepreneurs Think, Learn and work", explores how student entrepreneur plays different roles of an academic student, a business owner, leading different associations (extra-curricular) and attend formal university award courses. The study specifies on how universities these days are interested in producing more and more capable entrepreneurs in today's world and try to inculcate a curriculum which is beyond classrooms. This study also explores the psychology of entrepreneurs and how they have a work-life balance. As a conclusion, a cognitive map of Archetypical Entrepreneur is developed, which pays attention to how a typical student entrepreneur would think, learn and work. (Suresh Sood, Julian Merchand, 2014)

The study "A survey on Entrepreneurial Tendencies of candidates Young Entrepreneurs" has been conducted amongst students studying in the field of Economics and Administrative Sciences. The objective of this survey was to understand the entrepreneurial tendencies and entrepreneurship levels of university students who are young entrepreneur candidates. The conclusion is drawn from numerical data collected in the survey. The researchers conclude that students have a financial potential to actualize their business ideas after graduation. It can be said that this situation positively affects their personality in different aspects such as self-confidence, risk-bearing and willingness to continue in the long run. (Mustafa, Hidayat, 2014)

OBJECTIVES OF THE STUDY

1. To understand the growth of young entrepreneurs in India
2. To study the contribution of digitalization of entrepreneurship in India.

METHODOLOGY

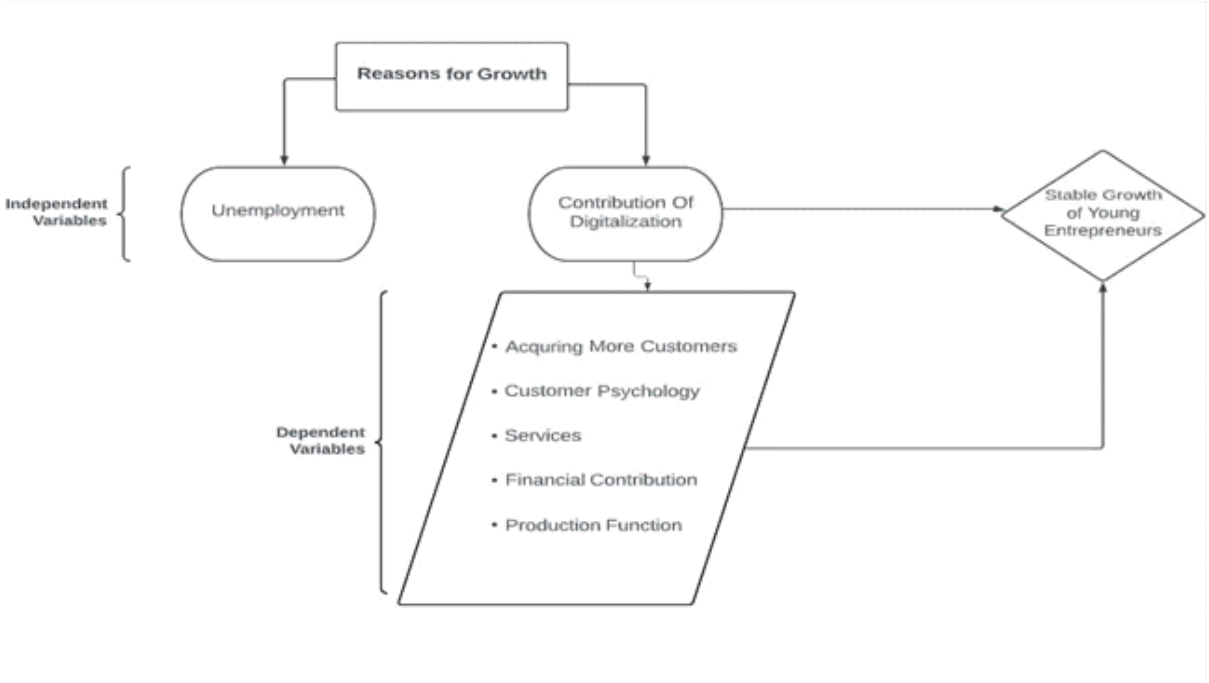
To get a holistic view of the research problem, the study adopts multiple secondary data sources like books, newspapers, academic journals and websites. Since this type of study focuses more on concepts and application relevant qualitative and quantitative data have been included. A systematic review of existing literature has been conducted to identify variables which could help contribution of young entrepreneurs in digitalized era.

LIMITATIONS

- The study is based on the perception of the young entrepreneurs, their attitude and culture may change with the given time.
- This study is conducted by articulation of existing theoretical knowledge; empirical testing is required to draw conclusions.

The above model diagram shows the reasons for growth in young entrepreneurship. The two main reasons are – Unemployment and Contribution of digitalization. Various areas in which the young entrepreneurs can use digitalization, for their advantage are mentioned above. These factors will lead to stable growth of a young entrepreneur.

CONCEPTUAL MODEL



GROWTH OF YOUNG ENTREPRENEURS IN INDIA AND THEIR CONTRIBUTION TO THE INDIAN ECONOMY

Youth is backbone of every country. Youth being enthusiastic, innovative, artistic and dynamic contributes to the overall growth of the economy. A massive proportion of youth population believe that entrepreneurship is a more reliable career option than paid employment. Entrepreneurship has become a new way of achieving goals through what we are capable of. Young entrepreneurship is booming in India because it helps them use their skills to create and take pride in something original.

The growth of attention to young entrepreneurs can be attributed to 2 factors – The first is ever growing unemployment in young people and second being digitalization.

Young entrepreneurs have become an important subject of investment and thus government is taking all possible steps to solidify its footing in the economy. First off, an entrepreneur builds a foundation for both small and large size businesses in addition to establishing self-employment. In turn, this boosts the economy. Second, entrepreneurship aids in the modernization of local communities. As a result, they are establishing a foothold in their hometown and bringing incubators and investor attention to these locations as well. Thirdly, an economy that is driven by entrepreneurship encourages innovation in the production of goods and services at competitive prices. They are intended for domestic consumption, which will increase national income and lessen reliance on imports, strengthening the economy.

HOW DIGITALIZATION IS USED BY YOUNG ENTREPRENEURS –

1. To Understand the Customer's needs and preferences: A success of a business lies in how it sustains in the market by understanding and satisfying the needs of its customers. Due to digitalization, data analysis tools can be done on the existing data and strategic decisions can be taken based on the network and patterns discovered to satisfy the demand of customers.

2. To acquire more customers and widen the reach: Social media is a boon to entrepreneurs. With the click of a button, awareness about the business and the products/services it is providing will reach worldwide. Customers can sit at home and choose what they want.

3. To obtain & manage finance: Modern tools and technologies have been developed, which can be used by young entrepreneurs to handle customer payments, refunds, sourcing money to run operations, etc. Digital payment systems have removed involvement of physical money as well as humans in the process of a transaction.

4. Enrich customer satisfaction: Customers can directly interact with the business through their social media handles and websites, at any time, to ask queries, give suggestions, make products customized etc. Customers can be kept in a constant loop as and when a new product/service is launched by the business.

5. Better communication & connect with customers (including feedback, testimonials, content creation): Before buying any product, we always see the customer testimonials and reviews by other customers. This increases the trust and loyalty and encourages people to buy the product even if they are hesitant about it.

6. To handle Logistics function: Digitalization helps businesses to keep a track of delivery in real-time, enabling them to identify areas of improvements and increase productivity. Even the customer can know at what stage of distribution is their product in and can easily determine the ETA.

7. To help efficient sourcing of raw materials: To win the trust of customers, a business in early stages should supply the best quality products, to build loyalty. To do this, the business must acquire raw materials at a very affordable price. Through digitalization, an entrepreneur can locate best quality materials for their products, make comparisons and make negotiations with the suppliers.

CONCLUSION

Youths are drivers for sustainable change. By utilizing digitalization with their best capacity, young entrepreneurs have developed new and innovative ways to run a business. This paper suggests that digitalization can be strategically exploited in a new venture creation process. In Conclusion, we can say that digitalization has a positive impact on entrepreneurship, as the benefits from digitalization serve as motivation to a young entrepreneur to start a business, without much capital investment and fear of loss. Continuous adaptation and integration of newer technology into the business will increase their competitive advantage.

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Predicting Adani Enterprises Likelihood of Bankruptcy and Financial Fraud Using Altman-Z Score and Beneish-M Score

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ABSTRACT

The financial health of a company is a crucial aspect of investment decision making. Altman Z-score and Beneish model are two popular tools used in financial analysis to evaluate the financial health of a company. Both models provide a framework for assessing the likelihood of a company facing financial distress in the near future.

In this research, the Altman Z-score and Beneish model are applied to evaluate the financial health of two well-known publicly traded companies. The Altman Z-score is used to predict the probability of bankruptcy, while the Beneish model is used to identify earnings manipulation or fraudulent financial reporting. Altman and Beneish model provides an analysis of the company's financial health based on the financial data. This analysis suggests that investors should be particular about their investments and consider doing self-research along with seeking expert advice in order to make right investment decisions. Both models have their limitations and should be used accordingly. However, this study can provide valuable insights into a company's financial condition and help investors make informed decisions.

Keywords: Altman Z-score, Beneish model, financial health, bankruptcy, earnings manipulation

INTRODUCTION

Finance is the food and blood of business. A business firm with sound financial stability can perform well in the global business environment. However financial misconduct and misrepresentation remains a common conflict which affects the investors' trust and public confidence in business investments. In order to detect manipulation various financial tools can be applied on the financial statements of the company.

The Altman Z-score is a financial model developed by professor Edward Altman in 1967, and published in 1968, is used to detect the financial stability of companies. The Z-score model is a numerical measure which indicates the possibility of a firm going bankrupt. Investors, financial analysts, credit rating agencies usually use this model as a tool to assess financial stability and risk of bankruptcy of a firm. The Z-score is calculated based on five major financial ratios, which are:

- A = working capital/total assets
- B= Retained earnings/total assets
- C=earnings before interest and taxes/total assets
- D= market value of equity/ total liabilities
- E= sales/total assets

The formula to calculate Z-score for public company is as follows:

Z-score= 1.2(A) + 1.4(B) + 3.3(C) + 0.6(D) + 0.999(E)

The Z-score obtained from this formula is evaluated based on a certain limit to predict likelihood of bankruptcy for companies. If the Z-score is higher than 2.99 then it lies in the safe zone, if the score lies between 1.81 to 2.99 then it falls under the grey zone but, if the score is less than 1.81 then it is considered to be in the distress zone.

The Beneish M-score measures the degree to which a company's financial statements distract from what would be expected based on its previous performance and industry policies. The eight ratios that are used to calculate M-score are:

- Days Sales in Receivables Index
- Gross Margin Index
- Asset Quality Index
- Sales Growth Index
- Depreciation Index
- Sales General and Administrative Expenses Index
- Leverage Index
- Total Accruals to Total Assets

The model compares the current ratios to historical values, as well as industry benchmarks, to predict any unusual patterns that may indicate earnings manipulation.

A higher M-score indicates a greater likelihood of earnings manipulation or financial statement fraud, while a lower M-score indicates a lower risk. Companies with an M-score of -2.22 or lower are considered to have a low risk of earnings manipulation, while companies with an M-score of -2.22 to -1.78 are considered to have a medium risk, and companies with an M-score of -1.78 or higher are considered to have a high risk.

The Altman Z -score and Beneish M -score are two famous financial models widely used by investors, analysts, regulators and fund managers as a tool to identify potential financial distress, manipulation and good investment opportunities. These financial tools help to evaluate a company's financial health and detect any potential red flags, such as earnings manipulation or financial distress. While each model has its own unique strengths and weaknesses, they can be used together as part of a comprehensive financial analysis.

Therefore, in this research we are using both Altman Z-score and Beneish M-score models on Adani Enterprises Ltd to determine their possible risk factors in financial statements and identify potential investment opportunities.

Adani Enterprises is the flagship company of Gautam Adani owned Adani conglomerate. Adani Groups has been in the limelight for a while now because of the allegations of stock manipulation and accounting fraud. Hence an analysis on the financials of this company shall give a better idea about the company's well-being to the investors.

REVIEW OF LITERATURE

An Application of Altman Z-Score and Beneish M-Score Model on Selected Textile Companies (Jayashree R.Koshti)- In this study, ten years of financial data of three Indian textile companies were taken to calculate the value of Altman Z-score and Beneish M-score. As per the research data analysis Z-score of all the three companies indicated a good financial position and through the M-score obtained it was observed that there was no manipulation in financial statements for the selected periods of study.

Using Altman Z-Score and Beneish M-Score Model to Detect Financial Fraud and Corporate Failure: A Case Study of Enron Corporation (John MacCarthy)- The major objective of this study was to find out if Altman-Zscore and Beneish M-model could detect financial fraud and corporate failure with respect to Enron Corporation. Therefore five years of financial data was obtained from the US SEC Edgar database and evaluated. Based on the study the M-score indicated manipulation by management.

Hence, both the studies clearly suggest that the Altman Z-Score and Beneish M-Score Model should be used together as an important part of every audit to protect the state holders.

STATEMENT OF THE PROBLEM

Adani groups have been a hot topic in the recent trends. It has become vital to validate the company's wellbeing and performance to understand the on-going of the business unit. Investors gain knowledge about the market and make rational decisions before investing in the stocks. This study helps the market and the investors to understand if Adani groups are into financial fraud or earnings manipulation and

take their investment decisions accordingly.

OBJECTIVES OF THE STUDY

1. To test the likelihood of bankruptcy.
2. To investigate the risk factors in financial statements of Adani Enterprise and Adani Power.

SIGNIFICANCE OF THE STUDY

The significance of financial models such as the Altman Z-score and Beneish M-score lies in their effectiveness to assist investors and analysts make right investment decisions. By using M-score and Z-score as part of a broader financial analysis, investors can easily figure out potential red flags in a firm, such as earnings manipulation or chances of bankruptcy, and get a better view of a company's financial health. These two mathematical models can help investors and analysts to identify potential investment opportunities more efficiently and effectively, allowing them to focus on companies that satisfy certain financial criteria.

RESEARCH METHODOLOGY

Research methodology involves preparation of broad action plan or blueprint of this study; this is mainly house research and includes the following:

1. Sampling procedure:

For the study, there is no primary data which is used in the research. Secondary data has been collected from various websites and the financial statements of the company has been taken from the annual reports of the companies and necessary factors for the analysis are considered to derive the scores in order to investigate the level of financial distress and earnings manipulation in the conglomerate.

2. Source of data:

The Primary data is collected through sources available online. Secondary data has been considered from multiple websites to draw additional information to support the study.

LIMITATIONS OF THE STUDY

- The Z-Score is not very effective in case of new companies.
- The M- Score does not hold good for privately traded companies.
- There could have been a comparison with other companies.

RESULTS AND DISCUSSION

Table 1. Altman Z-Score analysis

Particulars	2022
working Capital	1,280.99
Current assets	15,453.49
Total Assets	21651.88
Current liabilities	14,172.50
Total Liabilities	16,411.22
Net Sales	26,824.05
Retained Earnings	3,218.10
EBIT	1,113.25
Market Value of equity	2,17,982.35
Altman Z Score	1.75

The table 1 provides necessary details required to calculate Altman Z-Score. Using Z-score= 1.2(A) + 1.4(B) + 3.3(C) + 0.6(D) + 0.999(E) (A = working capital/total assets, B= Retained earnings/total assets, C=earnings before interest and taxes/total assets, D= market value of equity/ total liabilities, and E= sales/total assets) we have obtained a Z-score of 1.75 based on 2022 financial data. .

Table 2. Beneish M-score analysis

Analysis	Variable	Assessment
Day Sales in Receivable Index	0.658	Neutral
Gross Margin Index	1.594	Why are margins deteriorating?
Asset Quality Index	0.784	Neutral
Sales Growth Index	2.008	High sales growth
Depreciation Index	0.973	Neutral
SG&A Index	0.688	Neutral
Accruals to Total Assets	-0.071	Neutral
Leverage Index	1.101	Increased borrowing
M-Score	-1.984	Possible Manipulator
Estimated Probability	0.024	
Odds Ratio	3.43 to 1	

In the table 2 analysis, eight variables are weighted together as per the following formula: Beneish M-Score = -4.84 + 0.92(DSRI) + 0.528(GMI) + 0.404(AQI) + 0.892(SGI) + 0.115(DEPI) -0.172(SGAI) + 4.679(TATA) - 0.327(LVGI). As per the estimation the M-Score is -1.984 which indicates that the company is a possible manipulator.

FINDINGS OF THE STUDY

1. An Altman Z-score less than 1.81 indicates that the company is in distress zone.
2. The probability of financial embarrassment is very high in this case.
3. Beneish M-Score has crossed the threshold limit.
4. The estimated probability of risk or manipulation in the company is 0.024.
5. The odd ratios lies between 3.43 and 1.

SUGGESTIONS

1. Investors can use these financial tools to identify potential red flags before making any investment decisions.
2. Financial manipulation by the company could have a negative impact on investor's wealth.
3. Therefore investors must be cautious about their investments in publicly traded business firms.

CONCLUSIONS

The financial wellbeing of a business entity is a critical aspect of investment decision making. This study examines the performance of two popular financial fraud detection tools, the Altman Z- Score and Beneish M-Score. These two financial models are providing negative signals about the company's financial reporting practices. Altman Z-Score predicts the level of financial embarrassment and Beneish M-Score looks for evidence of financial statement misrepresentation. The analysis indicates a very high probability of financial embarrassment as per Altman Z-Score also exhibiting some signs of potential earnings manipulation, as identified by the Beneish M-Score.

In this case, it is necessary to conduct further due diligence to fully understand the company's financial reporting practices and to determine if there are any real concerns about financial manipulation or fraud. Investors and analysts may consider examining the company's financial statements, footnotes, and disclosures, as well as review any recent news or regulatory filings related to the company.

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Conduct of Digitalisation on Outsourcing and its Symbiotic Effect on Organisational Performance – A Study

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ABSTRACT

Outsourcing is the strategic use of external resources to perform activities normally handled by internal employees and resources. By using well-managed outsourcing agreements, companies can win in otherwise unprofitable markets. This study aims to determine why companies undertake outsourcing projects and to identify the factors that can facilitate or hinder the outsourcing of projects. Additionally, this paper examines the relationship between outsourcing strategies and organizational performance, and how digitalisation has impacted this field. The results showed that, overall organizations considered themselves successful in outsourcing. They achieved significant improvements in organizational performance.

Keywords: Outsourcing, Human Resource, Organisation Performance, Productivity, Digitalisation, Efficiency.

INTRODUCTION

Outsourcing is a common practice in private and public organizations and is an important part of business strategy. The human resources department is primarily concerned with the management of people within an organization and with policies and systems. They manage areas related to recruitment, training and development, performance management, rewards, compensation, and benefits, and more. As the scope of HR expands, organizations are choosing to outsource practices (such as recruiting, payroll, benefits administration, training, etc.) to companies with basic skills. It also appears to be profitable. Meanwhile, companies with people identified the impact of outsourcing on the perceptions of employees. Unless one understands the overview of the chosen industry in terms of business growth and development, rather than human resource concepts, it is difficult to assess the impact of outsourcing services on HR in terms of employee perception.

Experts have long believed that companies would gain significant returns by outsourcing certain non-critical HR functions. Some of the more obvious benefits may include reduced operating costs, better service delivery, the ability to focus on core business and the ability

to leverage expertise not available internally. HR contractors are experiencing limited skills development, to the detriment of their strategic positions, with a greater focus on cost reduction. A non-HR contractors become actively involved in other parts of the business and develop the skills necessary to gain the trust and support of senior management. The benefits of external HR communities seem limited. Research suggests that the "internal" HR community is better suited to reinforce the role of the HR department. One wonders who really bears the burden of administering compensation.

CONCEPTUAL BACKGROUND

1. Meaning of Outsourcing:

Outsourcing is the business practice of hiring a party outside a company to perform services or create goods that were traditionally performed in-house by the company's own employees and staff. When a company uses outsourcing, it enlists the help of outside organizations not affiliated with the company to complete certain tasks. Outsourcing also means, entrusting some of the in-house recurrent activities and decision-making options to outside contractors through a contract or a letter of intent

2. Definition of Outsourcing:

McIvor (2005), "Outsourcing involves the sourcing of goods and services previously produced internally within the sourcing organization from external suppliers."

Kotare and Mol (2006) state outsourcing as "a range of actions within a clearly identifiable timeframe that led to the transfer to outside suppliers of activities, possibly involving the transfer of assets including people, as well, that were previously performed in-house or procured from other units within the corporate system."

3. Organisational Performance:

Organizational performance is the analysis of a company's performance against its goals and objectives. In other words, organizational performance includes actual results or outputs against expected outputs. The analysis focuses on three main outcomes, firstly, shareholder value performance, secondly, financial performance and thirdly, market performance. Many types of professionals, including strategic planners, are interested in organizational performance. This term has a similar meaning to "organizational effectiveness".

4. Digitalisation:

Digitalisation is the use of digital technologies to change business models and provide new opportunities for revenue generation and value creation; it is the process of moving to digital commerce.

5. Digitalisation and Indian Market:

India's software sector has grown and changed through time. Before, India produced software. With Covid, Reliance Jio, and demonetisation, it has significantly increased its use of its own software. Applications were previously exclusively created with a global audience and Indian demands in mind (or the needs were fitted to the application written). In the current environment, they are more local and hyper-local in character, considering the needs of their clients, who one could not imagine as Indians using their own software.

Pushing internet inclusion: Internet access in rural India is expanding quickly and may soon surpass that in metropolitan areas. Today, even those living in the most isolated communities may access a high-speed, high-data internet connection for a reasonable price, which has dramatically expanded the number of people using any utility.

Market size and opportunity: With a population of 1.4 billion, there is enough room on the market for ten items that are identical, lowering the risk of startup failure. Since the startups need to have the capacity to develop significantly, it is obvious that enormous markets are the only way to make the math work. The markets have investments. By concentrating on digital technologies and automation standards like big data, predictive analysis, AI, and cloud computing, new-age tech businesses are now staying ahead of the digital transformation curve.

REVIEW OF LITERATURE:

Morteza Raei Dehaghi (2021) The purpose of this study is to investigate the relationship between the outsourcing activities of Isfahan Provincial Tax Department and its organizational performance. Employee personality traits, locus of control, job characteristics, reward system, employee job motivation, and employee age are considered factors influencing organizational performance. According to the study, there is a positive and significant relationship between Isfahan Provincial Tax Office outsourcing activities and organizational performance. After

drawing the above conclusions, the author suggests that the service provider companies of the outsourcing activities of Isfahan Provincial Tax Department will be able to provide high quality services.

Anil Kumar Putha (2019) This research work has two main objectives, such as identifying potential risks, understanding how employees feel internally when outsourcing HR in selected industries (i.e., pharmaceutical and IT) and identifying the impact of HR outsourcing on organizational performance review in selected industries. The outsourcing literature reveals the following potential risks: unrealized savings that could increase costs, employee morale issues, over-reliance on suppliers, loss of business knowledge and future opportunities, and dissatisfied customers. It was also noted that outsourcing failures could be due to poor quality contracts, lack of guidance in planning or managing outsourcing programs, or poor supplier relationships. Based on the results of this study, it turns out that job satisfaction, outlook, and employee well-being in the work environment have a direct impact on productivity and uncertainty. Interestingly, HR outsourcing has been found to have no positive effect on focusing more on strategic performance, development planning and improved content services for employees.

Uma Bhushan (2018) The purpose of this article is to present a comprehensive and clear guideline on which HR functions to choose for outsourcing, as well as strategic recommendations on how to negotiate HR outsourcing contracts and maintain good relationships with service providers. This research paper presents a framework for the vendor selection process and explains the activities involved. The results show that partnership quality variables such as trust, business understanding, and communication have a significant positive impact on the success of HR outsourcing. The conclusion of this article is that outsourcing a company's HR activities can significantly reduce the costs associated with managing these activities in-house. This step can allow the company and its employees to benefit from greatly improved HR services. Companies should select their vendors based on proven track record, industry knowledge, relevant skills, compatibility, and most importantly, cost.

Yakie Ebisidor (2020) The main objective of this article is to discuss the relationship between outsourcing and organizational effectiveness. The document also provides a detailed assessment of outsourcing and its impact on the organization's operations and functions. The authors identify evidence that improving efficiency and monitoring functions in a way that controls waste positively affects employee productivity and increases their loyalty to the organization. It is concluded that by adopting strategic outsourcing practices and behaviors, the costs and characteristics of an organization's operations can be effectively addressed and allow the organization to focus on its key and primary functions. The authors suggest that outsourcing practices should place more emphasis on additional functions and areas identified as organizationally weak or cost prohibitive. These characteristics can be dealt with by transferring the responsibility to other more competent and structured organisations.

Ali Nazeri (2012) The objective of this article is to understand the perceptions of the leaders of the telecommunications industry on the impact of outsourcing on the operational strategy, on the questions related to the reduction of the costs, the quality of the development, the flexibility and improved service. In the article, the authors considered control variables such as the alignment between activity and production. The functional target variables are cost reduction, quality improvement, flexibility, and service. The dimension of organizational functions includes financial functions and non-financial functions. Inferential statistics are used to analyze data. A conclusion was drawn that met the research objectives. The author recommends that suppliers participate in product design and development, create a friendly atmosphere with suppliers, and establish long-term cooperative relationships with suppliers instead of working with multiple suppliers.

Javed Aslam (2020) The objective of this research paper is to analyze the impact of outsourcing services (including construction works such as electricity, heating/ventilation/air conditioning, transport, and civil engineering) on the performance organization in the construction industry in Karachi. The results show that the outsourcing of heating/ventilation/air conditioning services has a negligible effect on organizational performance, while other outsourcing services such as electricity, transport and civil engineering have a significant positive effect on organizational performance. The authors suggest that management should adopt a strategy of outsourcing various vendors to improve the performance level of the

organization, and that awareness campaigns should be put in place to focus on the effectiveness of outsourcing through report on organizational performance and to educate employees on the benefits of outsourcing.

Dr. Manisha Vijayan (2019) The purpose of this research paper is to identify the factors that influence HR outsourcing and identify the barriers that organizations face when making outsourcing decisions. According to the research report, 23% of companies believe that the cost of outsourcing HR functions is too high and 10% of organizations do not have sufficient resources. The fear of losing control, the resistance of employees and senior management, the preference for the development of internal expertise are other factors that push companies not to outsource. Additionally, 3% of companies are reluctant to outsource due to a bad outsourcing experience. The authors conclude that by outsourcing the HR function, organizations can focus on their important core activities, thereby enhancing the strategic role played by the HR function. Additionally, HR can focus more on value-added activities that add significant value to the company's human capital.

OBJECTIVES OF THE STUDY

1. To understand the effect of outsourcing on efficiency of job performance
2. To determine the relationship between outsourcing and other organisational variables.

METHODOLOGY

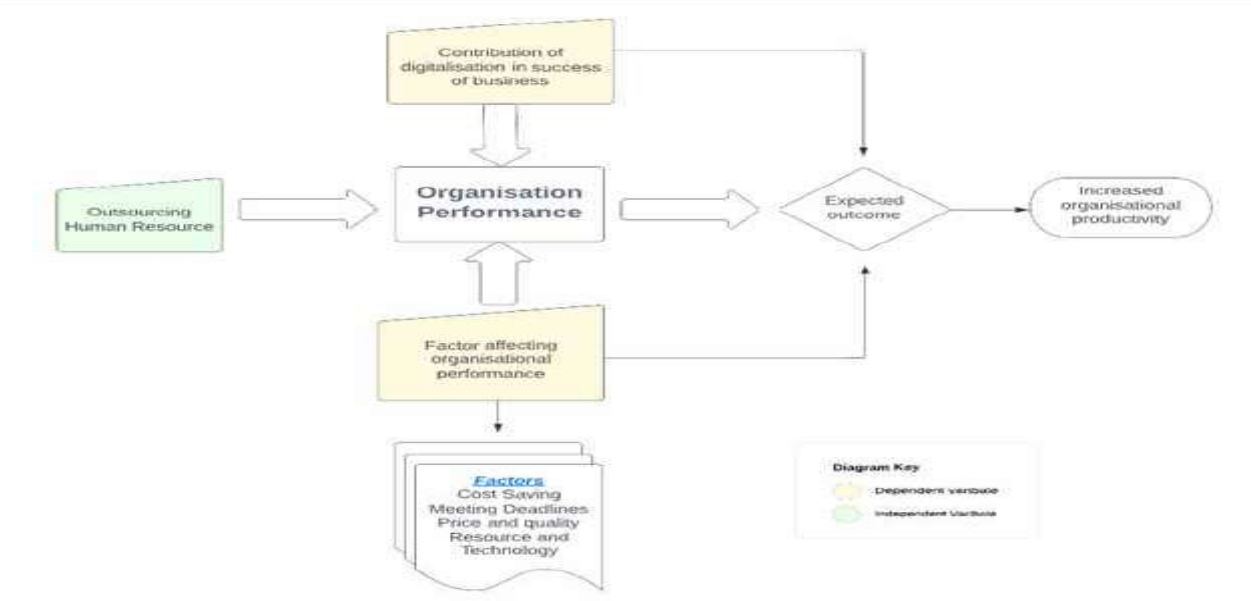
To get a holistic view of the research problem, the study adopts multiple secondary data sources like books, newspapers, academic journals, and websites. Since this type of study focuses more on concepts and applications relevant quantitative and qualitative data have been included. A systematic review of existing literature has been conducted to identify variables which could help to understand the effects on organisational performance through digitalised outsourcing.

LIMITATIONS

1. The study is based on how people perceive, how well their organisations are performing because of digitalisation, when time change so might their attitude.
2. In any case the survey makes no claims to being the last word on evaluating organisational performance through outsourcing.

The above diagram represents the various factors that affect organisational performance. These factors include outsourcing human

Conceptual Model



resources, Contribution of digitalization, and factors affecting organisational performance. All these factors combinedly increases the organisational productivity which in turn can increase efficiency and profits of the organisation.

FACTORS AFFECTING ORGANISATIONAL PERFORMANCE THROUGH OUTSOURCING:

- Cost-savings: Outsourcing must lower operation expenses, which will boost your bottom line. Examine whether outsourcing will lower the capital required for recruiting staff and acquiring equipment to determine whether it will be cost-effective.

- Meeting Deadlines: In addition to cost, timing is a crucial consideration. Deadlines that are missed by the vendor may cause significant bottlenecks and lower company ability to save money. Before business sign a contract, find out the vendor's quality assurance procedures and contingency plans for missed deadlines.

- Price and Quality: By outsourcing, company may have access to a variety of vendors who may provide goods and services at reasonable prices.

- Resources and Technology: Verify the tools or other technology each vendor intends to utilise on the project. Are the staff members capable of meeting company needs and properly trained for your tasks? By doing so, business can evaluate providers to see who has the tools and capabilities to carry out the company's operations with ease.

CONTRIBUTION OF DIGITALISATION IN SUCCESS OF A BUSINESS:

Through effective operations, organisations may use digitalization to grow a loyal client base. Any business can grow and diversify with the help of automated workflows and improved customer engagement techniques. Technology development and digitalization can help to empower the workforce. A quicker and more efficient workflow will increase daily productivity for your staff. The staff might be able to provide results more quickly and effectively. It implies that the workers can benefit from the effectiveness. Companies and organisations are currently conducting inexpensive experiments that were previously impractical. Setting goals and testing them in low-risk circumstances makes things easier to handle. Companies can gain better insights into the future and cost-effectiveness of their operations through this technique. Businesses may additionally utilize digital tools to improve their perspective on risk management.

All industries have been affected by digitalization. Its benefits include boosting corporate productivity, conserving precious resources, fostering innovation and growth, and more. A higher position in the online market will result from the best use of the technology. In terms of business technology, digital business provides organisations and individuals with new means of communication, collaboration, conducting business, and bridging social divides. Decision-makers will be able to access all the information they require at all times, from any location, and using any device of their choice thanks to an organization's use of modern digital technology. The internet, mobile technology, computer processing, artificial intelligence, machine learning, nanotechnology, robotics, and information processors are all tools that humans can utilise to do jobs in different ways. The digital revolution is powered by technology. A firm becomes digitally changed by continuously developing, adapting, and improving solutions and resolving more issues. In conclusion, technology and the digital revolution have the potential to upend established business models and help the average person in a variety of ways. For instance, by offering a platform that links global buyers and vendors.

CONCLUSION

The behavioral findings in this study proponents that outsourcing enables businesses to improve knowledge and service quality, staff reduction, process simplification, cost reduction, lessening of the administrative burden, and time savings. In this view, outsourcing is advantageous for organisational performance. Also, this research uncovered current trends and methods in outsourcing strategy. The success of outsourcing has also been linked to several organisational methods. Considering the potential for developing knowledge and how it will be used, the expense of gaining internal facilities in comparison to using an external service, and other factors, one must decide whether to hire more people or outsource one or more tasks. Also, businesses should decide if outsourcing is acceptable for a one-time job or a long-term contract. The correct outsourcing partners, adequate expertise, adequate planning, efficient communication, and cooperation and

collaboration across the organisation were among them. These tactics are believed to enhance performance.

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Transformative Power of Digitalization in the Education of Commerce and Management - A Conceptual Approach

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ABSTRACT

The integration of technology with education marks to be a revolution. This paper is moved to discuss the technological advancements in the field of education in order to enhance the learning capacity of learner by improving the methodology of teaching through digitalization. The digitalized education has increased the understanding of real world, by providing access to the required relevant information from various sources at the click of a button. There is a significant shift in the paradigm of imparting and gaining knowledge. Business and Management being the crucial aspect of functions and operations across multiple disciplines have remarkable educational demand. Learners today, prefer practical and actual business world knowledge over the theories. Digitalization of commerce and management education has transformed the methodology of teaching in the institutions towards the better outcomes in terms of integrated technologies, customized curriculum, highly qualified human resource, and expertise guidance from the industry. The process of providing digitalized education is a tedious and smart task. The educators have to understand the complexities that exist in the actual business world, break it down to understandable concepts and creatively impart such education to the potential learners. All these efforts bridge the gap that existed before digitalization of education keeping in mind the overall improvisations of all conceptual aspects. This contributes to the increase in the employability of the learners. With the availability of the information and technological resources the educators today are prominently designing functional, structural, contextual and compatible resources. All of which are constantly transformed to reach excellence. The recommendations are made prioritizing the availability of digitalized education to all institutions, educators and learners.

Keywords : Business Management, Education, Institution, Digitalization, Educators, Learners, Technology.

INTRODUCTION

The world today is unimaginable without technology. Technology is tapping and acquiring all possible arenas efficiently. The activities of humans in today's era seem incomplete or inefficient without the utilization of technology. The technological inception in our daily lives initiated the dynamic journey of digitalization. Education sector, being the most prominent in our lives has remarkably accepted technology in its functions. The initial digitalization of education can be dated back to use of internet to collect information. Gradually, the utilization boosted. The main reason being the ease and accessibility. The inclination of education towards digitalization ability to reach masses, educating the learners from diverse backgrounds, developing a beneficial network which can have mutual benefits. Another perspective of viewing it emphasizes on the ability of educational institutions and educators to deliver quality education to various groups of learners in a manner convenient to the learners. This concept is resulting in the extensive constant integration of technology in multiple dimensions of education. Post 2020, the

digitalized educational programs and programs educating about digitalization are in great demand.

Many educational and business organizations' programs and courses, a variety of summative and ongoing assessments, counseling, orientations, instructional movies, interactive sessions, quizzes, assignments and tests are all included in the advancements resulting from digitalization of educational sector. Learning is becoming more and more self-paced and integrated, which lets learners gain the knowledge they want with less commitment of time and money. Another way to look at the digitization of higher education is as a way to continuously and adaptably provide high-quality instruction to different groups of students. Moreover, the use of administrative tools, vast data storage for research, learning management systems, digital libraries, and collaboration between synchronous and asynchronous learning modalities is made possible by digitalization for educational institutions. What matters is the quality of education.

Technological inclination has efficiently contributed to the restructure of business management. Business is dynamically modifying with the introduction and advancements of the technologies. Commerce and management being the pillars of business education has to keep it updated. In order to give a real world insight, the educational institutions and education providers are keenly including utilization of digital innovations and advancements in the field of commerce and management. These advancements are to be communicated to the educators and learners to bring the expected knowledge and the learnt at the same level.

This process is a tedious task. Educators today are prone to dynamic and complex fields to study, analyze and structure efficiently capable sets of information transform it into module and building a subject around it. It has to be broken down to the level that is understandable and beneficial to the scholars and learners being multi-disciplinary, agile methodologies are to be conveyed. The material and structure should be capable enough to bridge the gap between education and real world.

The introduction of real world educational insights has remarkably improved the employability and creativity of the graduates. The interests of the senior generation to up skill and get proficient are magnificent. The learners who might have paused or decide to up skills and gain educational knowledge to increase their efficiency. Digital inclination of educational institutions, business organizations and self-motivated educators is bridging this gap. The educators and learners are virtually connected enabling easy dissemination of knowledge eliminating physical and mental boundaries that might hamper the learning process. The complex nature of the business and management paves way for new qualifications and skill set requirements. These requirements are fulfilled by collaborating the learners in all streams and the organizations. All these contribute in strengthening the quality of education, educational institutions, learners and also boosting future scope for advancements in technology. Ultimately resulting in the improvement of commerce and management activities.

REVIEW OF LITERATURE

The educational technology promotes positive learning, it explains that the benefits drawn from digital teaching and learning is remarkably dependent on the structure of the curriculum, designs incorporated, quality and style (Chen et al, 2018). To implement this, the digital educators should have the appropriate equipment to detangle the learning pedagogy (Koehler et al, 2013).

Researchers, all across the globe are attracted towards digitalization of higher education due to its potential of bringing favorable changes in the lives of learners. Changes in the method of content creation and distribution, interactions between the teachers and the students and the learning process is modifying constantly (Viberg et al.)

Higher education institutions are rapidly transforming culturally, in the response for the requirement of adaption to the reality of educational digitalization challenging the institutions attitudes, actions and values shared by the stakeholders of the company. the pandemic played vital role in acceleration of the digitalization of education. The most cited article (100 times since its publication), Livari et al., (2020) analyzes that the digitalization of education driven by the pandemic, alongside the changes that higher education will have to face to adapt to the needs of this new challenging generation. Krishnamurthy (2020) has focused his study on the impact in the university, the business world and the students at business schools derived from COVID-19, that lead to a massive presence of technologies. There is an

cyclic and interlinked relationship between factors of acceptance, performance, model, students, knowledge, digital transformation, pandemic, impact, future, e-learning, management, competencies, system, innovation, challenges and industry 4.0 in major other similar concepts are also contributors. (Vicente Díaz-García et al, 2022).

The Edtech enthusiast have claimed that utilization technology has enhanced the learning experiences and outcomes. It showcases the appreciation of digital learners towards the platforms provided as it is flexible, interactive and self-pacing (Hromalik & Koszalka, 2018; Sun et al., 2008). The learning motivation and engagement can be increased by the contributions of Edtech (Jones 2020), transfer of knowledge (Dohn et al., 2020) and self-regulated learning (Broadbent et al., 2020).

Enhancing the cognitive skills and enjoyment of the learners, educational digitalization has initiated its remarkable contributions in creative and engagement activities of the learners, sociocultural learning and also promoting the concepts of critical thinking (Lu et al., 2021).

All institutions and educators have different starting points, contextual constraints and demands, it is a known fact that there is no one-fits all solutions and structures in digital learning. The flexible, inclusive and accessible learning process promotes individualized and preferred learning paths, allowing the interested populations to increase their initiation and participation in learning process. It opens the doors for life-long learning. There are also quite a number of constraints to this process which include home environment, gadgets, digital experience and systematic inequalities. On the other hand, the institutions also face barriers like global collaboration and virtual internationalization and government support. Digitalization in technology further helps to provide extra resources to the learners. There are numerous creative and informative strategies formulated by the institutions to enhance this experience. (Melissa Laufer et al, 2021)

Access to education has always been a challenge due to a limited number of spaces available. Much as this pandemic has brought with it massive human suffering across the globe, there is an opportunity to assess successes and failures of deployed technologies, costs associated with them, and scaling these technologies to improve access. The outcomes of the observations showcased that most online learners have difficulties, experienced online learners are the ones who can make the most efficient utilization of it, while initiating this the educators and parents can expect academic dips, the teachers working online require certain kind of technical support Some pedagogical approaches can be more easily translated to online learning and distance education environments than others (Dr. S. K. Agarwal, Anuradha Sharma, 2020)

The accessibility and flexibility with the students to make a choice amongst the various available learning sources, structures and models that best fits their requirements improves the task of learning (Lindberg & Oloffson, 2012)

Digital Technology has transformed the scenario of education in the institutions by enhancing teaching and learning, research and governance. There an enormous requirement of adequate infrastructure, improved internet connectivity, updated digital equipment's, secure platform and digitally competent professionals. Information and Communication Technologies, cloud computing, artificial intelligence, robotics and virtual reality in day-to-day practices are enhances competencies and helping to align with industry based skills is increasing in the Higher Education Institutions in India. (Shailaj Kumar Shrivastava, Chandan Shrivastava, 2022).

OBJECTIVES OF THE STUDY

1. To explore the various dimensions of educational digitalization in commerce and management.
2. To analyze the effect of digital inclination on education.
3. to study the ability of technology to enhance learning, access and collaborations.

RESEARCH METHODOLOGY

A systematic review is followed for this conceptual research which is chiefly based on the data collected from secondary sources-articles, journals, newspapers and sources from the web. This paper aims at disentangling the various perspectives of digital inclinations of education in commerce and management. It encapsulates the transformations that are resulted from the digitalization of education.

RESULTS & DISCUSSION

The paper details the dimensions which can be explored to digitalize in the field of commerce

and management. The ability of technology is expanding enormously, with these benefits the collaborations of educational institutions and organizations can be promoted. This will not enhance the quality but also increses the employability of the current and future learners, some activities of these collaborations benefit of the employees and the organizations.

1. DIMENSIONS OF EDUCATIONAL DIGITALIZATION IN COMMERCE AND MANAGEMENT

There are numerous dimensions to this concept. Educators today are prone to dynamic and complex fields to study, analyze and structure efficiently capable sets of information transform it into module and building a subject around it. It has to be broken down to the level that is understandable and beneficial to the research scholars and learner being multi-disciplinary, agile methodologies are to be conveyed. The material and structure should be capable enough to match education and real world. The introduction of real world educational insights has remarkably improved the employability and creativity of the graduates. The interests of the senior generation to upskill and get proficient are magnificent.

2. STRUCTURE AND CONTENT

The digital inclination on education has significantly affected the structure of the learning. The content formulated as syllabus by the educational institutions is constantly improvising. The educational institutions today are striving to provide competent knowledge to their learners to match the required standards set by the organizations for recruitment. Since, business and management are conceptually based science and art, the requirements for its efficient functioning can be identified and these elements can be inculcated in the content delivered by the institutions. The other personal platforms that used but the individual educators are also structured by the domain professionals majorly. The concepts of business and management which are most relevant in the near past, future and expected future are subject must inevitably included educational material.

3. ACCESSABILITY

The digitalized mode of education is more convenient and accessible to people asit saves money and time. The materials of the digitalized education helps in classroom format, in online classes and also has recorded videos on multiple paid and unpaid platforms. In monetary terms digital learning material is often lesser than the physical material itself. The learners need not travel or fix a specific schedule to learn things on a digital platform. It is accessible on convenience. The concurrent changes in the organizations, management, functions, operations and laws are constantly updated. The learners can access the occurrences of the real world of business and management.

4. CREATIVITY

The subjects of commerce and management are selected and eliminated depending on their relevance in the current scenario. The educational dimension draws the major difference between the traditional and digital education system. The creativity and the demand of digitalized material are proportionally related . The ability of it to match with the actual world of business and management and to adapt professionalism in the actions and qualifications of the learners are the criterias that objectify the attributes of the creativity used. The aspect of business and management can be inculcated and redesigned in a creative manner. This can make the learning process attractive and simple.

5. UNDERSTANDABILITY

The transformation of educational materials from books to e-books, videos and other simpler materials are easy to interpret and understand. This motivates the learners to learn the concepts in the mode that is best suited to communicate and convey the information. The educational institutions break down the complex matters of business and management and rephrase it in the form which help the learners in their better understanding of the subject.

6. FUNCTIONALITY

This is the place where the gap of the knowledge gained and the actual skills required to work in the organization meet. The digital inclination has improved the functionality of the learners who will then be the potential employees or employees who identify the gaps and want to enhance their qualification and knowledge would tend to choose sources that are more functional to maximize the benefits derived from the learning process.

7. COMPATIBILITY WITH THE REAL BUSINESS AND MANAGEMENT OPERATIONS

The technology is said to reduce the distance. In other words it reduces thedistance between gaining required qualification and gaining qualification that are necessary to enter the actual world. The digitalization of education is proving to be efficient in combining the theoretical knowledge and the practical world. The agile methodologies are made simple and easy to understand. One operation is divided and sub divided into steps that enable the learners to give attention to detail and be aware of the methods and operations that actually work.

Here, digitalization is conceptualized and offerings of the educational institutions, personal educators, learners, organizations, working professionals and experts in the field are considered to assess the power of digitalization to transform the education of commerce and management. The dimensions are not constant. They change with the changes in the trends of commerce and management. Hence, the educational institutions and personal educators have to keep themselves updated and improvise dynamically.

8. TECHNOLOGY ENHANCING THE LEARNING PROCESS AND COLLABORATION

The incept of technology has fostered the collaboration of educational institutions, professional and personal educators with the organizations and the experienced personnel. This is accelerating the learning process and also improving the quality of education and quantum of information to choose from. The learners today have numerous best options to choose from to obtain the knowledge of their requirement. With the continuous advancements in technologies the digitalized education world is updated and improvised on a constant basis.

9. IMPACT OF DIGITAL INCLINATION ON EDUCATION IN COMMERCE AND MANAGEMENT

Commerce and management are the pillars of the business and economic world. The learners of these domains are the professionals whose actions are accounted for in the monetary gain or loss of an individual, department, organization and ultimately the economy as a whole. There has been a significantly positive impact of the digital inclination of education of commerce and management.

LIMITATIONS OF THE STUDY

This study is relayed on positive aspects of the digital inclination on education. The data collected is wholistic approach and hence every individual specific aspect of commerce and management can be analyzed hypothetically. The challenges faced by the educational institutions, personal educators and the learners could be undertaken for further study. This research can also be conducted with the collection of primary data.

RECOMMENDATIONS

The benefits of digitalized education should be available to all. Hence the government should fund the financial and infrastructural amenities to the educational institution. Alongside, the educational institutions, educators and the learners should be trained efficiently utilise the provided facilities to their best utilization. The organizations should promote collaboration among the educational Instititions and the real world operations and policies to update the regulators and formulators of the business and management syllabus with the required updtes of the domain.

The Digitalization has increased the quality of education in the field of commerce and management. The curriculum of inculcating and constantly upgrading the use of technology, recent management policies and orders among the education providers and the learners providers is the needed to raise the standard of imparting education. Numerous Business Schools has been set up with integrated technological advancements to enhance the opportunity and learning experiences. Many online platforms with a variety of paid and unpaid materials, assistance and guidance are also available in the best of convenience. This is remarkably bridging the gap between education and real world expectations of knowledge and skills. This results in the increased competencies, knowledgability, financial capabilities, efficiency and innovation among the beneficiaries. Digitalization definitely has the power to transform the Education of Commerce and Management for better.

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Role of Digital India in Education System

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ABSTRACT

The entire world become digitalized, the revolution of digital has launched a new era of human empowerment as well as engagement across business, society and also in every aspect of our lives, including the education system. Digital platforms deliver immense value, enabling us to connect, collaborate and broaden our minds-raising awareness about important issues, bringing people together for a common purpose and achieving new breakthroughs. The world has become smaller due to Internet and digitalization. The human beings have realized the benefits of digitalization. They understand that digitalization of a process or transaction is faster, economical and secure. This is driving the citizens of the country to progress towards Digital Economy. Digital Education System is helping the India to cross borders and accelerate the people with literacy growth. It is encouraging the Indians to raise their standards and be on par with the developed and developing countries. It is aiding India to make a mark on the global market. "Digital India" is an initiative by the Government of India in driving the nation towards "Digital Education System" by their innovative role. This paper deals with "Role of digital India in education system" and initiatives taken by the Government of India towards "Digital India" with respect to education system like school education and the country impressive effort in following the global trend by digitalizing its education system by understanding the impact which can be created by the successful implementation of the programme in rural areas. A conceptual framework has also been framed based on the literature reviews.

Keywords: Digital India, MOOCs, SWAYAM,

INTRODUCTION

"Education is the most powerful system which is the reason for go to change the entire world". India holds an important place in the global education industry. The country has more than 1.4 million schools with over 227 million students enrolled and more than 36,000 higher education institutes. In the world India has the largest higher education system. In the field of education, India is the vast country with the diversity. Even India had a 130crore of population the ratio to technology operates citizens has highly increased in last decades. India has several opportunities to develop in this field as well as seize the positive vibes of technology in the field of education because the reason of India has approx of 140 million mobile phone users and also country stands for the second most social site users.

Educational institutes are also currently encouraged to showcase their best skills by developing suitable apps, platforms, education model for the massive open online course in harmony with the Digital India initiative. The Role of Digital India in education refers to the

advancement of technology with the analog Electronic and mechanical devices to the digital technology available today.

OBJECTIVES OF THE STUDY

1. To review the initiatives taken by the Digital India programmed in terms of Indian education system.

2. To identify the factors that influences the learners in using digital tools.

REVIEW OF LITERATURE

RaiOmkar (2017) has narrated the vision of the government of India and has rightly mentioned three key vision areas, "while launching the Digital India Programme , the Government of India articulated itsvision for this programme quite hinges on three key vision areas: digital infrastructure as a core utility to every citizen, governance and services on demand, and digital empowerment of citizens."

Rathod, J and Kella, A (2008) have presented their view in this regard "countries must be able to benefit from technological developments. To be able to do so a cadre of professionals has to be educated with sound ICT backgrounds, independent of specific computer platforms or software environments."

Dubey, AK (2017) has rightly concluded, "The Digital environment in India has empowered the youth to stand up to the world in a more consolidated manner. It leads to faster communication, quicker learning and also links two geographically distant places on a common platform."

BACKGROUND OF DIGITAL EDUCATION

Six centuries later we are undergoing another transformation and this time the whole thing is going digital. Primarily this second wave of technology backed empowerment; Digitalization means integration of digital technologies and transferred all the face-to-face information delivered by an instructor to digital platforms. And Prepared digital form which aims to maintain the standards and increase the efficiency in learning; the content is enriched with features of the modern parameters of short. Digital education is a revolutionary method of imparting knowledge, especially since it levels the playing field for all students.

The state of education in country, especially in rural areas has been deplorable, with challenges such as archaic teaching methods, shortage of teachers, highly disproportionate student-teacher ratio, and inadequate teaching materials plaguing the sector.

- Digital education is the way forward:
- Customized Courses
- No Language Barriers
- Offline Learning
- Open Education

Digital education is a revolutionary method of imparting knowledge, especially since it levels the playing field for all Educomp has taken education from the paper to the pixel. In the digital space Educomp has brought regarding a thorough change in the traditional ways of teaching with its excellent innovations. Digitalization of education helps in mitigrating all of concerns by providing multimedia teaching tools to teachers and engaging students through learning methods that utilize digital tools, such as smart-boards, LCD screens, videos, etc.

The first of its kind in the world, it offers a bouquet of education solutions that comprehensively assist schools to leap frog towards an enhanced standard of teaching and learning. The quality of education and increasing learning outcomes are the offshoot of amalgamation of never before features, allowing the schools to integrate, nourish, create and enhance a 360 degree relationship with all stakeholders while keeping the student at the center of the learning experience.

- Audio/video
- Text & visual
- Animation
- Quizes
- Simulation
- Applications
- Interactivity
- To be able to measure/evaluate the performance.

TRANSFORMATION OF EDUCATION SECTOR IN DIGITAL INDIA

1. **Creation of a knowledge based society:** Digital India has been determined as an ambitious umbrella programme to transform India into a digitally empowered society and knowledge economy. Prime Minister of India has introduced initiatives such as e-education, **e-basta, Nand Ghar** which will impart education using technologies including smart phones, mobile apps and internet services in far-flung areas where it may not be possible for teachers to be present in person.

2. **Video based learning picking up pace in India:** Video-based learning makes education engaging, entertaining and exploring. The interactive preface of learning out of leisure with creativity, fun and entertainment on cards via the wonderful Apps, podcasts, videos, interactive software, e-books and online interactive electronic boards.

3. **Popularity of online courses- MOOCS & other distant learning programs:** MOOCs(Massive open online courses) have opened the gateways for a lot of Indians in terms of being part of an educational revolution. It gives a great opportunity to avail high quality learning with the help of internet connectivity. And also, 13 lakh Balwadis in India are planned to be converted into Nand Gharwhere Angnwadi educators will be trained to use digital tools as aids of teaching. Another appreciated initiative by the government aimed at making school books accessible in digital form as e-books to be read on tablets and laptops.

   Swayam(Study webs of Active learning for young Aspiring minds), an indigenous developed IT platform that facilitates hosting of all the courses, taught in classrooms from 9th class till post-graduation to be accessed by anyone, anywhere at any time.

4. **Traditional education companies must participate :** In Maharashtra for example: Sundaram, a traditional paper product manufacturer, has introduced **E-Class** – A digital education initiative which makes the Maharashtra SSC board syllabus available in digital form on a number of platform including Android smart phones and tablets for individuals, and television based and projector based systems for schools.

   "The lack of interest in studies is 20.24% out of the school children in rural areas. Digital classrooms with interactive learning can make education interesting and, in turn, motivate students to attend school."

- **eBasta**

It's the initiative of digital India Programme in the education sector, this project has created a framework to make school books accessible in digital form as e-books to be read and used on tablets and laptops. The main idea is to bring various publishers (free as well as commercial) and schools together on one platform. In addition to the portal, a back-end framework to facilitate the organization and easy management of such resources has been developed, along with the web-based applications that can be installed on tables for navigating and framework.

- **ePATHSHALA**

Developed by NCERT, ePathshala for showcasing and disseminating all educational e-resources including textbooks, audio, video, periodicals and a variety of other print and non-print materials through website and mobile app. The platform addresses the dual challenge of reaching out to a diverse clientele and also bridging the digital divide (geographical, socio-cultural and linguistic), offering comparable quality of e-contents. All the concerned stakeholders such as students, teachers, educators and parents can access e-books through multiple technology platforms i.e. mobile phones (android, iOS and windows platforms), and tables (as e-pub) and on web through laptops and desktop (as flipbooks).

- **Shala Siddhi**

The National Programme on School standards and Evaluation (NPSSE), known as Shaala Sidhdhi is a comprehensive instrument for school evaluation leading to school improvement. Developed by the National University of Educational Planning and Administration (NUEPA), it aims to enable schools to evaluate their performance in a more focused and strategic manner and facilitate them to make professional judgments for improvement.

- **SARAANSH**

A CBSE Initiative, Saransh is a tool for comprehensive self-review and analysis for CBSE affiliated schools and parents. It enables them to analyze students' performance in order to take remedial measures. Saransh brings schools, teachers and parents closer, so that they can monitor the progress of students and help them improve their performance.

Factors influencing learners in education system

1. Design and learner Data
2. Consumer-education apps crossover
3. Big media investing in education

4. Interactive
5. User friendly

India has made an impressive effort in following the global trend by digitalizing its education system.

Now a day's education system rapidly changing their characteristics Educational Systems are changing rapidly their characteristics now a day. A previous predictable education system was major medium at teaching and learning. But more than a few internet as well as troubles lead the reason of other educational style. first of all personal academic mode became originated to a number of the people who are not capable of be a part of in ordinary elegance room based totally schooling, because of lower marks, employment, price shape, Geographical conditions and working circumstance, time schedule universities are allowed to run non-public education mode, where pupil simply appear examination for the degree based on coaching of his/her self. This teaching learning process known as distance training or e-learning. Internet and computer play an essential position for distance training and online education. Today class, reference material, library, group discussion and counseling and other activities fully depend on and several computing tools, techniques and mechanism. Digital education system is an important system responsible for healthy online and distance education many ways and also today, students can order books online and may never visit the college bookstore. Nowadays the libraries are far away from the system of tradition method which is called as the card catalogue and today's research utensils are more targeted and more efficient. Today's college library is often home to computer labs and tutor centers.

CONCLUSION

As seen from the Digital India initiatives in terms of Infrastructure, content, training of the human resources combined with the policies and schemes leads to overall development of the teachers and students. The current generation is the future of the country. Digital India and the National ICT policy have the prospective for developing a knowledgeable, Digital literate economy. This is in line with the impact discussed in "Digital India Programme in upcoming years." It will play a key role in improving digital literacy, generation of new employment opportunities, providing better livelihood opportunities for people in rural areas. The rural areas are expected to be benefitted more by Digital India initiative. This is because, the government. From black board transition to white board will go a long way in the creation of a digitally literate knowledgeable economy.

To make digital education successful in India we require modifying the entire education sector and the way of thinking of the employers as it has not gained their favour until now. We are yet to travel miles before we reach the stage where we can arrogantly say certificates and degrees are just piece of papers for us we value knowledge of the person. Hence to meet up the requirements of Indian students we recommend combination model where there should be an arrangement of physical presence of the teacher and technology.

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Impact of ICT (geogebra) Teaching on Students' Academic Achievement in Mathematics

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ABSTRACT

The current research examined how pupils' academic achievement in Mathematics was impacted by information and communication technologies. Fifty students of 8th grade were selected randomly from KPS, Malleshwaram, Bengaluru. Based on their performance on the pre-test, the students were divided into two equal groups. Pre-test Post-test Equivalent Groups Design was used to collect the data. The independent samples t-test, mean, and standard deviation were used to analyse the data using SPSS. Based on statistical analysis, it was found that GeoGebra has a beneficial impact on students' achievement in Mathematics, and also gender has no significant impact on achievement in Mathematics. It is advised that information and communication technologies be employed in Mathematics instruction to improve secondary students' performance.

Keywords: ICT (GeoGebra), Academic Achievement and Mathematics, Teaching

INTRODUCTION

The new global economy will have the ability to swiftly change society with the use of information and technology. ICT expanded and altered so quickly over the past ten years that developing nations have not been able to keep up with the revolution and have fallen behind, which has caused them to lag behind in communication with wealthy nations. Understanding ICT and its essential principles are seen as being at the heart of education since ICT serves as the cornerstone of the modern world (UNESCO, 2002).

Technology can modernize instructional methods, learning environments, and the responsibilities of students and teachers (UNESCO, 2002a). ICT is changing the way that education is delivered by bringing strength to learning scenarios that take place in a virtual environment.

Teaching and learning have been changed by the use of information and communications technologies (ICTs) in education. When instructors utilise ICT to enhance their lessons, students with a variety of learning preferences are able to achieve their full learning potential. ICT helps learners become more self-reflective, independent, and self-regulated in their learning process. ICT also enables the delivery of virtual teaching to pupils outside of the traditional classroom setting. Although it relies on the teacher's instructional purpose, the students'

levels, the instructional demands, and the available resources, ICTs assist students in mastering content and skills.

According to Jones (2010), technology goes wherever humans do. The term "information and communication technology" (ICT) refers to a broad range of electronic and technical tools and resources used to manage, generate, and share information. According to Liu (2005), it is the fusion of technologies for information gathering, storing, processing, transmitting, and delivery. ICT is seen as a force for progress and a tool for empowerment with significant consequences for socioeconomic development, transformation, and education.

The use of ICT in classroom teaching is essential because it allows instructors and students the possibility to operate, store, control, and retrieve data in addition to encouraging self-regulated and active learning (Ali, Haolader & Muhammad, 2013).

Students may become involved in the learning process via challenging and authentic content that is presented using information communication technology, such as videos, TVs, multimedia, and computer software that mixes text, sound, and vibrant moving visuals (Akude & Ajuzie, 2011).

According to Badeleh and Sheela (2011), educational institutions can use ICT to provide students with the knowledge and skills they need to succeed in the twenty-first century. This can increase global access to education, educational equality, the broadcasting of high-quality teaching and learning programmes, the professional development of teachers, and the ability to manage education more successfully. Hence, ICT can easily handle accessibility, inclusion, and standard, which are the three main challenges in education. By promoting learning through ongoing conversation, delayed time discussion, guided teaching, self-learning, critical thinking, data gathering, and analysis, ICT raises the bar for education (Carrillo, Onofa, & Ponce, 2010).

Modern teaching approaches must replace traditional teaching and learning methods in order to improve student academic achievement. Because computer-assisted instruction (CAI) is independent of time and place, students may easily complete the programme at home or on a computer at school. This promotes interaction, which adapts information to the requirements of each student, and gives formative feedback to multiple-choice questions. Compared to pupils who get conventional instruction, learners who use CAI learn more information in the same amount of time. Also, pupils who get education using ICT retain knowledge more well (Cotton, 2001).

From elementary school to graduate school, the problem of low achievement has plagued the educational system. This problem wastes resources for education and human potential. The study's conclusions will attest to the value of ICTs in Mathematics instruction and forecast that ICT-based instruction is superior to traditional methods of instruction. In addition to raising success levels, the study's findings will increase students' interest in and retention of Mathematics.

According to Yilmaz Altun and Olkun (2010), determinants of students' attitudes towards Mathematics include the teacher's classroom management, the teaching-learning materials they use, their subject-matter expertise, their personalities, and how they connect their lessons to real-world situations (Papanastasious, 2000). One may describe Mathematics as a difficult topic. Learning Mathematics involves comprehending and using ideas and formulas to understand the subject matter. For students in a regular classroom, understanding and solving complex issues provides the toughest challenge. Learning difficulties can be solved with the use of multimedia technologies.

The usage of technology like Mathematica, GeoGebra, geometers tools, and sketchpads by educators should be maximised. Since it affects learning objectives and content and acts as a tool to enhance the teaching and learning process, technology use is significant (Voogt, 2008).

According to Hohenarter (2008), “GeoGebra is a computer program for Mathematics, especially for learning geometry and algebra”. Abramovich (2013) states GeoGebra as a “free online software application for the study of geometry, algebra and calculus at all grade level and different teaching”. There hasn't been much research on how students feel about utilising computers in math classes (Li, 2007). In order to determine how GeoGebra's impact on students' mathematical achievement will enhance the educational system in Karnataka Government Schools. The study's second goal was to determine how students perceived the usage of algebra in math classes.

The consequences of employing technological tools (such computers and calculators) in the teaching and learning of Mathematics have been heavily debated over the past 20 years (Smith, 2002). Consequently, the purpose of this study is to demonstrate how much technological tools may affect how math is taught and learned.

PURPOSE OF THE STUDY

The main purpose of the study was to find out the effect of ICT(GeoGebra) on students' Mathematics achievement. The main objectives of the study were:

1. To know the GeoGebra effect on Students' achievement in Mathematics.
2. To improve Mathematics learning of students in Government Schools.
3. To know the GeoGebra effect on gender in terms of achievement in Mathematics

RESEARCH QUESTIONS

1. Is there any difference in the achievement in Mathematics of the students who were taught through ICT (GeoGebra) and the Conventional Method?
2. Is there any difference in the achievement in Mathematics between Boys and Girls?

MATERIALS AND METHODS

A quasi-experimental research approach was used in this research, which involved 50 eighth graders. Two groups of students were formed: an experimental group and a control group. Students who were instructed on how to utilise GeoGebra software to solve trapezium and rhombus puzzles make up an experimental group. In the meantime, the control group received trapezium and rhombus problems to be resolved without the use of GeoGebra. Prior to being taught and evaluated again, their academic equivalency was ascertained using pre-test results.

The research consisted of three stages. The first stage is Pre-test consisting of 5 questions and administered with all 50 students, The 50 students were split into the control group and the experimental group based on their pre-test results. The second stage is the intervention stage of the experimental group was taught using GeoGebra to solve trapezium and rhombus problems as the control group was instructed by using the traditional teaching method(without using GeoGebra). In the third stage is Post-test of both groups after 1 week. To ascertain if GeoGebra has an impact on students' academic success in Mathematics, when the respondent has completed the three phases, the test results will be analysed.

During this research, both the groups (experimental and control) were taught the area of a trapezium and the area of the rhombus (mensuration) for one week. There were 40 minutes allotted for each class. All the problems related to these two topics were taught during this experiment. Before the experiment, the learners in both the experimental and control groups were given a test (pre-test) on the area of a trapezium and the area of the rhombus (mensuration) to determine the level of understanding of the learners. The test consisted of five trapezium and rhombus questions from the 7th Std. textbook. After the pre-test, the experimental group was taught trapezium and rhombus problems using GeoGebra software, which was incorporated into the teaching and learning process. While the control group was taught trapezium and rhombus by the regular Mathematics teacher using traditional teaching methods (chalkboard and textbooks).

RESULT & DISCUSSION

Table No. 1: Mean and standard deviation scores of the achievement in Mathematics of experimental and control groups on post-test.

Group	N	Mean	S.D	t- value
Experimental Group	25	15.30	1.90	3.0846*
Control Group	25	13.45	2.32	

* denotes p< .05

In the table 1, the experimental group outperforms the control group, as seen by the difference in the mean scores between the two test outcomes for the two student groups. Based on the results, it can be concluded that utilising GeoGebra software improves students' performance in Mathematics. The study also demonstrates that using GeoGebra in the teaching and learning process can have a positive influence on raising students' academic success. Shadaan and Leong (2013) validated this finding.

Similar to this, Royati, Ahmad, and Soul (2010) also demonstrate that students who used

GeoGebra performed better than those who used conventional teaching techniques. The results of this particular study show that there are wide variations in the students' mean GeoGebra scores. The improvement in student performance is probably caused by elements that contribute to their attention to technology in addition to learning and understanding made simple by technology tools. Technology helps students to visulaize 3-D pictures in real time enhancing their in-depth understanding and application in numerical. The advancement of technological instruments draws students in and piques their curiosity about solving new issues. The pupils frequently investigate technology to use it in their study of Mathematics.

Table No. 2: Mean and standard deviation scores of the achievement in Mathematics of Boys and Girls on post-test.

Gender	N	Mean	S.D	t-value
Boys	12	15.20	1.92	1.321 NS
Girls	13	14. 89	1.81	

NS-Not Significant

According to table 2, the computed t-value for Boys and Girls pupils in the experimental group was 1.321, which was less than the t-value of 2.32 at the 0.05 significant level. It follows that teaching Mathematics using GeoGebra had no impact on the experimental group's gender.

The study's findings demonstrated that pupils who were taught using GeoGebra outperformed those who were not in terms of academic performance. When GeoGebra was used to teach trapezium and rhombus, the experimental group performed better academically, according to the t-test analysis in table 1. The aforementioned finding makes it evident that the usage of ICT (GeoGebra) has improved the teaching and learning of Mathematics among students in government schools, leading to greater learning gains for the pupils.

The findings of this study back up Miciano's (2005) assertion that the use of teaching resources improved students' academic performance in Mathematics.

The study's findings also indicated that both boys' and girls' who received GeoGebra instruction performed better academically in Mathematics. Boys and girls in the experimental group performed better academically in Mathematics, according to the determined t-value in table 2. Findings suggested that male and female pupils who were taught Mathematics using GeoGebra did not perform academically differently.

This indicates that when children are taught using GeoGebra, gender has no impact on their performance in Mathematics. This outcome is consistent with the findings of Inyang and Ekpei (2007), who found that mixed groupings performed at a better level than male and female groups when grouped according to gender. Thus they placed greater emphasis on mixed-gender grouping. This finding contrasted with that of Niem (2000), who found that boys had more learning capacity for goal achievement than did girls.

LIMITATIONS OF STUDY

The following are the limitations of the study;

1. The present study was restricted to only one school.
2. The present study was conducted only for 8th-standard students.
3. The present study was conducted on a sample of 50 Secondary school students.
4. The present study is confined to gender as a variable.

RECOMMENDATIONS

1. Mathematics teachers should get training to use GeoGebra software.
2. The government ought to be interested in giving funds to schools so that math instructors may use GeoGebra software to teach math.
3. The usage of pertinent ICT resources in the teaching of Mathematics subjects should be encouraged by school officials.
4. The study may yield more accurate results if conducted on a larger sample involving different grades and different schools.

CONCLUSION

According to the study's findings, children who received GeoGebra instruction outperformed those who received instruction without it in Mathematics. Also, both male and female students fared better in Mathematics when taught with GeoGebra. Hence, the usage of the GeoGebra educational package aided in improving pupils' academic performance in Mathematics.

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Q-Commerce Advertisements: How it Fashions End-User Perceptivity

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ABSTRACT

Q-commerce emerged successful as major lifestyle changes, which came into existence due to the pandemic's occurrence, helped both consumers and marketers in recognizing the effectual benefits a hyper-localized delivery system could offer. Restrained boundaries yet unrestrained growing needs caused consumers in shifting their purchasing habits from partially on-ground to solely online. The impact of changing economies on modern business processes introduced avid consumers to the brand-new concept of Q-commerce by establishing quick delivery services at a nominal price, exclusively for groceries. Indian Q-commerce brands like Dunzo, Swiggy's Instamart, Blinkit, BBNow and Zepto appealed to consumers as reliable and convenient in the form of effectual advertisements (ads). Boosting their online visibility from time to time proved the ads to be efficacious for these Q-commerce brands. The purpose of this paper is to understand how target-consumers would usually perceive Q-commerce ads. Existing research on quick delivery services altering consumer buying intentions have been done mostly from the western context rather than the Indian one, which is where the study finds its research gap. The aim of this conceptual paper is in determining how delivery ads simplify the entire purchasing process from exhaustive physical shopping till conveniently availing products and services at a click. The data for the purpose of this study was collected by carrying out a thorough literature review on the discussed area of the study, ultimately aiding in critically examining the factors that motivate consumers for adapting an online shopping lifestyle. The findings of this study enlighten the fact that an ads' contributory factors, such as providing consumers with discounts, convenient use of the application and its ordering system, access to a variety of diverse products and services, free of cost delivery with easy payment process, have the most direct and positive influence on consumer attitude. The inferences drawn from this research indicate that consumers find q-commerce ads influential and persuasive, due to the fact that post pandemic life restricts them from enjoying physical shopping; thus, making the choice of deciding between any quick delivery application, an easy one. The research paper also discusses research implications and scope for future studies pertaining strictly to Q-commerce brands in India. Furthermore, this research would be distinctive as it highlights that Q-commerce advertisements can fashion end-user perceptivity.

Keywords: Q-commerce Brands, End-user Perceptivity, Hyper-localized Delivery System, Efficacious Advertisements, Online Shopping Lifestyle.

INTRODUCTION

"Communications is at the heart of e-commerce and community"

-Meg Whitman

E-commerce emerged as the world of commerce allowed for the penetration of internet in its business processes, the effect of which resulted a spike in its production capacity. Over the years electronic commerce (e-commerce) shaped modern business by introducing seven successful internet-business models, such as B2C, B2B,

C2C, D2C, C2B, B2A, C2A (Brian J. Corbitt, 2003)[1]; which eventually created new market trends for both small and large industries (Builderfly, 2022)[2]. With the impact of the internet, e-commerce allowed retailers in exploiting the window opportunity of establishing the concept of online retailing (ŞAHİN, 2022)[3]; which not only resulted in performing efficiently in the market, but was also perceived positively by consumers, retailers and industries as a whole (Siragusa, C., & Tumino, A., 2021)[4]. Yet the market and consumers' behavior towards e-commerce transitioned from being partially utilized to being completely reliable on, due to the pandemic's occurrence (EUN-YONG LEE, 2017)[5].

The pandemic phenomenon brought many transitions to the modern business' processes, which only a few markets could endure (Jasper Grashuis, 2020)[6]; such as existing internet companies that found themselves surviving the changing market behavior and carrying out their dealings without any inconvenience, due to the fact that the outbreak required these dealings to be via online only (Singh, P., Gupta, M., Kumar, A., Sikdar, P., & Sin, 2021)[7]. Due to uncertain yet frequent lockdowns, the fluctuating behavior of the market made not only the marketers but also the consumers adapt to these changes, in essence, a new shopping lifestyle pertaining strictly towards an online one (Osman Inançorcid Güney, 2021)[8].

In the midst of adapting an e-shopping lifestyle, the world of commerce saw a breakthrough with the unused concept of quick commerce (Sejin Ha, 2009)[9]. Q-commerce, known popularly as 'e-grocery', is that version of e-commerce which aims at providing its users with quick delivery services, solely for groceries (Malhotra, 2022)[10]. This breakthrough helped E-commerce face impressive hyper-growth due to q-commerce's hyperlocal business model strategy (Goethals, F., Leclercq-Vandelannoitte, A., & Tütün, 2011)[11]. Such a concept greatly appealed to the public, due to q-commerce's advantageous factors towards consumers.

Adapting new changes in their lives due to the global epidemic's occurrence, proved to be difficult for avid consumers who would occasionally use both traditional shopping and online shopping methods (Hartiwi Prabowo, 2022)[12]; this was for the reason that frequent buyers were instructed to control their purchasing intentions for precautionary reasons (Bose, 2021)[13]. Hence, the idea of being provided with faster delivery services solely for grocery items was enough to convince traditional shopping consumers to use any e-grocery application, from a group of similar applications (Dr. Ch. Jayasankara Prasad, 2018)[14].

Consumers found that deciding on one particular q-commerce application, that would be to the best of their use, over another q-commerce application, was a time-consuming task (Vincent Cheow Sern Yeo, 2017)[15]. The e-grocery shopping applications vary from country to country; however, India was home to several Indian Q-commerce brands like Dunzo, Swiggy's Instamart, Blinkit, BBNow and Zepto (Nirmit Sanghi, 2023)[16]. Since each of these brands have a great reputation in India for their exceptional performances, for consumers to decide on which one of these applications is suitable to their needs depended solely on the applications' unique factor (DR. MAHESH V.J., 2020)[17]. Though the aforementioned e-grocery applications have built distinctive brand images, they have been found to have similar features and marketing strategies; however, the point where they do differ from one another is how they structure their promotional strategies (Dr. P Madhan Kumar, 2022)[18]. Promoting their brands via advertisements on different forms of media is considered to be an essential strategy of their business models (Baltas, 2003)[19]. Having both traditional and online media platforms display their advertisements, has brought the Q-commerce brands enough exposure amongst consumers (Chia, 2007)[20]. The advertisements for e-grocery applications are aimed at the consumers who are a part of the early adulthood and middle age consumer groups (Smith, 2012)[21]. They are targeted so due to the reason that they are earning individuals who either earn for only their livelihoods or/and for their families, thus making them busy (Minyi Huang, 2021)[22].

This aim of this study is to address the many factors that are responsible for customer attraction and retention, the kind of influence Q-commerce advertisements have on consumer perception, the relationship between advertisements and consumer attitudes; therefore, the research will provide suggestions to q-commerce brands' on improving their value propositions.

REVIEW OF LITERATURE

Humayun Kabir Chowdhury, Nargis Parvin, et.al (2006)[23] in their study examine four influential aspects – entertainment, informativeness, irritation and credibility, upon consumer mindset towards online advertising;

for which the authors conducted a survey on the target group of students, since students have the most direct exposure to online advertising. The findings of their study reveal that a decent presentation of mobile advertisements can make an impactful appeal to consumers and upon their perception. Therefore, the authors hypothesized that credibility factor has the most direct and positive influence on consumer attitude.

Jagdish Sheth (2020)[24], in their research show that the effect of the pandemic resulted in consumers developing alternatives to fit the gaps created from transitioning their lifestyle to be a more convenient, affordable, and accessible one. The findings of the study reveal that three major factors – fluctuating public policy, technology and demographics – generate new behavioral intentions for consumers, who are prone to devise previously temporary alternatives into permanent ones.

Julia Koch, Britta Frommeyer, et.al (2020)[25] in their study titled "Online Shopping Motives during the COVID-19 Pandemic—Lessons from the Crisis", assess the motives driving consumers of generation Y and Z to continue online shopping during and post-pandemic. The study implies that broadcasted reports on fluctuating economic times enhance consumer intentions and voluptuous motives is a suitable indicator of such intentions.

Pratiksha Annadate, Girish Mude (2020)[26] in their paper attempt to understand how consumer attitudes are navigated by key areas relevant to Indian e-grocery industry. Their study observed that despite receiving satisfactory online shopping experiences and benefits, married and unmarried female customers still prefer traditional shopping method; as it resulted in boosting confidence, self-satisfaction and negotiating ability factors contributing to self-independent nature. The findings reveal that a large proportion of consumers do not adapt online shopping method due to pandemic-induced lifestyle-changes; but rather for fulfilling their personal needs, that comprise of various desires, such as to achieve physical, psychological and financial benefits.

Giulio Mangano , Giovanni Zenezini, et.al (2021)[27] study the need for local retailers to explore the value proposition of customers upon receiving quickest form of delivery services. Proposing an investigative analysis, the survey for this paper entails that e-retailers prefer increased costs for the purpose of providing their customers with consistent delivery services, on the basis of three customer value propositions – economics, attractiveness and simplification, and time window delivery. The study advices service providers to continue offering their customers such value propositions.

Anushree Tandon, Puneet Kaur, et.al (2021)[28] in their research highlight visibility, attitude and consumption values as three influential determinants upon consumers' buying intentions. This qualitative study establishes 10 hypotheses, aiming at understanding consumer value perspective towards food delivery services in the United States, only. The research outputs indicate expected consumer benefits to be in the form of cash and high quality-low risk services. Moreover, the study emphasizes that promotional aspects of food delivery services portrays itself persuasive upon consumers' perspective towards their product offerings.

Dipanti Joshi, Dr. Viral Bhatt (2021)[29] in their study explore the association between online food delivery application's promotions and its promotional materials, where financial benefits act as a mediator. The authors explain that advertisements not only improve the sales promotion of delivery applications but even its userbase. While several research on consumer behaviour towards online delivery apps exist, only few papers explicitly determinate on the city of Gujarat; which is also its research gap. The paper concludes that the application's reinforcement, vouchers, sales promotions, perceived values and efficacy make a positive impact on the intents behind consumers' behaviour.

Avinash Kumar Singh, Prof. Sripal Srivastava (2022)[30] in their study understand the fluctuating consumer perception towards the growing economy of online grocery shopping, therefore solely focusing on the e-grocery application of Big Basket, called "BBNow". The study highlights the fact that e-retailers foresaw trade prospects in India, due to internet's heavy usage by its youth. The paper also proposes the fact that change of economies on a global scale has impacted the way consumers perceive product offerings. The paper explores the role of socioeconomic aspects in influencing customer preferences. The results of the study reveal that consumer's expectations include gaining access to diverse range of products, various discount offers, easy payment methods and free delivery

amenities, which also serve as factors contributing to customer preference for online shopping over traditional method of shopping.

Dea Wemona Rahma, Sasmi Hidayatul Yulianing Tyas, et.al (2022)[31] in their paper analyze the factors that motivate end-users in Indonesia in using e-grocery services, by conducting a critical literature review of 25 scientific papers; where the authors indicate that research pertaining to motivating factors that stem the adoption of online shopping creates a wide yet opportunistic research gap in this area of study, and thus the authors advise future researchers in bringing out diverse factors regarding the same. The paper points out that Indonesia is home to various e-grocery shopping applications, such as HappyFresh, SayurBox, AlloFresh, ASTRO and Hypermart Online. From their extensive literature research, the authors found that user's belief that technology requires minimal yet effectual use, willingness to pay premium due to their need to save on time, their income levels which have been found to positively stimulate their buying intentions and a consumer's goal-oriented nature which is found mostly in younger generations, on the whole encourage their use of e-grocery applications; while the authors also point out that lack of research on the services' promotional factors such as discounts or free shipping offers, entailed via q-commerce advertisements, influence benefit-seeking users to often switch brands.

OBJECTIVES OF THE STUDY

1. To explore the factors that motivate consumers for adapting online shopping lifestyle.
2. To examine the significance of Q-Commerce.
3. To explore how target-consumers perceive Q-Commerce advertisements.

STATEMENT OF THE PROBLEM

The key to successful retailing lies in the impactful properties of its promotions and by a large portion of it through advertisements. The essence of advertisements (ads) is to draw in customer interest, hence ads are expected to be attractive, provide customer retention, but majorly influential on consumer's perceptivity. In the middle of the pandemic, Quick Commerce (quick e-shopping) became a huge success for providing customers with quicker door-step delivery services, solely for groceries; making significant impacts on market trends. Several studies pertaining to e-grocery services impact on consumer's perception and buying intentions, exist. However, the purpose of this descriptive paper is to understand the role of advertisements posing as an influential factor in shaping end-user's purchasing behavior. This research is crucial in understanding the significance of Q-commerce and how these brands have used customer loyalty to their advantage, by ultimately encouraging them to adapt online shopping lifestyle for a long-term.

RESEARCH METHODOLOGY

The present study draws heavily after reviewing several collected published reports, journals and papers relevant to the subject of this research. The research gaps a paper poses is solved by the methodology of the paper. The research was conducted by performing searches on Google Scholar, ResearchGate, Elsevier; and by making exclusive use of the auxiliary data accrued from searched words and phrases such as – q-commerce brands, e-grocery shopping, online delivery services, online shopping lifestyle, the impact of q-commerce on consumer perception, and consumer attitude towards online delivery advertisements. Such combined approach has helped in shaping the literature's analysis. The main objective of this paper is to prove the significance of Q-commerce trends in the market. This study considers existing data on quick commerce services and the effective properties of advertisements (ads) on the public opinion's perception. The paper has studied the performance of Q-commerce ads' motivating factors on Indian consumers, by conducting a thorough review of previous research papers and acquired data from the internet, on the discussed area of the study.

SCOPE OF THE STUDY

The study is designed for q-commerce brands in understanding how they can enhance their advertisements (ads), thereby attracting more customer retention, by improving their hyper-local marketing strategies. Hence, the paper attempts to bring out q-commerce application's appealing features, which enhances consumer attitude towards accessing e-grocery applications consistently. The investigation carried out involves understanding the factors that motivate consumers to adapt online shopping lifestyle and how q-commerce helped avid consumers to navigate e-shopping lifestyle during and even post pandemic. The paper makes a sincere attempt into bringing out the objectives clearly, thus proving the fact that q-commerce ads do fashion end-user's perceptivity.

Q-COMMERCE ADVERTISEMENTS

Q-commerce can be described as on-demand grocery delivery services that guarantees the fulfillment of consumers' orders, within a span of 20-30 minutes upon the order's placement (Stojanov, 2022)32. This particular process aims at making grocery shopping easy for consumers by providing them with door-step delivery of the ordered items (Dr. Ch. Jayasankara Prasad, 2018)[33]. Q-commerce services have proven to be effectively beneficial on consumers' daily lives (Reif, 2022)[34], as it simplifies the entire process of traditional shopping to a simple click (ChannelSight, 2023)[35]; thus, making this strategy its unique factor. Studies have indicated that the pandemic's occurrence (Lauren Chenarides, 2021)[36] resulted in consumers developing alternatives to fit the gaps created from transitioning their lifestyle to be a more convenient, affordable, and accessible one (Serhat Murat Alagoza, 2012)[37]. Thus, in this way e-shopping industry has seen a tremendous growth (PACHE, 2022)[38] in its customer retention rate due to the fact that consumers perceive and prefer online shopping as convenient (Kim Ramus, 2005)[39].

❖ Factors influencing excessive use of online shopping

Several studies, similar to the discussed area of study, have been conducted to provide clarity on the factors that motivate consumers in adapting a lifestyle which involves the heavy use of online shopping. The findings of the studies have highlighted that online shopping offers several influential factors that are in favor of consumers' buying expectations (Hove, 2022)[40]. Explained below are the results of several studies that indicate factors playing a pertinent role in impacting consumers' purchasing behavior.

The results of the study reveal that consumer's expectations include gaining access to diverse range of products, various discount offers, easy payment methods and free delivery amenities (Dea Wemona Rahma, 2022)[41], which also serve as contributing factors towards customer preference for adapting online shopping over traditional method of shopping (Juan Carlos Martín, 2019)[42]; while certain researches have implied that broadcasted reports on fluctuating economic times enhanced consumer intentions and that voluptuous motives are a suitable indicator of such intentions (Faraz Ahmed, 2022)[43].

Advertisements, in general, possess influential elements (Briggs, 2001)[44] which brings about a definite transformation in viewer's perceiving behavior (Tony Ahn, 2007)[45]. A study (Smith, 2012)46 states that an average advertisement would use attractive features like bright colors, a soothing environment matching the advertisement's message, the product or service the advertisement is promoting and a clear presentation of its usage, which results in retaining consumer attention (Sama, 2019)[47]; hence, the study attests the fact that Q-commerce advertisements will definitely perform efficacious towards consumers, as e-grocery advertisements would contain better convincing features than that of an average one (Wilda Paras Asti, 2021)[48].

❖ Significance of Q-commerce advertisements

Q-commerce advertisements play the crucial role of a mediator in the relationship of Q-commerce brands with target consumers (Tewari, 2022)[49]. The advertisements are what fills the communication gaps between the consumers and e-grocery brands (Paché, 2022)[50]. A study reveals that the presence of pleasant advertisements improves the sales promotion of delivery applications because decent advertisements make an appeal to the public (Bush, A. J., Smith, R., & Martin, C., 1999)[51], hence also improving delivery applications' userbase. Studies have provided information on how Q-commerce's advertisements make an impact on consumer perception (Dr Mohd Moinuddin Mudassir, 2022)[52].

❖ Factors of Q-commerce advertisements that fashions end-user perception

The findings of referenced studies have indicated that advertisements are effective on consumers when they display the many cash benefits they can offer to consumers (Pejman Ebrahimi, 2021)[53]. Cash benefits like discounts, coupons, vouchers, occasional cashbacks (Mukhopadhyay, 2022)[54] on the purchase of certain products and free delivery charges on purchasing above a certain purchase rate (Dipanti Joshi, 2021)[55]; persuade consumers to have more exposure to q-commerce ads, in order to gain information on upcoming offers. Studies have revealed that a large proportion of consumers do not adapt online shopping method due to pandemic-induced lifestyle-changes (Freeman, 2009)[56]; but rather because of their desire to fulfill their personal needs (Maik Trott, 2021)[57].

Pre-pandemic lifestyles of consumers were also as busy as their post-pandemic lifestyles; thus, the use of such applications helps them navigate their lives, easily (Ariker, 2021)[58]. Hence, studies suggest that when advertisements boost the fact that they offer convenience and comfort to their users (Kirti Prashar, 2021)[59], it encourages the public to change their purchasing behavior without any hesitation (Lawati, 2012)[60]. For this purpose, the advertisements are also suggested to boost their online visibility.

LIMITATIONS

The research covers only the impact of consumers' motivating factors in adapting online shopping. The study does not deal with consumers' perception towards individual Indian e-grocery brands like Zepto, Swiggy's Instamart, Dunzo, BBNow and Blinkit; neither does the study examine how impactful each one of their advertisements are. The study is based solely on an in-depth literature review pertaining to the discussed area of the study. Further research on similar subject can be undertaken more analytically in the future.

CONCLUSION

The goal of this study was to understand the various factors that contribute to consumer adapting the consistent use of Q-commerce applications. The study also explored the impact of Q-commerce applications' advertisements on consumer purchasing behavior by first changing consumer perception. To this end, the paper has proved that the display of decent advertisements containing influential factors and the increase of such advertisement's visibility, makes a strong positive impact on consumers perception.

Our study extends the prior knowledge of consumer's quick delivery services-related behavior. The study provides insights on how the Q-commerce applications' convenient use results in customer satisfaction. The findings of this study suggest Q-commerce brands to constantly bring in upgradations in their applications; for the reason that these brands can access the opportunity of maintaining a better approach with their customers, as well as gain a competitive edge in the market through strong customer retention strategies. The study also suggests that in order to obtain so, the advertisements for these Q-commerce applications must be cost effective and top-notch.

RESEARCH IMPLICATIONS, LIMITATIONS & SCOPE FOR FURTHER RESEARCH

The study provides major implications aiming at e-retailers and q-commerce brands, to create better yet limited advertisements (ads) which certainly possess the pleasant factor. This paper shows the impact of e-grocery brand's advertisements on consumers to be direct and positive, hence proving itself to be fruitful for future q-commerce brands that aim at retaining their market positions against the current market leaders, such as – Zepto, Dunzo and now, Blinkit.

Though consumer perception, and eventually buying intentions, being enhanced via exposure to ads was observed; subjectivity is one of the study's limitations, because perceptions of several consumers can be influenced by their personal preferences, which in certain cases can be ignored under peer influence. Further the data for the study was collected by carrying out an extensive literature review, thus resulting in a study lacking details.

Despite the fact that the study found major factors which proved advertisements to be influential on consumer perception, the research limitation found in this paper is the absence of a thorough analysis for q-commerce purchasing habits of consumers, from a post-pandemic perspective. The study presents insights on how pleasant advertisements can appeal to consumers; however, it does not provide guarantee that consumers exposed to pleasant ads would adapt such a lifestyle, in actuality.

Future study can individually concentrate on analyzing the performances of Indian Q-commerce brands like Zepto, Swiggy's Instamart, Dunzo, BBNow and Blinkit. Q-commerce enthusiast researchers would find this to be advantageous, as by doing so would lead them to analyzing the unexplored aspects of Q-commerce brands, such as – how frequently their advertisements (ads) are displayed on televisions and social media platforms, how frequently are the ads viewed by the public, how each of the ads appeal to the public, how popular the Indian e-grocery applications (aps) are amongst different groups of consumers, and how frequently would interested consumers use the apps post-pandemic.

The author advices researchers to undertake similar study analytically and in-depth, through Indian consumer perspective. An analytical study based on a large sample size with focus

on specific locations in the city of Bangalore, can prove to be advantageous as well as provide a deeper understanding and inference for future researchers, exploring themes similar to the discussed area of this study. Further research into a bigger demography of q-commerce marketing strategies, is probable. Researchers can conduct a comparative study in order to understand the changes of pre-pandemic and post-pandemic consumer buying intentions whilst purchasing from q-commerce brands, specifically.

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Customer Attitudes Toward Digital Marketing - A Study

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ABSTRACT

The era of direct marketing is giving way to the era of digital marketing. The entire business sector completely depends on the behavior of consumers and a favorable attitude towards them. This study's primary objective is to comprehend consumer attitudes toward digital marketing. There was a significant increase in online business during the downtime. Understanding how consumers can acquire digital marketing services and the factors that influence their attitudes toward them is the primary goal of the study. This article also focuses on how demographic factors like age, gender, income, and marital status affect how consumers use internet marketing. An online Google form is used to collect the Data. Excel was used to conduct a T-test and an ANOVA on the data from 228 samples that were collected for the study. Despite differences in age between rural and urban areas in India, the report says that online shopping is growing, but not as quickly as in other urban areas.

Keywords: Digital Marketing, Consumer Behaviour, Demographic Factors, Online Shopping.

INTRODUCTION

Marketing entails identifying potential customers' requirements and developing and delivering products and services that meet those requirements. As a result, marketing entails meeting the needs and preferences of the intended customer. Marketing activities include selling, promoting, selling, and providing goods and services to customers and other businesses. Marketers can better comprehend customer preferences, behavior, and purchasing patterns with the assistance of technology, enabling them to develop the most precise marketing strategy possible. Product and service marketing to current and potential customers also benefits from using a variety of digital marketing platforms. E-marketing, web marketing and online marketing are other terms for digital marketing. It is useful to find ideal guests for their goods and services. Advertising of goods and services using colorful electronic media is referred to as digital marketing. The goal of digital marketing is to get new and existing customers while letting them interact with the business online. Business practices and marketing strategies have changed as a result of the use of the Internet and other information and communication technologies. E-commerce, also known as online business or e-commerce, is the buying and selling of goods or services over the Internet along with the exchange of plutocrats and information to make those deals.

The term "e-commerce" constantly refers to the online trading of physical goods.

The world is going along with technology. Even the customers' expectations also changed as they started to move towards technology.They are tuning with the technology and expect it in their major work too. The revolution for the digital era is witnessed during the lockdown period. Which makes a human realize the major possible things even without having physical activity. The major witness is found in the retail business where online retail stores, food delivery services, and online shopping service which wasin a growing stage got a good potential to explore and overtake the physically located offline stores. The trend created during a lockdown towards online shopping gained its importance and was never lost even after the situation becomes normal Today, we are in the digital world where the dependency the online shopping has increased. In coordinationwith it during the demonetization the era of digital payment has evolved which got its shape and scope during the lockdown because of online shopping.The combination of digital payments and digital shopping created a separate shopping world for customers to make their necessary purchases in their free time at their own pace without reserving a special time for it.

Understanding how customers react to the digital market is crucial since digital marketing is the new marketing period that is forming its own world. A more prominent handle of the market and client assumptions results from the information on shopper conduct.

Marketing via internet is currently a popular topic in every industry and is becoming increasingly crucial to every organization's multi-channel marketing strategy. It utilizes the web to give promoting to clients. The provision of advertisements for the publisher's content by advertisers and the inclusion of advertisements in the publisher's online content are two common forms of internet advertising. Another potential participant would be advertisements that would appear alongside the publisher's content.

REVIEW OF LITERATURE

(Bhuvaneswari & Kannan, 2021) conducted research on consumer attitudes toward digital marketing in India to assess consumer acceptance. It was discovered that while consumers initially showed signs of acceptance for the digital market, They quickly became dissatisfied with the products' quality.

In another study conducted by **(M. Vidya & P. Selvamani, 2019)** in India to understand the awareness of consumers towards digital marketing it was found that as it is still, in the beginning, stages the web based promoting a considerable lot of them know about the market yet not began to encounter the computerized showcasing as they are a lot of feeling of dread toward the installments.

(Saha, n.d.) carried out in 2021 The primary objective of this study is to ascertain how consumer purchasing decisions are influenced by digital marketing, with particular attention paid to factors like lifestyle, family background, attracting people, educationalqualification,and the impact of the Western way of life culture, etc. that regularly affect consumers' purchasing decisions.

(Phalle and others, 2020) The study, which sought to understand how consumers in India perceived the difficulties of digital marketing, found that the biggest difficulties in this field were finding trained personnel, keeping up with technology, producing unique content, and ensuring marketing security. The report also indicates that in order to guarantee the effectiveness of marketing via the Internet, workers might receive proper training to manage new tools, platforms, and trends as they fast develop, they have the expertise and abilities to do so.

A study on the elements influencing customers' online shopping behavior was undertaken by **(Daroch et al., 2021).** Finding out the issues customers have when purchasing at online retailers was the goal of the study.

The primary issue is addressed in **Rohit Mehta's 2020** Research Paper, "Digital Marketing and its Effect on Customer Purchasing Behaviour." The study finds that although the majority of today's consumers have access to digital media, they are unaware of how to use it to its fullest potential. This essay also concentrated on the elements affecting consumers' shifting purchasing habits.

2019 (M. Vidya & P. Selvamani) In India, it was discovered that despite the fact that online marketing is still in its infancy, many customers are aware of the market but have yet to engage with digital marketing due to their severe fear of making payments.

Nagrani et al. conducted an investigation into the connection between consumer buying behavior, trust, perceived values, and favorable reviews. 2021) as part of their study on how digital marketing affects how people behave. In the years to come, e-commerce will have a greater range of opportunities thanks to the government's backing, FDI investment, rising internet adoption, and the young population, as this study demonstrating the impact of digital marketing has demonstrated.

A paper named Observational Concentrate on Customer Disposition towards Computerized Promoting was composed by **(Mahajan and Kulkarni, n.d.)**. This study also aids in determining the consumer's level of awareness of digital marketing by examining their attitudes towards it as well as the elements that influence them and the medium, they prefer to use to make purchases.

In the year 2018 study by **(Rahman et al.)**concerning online shopper purchase trends: According to an empirical study carried out in Dhaka, Bangladesh, clients shop digitally to conserve time and have exposure to a broader variety of products and services. When it comes to opinions and preferences, men and women behave similarly; the ability to get shipments at home wins over the impossibility of touching and feeling the object.

In 2017 Special Reference to the Indian district of Kanyakumari **(Sivasankaran, n.d.)** focused on the primary issue of how internet marketing affects adolescent purchasing patterns. Although almost all of youngsters today are exposed to computerized media, the review shows that they have not without a doubt been educated on the most proficient method to exploit it really.

In 2016, (Kumar and Shanthi) made a review zeroed in on grasping client conduct toward web based showcasing while at the same time considering a particular geographic region,Mysore. This study found that people's perceptions of utility, knowledge, the convenience of use, that consumers most strongly associate with online purchases.

(Aruna & William, 2015) investigated how Indians in the Coimbatore district of the country behaved when shopping online. According to the findings of the study, a number of demographic factors, such as age, gender, education level, and income, have a significant impact on online shopping in India. The study's findings also imply that measuring consumer purchasing behavior can aid in understanding consumer shopping behavior with regard to online shopping.

The investigation was conducted on how consumer behaviour is impacted by web-based advertising by **Pillai et al.** in the past. This essay discusses the shift from conventional to digital marketing and how the epidemic has also given the graph a small lift. Therefore, in order to reach a wider audience, the bulk of firms have shifted to digitalizing their marketing platforms. The study also discusses the consumer's choice of viewpoint about digital marketing.

OBJECTIVES OF THE STUDY

1. To understand how consumers respond to digital marketing
2. To research how different sociodemographic groups react to digital marketing
3. Research consumer satisfaction with digital marketing based on demographics.

RESEARCH METHODS

An experimental review was led to assess client perspectives toward advanced promoting. The goal of shopping online, frequency of shopping, satisfaction with online shopping, grey areas in online shopping, and problems experienced was built up as constructs. These constructs were measured by the Likert scale (1 = totally disagree and 5 = totally agree).

SAMPLING AND SAMPLE SIZE

A Google Form was used to develop the final survey, and it employed the scheduling technique to gather input. The study's participants included students, workers, businesspeople, and housewives. The questionnaire is circulated among all categorized respondents within the surroundings of Bangalore. 228 respondents provided the researcher with data between September and December 2022. Data analysed using Excel.

Table 1 : The respondents' demographics.

Variables	Frequency(N=228)	Percentile
Gender		
Men	110	48%
Women	118	52%
Age		
Between 19 to25	145	64%
Between 26 to30	22	10%
Between 31to35	36	16%
Between 36to40	11	5%
Between 41to45	8	4%
45&above	6	3%
Occupation		
Salaried	68	30%
Business	16	7%
Students	126	55%
House Wife	18	8%
Qualification		
PUC	17	7%
Degree	133	58%
Post-Graduation	68	30%
Others	10	4%
Monthly Income		
Less than 20,000	18	8%
21,000-30,000	45	20%
31,000 – 40,000	52	23%
41,000-50,000	61	27%
50,000 and above	51	22%

(Source: Primary)

Table 2: Statistics that describe how consumers shop for things online

Purpose of online shopping	Mean	SD	Elucidation
I shop online just to save the time	3.964912	0.849253	The fact that the overall mean score is a score greater than three indicates that the majority of respondents typically shop online to save time, gain savings, and avoid travel related risks. However, the median score of 4 indicates that the availability of various brands and the option to compare prices are the main reasons consumers prefer to shop online.
I prefer digital platform to get the discounts	3.864035	0.92156	
Availability of more brands in one roof	4.135965	0.825756	
I will get more platforms for the comparison of price, quality	4	0.849981	
I prefer to shop online just because of its home delivery service	3.828947	0.994099	
Mean	**3.958772**	**0.595329**	
Frequency of shopping			
I shop online only when I feel a need for purchase	4.074561	0.773266	The mean score on the frequency of shopping indicates the majority of the respondents will shop only if there is a need, at the time of festival offers, or on occasion. It is also showcased that very few prefer to shop when they feel bored or because of a friend's influence.
I shop online when I feel bored	2.701754	1.040415	
I shop online only at the time **of** festival offers	3.394737	1.062939	
I shop online only on occasions	3.219298	1.017545	
I shop online because of **friend's** influence	2.850877	1.14755	
Mean	**3.248246**	**0.661294**	

Satisfaction among online shoppers			
I am always happy with the online shopping	3.557018	0.934552	As the overall mean score on all the variables is above 3.5 it indicates that shopping is enjoyed by nearly all respondents online majorly for the availed discounts and product returnable policy.
I am happy because of the available offers and discounts	3.828947	0.757718	
The ordered products are delivered on time	3.745614	0.878639	
Any issues on product purchases are quickly resolved by the customer support team	3.54386	0.91623	
The product return and refund policy is acceptable	3.912281	0.860912	
Mean	**3.717544**	**0.611094**	
Gray areas on product delivery			
I may not get the product preferred or displayed at the time of purchase	3.491228	0.892905	As the overall mean score is multiple it demonstrates that most of the respondents feel that they are not capable to get the product delivered to the preferred location and even they are expecting an improvement in the delivery system.
I feel the delivery charges are more	3.5	1.026091	
Sometimes the product is not delivered to my location	3.192982	1.156306	
Proper information tracking is unveiled	3.083333	1.044003	
No proper response at the hour of the arrival of the item	3.267544	1.108	
No refund is given sometimes forcefully buy the other	3.223684	1.215886	
Lack of interaction at the hour of procurement	3.276316	1.085735	
Mean	**3.290727**	**0.768299**	
Problems towards payment			
I feel insecure about making digital payment	**3.47807**	**1.042892**	In this case, also we can observe that the general mean score is more than 3 demonstrating that the significant respondents are not preferring to make digital payments instead they are willing to cash on delivery as they feel it is insecure.
I always prefer the Cash on delivery option	3.969298	0.972723	
I feel insecure as the chances to hack the account	3.587719	1.076881	
Mean	**3.678363**	**0.77961**	

(Source: Primary)

Examining the Frequency of Gender-Based Shopping

H0: There is no discernible variation in online shopping frequency based on gender.

H1: There is a discernible variation in online shopping frequency based on gender.

Table 3 : t-Test: Two-Sample Assuming Unequal Variances

	Frequency of purchase men	*Frequency of purchase women*
Mean	3.205128205	3.283636364
Variance	0.384456233	0.486151793
Observations	117	110
Hypothesized Mean Difference	0	
df	218	
t Stat	-0.894363418	
P(T<=t) one-tail	0.186056914	
t Critical one-tail	1.651873373	
P(T<=t) two-tail	0.372113827	
t Critical two-tail	1.970905601	

The average male frequency of purchasing is almost comparable to the average female frequency of buy. The null hypothesis is accepted because the total P value is higher than the significant value. This demonstrates that gender is not variation in the frequency of purchases.

Analysis of Frequency of Online Shopping V/S Income Group

H0: There is no correlation between income and shopping frequency that is favourable.

H1: There is a correlation between income and shopping frequency that is positive.

Table 4: Shopping Factors

Frequency shopping factors	Mean		T-static	T-critical	P value
	Monthly Income less than 50,000	Monthly Income of more than 50,000			
Only when the product need is felt	4.05 0	4.15 6	-0.835	1.99 12	0.406**
Feel Bored	2.728	2.607	0.7968	1.9858	0.4275 **
Only at the time festivals	3.497	3.039	2.926	1.9860	0.0038 **
Only on occasions	3.220	3.215	0.3027	1.9872	0.9759**
Friends Influence	2.875	2.764	0.6810	1.6605	0.4974**
Total average	**3.274**	**3.1562**			

The overall average of respondents whose monthly income is less than 50,000 is less than that of those whose income level is above 50,000. We retain the null hypothesis since the aggregate P the value is more than the significant value. The income level of the people doesn't have any effect on the frequency of Irrespective of the income levels people purchase at the point when they feel need, even when they feel bored, occasion, and also on friends' influence but it may vary the kind of product they purchase and the brands they purchase.

ANOVA- to test contentment with the internet shopping with the demographic factors

H0: The relationship between satisfaction with online shopping and age, profession, and income is not statistically significant.

H1: The relationship between satisfaction with online shopping and age, profession, and income is statistically significant.

Table 5

External Factors	SS	Df	MS	F	P value	F-Critic
AGE						
Happy from the online shopping						
Between Groups	1.163729	2	0.58186	0.664245	0.515668	3.0359**
Within Groups	197.095	225	0.8759			
Happy with available offers and discounts						
Between Groups	**1.887945**	**2**	**0.94397**	**1.653629**	**0.193671**	**3.035975**
Within Groups	128.4410	225	0.57084			

Satisfied with on time delivery						
Between Groups	**3.511299**	**2**	**1.75564**	**2.370196**	**0.095412**	**3.029343**
Within Groups	199.2534	269	0.74071			
Satisfaction of Customer Care Service						
Between Groups	**0.410537**	**2**	**0.20526**	**0.241253**	**0.785839**	**3.034581**
Within Groups	198.2462	233	0.85084			
Satisfied with Refund and Return Policy						
Between Groups	**0.272385**	**2**	**0.13619**	**0.18243**	**0.833366**	**3.035975**
Within Groups	167.9732	225	0.74654			
Occupation						
Happy from the online shopping						
Between Groups	3.241796	2	1.62089	1.98062	0.140565	3.039085
Within Groups	171.0412	209	0.81837			
Happywith available offers and discounts						
Between Groups	6.787219	3	2.26240	4.077412	0.007623	2.645637
Within Groups	122.0699	220	0.55486			
Satisfied with on time delivery						
Between Groups	9.329221	3	3.10974	4.255383	0.006042	2.646398
Within Groups	**157.8481**	**216**	**0.73077**			
Satisfaction of Customer Care Service						
Between Groups	4.853205	3	1.61773	1.951301	0.122203	2.644903
Within Groups	185.7082	224	0.82905			
Satisfied with Refund and Return Policy						
Between Groups	0.853274	3	0.28442	0.380609	0.767075	2.644903
Within Groups	167.3923	224	0.74728			
Income						
Happy from the online shopping						
Between Groups	0.092808	2	0.04640	0.052687	0.948688	3.035975
Within Groups	198.166	225	0.88073			
Happy with available offers and discounts						
Between Groups	0.58786	2	0.29393	0.50974	0.601344	3.035975
Within Groups	129.7411	225	0.57662			
Satisfied with on time delivery						
Between Groups	**0.17112**	**2**	**0.08556**	**0.109959**	**0.895919**	3.035975
Within Groups	175.0745	225	0.77810			
Satisfaction of Customer Care Service						
Between Groups	0.63534	2	0.31767	0.376335	0.686804	3.035975
Within Groups	189.9261	225	0.84411			
Satisfied with Refund and Return Policy						
Between Groups	1.968853	2	0.98442	1.332092	0.265998	3.035975
Within Groups	166.2768	225	0.73900			

As can be seen from the table 5, that the total P value is above a considerable level when we look at age along with the factors taken into consideration for the degree of online shopping pleasure. This demonstrates that the null hypothesis is true. Therefore, there is no connection between age and online purchasing happiness. Regardless of their age, everybody can find satisfaction from internet buying. When we compare occupation and online shopping satisfaction, the P value for online shopping, customer service, and refund and return policies is greater than the significant level, The majority of people who shop online, regardless of whether they are students, employees, owners of businesses, or housewives, are pleased with the shopping experience; however, the majority of them are dissatisfied with the delivery system and the availability of discounts. The P value is higher than the level of significance in a comparable comparison of income and online shopping happiness, so the null hypothesis is accepted. There is no variety in consumer loyalty in view of pay whether it comes to deals, customer support, home delivery, refunds, or return policies.

SUGGESTIONS

After the study in view of the assessment collected from the respondents, we can suggest that there is a need for much consciousness while selling the product. The product order should be the product to be delivered with the promised quality. Even it is also very much required to assure the customers regarding the safety and security of the payments made and also should create flexibility towards payment system on the preferred mode of customers.

CONCLUSION

The lockdown situation leads to a greater change in the field of marketing. There is a paradigm shift in the marketing activities every one trying to do their business in an online platform as it creates a greater advantage of enhanced customers throughout the country instead of restricting to a particular area or region. In this connection, there is a need to understand the inconveniences faced by the customers as a major part of digital marketing and concentrate to provide a clear road so that it will ease both the customers and also the businessman to take digital marketing to the next level of development.

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Spill Over Effect of Macro-Economic Variable Factors on Indian Stock Market - A Study

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ABSTRACT

Stock market is considered as an investment avenue in the modern era, but stock market investment is subjected to market risk. Due to its volatility and fluctuations it becomes difficult to safeguard the principle amount invested. The research aims at analysing the SENSEX returns to that of the possible macro economic variables through which one can study the fluctuations in BSE and make effective investments. The scope of the research extends towards establishing the impact of variables on BSE SENSEX. This research paper depicts the relationship between the stock exchange, which is the Bombay Stock Exchange (BSE) and Macro-economic variables. The Data considered for the research consists of 10 years monthly data of the variables like BSE Sensex , Crude oil prices and exchange rates of 3 largest economies (i.e. USA, China, Japan) used to analyse the spillover effect in the short run and long run. The research involves the analysis of secondary data of Macro-economic variables.
The model used in the research is DCC GARCH (Dynamic Conditional Correlation Generalised Auto Regressive Conditional Heteroskedasticity). The paper aims at principles of functioning and the possibility of using the model in national and international realities. The multivariate model is applied using the time series data that compares the level of fluctuations in the period of 2007-2017. The analysis revealed the significance level and the impact of spillover effect in short and long run. The statistical analysis tools such as correlation and regression shows the relationship and impact between the independent.
In order to serve the purpose of the research, the effectiveness of the DCC-GARCH model was tested on a small sample as an initiation to a large-scale research. The results of the study are consistent with economic works on the relationship between Macro-economic variables and BSE fluctuations.
Keywords : Stock Market, Macro Economy, B.Sc., Sensex, Spillover, Volatility.

INTRODUCTION

The spill over effect refers to the impact that a seemingly unrelated events in one nation would have on the economies of other nations. Although there is positive spill over effects, the term is most commonly applied to the negative impact a domestic event has on the other parts of the world such as an earthquake, stock market crisis or any other macro events.

INDIAN STOCK MARKET

Stock market is a place where the shares of a listed company are traded . It is a market for old securities, i.e. those which have been already issued and listed on a stock exchange. These securities are purchased and sold continuously among the investors without the involvement of the companies. We have considered Bombay Stock Exchange in our study.

BOMBAY STOCK EXCHANGE

The Bombay Stock Exchange (BSE) is the first and largest securities market in India and was established in the year 1875 as the Native Share and Stock Broker's Association. It is located in Dalal street in downtown Mumbai, India and BSE lists close to 6000 and odd companies and is one of the largest exchanges in the world. BSE has helped to develop India's capital markets including the retail debt market, and has helped grow the Indian corporate sector.

The BSE's overall performance is measures by the SENSEX (Sensitivity Index), a benchmark index of 30 of the BSE's largest and actively traded stocks covering 12 sectors. Debuting in

1986, the SENSEX is India's oldest stock index. Also called the "BSE 30" the index broadly represents the composition of India's entire market.

MACRO-ECONOMIC FACTORS

A macro-economic factor is a phenomenon, pattern or condition that relates to a large aspect of economy rather than to a particular population. These are the factors which affects the economy of a particular nation. For example, inflation, Gross Domestic Product (GDP), national income, unemployment levels are examples of macro-economic factors.

Economic experts and researchers frequently refer to macro-economic factor trends as they try to find ways to clarify economic policy objectives and strive to achieve economic prosperity. It also helps to forecast future rates of employment, inflation, oil prices, exchange rates and other main macro-economic factors. Such forecasts effect the decisions taken by the state, individual investors and businesses.

The variables which are considered in the study are:

1. Exchange rates: it is the rate at which one national currency will be exchanged for another nation's currency.
2. Crude Oil price: refers to the spot price of a barrel of benchmark crude oil. The price depends upon its grade, location and content of sulphur present in it.

REVIEW OF LITERATURE

The Indian retail investors believe that the Indian stock market is unpredictable due to it's uncertain pattern governed by the investors physiology and market manipulations. However, the foundation to which is so old that it dates back to the pre-reform stock market trends.

Most of the trading in India happens through two Main Stock markets. They are Bombay Stock Exchange and National Stock Exchange. The BSE has its existence since 1875 and NSE has been found in the year 1992. Both the Stock exchange follow similar trading mechanism, trading hours and settlement process.

In the year 2020, the BSE has 5,518 listed firms whereas NSE has 1,799 listed firms as on2019. Out of all the stock listed in BSE, it is only around 500 listed firms which form the 90% of the market capital, while the rest of them consists of highly illiquid stock. As BSE is considered the oldest Stock Exchange, we consider the returns of BSE in this study. The BSE SENSEX is a free- float market weighted stock market index of 30financially sound and well established companies listed in Bombay Stock Exchange. These 30 companies form the largest and actively traded stocks in the Stock market. The base value of SENSEX was taken as Rs100 on 1st April 1979 and its base year as 1978-1979. On 25 July 2001 BSE launched DOLLEX-30, a dollar linked version of SENSEX.

Various research has been performed to discover the responsiveness of stock market with respect to Macroeconomic factors and the stock market volatility, due to macroeconomic risk factors and low investors' confidence is a fundamental concept in Finance literature. For diversification of risk, understanding the complex links between the macroeconomic factors and index fluctuations is crucial.

STATEMENT OF THE PROBLEM

In the recent years, India as an emerging economy has encountered a number of fundamental risk factors like oil rates, exchange price, interest rate fluctuation, foreign investments etc. After the stock market crash in the year 2007-2008, the GDP of India gradually started growing from as low as 5.8% to 7.2% as on 2017-2018. Risk and returns of equity are considered as the major trade-offs of each other and uncertain economic condition of a country's economy may lead to loss of interest and confidence among the investors. When these investors are unaware of the risk factors which drive the market investments become more reluctant.

The Indian Stock markets are fluctuating and unpredictable but some of the research helps us to understand the relationship between the risk factors associated with it. India being one of the largest importer of crude oil has a major positive impact on the Indian economy due to

weak or reduced oil prices. Similarly, fluctuations in the value of dollar.

OBJECTIVES OF THE STUDY

1 To study the spill over effect of Bombay stock exchange on Macroeconomic variables.

2 To study the correlation among each Macroeconomic variable.

3 To study the impact of Macroeconomic variables on BSE.

SIGNIFICANCE OF THE STUDY

This study helps us to monitor the performance of Indian Stock market particularly BSE. The study plays an important role in relating the effect of macroeconomic factors like oil price and exchange rate. The three major economic countries USA, China and Japan are considered to establish the relationship of the factors with returns of Indian Stock market. The study is important to analyse the degree to which the macro factors which are considered to be effecting the stock market fluctuations.

NEED FOR THE STUDY

The study is required to understand the behaviour of the Indian Stock market with respect to certain Macro-economic factors. It is required to establish the degree to what extent the Macroeconomic factors have an impact on the equity returns of Bombay Stock

Exchange(BSE). It also helps the investors to take profitable and rational decisions in order to minimise the risk and obtain higher returns. It is required to understand the factors which affect the INDIAN stock market and are responsible for the fluctuations. This study focus on the effect which is implied on Bombay Stock Exchange (BSE) due to the Macroeconomic factors like oil price and exchange rates.

RESEARCH METHODOLOGY

Research methodology involves preparation of broad action plan or blue print of this study; this is mainly house research and includes the following:

1. Sampling procedure:

For the study, there is no primary data which is used in the research.

Secondary data has been collected from various websites like bseindia.com, investing.com, macrotrends.com. The secondary data includes information related to Indian Stock market returns in particular to BSE, Crude Oil price, Exchange rate and Foreign Direct Investments of USA, China and Japan for a period of 10 years from 2007 -08 to 2016-17.

2. Source of data:

- The data is collected through various sources.
- DCC GARCH is applied to capture the degree of volatility correlation changes or spill over between two variables. The integration of the market is depicted by conditional correlation in movement which is time varying in nature.
- DCC has been propounded by Engle (2002) to capture the dynamic correlations of returns.
- This model is expressed as Ht =DtRtDt. In this given equation, Ht is denoted as the estimator of conditional correlation.

LIMITATIONS OF THE STUDY

- The macroeconomic variables of USA, China, and Japan are considered. This reduces the scope of studying the impact of economic variables of other countries towards the Indian economy.
- The relationship between gold and other macro-economic factors with respect to Indian Stock market is not studied in this research paper.
- The limitation of data which is sources from various website might become a Constrain towards the conclusion of the research.
- The time duration to which the data is being considered can be increased for much accurate results.

DATA ANALYSIS

Table 1: Short Run and Long Run Spill over effect.

Variable	Estimates	Std.Error	t-value	P-value
USD INR				
dcca1	0.0390	0.1986	0.1966	0.8441
dccb1	0.8045	4.4292	0.1816	0.8558
JPY INR				
dcca1	0.2434	0.1003	2.4270	0.0152
dccb1	0.0114	0.2245	5.0810	0.9594
CNY INR				
dcca1	0.0262	0.0416	0.6300	0.5286
dccb1	0.8098	0.2542	3.1852	0.0014
Crude oil				
dcca1	5.4232	9.1118	0.5951	0.5517
dccb1	8.4225	8.0267	10.4930	0.0000

Table 1 showing the short run and long run spill over effect from BSE to USD INR, JPY INR, CNY INR, and Crude oil. The respective P-value of dcca1 and dccb1 for the variables observed are (0.8441 and 0.8558); (0.0152 and 0.9594); (0.5286 and 0.0014) and (0.5517 and 0.0000).

Table 2: Correlation Matrix

	BSE	USD/INR	JPY/INR	CNY/INR	Crude oil
BSE	1				
USD/INR	0.753738	1			
JPY/INR	0.327841	0.637173	1		
CNY/INR	0.741392	0.978104	0.699329	1	
Crude oil	-0.13397	-0.28034	-0.04628	-0.19623	1

Table 2 provides the correlation matrix between the Macroeconomic variables. It can be noticed that Crude oil has a negative correlation while the rest of the variables has positive correlation among them.

Table 3: Regression Analysis

Regression Statistics	USD/INR	JPY/INR	CNY/INR	Crude oil
Multiple R	0.7537	0.3278	0.7413	0.1339
R Square	0.5681	0.1074	0.5496	0.0179
Adjusted R Square	0.5644	0.0999	0.5458	0.0096
t-Stat	12.4589	3.7695	12.001	-1.4685
P-value	2.9612	0.0002	3.5552	0.1446

Table 3 provides the information about the Regression between the variables mentioned in the table, while BSE being the dependent variable. From the table above it is clear that only JPY/INR has an impact on BSE, since its P-value is less than 0.05 (i.e. 0.0002). There is no impact between the other variables as its P-value is greater than 0.05.

FINDINGS OF THE STUDY

1. There is no short run Spill over effect from BSE to USD INR, as the P-value of dcca1 is observed more than 0.05 (i.e. 0.8441).
2. There is no long run Spill over effect from BSE to USD INR, as the P-value of dccb1 is observed more than 0.05 (i.e. 0.8558).
3. There is a short run Spill over effect from BSE to JPY INR, as the P-value of dcca1 is observed less than 0.05 (i.e. 0.0152).
4. There is no long run Spill over effect from BSE to JPY INR, as the P-value of dccb1 is observed more than 0.05 (i.e. 0.9594).
5. There is no short run Spill over effect from BSE to CNY INR, as the P-value of dcca1 is observed more than 0.05 (i.e. 0.5286).
6. There is a long run Spill over effect from BSE to CNY INR, as the P-value of dccb1 is observed less than 0.05 (i.e. 0.0014).
7. There is no short run Spill over effect from BSE to Crude oil, as the P-value of dcca1 is observed more than 0.05 (i.e. 0.5517).
8. There is a long run Spill over effect from BSE to Crude oil, as the P-value of dccb1 is observed less than 0.05 (i.e. 0.0000).

SUGGESTIONS

- The investors or the portfolio managers can consider the effect of Spill over effect and accordingly design their investment patterns.
- The impact between the BSE SENSEX and the variables can be studied with the help of Correlation and regression. This can be treated as basis for investment decisions.
- The risk of investments in BSE Stock market can be reduced by studying the variables which can possibly effect the Stock prices.
- The relationship between variables should be considered to make rational decisions while investing in the Stock Market.

CONCLUSIONS

In the modern era the number of investors in the Stock markets are increasing drastically. Hence the returns observed in BSE SENSEX does affect the Indian economy. The Stock market has undergone many financial crisis or Stock market crashes, either due to a particular reason or sometimes unexpected reasons. This gives an opportunity to analyse the Spill over effect and check the relationship between the Macroeconomic variables with that of the BSE SENSEX.

The variables considered are chosen in such a way which might have an impact on the Indian economy. With USA, Japan and China being our huge investors the variables of the same are being taken into consideration. The analysis states that BSE SENSEX has a Spill over effect with JPY INR, CNY INR and Crude oil. But it does not show any effects towards USD INR, hence no Spill over effect.

The conclusion can be drawn as, any changes in the pattern of Macroeconomic variables like USD INR, CNY INR or Crude oil does not have an impact on the BSE SENSEX, whereas any change in the pattern of JPY INR has an impact on the BSE returns. The investors can take into consideration these variables while investing in the Stock market and accordingly reduce the risk or make maximum revenues and capital gains from the investment being made into the respective stocks in Bombay Stock Exchange.

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Drawbacks of Micro Finance and Dissatisfaction Experience of Customers in Banking - A Study

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ABSTRACT

The study precisely focuses on the micro financing services for the low income category in India. The Primary motto of the study is to look upon the issue faced by the customers while applying for micro finance loans for various desires. The secondary aim of this study is to look towards the solution to overcome the drawbacks which in turn help to achieve financial inclusion and to reduce unemployment rate in the society as whole. For the purpose of the study the scrutiny was carried out to determine the association between the low income category and Dissatisfaction level of the customers while getting the loan from the banks. To conclude with government as well as other sectors like NABARDS, SHG'S and MFI has to take necessary steps to overcome the drawbacks and also concentrate more on the personalized services for customers which in turn improves the satisfaction level of the customers and spread the information of micro finance using social media, television and mainly by the educated people of the nation to help the needy to be aware about the policy and benefits provided by the banks while acquiring the micro finance loans..

Keywords: Micro Finance, Low Income Category, Drawbacks, Dissatisfaction Level, Banks, Customers.

INTRODUCTION

Many traditional banks were not willing to provide the loan facility for unemployed or low income category people due to low security and operating costs, which open loophole to begin micro finance institution in India. Micro finance Banks are those financial institution which provide loan facility to low income category people or unemployed. Especially they locate in rural sector and provide loans. It was started in the year 1974 in India by a cooperative bank named self –Employed Women's Association (SEWA) in Ahmedabad. In the year 1982 NABARD established and it gave wings to micro finance institution by providing credit facility to the poors of India.

Currently, there are 10 microfinance institutions in India such as :

1. Annapurna Microfinance Pvt. Ltd.
2. Arohan Financial services Pvt. Ltd.
3. Asirvad Microfinance Pvt. Ltd.
4. Bandhan Financial services Pvt. Ltd.
5. Cashpor Micro Credit Pvt. Ltd.
6. Disha Microfin Pvt. Ltd.
7. Equitas Microfinance Pvt. Ltd.
8. ESAF Microfinance and Investments Pvt. Ltd.
9. BSS Microfinance Pvt. Ltd.
10. Fusion Microfinance Pvt. Ltd.

Along with the benefits they are few drawbacks which is been in highlighted in the current scenario such as located in rural area which in turn is the huge drawback for the institution in

sense they lose targets due to distance, the second most drawback of the micro finance institutions is the interest charged by them on the loans which turned out huge burden on the customers end.

REVIEW OF LITERATURE

1. Halima Begum, A.S.A Ferrous Alma, Mad Salam Mia, Faruk Bhuiyan, Ahmad Bashawir Abdul Ghani (2019), in their study titled "Development of Islamic microfinance: a sustainable poverty reduction approach". The study discuss the sharpie based micro finance loans in relation to sustainable low income people for providing them with financial support to ensure the proper standard of living. The analysis part of the study shows that these institution are more traditional oriented and have a keen to help the poor in their difficult times rather than profit oriented. The findings of the study shows that they also extend the time of the loan amount when the borrower are not in position to play the debt due to their circumstances and many of times they suggest the people who is well off to give some amount in the form of charity.

2. Madera Ranabahu, Farzana Aman Tanima (2022), in their study titled "Empowering vulnerable microfinance women through entrepreneurship; opportunities, challenges and the way forward", the study talks about the hardship faced by the women's , physically, mentally and emotionally irrespective of age, and widowhood and also the study highlights the natural calamities which incurred due to forcement issue or due to battle which directly affects the women's microfinance-related entrepreneurial and economic empowerment activities. The study also tells that although the women is still facing and upcoming in their life by creating their own opportunities but still the situation in the environment is becoming worse day by day for the women and they are facing lot of Male dominance in the society which creates a backing stone for the women's in their activities.

3. Madhabendra Sinha, Sudhansu Sekhar Mahapatra, Abhijit Dutta, and Partha Pratim Sengupta (2023), in their study titled "Microfinance and Women Empowerment: An empirical analysis", this study talks about strategies related to uplifting of the people and the economic mainly because to their active relationships with women empowerment and poverty alleviation. Due to which the micro finance institution has come up with various programmes such as Self help group where the women's of the rural sector are gathered and come to the solution how they can improve their standard of living, Such programmes conducted by the micro finance institution is to encourage and inspire the women's to be the change which is very important aspect for the economy development. for that purpose it has conducted primary survey on about eight hundred respondents of women who applied and borrowed the loan from different microfinance banks and apply multivariate profit estimation and the findings highlights the higher the accessibility and creditability the more the impact on the empowerment of the economy with regards to the expenditure issue of the economy.

4. Mufaro Dzingirai and Neeta Baporikar (2023), in their study titled " Role of Microfinance for Entrepreneurial Success" this paper talks about analyze part of the micro finance as well as their presence has gained the entrepreneurial success of Zimbabwean SMEs for that purpose an exploratory research is conducted and the result of the study show a two dimension relationship where on one side it highlights a strong healthy correlation between microfinance institutions and entrepreneurial success, on the other hand a weak negative correlation between the business owner's age and entrepreneurial success, and also the study shows the level of studies and entrepreneurial success of Zimbabwean SMEs.

5. Tursunov Anvar Sultonovich (2023), in their study titled "The Role of Islamic Microfinance in Poverty Reduction", the paper highlights the main causes of poverty is limited access to financial services. Unlike commercial banks, microfinance organizations were established and are developing as a financial mechanism that serves the population with low income. The study scientifically based proposals and recommendations on the establishment of an Islamic microfinance organization in Uzbekistan have been developed.

STATEMENT OF THE PROBLEM

In today consequences there is an increasing issues faced by the customer with regard micro finance institutions. As per the literature review many has faced lot of consequences from the micro institutions and still the correct measures is not updated which result in odd experience

for customers who intend to apply loans in micro finance institution. Appropriate solution facility is a need of an hour for an individual who has a desire to get the loans in micro finance institution for various purposes.

This study tries to observes the drawbacks faced by the customers in Micro finance Institution and also the necessary steps that is needed to be taken in Micro finance institution to overcome the drawbacks.

OBJECTIVES OF THE STUDY

1. To study the Complexity faced by the customers in Micro Finance Institution
2. To know the experience level of the customers in Micro finance banks.
3. To determine the initiative taken by the government to overcome the drawbacks
4. To examine the awareness level of the initiatives taken by the government among the customers of banks

LIMITATIONS OF THE STUDY

1. The study restricted to the drawbacks faced by the Micro Finance institution and dissatisfaction experience of customers.
2. The secondary data may be biased
3. The size of the sample is small

RESEARCH METHODOLOGY

The research is based on information collected through primary data as well as secondary data. After a detailed study an attempt has made comprehensive analysis of Micro Finance institution and dissatisfaction of the customer with regard to the services provided by the institution. The data has been used to cover various aspects like awareness level, drawbacks, satisfaction level of the customers of banks with regards to Micro Finance institution, and also the ways to overcome.

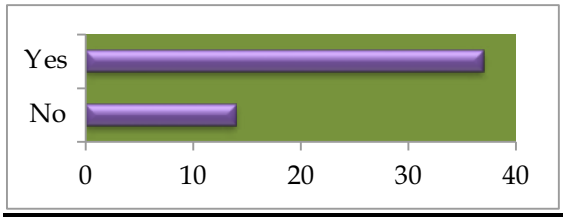
SAMPLING

The study used convenient sampling for the data collection and 50 respondent customer of micro finance institutions were choosen randomly.

ANALYSIS AND DISCUSSION

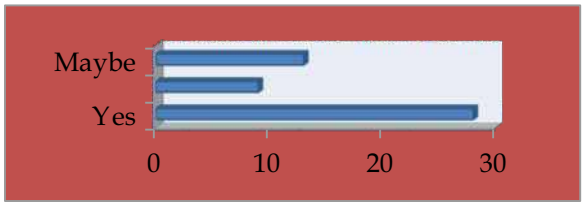
To assess the drawbacks faced by customers with Micro Finance institutions and customers experiences the data collected from Fifty (50) respondent customers is analyzed and presentated herein.

Graph 1: Respondents applied Loan at MFIs



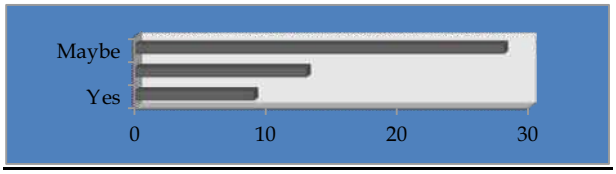
It is clear from the study that majority of the respondents have applied for different kinds of loan schemes available at MFIs. This indicates the demand for MFIs financial assistance by the public.

Graph 2: Opinion of Respondents towards period for approval of Loan by MFIs is Long.



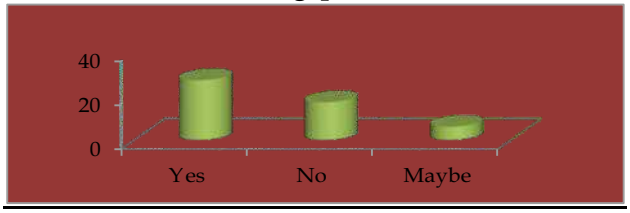
It is clear from the analysis that majority of the respondents have opined that the time taken by MFIs in processing application is quite long and few said that it is dependent upon the conditions of the MFIs. This indicates the need for approval of application in real time by MFIs to foster the growth and create satisfaction among customers.

Graph 3: Opinion of Respondents towards- Is MFIs loan is given only for rural people.



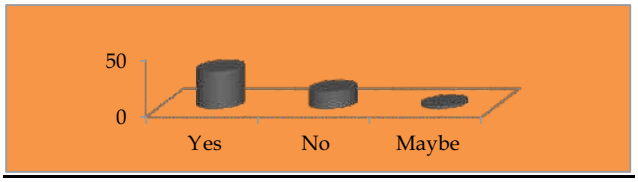
The analysis highlights that majority of the respondents have opined that the MFIs may offer loans only to rural people and only few are aware that it is also given to urban people too. This indicates the low awareness level of people about MFIs functions and facilities and there is a need for awareness creation programs to reach beneficiaries.

Graph 4: Opinion of Respondents satisfaction with the lending procedures of MFIs.



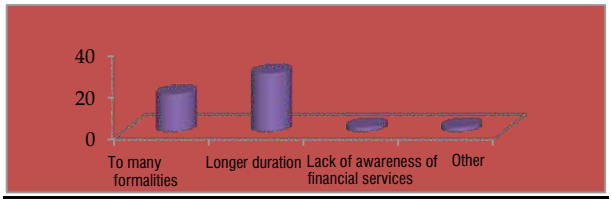
The analysis highlights that majority of the respondents are happy about the lending procedures followed by MFIs and to note that there are respondent customers who are totally unhappy with the same. This indicates the need for customizing or bringing changes in the procedures of lending by simplifying and accommodating. This will help the customers to feel comfortable to apply for schemes at MFIs.

Graph 5: Opinion towards Difficulties faced while applying for loans at MFIs.



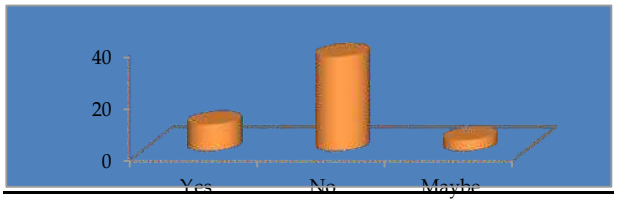
The analysis highlights that majority respondents opined that they faced major problems while applying and few were very comfortable to apply and get the loans. This mixed opinion indicates that there is a scope for modifying the application process for sanctioning loans and simplifying lending process.

Graph 6: Type of difficulties faced.



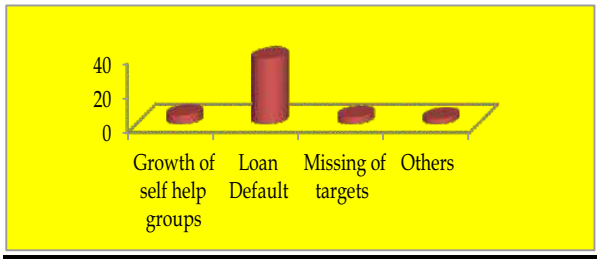
The data shows that there are few problems associated with the process of application and other procedures at MFIs. Majority have mentioned that there are one or other problems about customer services at MFIs.

Graph 7: Level of satisfaction towards interest rate fixed by MFIs.



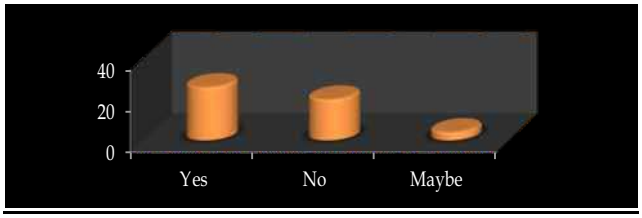
The data shows that majority of the respondents are not satisfied with the interest rate charging by MFIs. The interest rate may be high when compared to other schemes available in the market. This is an indication for MFIs to investigate the existing interest rate slabs and work on improving the status.

Graph 8: Major drawbacks of MFIs.



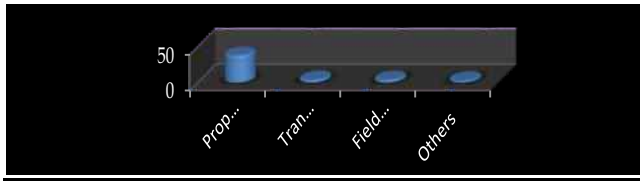
The data shows that majority of the respondents have identify few drawbacks of MFIs, among various drawbacks Loan default is the major one following growth of SHGs and Missing of targets. This is an indication that everything is not fine and there are issues to be seriously address by MFIs to be more focused towards sustainability.

Graph 9: Opinion towards Govt. Initiatives for MFIs development.



The data shows that majority of the respondents have opined that government is taking various initiative for the development of MFIs, whereas few opined that government initiatives are not sufficient.

Graph 10: Most important measure taken by the Govt. for MFIs development.



The data shows that majority of the respondents have opined that government is taking various initiative for the development of MFIs, and the important one is property development.

INTREPRETATION

- The survey was conducted through a questionnaire which was distributed at different localities.
- Around 85% of respondent are opined that the duration taken by MFI in providing loans is very long.

- About 90% of respondents found difficulty in applying the loan.
- 80% of the respondent believe that the drawback is due to loan default and the remaining opined that it is due to missing targets.
- Regarding the satisfaction level of the customers, 70% are moderately satisfied with the Micro finance in bank and 30% public are extremely not satisfied by the MFI.
- 80% of the respondents are aware about the initiatives of governments towards MFI.

RESEARCH FINDINGS

1. It was found that Micro finance facility is growing but still majority of the customers do find difficulty in reaching out to such institutions.
2. Micro finance Banks Banking sector are coming up with their own creative way which may lesser the amount of interest on loans.
3. It was also found that customers doesn't like the duration taken by the banks in giving the loan.
4. Government is taking initiatives to provide loan facility not only to rural people but also urban low income people.
5. With the help of above study we can say that Micro Finance Banks has drawbacks for which slight changes in their procedure can overcome the challenges.

SUGGESTIONS

1. The micro finance institution has to set up their branches especially neat the rural areas so that the rural sector customers can reach to them conveniently.
2. The institution should provide the loans with less amount of interest so that the customers can bare it without much pressure.
3. The foremost suggestion is to make the system speedy so that the customers will not hesitate to come and apply for the loans for various purposes.
4. Government should come up with the schemes especially for the unprivileged sector and clearly defines the loans are available in such irrespective of the background and income level.

CONCLUSION

This research was conducted to the drawback faced by the Micro finance banks and to recognize dissatisfaction level of the customers. The banks and the government has to take necessary steps to spread information using various platforms and the awareness can be made with the help of educated people of the nation. The edges taken by banking sector to satisfy and retain the customers need to be improvised.

The effective broad process can gain the loyalty of the customers. The Micro finace banks need to create and target the customers more and more with efficient product and services which will benefit the society on the whole.

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Artificial Intelligence and the Future of Education - A Study on the Role of ChatGPT

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ABSTRACT

The present study investigates the role of ChatGPT, an Artificial Intelligence (AI) language model, in the future of education. The study aims to examine students' perceptions about ChatGPT, measure the use of ChatGPT in education, examine the impact of AI (ChatGPT) on student learning, and determine the effect of AI (ChatGPT) on academic integrity. The sample size consists of 124 respondents, students from various educational institutions. A structured questionnaire based on a 5-point Likert scale is used to collect data through purposive sampling. The goodness of fit is evaluated by applying structural equation modeling (SEM) using analysis of moment structures (AMOS) for hypothesis testing. The study finds that ChatGPT is perceived positively by students and is extensively used in education. The results suggest that ChatGPT has a positive impact on student learning and academic integrity significantly mediates the relationship between ChatGPT and Students learning. The study concludes that AI (ChatGPT) has immense potential in shaping the future of education, and its effective implementation can lead to improved learning outcomes.

Keywords: ChatGPT, Artificial Intelligence, Education, Student Perception, Learning, Academic Integrity.

INTRODUCTION

In today's education system, credentials such as teaching methods, research, and other educational activities hold significant value for students, and educational institutions have a monopoly over them. While technology is often viewed as a solution to revolutionize education, such expectations are often exaggerated since credentials remain highly sought after by students. Nevertheless, the ability of ChatGPT to comprehend and respond to human language has made it a valuable tool for teachers, students, and other learners. However, as ChatGPT becomes increasingly ubiquitous in educational settings, its use must be governed by principles of responsibility and ethics. Ethical and responsible use of AI in education involves not only ensuring technical accuracy but also considering potential social and ethical implications such as personal privacy concerns and biases. Additionally, it is essential to evaluate the role of AI in shaping the future of education.

REVIEW OF LITERATURE

OpenAI is an AI research laboratory with the goal of developing "friendly AI" for the benefit of humanity **(OpenAI, 2015)**. The organization was founded by a group of tech tycoons, including Elon Musk, Reid Hoffman, Peter Thiel, Greg Brockman, and Sam Altman **(Metz, 2016).** OpenAI is one of the world's leading AI research labs, alongside DeepMind and others **(Hao, 2020a).** The long-term goal of OpenAI is to create an "artificial general intelligence" (AGI),

which refers to machines capable of performing any intellectual task that humans can **(Grace et al., 2018; Bostrom, 2017; McAfee & Brynjolfsson, 2017; Harari, 2016; Kurzweil, 2005; Searle, 1980).** OpenAI aims to develop AI in a safe and beneficial way, with applications ranging from self-driving cars to personalized medicine **(Markoff, 2015).** While Musk has expressed concerns about the possibility of AI turning against humanity, he and the other founders of OpenAI stress that the focus is on building technologies that augment rather than replace humans (Markoff, 2015). OpenAI's founders envision open-source software and advanced AI tools that are publicly shared without intellectual property restrictions, and the organization initially asserted that it would be independent of for-profit financial incentives **(Hao, 2020b).**

Artificial intelligence language models provide several benefits, one of which is the ability to facilitate asynchronous communication. This feature has been observed to increase student engagement and collaboration as it allows students to ask questions and discuss topics at their convenience without having to be present at the same time as their peers (Li & Xing, 2021). Another advantage of chatAPIs is their ability to foster collaboration among students. By creating student groups, chatAPIs enable students to work together on group projects and assignments **(Lewis, 2022).** Additionally, chatAPIs can be leveraged to support remote learning, which is especially beneficial for students with physical or mental health concerns that prevent them from attending classes in person **(Barber et al., 2021).**

Assessment is a crucial aspect of higher education as it helps to evaluate students' learning and progress. There are several types of assessments, including exams, papers, projects, and presentations, which can be utilized to assess various learning outcomes, such as knowledge, skills, and attitudes. GPT-3 presents a potential opportunity for personalized assessments in higher education. According to **Barber et al. (2021) and Zawacki-Richter et al. (2019)**, GPT-3 could be employed to create custom-made exams or quizzes for each student based on their individual needs and abilities. This can be particularly advantageous for language and critical thinking courses where GPT-3 can create questions that match the student's level of proficiency and challenge them to showcase their knowledge and skills **(Bommasani et al., 2021).**

The implementation of ChatGPT in the grading and feedback process can potentially enhance the efficiency and personalization of the learning experience. It can be utilized to provide real-time feedback to students and grade assignments, such as essays or exams. By automating the grading process, instructors can focus on providing high-level feedback and support to students. Additionally, ChatGPT's ability to grade exams and quizzes more quickly and accurately can ensure timely feedback to students. Studies have found that ChatGPT's use in grading and providing feedback can improve student performance and engagement **(Gao 2021, Roscoe et al. 2017, Zawacki-Richter et al. 2019, Gierl et al. 2014).**

RESEARCH GAP AND HYPOTHESIS DEVELOPMENT

ChatGPT and Its Significant Association with Student Learning

ChatGPT, an advanced chatbot developed by OpenAI, was launched on November 30, 2022. Its primary function is to generate human-like responses to a given prompt. ChatGPT is based on the Generative Pre-trained Transformer (GPT) language model architecture, which was created by OpenAI researchers. The model is trained on a large corpus of text from the internet, enabling it to understand and generate responses to a wide range of inputs. OpenAI was founded in San Francisco in 2015 by a group of high-profile individuals, including Sam Altman, Elon Musk, Peter Thiel, Reid Hoffman, and Jessica Livingston. The company has received significant investments from Microsoft, including a $1 billion investment in 2019 and a reported $10 billion investment in January 2023.

ChatGPT's ability to generate natural-sounding responses with high accuracy makes it a valuable tool for numerous applications, such as blogging, essay writing, and creative writing. It uses deep learning algorithms to generate text and follows a probabilistic language modeling approach by selecting the word with the highest probability to generate a response. The one of the University in Bangalore in India has become the first academic institution to ban the use of ChatGPT, an AI chatbot developed by OpenAI. In an effort to ensure "fair use of AI" for both students and teachers, the university's advisory council has adopted a policy that warns of disciplinary action, including expulsion, for anyone found using AI for assessment purposes on campus. The policy was put into effect on January 1st, and the dean of the school of computer science and engineering, has issued a proclamation prohibiting the use of ChatGPT

during lab and tutorial sessions. Additionally, the university has banned the use of other AI bots, including Github Copilot and Blackbox.

Research Objective 1: To examine the impact of ChatGPT on student learning.

Null hypothesis: There is no significant impact of the ChatGPT and student learning.

Alternative hypothesis: There is a significant impact of the ChatGPT and student learning.

ChatGPT has significant association with student learning with mediating role of academic integrity

The use of chatAPIs and GPT-3 in higher education has the potential to significantly impact academic integrity. While these tools offer benefits such as increased student engagement and accessibility, they also raise concerns about academic honesty and plagiarism. The ability of GPT-3 to generate human-like responses can make it difficult to detect and prevent academic dishonesty. Therefore, universities need to develop policies and procedures that address the ethical and responsible use of these tools, provide training and support to students and faculty, and use a variety of methods to detect and prevent cheating. The integration of chatGPT in academic settings must prioritize academic integrity to ensure that students are evaluated fairly and accurately.

Research Objective 2: To determine the mediating role of Academic Integrity on the relations between ChatGPT and student learning.

Null hypothesis: ChatGPT has no significant impact on student learning, and academic integrity does not act as a mediator in this relationship.

Alternative hypothesis: ChatGPT has a significant impact on student learning, and academic integrity acts as a mediator in this relationship.

METHODOLOGICAL FRAMEWORK

Research Design and the Sample

The present study aimed to measure the relationship between ChatGPT, Student Learning, and Academic Integrity among students from various educational institutions in Bangalore, India. A descriptive research design was used for this study, and convenience sampling was employed to collect data from 124 students working in both public and private institutions. The data was collected using a structured online questionnaire. Although the questionnaire was distributed to more students, only 124 questionnaires were deemed useful for the study. Table 1 provides an overview of the characteristics of the sample collected for the study.

Table 1: Demographic

		N	%
Age in years	18	19	15.3
	19	7	5.6
	20	10	8.1
	21	14	11.3
	22	32	25.8
	23	31	25
	24	11	8.9
	Total	124	100
Gender	Male	64	51.6
	Female	60	48.4
	Total	124	100
Educational Level	Pre-University student	2	1.6
	Undergraduate student	44	35.5
	Graduate student	38	30.6
	Post Graduate Student	40	32.3
	Total	124	100
Study Area	Engineering	20	16.1
	Science	21	16.9
	Social sciences	3	2.4
	Humanities	18	14.5
	Business/Commerce	8	6.5
	Education	5	4
	Health sciences	10	8.1
	Arts	39	31.5
	Total	124	100

Table 1 presents the demographic characteristics of the participants. The study included 124 participants, and the following interpretations can be made from the given data: The participants' age ranged from 18 to 24 years old, with the highest number of participants (25.8%) falling in the age category of 22. The majority of the participants were between the ages of 20 and 24, with 76.0% falling within this range. The study had an almost equal number of male and female participants, with 51.6% male and 48.4% female. The majority of the participants (62.9%) were either graduate or postgraduate students, with 35.5% undergraduate students. Only a small number of participants (1.6%) were still in pre-university. The study included participants from a variety of study areas, with the highest number of participants (31.5%) studying in the Arts field. Science and

Engineering fields had almost equal participation (16.9% and 16.1%, respectively). Overall, the study had a diverse group of participants, with a relatively equal distribution of gender and a broad range of study areas. The majority of the participants were graduate or postgraduate students, indicating a higher level of education and expertise in the field. The findings can help provide insights into the role of ChatGPT in the future of education from a diverse group of perspectives.

RESEARCH TOOL

For the variables of ChatGPT, Academic Integrity, and Student Learning, the data collection is based on a well-structured questionnaire. The questionnaire includes specific questions related to the variables to measure their respective constructs. For ChatGPT, questions related to the use of ChatGPT, the effectiveness of ChatGPT in improving learning outcomes, and the overall experience of students with ChatGPT can be included in the questionnaire. For Academic Integrity, a scale developed by McCabe et al. (2012) can be used. The instrument consists of questions related to different aspects of academic integrity, such as cheating, plagiarism, and ethical behavior. For Student Learning, a multidimensional measure can be used to assess the different dimensions of student learning, such as cognitive skills, affective skills, and practical skills. The instrument consists of questions related to the application of knowledge, critical thinking, problem-solving, and communication skills. The questionnaire distributed among students using a convenience sampling method, and the collected data is analyzed using appropriate statistical techniques to draw conclusions about the relationships between the variables.

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation
Saves time and effort in researching and writing assignments	124	3.73	±1.150
Can provide suggestions and ideas for further research	124	3.69	±1.077
Can help non-native speakers improve their language skills	124	3.48	±1.193
Can generate creative ideas and insights	124	3.51	±1.130
Can lead to plagiarism and academic dishonesty	124	3.29	±1.073
May not always provide accurate or reliable information	124	3.34	±1.103
Can discourage critical thinking and independent research	124	3.35	±1.163

DATA ANALYSIS AND THE RESULTS

Table 2 shows the descriptive statistics for seven statements related to students' perceptions about using ChatGPT for academic assignments. The highest mean score was for the statement "Saves time and effort in researching and writing assignments" (M=3.73, SD= ±1.150), indicating that students generally perceived ChatGPT as a useful tool that can save time and effort in completing academic assignments. For the statement "Can provide suggestions and ideas for further research" (M=3.69, SD= ±1.077), suggesting that students believe ChatGPT can be a helpful resource for generating ideas for further research. The mean score for the statement "Can help non-native speakers improve their language skills" (M=3.48, ±SD=1.193), indicating that students perceived ChatGPT as a potentially useful tool for improving language skills for non-native speakers. The statement "Can generate creative ideas and insights" received a mean score of 3.51 (±SD=1.130), suggesting that students believe ChatGPT can help in generating creative ideas and insights for academic assignments. The statement "Can lead to plagiarism and academic dishonesty" received a mean score of 3.29 (±SD=1.073), indicating that students perceived ChatGPT as a potential risk for academic integrity and honesty. The statement "May not always provide accurate or reliable information" received a mean score of 3.34 (SD= ±1.103), suggesting that students are somewhat cautious about relying solely on ChatGPT for accurate and reliable information. Finally, the statement "Can discourage critical thinking and independent research" received a mean score of 3.35 (SD= ±1.163), suggesting that students perceive ChatGPT as a tool that could potentially discourage critical thinking and independent research skills. Overall, the descriptive statistics suggest that students perceive ChatGPT as a potentially useful tool for completing academic assignments, but they are also aware of the potential risks associated with its use.

Confirmatory factory analysis **(CFA; Ho, 2006**) was used to determine the model's fitness in order to validate the components underlying the four variables, and it was discovered that the model fit had sufficient data. Figures 1-4 show the regression of several constructs with their components, and Table 3 lists the CFA results for all four variables in terms of validity of scale and goodness of fit. All of the AMOS output indicators show that no adjustments are

necessary because all of the variables have good goodness of fit results. Chi-square/degree of freedom (CMIN/df), goodness-of-fit indices like the goodness-of-fit index (GFI) and adjusted goodness-of-fit index (AGFI), and badness-of-fit indices such root mean square error of approximation are examples of good model fit indices (RMSEA). The findings are consistent with earlier research and demonstrate that all model fit indices fall within the allowable rates **(Bentler & Bonett, 1980; Hooper, Coughlan, & Mullen, 2008; Steiger, 2007)**

Table 3. Summary of Confirmatory Factor Analysis

Variables	Label	Standardized Factor Loading	R2	Composite Reliability	AVE	MSV	ASV
ChatGPT	Use of chatgpt1	0.848	0.718	0.855	0.806	0.566	0.508
	Use of chatgpt2	0.848	0.719				
	Use of chatgpt3	0.816	0.666				
	Use of chatgpt4	0.865	0.748				
	Use of chatgpt5	0.853	0.727				
	Use of chatgpt6	0.832	0.692				
Academic Integrity	Academic integrity5	0.787	0.619	0.803	0.63	0.552	0.483
	Academic integrity4	0.787	0.62				
	Academic integrity3	0.889	0.791				
	Academic integrity2	0.678	0.459				
	Academic integrity1	0.656	0.431				
Students Learning	Impact learning1	0.784	0.615	0.856	0.76	0.534	0.521
	Impact learning2	0.711	0.506				
	Impact learning3	0.785	0.616				
	Impact learning4	0.854	0.729				
	Impact learning5	0.829	0.687				
	Impact learning6	0.808	0.652				
	Impact learning7	0.775	0.601				
	Impact learning8	0.827	0.684				
	Impact learning10	0.859	0.737				
	Impact learning11	0.879	0.772				
	Impact learning12	0.752	0.566				
	Impact learning13	0.826	0.683				

The Use of GPT variable measures the extent to which individuals use ChatGPT, a large language model trained by OpenAI, for their daily communication. The standardized factor loading for all six items of this variable ranges from 0.816 to 0.865, indicating that each item is highly correlated with the underlying construct of Use of GPT. The R2 value of 0.718 indicates that this variable accounts for 71.8% of the variance in the six items that measure it. The composite reliability of Use of GPT is high at 0.855, which indicates that the six items measuring this variable are highly reliable in measuring the construct of Use of GPT. The AVE value of 0.806 indicates that this variable accounts for 80.6% of the variance in the six items that measure it, which is considered to be high. The MSV value of 0.566 is lower than the AVE, indicating that discriminant validity is achieved. The ASV (average shared variance) value of 0.508 is calculated by averaging the MSV values of all six items measuring Use of GPT. This value indicates that, on average, 50.8% of the variance in each item can be explained by other items in the same construct.

The Academic Integrity variable measures the extent to which students adhere to academic honesty, such as avoiding plagiarism and cheating, in their academic work. The five items measuring this variable have standardized factor

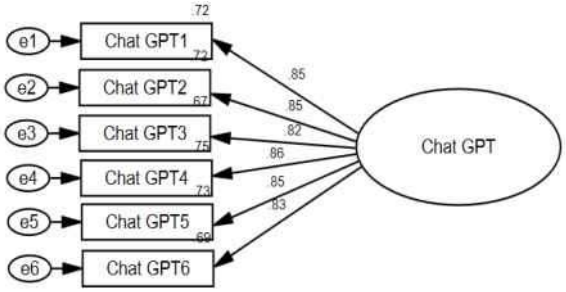
loadings ranging from 0.656 to 0.889, indicating that each item is highly correlated with the underlying construct of Academic Integrity. The R2 value of 0.619 indicates that this variable accounts for 61.9% of the variance in the five items that measure it. The composite reliability of Academic Integrity is high at 0.803, indicating that the five items measuring this variable are highly reliable in measuring the construct of Academic Integrity. The AVE value of 0.630 indicates that this variable accounts for 63.0% of the variance in the five items that measure it, which is considered to be high. The MSV value of 0.552 is lower than the AVE, indicating that discriminant validity is achieved. The ASV value of 0.483 is calculated by averaging the MSV values of all five items measuring Academic Integrity. This value indicates that, on average, 48.3% of the variance in each item can be explained by other items in the same construct.

The variable "Students Learning" is composed of 13 items that measure the impact of using GPT on students' learning outcomes. The items assess various aspects of learning impact such as student motivation, engagement, and academic performance. The standardized factor loading for each item ranges from 0.711 to 0.879, indicating that all items are contributing to the measurement of the construct. The R2 for each item ranges from 0.506 to 0.772, indicating that each item explains a significant amount of variance in the construct. The composite reliability of the variable is 0.856, indicating a high level of internal consistency among the items. The average variance extracted (AVE) for the variable is 0.760, which indicates that the variable accounts for 76% of the variance in its items, and demonstrates good convergent validity. The MSV for the variable is 0.534, which is less than the AVE, indicating that the variable shares a moderate amount of variance with other variables in the model. The ASV for the variable is 0.521, indicating that the variable has good discriminant validity and shares less variance with other variables in the model.

Overall, these results suggest that the "Students Learning" variable is a reliable and valid measure of the impact of using GPT on students' learning outcomes. The high composite reliability and AVE values indicate that the variable is internally consistent and measures the construct well. Additionally, the moderate MSV and high ASV values suggest that the variable is distinct from other variables in the model and has good discriminant validity.

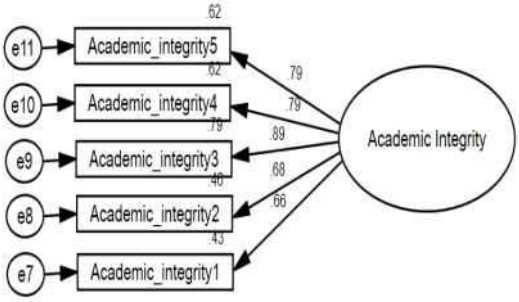
In order to assess the reliability and validity of the constructs, the researchers utilized analysis of moments structures (AMOS) version 20 to estimate a confirmatory factor analysis model, and path analysis to evaluate the association between independent and dependent variables. Data was collected from 124 participants and coded in SPSS for data screening, cleaning, and identification of multivariate outliers. The results of factor-wise reliability and validity testing are presented in Table 2.

Figure 1. Measurement Model of ChatGPT



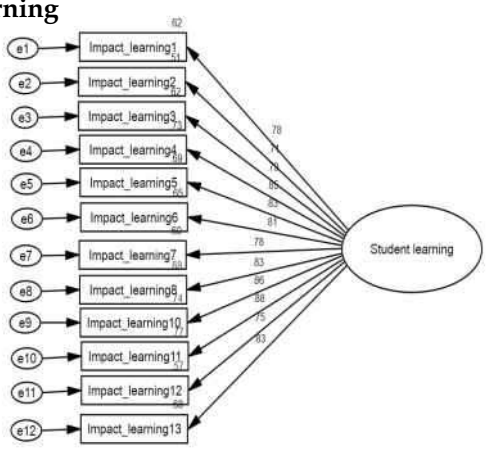
Source: The authors

Figure 2. Measurement Model of Academic Integrity



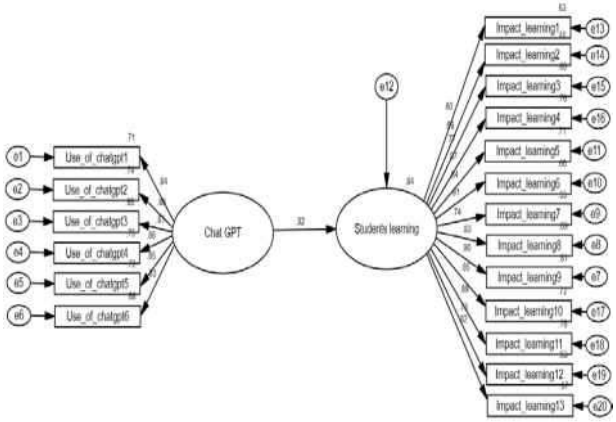
Source: The authors

Figure 3. Measurement Model of Students Learning



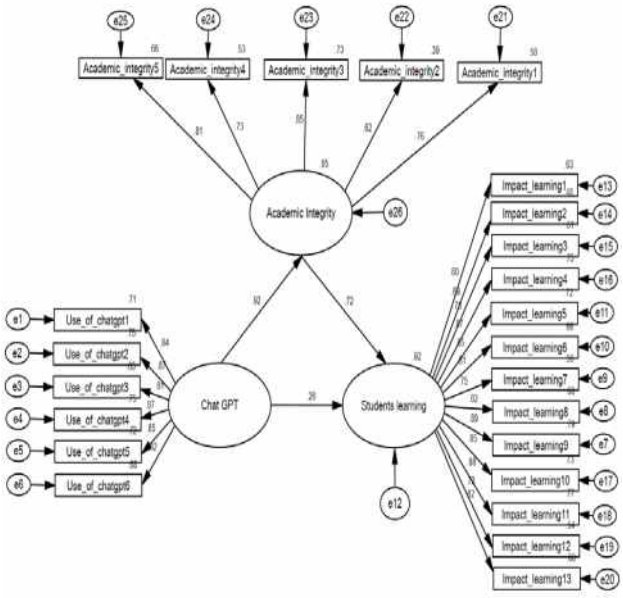
Source: The authors

Figure 4. Structural Equation Modeling (Direct Effect)



Source: The authors

Figure 5. Structural Equation Modeling (Mediation/Indirect Effect)



Source: The authors

Table 4: Measurement of Model of Different Constructs								
Variables	CMIN/df	P	GFI	AGFI	NFI	CFI	TLI	REMSEA
ChatGPT	4.756	0.000	0.912	0.878	0.931	0.944	0.907	0.081
Academic Integrity	3.812	0.000	0.923	0.870	0.911	0.924	0.887	0.072
Impact on learning	3.919	0.000	0.865	0.890	0.950	0.913	0.872	0.080

The table 4 presents the goodness of fit indices for three different constructs: ChatGPT, Academic Integrity, and Impact on Learning. These indices are measures of how well the models of these constructs fit the observed data. Table presented is CMIN/df, which is a measure of the ratio of the chi-square test statistic to the degrees of freedom. A value close to 1 indicates a good fit. In this case, the values for all three constructs are below 5, which suggests an acceptable fit. The other index is P, which is the probability of obtaining the observed data if the model does not fit well. A value less than 0.05 indicates a good fit. In this case, all three constructs have a P-value of 0.000, indicating an excellent fit. The next indices are GFI and AGFI, respectively, which are measures of how much of the variation in the observed data is explained by the model. Higher values indicate a better fit. For all three constructs, the values are above 0.85, which suggests an acceptable fit. The other index is NFI, which is a measure of how much better the model fits the data compared to a baseline model. A value above 0.90 indicates a good fit. All three constructs have NFI values above 0.90, indicating an acceptable fit. The index is CFI, which is similar to NFI but penalizes more complex models. Values above 0.90 indicate a good fit, and all three constructs have values above 0.90, suggesting an acceptable fit. The index is TLI, which is another measure of how much better the model fits the data compared to a baseline model. Values above 0.90 indicate a good fit. All three constructs have TLI values above 0.85, indicating an acceptable fit. Finally, the REMSEA index is a measure of the residual error of the model. Smaller values indicate a better fit. In this case, all three constructs have values below 0.08, suggesting an acceptable fit. In summary, based on the above goodness of fit indices, the models of all three constructs (ChatGPT, Academic Integrity, and Impact on Learning) seem to have an acceptable fit to the observed data.

Table 5: Mediation Analysis Results

Variables			Std Estimate	Estimate	S.E	C.R	P	Significance	R2	Ho	Results
Direct Effect											
Student Learning	<--	ChatGPT	0.919	0.881	0.088	9.964	***	Significant	**0.845**	**H1**	**Reject Ho**
Indirect Effect											
Academic Integrity	<--	ChatGPT	0.921	0.828	0.089	9.251	***	Significant	**0.848**		
Student Learning	<--	ChatGPT	0.259	0.25	0.152	1.645	0.100	Non-Significant	**0.922**	**H2**	**Reject Ho**
Student Learning	<--	Academic Integrity	0.716	0.767	0.187	4.095	***	Significant	**0.664**		

The mediation analysis showed that both the direct and indirect effects of ChatGPT and Academic Integrity on Student Learning were significant.

The direct effect of ChatGPT on Student Learning was positive and significant, with a standardized estimate of 0.919. This means that ChatGPT has a strong direct effect on improving student learning, as indicated by the high standardized estimate and significant p-value. The R2 value of 0.845 suggests that the model explains 84.5% of the variation in Student Learning. The indirect effect of ChatGPT on Student Learning through Academic Integrity was also positive and significant, with a standardized estimate of 0.921. This indicates that ChatGPT has a strong positive effect on Academic Integrity, which in turn leads to improvements in Student Learning. The R2 value of 0.848 suggests that the model explains 84.8% of the variation in Student Learning. The indirect effect of ChatGPT on Student Learning was not significant, with a standardized estimate of 0.259 and a p-value of 0.100. However, the indirect effect of Academic Integrity on Student Learning through ChatGPT was significant, with a standardized estimate of 0.716 and a p-value of 0.000. This suggests that Academic Integrity indirectly improves Student Learning through its positive effect on ChatGPT.

Based on the data in table 5, it appears that there is full mediation between Academic Integrity, ChatGPT, and Student Learning through an indirect effect. Although there is a non-significant relationship between ChatGPT and Student Learning with a p-value of 0.100, there is a significant relationship between Student Learning and Academic Integrity, as indicated by a standardized estimate of 0.716 and a significant p-value of < 0.001 and there is a significant relationship between ChatGPT and Academic Integrity, as indicated by a standardized estimate of 0.926 and a significant p-value of < 0.001. This suggests that ChatGPT has an indirect effect on Student Learning through the Indirect Effect variable, which fully mediates the relationship between ChatGPT and Student Learning. Therefore, it can be concluded that there is full mediation, as both Direct Effect and Indirect Effect are significant predictors of Student Learning, and there is evidence of an indirect effect of ChatGPT on Student Learning through the Indirect Effect variable.

Overall, the results suggest that ChatGPT has a strong direct effect on improving Student Learning, as well as an indirect effect through its positive effect on Academic Integrity. Academic Integrity also has an indirect effect on Student Learning through ChatGPT. Hence Both hypotheses have been supported by the findings of the study. The results indicate that the use of ChatGPT has a significant impact on students' learning outcomes. Additionally, the study suggests that academic integrity plays a mediating role in the relationship between the use of ChatGPT and student learning.

DISCUSSION AND PRACTICAL IMPLICATION

The aim was to investigate the role of ChatGPT in improving student learning outcomes, and whether academic integrity plays a mediating role in this relationship. The study found that ChatGPT has a strong direct effect on improving student learning outcomes, as well as an indirect effect through its positive impact on academic integrity. The findings suggest that the use of ChatGPT can have a significant impact on students' learning outcomes. Additionally, the study highlights the importance of academic integrity as a mediator in the relationship between the use of ChatGPT and student learning.

The study suggests that the use of ChatGPT can significantly improve student learning outcomes. Thus, educators and administrators can consider incorporating ChatGPT into their teaching practices to enhance the quality of education

provided to students. The study highlights the importance of academic integrity as a mediator in the relationship between the use of ChatGPT and student learning. Educators and administrators can develop policies and guidelines that promote academic integrity while using ChatGPT as a teaching tool. This includes educating students on the ethical use of ChatGPT and ensuring that academic integrity is maintained in all learning activities. The study's findings can inform the development of training programs for educators and students to effectively use ChatGPT in the classroom. Educators can be trained on how to integrate ChatGPT into their teaching practices, while students can be trained on how to use ChatGPT ethically. Policymakers can consider investing in the development of ChatGPT technology and integrating it into educational systems to improve the quality of education provided to students. This can be done through funding research and development of ChatGPT technology and providing support to educators and administrators to effectively use ChatGPT in the classroom.

LIMITATION AND FUTURE SCOPE OF STUDY

The study is focused solely on the role of ChatGPT in improving student learning outcomes and did not examine other factors that could influence academic performance. Additionally, the study only examined the perceptions of students and did not consider the opinions of educators or administrators.

There is a significant scope for future research in this area. One direction for future research could be to explore the impact of ChatGPT on different aspects of education, such as student engagement, motivation, and satisfaction. Future studies could also examine the role of other AI-based technologies in education and how they can be effectively integrated into teaching and learning processes. Another interesting avenue for future research would be to investigate the potential ethical implications of using AI-based technologies in education. As the use of AI becomes more prevalent in the education sector, it is essential to consider the ethical implications of these technologies, such as data privacy concerns, algorithmic biases, and the impact of technology on the teacher-student relationship.

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E-Sports Platform to Market Soft Drink Brands and its Impact on Consumer Behavior - A Study

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ABSTRACT

In recent years, e-sports has emerged as a significant platform for marketing various brands. Soft drink brands, in particular, have been quick to leverage the popularity of e-sports to reach out to a young and tech-savvy audience. However, with the outbreak of COVID-19 and the subsequent restrictions on public gatherings and events, e-sports has become even more crucial as a marketing platform. This study aims to explore the impact of e-sports on soft drink brands' marketing and its effect on consumer behavior during the COVID-19 pandemic. The study aims to understand the extent to which soft drink advertisements in esports are viewed by the online player and determine whether the advertisements of soft drinks in esports influence consumer behavior. Analyzes how marketers can use esports more effectively to market their problems. The aim of research relates to answers to studies, consumer preferences, purchase patterns, etc. are found through descriptive research. A targeted audience of about 50 respondents who engaged in esports in the age group of 18-24 years is chosen for the study as this is a segment that is most likely to engage in esports. Based on the finding of the study suitable study suggestions for effective marketing is provided to the esports market.

Keywords: Esports, Soft Drink, Consumer Behavior, Consumer Decisions.

INTRODUCTION

- **History and Evolution of the Industry**

Electronic sports, also know as competitive gaming or electronic sports, have their origins in the early years of online games, with the first events taking place in the 1970s and 1980s. In 1972, Stanford University hosted the first genuine esports competition, which featured the game Spacewar. The growth in popularity for multiplayer games such Quake and StarCraft in the 1990s paved the door for professionally run esports leagues and tournaments. The Cyberathlete Professional League (CPL), the first professional esports league, was established in 1997. With the introduction of significant competitions like the World Cyber Games (WCG) and the Electronic Sports World Cup, esports began to gain popularity in the 2000s (ESWC). With the introduction of a League of Legends Championship Series (LCS) in 2013 as well as the inclusion of esports in important international athletic events like the Asian Games and the Olympic Games, esports grew in popularity during the 2010s.



Source: e-sports tournaments

- **Growth of the Esports Industry in India**

India's esports market has expanded quickly in recent years thanks to the country's sizable youth population, rising internet and smartphone use, and the growing acceptance of competitive gaming. KPMG estimates that the value of the Indian esports market will increase from Rs 8.4 billion in 2018 to Rs 18.7 billion by 2022. The rising popularity of smartphone gaming has been one of the main factors promoting esports in India. Millions of people play game like Free Fire and PUBG Mobile, which have grown very popular in India. Together with a growing competitive scene, these games have attracted top players to tournaments and leagues that provide significant prize pools.

In India, PC gaming is expanding as well in addition to smartphone gaming. Millions of esports enthusiasts in India follow major international competitions like With the International and indeed the League of Legends World Championship, and Indian players are beginning to get recognition abroad. The expansion of esports in India has also received encouragement from the Indian government. The nation's first gaming federation, the Esports Federation of India (ESFI), was established in 2016, and the Ministry of Youth Affairs and Sports officially recognized esports as a sport in 2019. Overall, the Indian esports market is likely to grow significantly over the next several years and take a key position in the esports world.



Sources: India's online gaming revenue growth to hit inflation point

- **Key players in this Industry Games**

Game Developers: Riot Games (League of Legends), Blizzard Entertainment (Overwatch, Hearthstone), Valve Corporation (Dota 2, Counter-Strike: Global Offensive), and Epic Games (Fortnite) create popular esports titles that underpin the business.

Event organizers: ESL, Dream-Hack, and MLG run some of the biggest esports competitions in the world. They provide infrastructure, venues, and broadcast production for interesting events.

Esports players and teams drive the business: Team SoloMid, Cloud9, and Fnatic, and players like Faker (League of Legends) and Nairo (Super Smash Bros.) have large followings and compete at the highest level of esports.

Sponsors: Coca-Cola, Intel, and Red Bull sponsor major esports tournaments, teams, and athletes. They gain from the big and engaged esports audience and provide financial support, marketing, and promotional opportunities.

Broadcasting and Streaming Platforms: Twitch, YouTube, and Facebook Gaming let fans watch and interact with esports events. They have transformed esports consumption and expanded the industry's global audience.

- **Rise of Use of Esports By Soft Drink Brands**

Soft drink brands see esports as a way to reach a youthful, engaged audience. Numerous soft drink brands fund esports tournaments, teams, and players, and some even host their own. Coca-Cola is a major esports sponsor. The corporation sponsors the League of Legends World Championship, the Overwatch League, and its own FIFA esports event, the Coca-Cola International Premier League. PepsiCo, Mountain Dew, and Red Bull also fund esports teams and tournaments. The Mountain Dew League features Counter-Strike: Global Offensive teams. Red Bull has sponsored esports competitions like Red Bull Kumite and Red Bull Player One for years.

Esports is often used to sell soft drinks. Coca-Cola has advertised esports players and teams and made limited-edition cans with esports logos. In its "Do the Dew" commercial, Mountain Dew featured esports players.

Soft drink brands are investing substantially in esports as a new way to reach customers. Esports is becoming more popular, therefore more soft drink brands will certainly get involved.

As a result of the COVID-19 epidemic, many traditional sporting events have been called off or postponed, which has led to an increase in the number of people interested in e-sports like an alternative to other forms of entertainment. E-sports are increasingly being used by soft drink companies as a platform to sell their brands to customers. These corporations have taken note of the this trend and therefore are increasingly adopting e-sports as a platform.

STATEMENT OF THE PROBLEM

This research aims to integrate esports content and consumers is challenging. Companies are, however, taking consumer preferences into consideration. It is clear that Gen Z digital consumption patterns and the economic impact of esports after Covid-19 have converged. The message of digital esports must be understood by all. Aiming to increase viewership and revenue, interested companies have launched as many esports events through their advertisements as they can due to the growing esports market and young esports population. The present study tries to understand how soft drink brands are using esports as a marketing platform for online viewers. Esports marketing and its impact on customer behavior are also included in the study.

OBJECTIVES OF THE RESEARCH

1. To understand the extent to which soft drink advertisements esports are viewed by the online player.

2. To determine whether the advertisements of soft drinks in esports influence consumer behavior

3.To analyze how marketers can use esports more effectively to market their problems.

REVIEW OF LITERATURE

R.A. Osler and K.B. Lee. This study explores the use of e-sports as a marketing platform for soft drink companies, with a focus on the impact of brand sponsorship on consumer behavior.

J. Kim and Y. Kim. This research paper examines the relationship between e-sports and consumer behavior, with a focus on the impact of e-sports events on brand preferences.

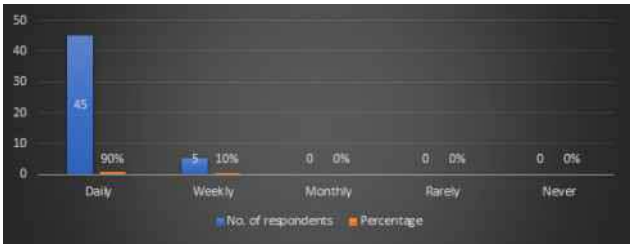
R. Wall and J. Mäki. This study analyzes the marketing strategies of Coca-Cola and Red Bull in the e-sports industry, with a focus on the effectiveness of brand sponsorship in this context.

DATA ANALYSIS AND INTERPRETATION

Table 1: Frequency of watching / playing esports

Sl.no	Particulars	No. of respondents	Percentage
1	Daily	45	90%
2	Weekly	5	10%
3	Monthly	0	0%
4	Rarely	0	0%
5	Never	0	0%
	Total	50	100%

Graph 1: Frequency of watching / playing esports

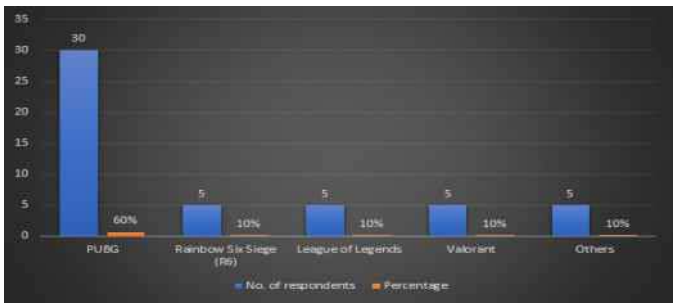


The graph 1 shows that 90% of the respondents Daily play or watch esports, whereas 10% of the users play or watch games weekly. This clearly indicates how the respondents frequently engage in esports and their interest on it.

Table 2: Types of esports events watching by respondents

Sl.no	Particulars	No. of respondents	Percentage
1	PUBG	30	60%
2	Rainbow Six Siege (R6)	5	10%
3	League of Legends	5	10%
4	Valorant	5	10%
5	Others	5	10%
	Total	50	100%

Graph 2: Types of esports events watching by respondents

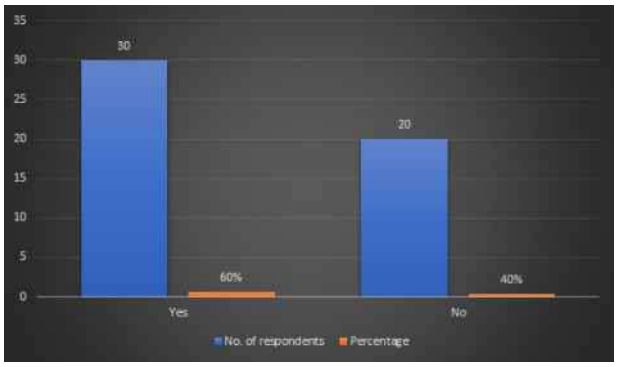


The graph 2 shows that 60% of the respondents play or watch PUBG, 10% of Rainbow six siege (R6), 10% of the play League of Legends, 10% Vallorant, and 10% Others.

Table 3: Respondents purchased soft drinks because of Esports sponsorship.

Sl.no	Particulars	No. of respondents	Percentage
1	Yes	30	10%
2	No	20	90%
3	Total	50	100%

Graph 3: Respondents purchased soft drinks because of Esports sponsorship.

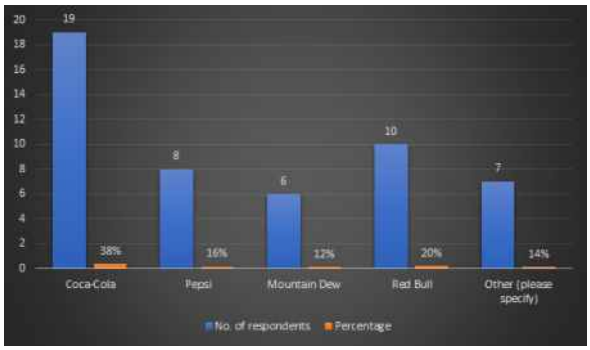


The graph 3 shows that 60 percent respondents had purchased soft drinks due t esports sponsorship, whereas 40 percent of them did not buy any soft drinks due to esports sponsorship in the study.

Table 4: Soft drinks brands liked by respondents.

Sl.no	Particulars	No. of respondents	Percentage
1	Coca-Cola	19	38%
2	Pepsi	8	16%
3	Mountain Dew	6	12%
4	Red Bull	10	20%
5	Other (please specify)	7	14%
	Total	50	100

Graph 4: Soft drinks brands liked by respondents.

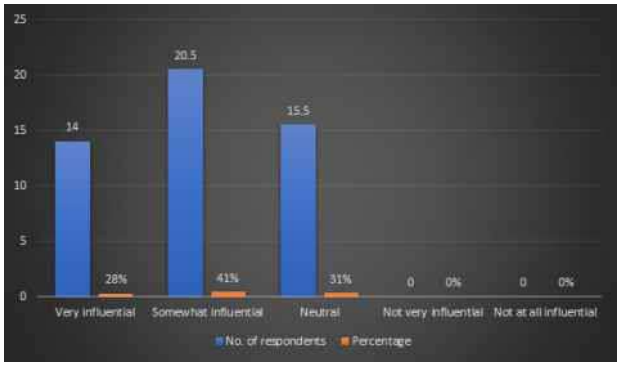


The graph 4 shows that 38 percent respondents liked Coco -Cola, 16% liked Pepsi, 12% liked Mountain Dew, 20% liked Red Bull, and 14% liked other soft drinks brands which are associated with esports. It is an indication that Coca-Coal stands first place in its preferences.

Table 5: Influence of Esports sponsorship in overall marketing strategy of soft drinks brands.

Sl.no	Particulars	No. of respondents	Percentage
1	Very influential	14	28%
2	Somewhat influential	20.5	41%
3	Neutral	15.5	31%
4	Not very influential	0	0%
5	Not at all influential	0	0%
	Total	50	100

Graph 5: Influence of Esports sponsorship in overall marketing strategy of soft drinks brands.



The graph 5 shows that majority of respondent customers view is that (69 percent) the soft drink brands' total market strategy is very influenced by e-sports sponsorship, whereas 31 percent stood neutral in assessing its influenceability and none of them said it is not influencing marketing of soft drinks brands.

FINDINGS

1. Nearly 90% of daily user respondents watch/play esports, while 10% watch weekly. This indicates that respondents are passionate about esports.

2. 60% of respondents play PUBG, 10% Rainbow Six Siege (R6), 10% League of Legends, 10% Vallorant, and 10% other games they prefer. Soft drink brands may access a highly engaged and passionate esports audience through esports.

3. E-sports sponsorship influences 60% of soft drink purchases, whereas 20% don't. Esports sponsorships by soft drink brands improve

brand exposure, purchase intent, and brand loyalty.

4. About 38% use Coca-Cola, 16% Pepsi, 12% Mountain Dew, 20% Red Bull, and 14% other soft drinks associated with e-sports. Soft drink brands' association with esports tournaments can build a deep emotional connection with consumers.

5. Almost 28% of soft drink brands' total market strategy is very influential by e-sports sponsorship, 41% is somewhat influential, and 31% is neutral. These strategies have used social media, live events, and esports-themed advertising. Esports marketing will probably continue to benefit soft drink brands.

SUGGESTIONS

- Coca-Cola's sponsorship of esports events and organisations and esports-themed marketing strategies, including fan engagement on social media, can help soft drink companies gain community visibility.
- Soft drinks Community participation and game instruction can engage esports viewers.
- Esports ambassadors and influencers can advertise soft drinks to followers.
- Coca-Cola, Pepsi, and Soft drink brands may encourage esports engagement and brand loyalty by offering exclusive promotions and prizes.
- Exclusive promos and rewards can boost esports engagement and brand loyalty for soft drink brands.
- Red Bull might use data analysis to identify esports consumers' interests and habits and alter their marketing.

CONCLUSION

E-sports has emerged as a powerful platform for soft drink companies to market their brands and influence consumer behavior. As the popularity of e-sports continues to grow, soft drink companies have recognized the potential to reach a wider audience and create positive associations with their products.

Studies have shown that e-sports viewers are more likely to purchase soft drink brands that sponsor events, indicating that e-sports can have a significant impact on consumer behavior. With the COVID-19 pandemic leading to a surge in e-sports viewership, this trend is likely to continue in the future.

However, it is important for soft drink companies to carefully consider their branding strategies and ensure that they are authentic and resonant with the e-sports audience. By staying attuned to changing consumer preferences and trends, soft drink companies can effectively leverage e-sports as a marketing platform and continue to grow their brand recognition and market share in this rapidly evolving industry.

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DEI Initiatives in Indian Workplaces: Progress, Challenges and Opportunities - An Overview

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ABSTRACT

This research provides an overview of the progress, challenges, and opportunities associated with Diversity, Equity, and Inclusion (DEI) initiatives in Indian workplaces. This research attempts to give an overview of the present situation in this field as India has seen a rise in the importance of developing diverse and inclusive workplaces in recent years. The study also discusses the obstacles organizations experience while adopting DEI projects and points out areas for development. The study highlights the need for ongoing efforts to build a more varied, equitable, and inclusive workplace and offers a thorough overview of the state of DEI Initiatives in Indian businesses.

Keywords : Equity, Inclusion, DEI Initiatives, Indian workplaces, Progress Challenges, Opportunities, Organizational, Procedures.

INTRODUCTION

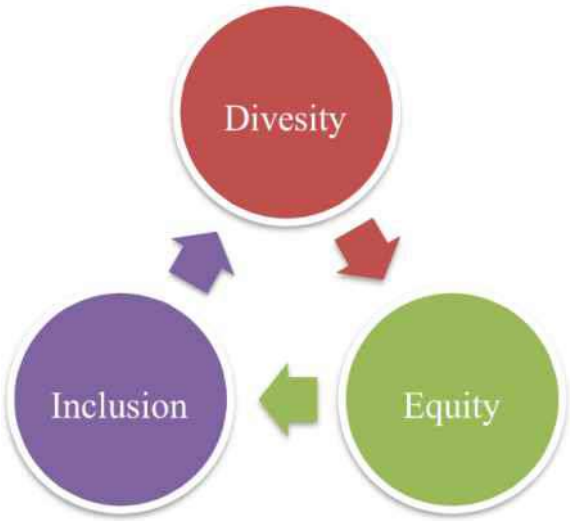
India is a nation recognized for its ethnic and cultural diversity. India's population is split according to language, religion, and caste in addition to its ethnic diversity. The country's variety is both a strength and a challenge, and it presents particular difficulties for Indian workplaces.

Diversity is the acknowledgement of individual variations, even those based on race, gender, age, religion, aptitude, and other characteristics. Diversity is crucial because it encourages greater innovation and creativity by bringing new viewpoints, experiences, and ideas to the table. Instead of merely accepting differences, embracing diversity is actively seeking out and appreciating them.

The idea of equity is that everyone should have equal access to resources and opportunities, regardless of background or identity. Regardless of their history or identity, anyone ought to have equitable access to resources and opportunities. Equity acknowledges that every individual faces hurdles, and it works to level levels of competition by providing those in need with additional support.

Creating an atmosphere where everyone feels welcomed, appreciated, and respected is the main motto of inclusion. Inclusion is proactively removing obstacles that stop individuals from contributing fully to society. Inclusion goes beyond diversity by ensuring that people from all backgrounds feel like they belong and can succeed.

To encourage a more inclusive and fairer environment of work for all staff members, diversity, equity, and inclusion (DEI) programmes have received significant attention in Indian workplaces in recent years. DEI projects seek to establish an office environment that honours and respects diversity, upholds justice and equality, and offers all workers the chance to succeed. Several firms have acknowledged the significance of DEI programmes in Indian workplaces as they are required for luring and keeping diverse and competent staff.



Companies are realizing the value of fostering an inclusive workplace culture that promotes equal opportunity for all employees in today's quickly changing corporate world. Many businesses are employing creative strategies to create a positive work environment, with a strong emphasis on creating a diverse, equitable, and inclusive workplace. Companies that support diversity, equality, and inclusion (DEI) efforts are laying the groundwork for an environment that recognizes each employee's individual contributions and is more collaborative, productive, and engaging.

Companies must implement proactive measures to solve the issues resulting from the distinctive variety of the Indian workforce and must do more than merely express a commitment to inclusion and diversity on paper. DEI efforts in Indian workplaces have made gradual development. By creating diversity committees, appointing officials for diversity and inclusion, and holding seminars on diversity and inclusion, many businesses have already made the first step. The emphasis has to move from developing policies and programmes to putting them into action and guaranteeing their worth. Lacking knowledge and comprehension of diversity concerns is an important problem Indian businesses confront. The huge gaps between the policies and the realities practiced because several corporates remain in the early phases of their DEI activities. Data and research on the success of DEI projects in Indian workplaces are similarly lacking. For businesses to measure the worth of the guidelines and make modifications without data and study, it becomes a difficult task. Resistance to change is another difficulty. Since they worry that change may ruin their current workplace culture, many businesses are reluctant to make changes.

Companies must understand that transformation is required to foster an inclusive workplace. Additionally, companies must comprehend that diversity and inclusion are beneficial to their bottom lines in addition to being the ethical thing to do. Companies who support DEI efforts, nevertheless, also have a lot of potential. Companies can recruit and keep diverse talent, which is necessary for success in a globalized society, by encouraging a more inclusive work environment. DEI efforts can boost creativity and innovation because different viewpoints can generate original, creative solutions to issues.

Efforts have been in recent years by the government of India to advance DEI at work. Some businesses must report their diversity guidelines and the percentage of their workforce that represents various social groups, according to a directive from the Corporate Affairs Minister. The recruiting process is now more transparent to this effort, which has also inspired businesses to prioritize diversity and inclusion. DEI activities are crucial for establishing an inclusive and equitable working environment in Indian workplaces, to sum up. Even while progress has been made, several significant problems have to be addressed. Companies need to shift the focus away from developing policies to putting them into practice and ensuring their worth.

It is important to realize that diversity and inclusion are good for business and also the right thing to do. Companies may enhance innovation and creativity while attracting and retaining diverse personnel by implementing DEI projects. India can build a more inclusive and fairer workplace with the help of the government and the dedication of businesses.

PROGRESS OF DEI

The majority of the Indian workforce has traditionally been male, with major hurdles to admission and advancement for women and other excluded groups. Currently, a significant growth in the employment of women and other underrepresented groups is noticeable. By promoting gender equality, India may increase its GDP by $770 billion by 2025, claims a study by McKinsey & Company. The number of DEI initiatives in Indian workplaces has increased as a result of this.

For Implementation of DEI Initiatives India has come a long way from merely implementing for policy sake, it's more accountable and inclusive. Companies in India are working to encourage diversity and inclusion in various contexts, including race, religion, and sexual orientation, in addition to gender and disability diversity. To assist its employees in better understanding and appreciating various cultures and beliefs, some companies provide cultural sensitivity training, while others create employee resource groups to support minority groups.

Generally, many Indian businesses now place a high focus on the development of diversity, equality, and inclusion (DEI). Companies may create more inclusive workplaces that encourage innovation, creativity, and Productivity by implementing DEI programmes. This also helps them to draw in and keep top talent from a variety of backgrounds. As we know it all starts with equal pay, progress has been immense in implementing mot just equal at some cases at par with male counterparts.

Employee Resource Groups (ERGs): Employee resource groups (ERGs) are a growing trend in Indian workplaces, giving workers a forum to get in touch with people of similar upbringings and experiences. These groups may concentrate on a variety of populations, including women, LGBTQ+ persons, individuals with disabilities, and others.

Employees who have taken diversity training will be able to work together with those individuals that have disabilities and others from varied backgrounds more successfully. Businesses are implementing ramps, elevators, and other facilities to increase accessibility at their workplaces for those who are disabled along with training their staff members.

Businesses provide a welcoming atmosphere wherein individuals with disabilities can participate fully in all elements of the job by making the workplace more accessible. This might cover everything from using assistive technology to meet various requirements to making physical accessibility a priority. Businesses are also putting training programmes into place ensuring that employees are aware of the requirements of individuals with disabilities and are capable of collaborating with them while making necessary physical improvements.

Various kinds of subjects, including disability etiquette, communication techniques, and legal obligations which is under the disability discrimination act, can be included in such training sessions. Businesses may promote a more tolerant and welcoming workplace culture by raising workers' knowledge of and comprehension of these concerns. In the end, organizations may gain from the distinctive ideas and experiences that people from varied backgrounds bring to the table by encouraging diversity and inclusiveness in the workplace. Increased creativity, improved problem-solving, and a motivated and engaged workforce are all possible outcomes of this.

CHALLENGES RELATED TO DEI

The major challenge in implementing DEI programmes in India is a lack of funding. This is because of the small size of many Indian organizations, they might not have the funds to sponsor DEI initiatives. As a result, they find it difficult to put legislation and policies that encourage inclusion and diversity into practice. Resistance to change is yet another barrier to carrying out DEI efforts in India. Indian civilization is firmly rooted in traditional cultural norms and beliefs, and individuals are frequently reluctant to change. For instance, gender prejudice is pervasive in Indian culture and the mentality of men being better than women.

It might take some time and work to change these views, and it is not an impossible task. Another obstacle to implementing DEI programmes in India is unconscious prejudice. Unconscious biases are common, and people may not be aware of how they influence their conduct. People may, for instance, harbour implicit prejudices against members of a particular caste or religion, and these prejudices

may influence their hiring and promotion decisions. After taking diversity training, employees can interact with people coming from different backgrounds, including those with impairments.

Businesses make their workplaces more accessible for individuals with disabilities by providing ramps, elevators, and other infrastructure in addition to training their staff members. Businesses are making the workplace more accessible to enable those with disabilities to participate completely in all aspects of employment. This can encompass anything from physical accessibility to the use of assistive technology to meet varied needs. In addition to making physical modifications, businesses are implementing training programs to ensure that employees are aware of the needs of people who have challenges and can cooperate with them.

Due to the wide variety of languages spoken in India, implementing DEI programmes might be challenging. The ability to communicate is crucial for fostering an inclusive atmosphere, but doing so successfully when people speak various languages may be challenging. The process of putting DEI initiatives into practice in India is difficult and complex. Indian organizations must be aware of potential obstacles and take action to overcome them. Investing in resources, creating laws and regulations that support diversity and inclusion, raising public understanding of the significance of DEI, addressing unconscious prejudice, encouraging diversity in leadership, and removing language barriers are some examples of how to do this. Organizations in India may build a more inclusive and fair society by doing these things.

For Example: Let's take an Overview of the manufacturing sector. When it comes to diversity, equity, and inclusion, the Indian manufacturing sector is faced with significant obstacles (DEI). GE research found that women's presence in Indian manufacturing barely rose from 8% to 12% between 2019 and 2021, despite the fact that many international organizations are making great efforts to foster more inclusive workplaces. Leaders in the industry are aware of the problem, but they are not doing enough to address it. Initiatives like Women of Mettle and Women at Hindalco are not enough to establish a DEI culture that is integrated into the larger organizational plan.

Some of the main challenges to increasing gender diversity in the industry are physical safety issues in and around manufacturing locations, infrastructure shortages, shift work, working hours, salary and incentive criteria, and conscious or unconscious prejudices in the promotion or recruitment of women. The GE study sheds light on the obstacles to female career advancement in the manufacturing industry.

The poor gender ratio in the industry is also attributed to sexual harassment at work, which is mentioned as a problem by 30% of men and 10% of women. As an outcome of being frequently constrained to desk occupations in corporate headquarters and being deemed unsuitable for core technical positions, women usually in such sectors have slower career progression and eventually leave the field.

With a lack of organizational support and infrastructure, the industry also has low rates of maternity retention, with the majority of women choosing not to return to work after giving birth. The sector's existing DEI initiatives are failing to provide the expected outcomes. Industry leaders must adopt a more comprehensive strategy for DEI that addresses the obstacles to gender diversity at every level. The physical infrastructure and safety are enhanced, more adaptable working conditions are created, maternity leave is supported, and unconscious prejudice in recruiting and promotion procedures is addressed. By doing this, the Indian manufacturing sector may establish a more diverse workplace that encourages output, innovation, and integrity.

FINDINGS OF THE STUDY

- Implementing DEI initiatives in India is extremely difficult due to a lack of finance.
- Businesses are offering infrastructure and training initiatives to make their workplaces more accessible for people with impairments.
- Programs for DEI have difficulties owing to communication difficulties brought on by the variety of languages spoken in India.
- In the industrial sector, sexual harassment is a problem that prevents women from

advancing their careers.

- The biggest obstacles to expanding gender diversity in the industrial sector include physical safety concerns, infrastructural deficiencies, shift work, working hours, wage and reward criteria, and unconscious biases.

- The manufacturing industry in India has considerable challenges in promoting gender diversity.

- The manufacturing sector's current DEI initiatives are not yielding the desired results.

- To create a more varied workplace in India, a comprehensive DEI plan that tackles the barriers to gender diversity at every level is required.

- In Indian society, there is a common attitude that males are superior to women.

- Employees may engage more effectively with people of all backgrounds, including those who have disabilities, with the support of diversity training programs.

- To build a more diverse and inclusive society in India, it is essential to invest in resources, enact laws and regulations that encourage inclusion and diversity, and educate the general people about the importance of DEI.

- The difficulties in implementing DEI initiatives in India can be solved in part by promoting diversity in leadership and addressing linguistic obstacles.

SUGGESTIONS

There are several opportunities to improve DEI activities in Indian workplaces to address these difficulties. Increasing senior leader's and employee's knowledge of DEI challenges is an important opportunity. This can be accomplished using training courses, seminars, and other campaigns that support an inclusive and equitable society.

- Create a strategy for diversity and inclusion: Create a thorough plan outlining the organization's commitment to inclusion, equity, and diversity. This can contain objectives and plans for action, as well as methods for monitoring development and holding executives responsible.

- Promoting accountability and openness in the employment, promotion, and recruitment procedures is another possibility. Businesses can define certain standards for selecting individuals and guarantee that they are devoid of prejudice and discrimination. Also, businesses may monitor and assess their progress towards DEI goals, which can assist pinpoint areas that require development and hold executives responsible for reaching these objectives.

- Give instruction: Provide training courses that include cultural sensitivity, unconscious prejudice, and other DEI-related subjects. Employees may grasp the importance of DEI and how they can help create an inclusive workplace as a consequence.

- Adopt inclusive policies and practices: Evaluate and update existing guidelines to make sure they're fair and inclusive of all people. Reviewing recruiting and firing procedures, performance reviews, and promotion guidelines are a few examples of this.

- Prioritizing diversity in positions of leadership is a third opportunity. Businesses may actively seek out and advance women and others from underrepresented groups into senior leadership positions. They can do this to make sure that their viewpoints and experiences are fairly reflected during the decision-making process

- Create an inclusive workplace atmosphere by giving individuals from all backgrounds the chance to interact and form relationships. These can include diversity and inclusion councils, mentorship programmes, and employee resource groups.

- Progress must be measured and reported on, including the outcomes of DEI activities. This may entail monitoring the workforce's diversity, evaluating the outcome of training initiatives, and obtaining employee feedback.

- Promote intercultural communication: India is

a varied nation with many different languages and customs. Promoting inclusivity and fostering cross-cultural understanding can assist in removing obstacles. This might involve providing staff with the chance to share their ideas and experiences, as well as instruction in sensitivity to other cultures and languages.

- Encourage representation: It is important. Businesses should seek to create a diverse staff at all organizational levels, especially in leadership roles. With focused recruiting initiatives, mentorship programmes, And chances for leadership development, this may be accomplished.

- Introducing Metrics is the most important and is in place and needed, some of these metrics are as follows, Candidate Demographics, Adverse Impact, Employee Advancement Programmes, Initiative focused DEI Metrics.

- The effectiveness of your organization's efforts to promote diversity, equity, and inclusion is shown through DEI measurements. It aids in your organization's evaluation of DEI results and advancement. You may measure this both directly and indirectly using analytics. You may also set objectives and establish responsibility thanks to them.

- The effectiveness of your organization's brand, workplace fairness, and general employee happiness are all measured by DEI measures. Certain DEI measures also pay attention to the financial results of DEI projects, which should be utilized to increase commitment to DEI and allot more funds.

- Interact with communities: Working with stakeholders and communities may help companies better comprehend the particular possibilities and problems that face certain groups. This may entail collaborating with neighbourhood groups, funding activities, and requesting opinions from residents and the workforce.

CONCLUSIONS

In conclusion, workplaces in India face both possibilities and problems as an outcome of diversity, equality, and inclusion (DEI). A few of the issues that need to be resolved include a lack of resources, opposition to change, unconscious bias, and language limitations. An inclusive and just society may be established, nevertheless, by investing in resources, establishing laws and regulations that encourage DEI, resolving unconscious prejudice, supporting diversity in leadership, and eradicating linguistic obstacles. For example, the manufacturing industry struggles with gender diversity owing to concerns with physical safety, the lacking of infrastructure, shift work, long hours, wage and incentive requirements, and conscious or unconscious biases in the promotion or hiring of women. To create a more diverse workforce, industry leaders must take a more holistic approach that addresses barriers to gender diversity at each level and a work environment that values honesty, innovation, and production.

In contrast, there are opportunities to improve DEI activities in Indian workplaces by raising senior leaders' and employee's awareness of DEI issues, encouraging accountability and transparency in hiring practices, offering training, implementing inclusive policies and practices, and giving priority to diversity in leadership roles. Companies may outline their commitment to inclusion, equity, and diversity in a detailed plan and track and evaluate their advancement towards DEI objectives. With these possibilities, Indian workplaces may support a diverse and inclusive culture that values equality and encourages a welcoming and courteous environment for all employees.

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Investment Behaviour of Teachers - A Review of Recent Literatures

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ABSTRACT

"If you don't find a way1to make money while you sleep, you williwork until you die" best quote by Warren Buffett. The investment plays an important role in the everyone life because it supports to achieve their personal financial goals. Teachers are aware about the several options available for investment but still, they fail to choose appropriate investment option for their investment. In this background, this research paper aims to understand the investment behaviour of teachers. For this purpose, reviewed the literatures related to investment behaviour of the teachers and other secondary sources of data have been used. The major findings are the respondents preferred to invest in bank and post office deposits, insurance schemes, and gold. In addition, the respondents were giving importance for safety of the principal amount and they expect stable return at low risk. The study suggests that there is a need to create awareness about modern financial products available for investment.

Keywords: Investment, Investment behaviour, Teachers, Investment Avenues.

INTRODUCTION

Every individual is earning money for living but it is not enough, because an individual work until they have strength or after the retirement they have to depend on others. So, public keep the money for future requirement of their life and family obligations and it is become necessary to save the earnings for the future. But only savings are not adequate for future requirements due to inflation, Recession and decrease in the power of money. Hence, the income and savings, everybody needs to invest their savings to different investment avenues. This investment helps the people find other source of revenue apart from their monthly salary and to overcome the financial risks. Investment will support the people to create another way to earn money while they sleep.

According to Oxford Dictionary, investment means the investing of money. In financial term investment means buying of assets, for example buying of financial assets and investing real estate etc. Investment has become an integral part of everybody life. The person who invests their money in different avenues with view to earn something in return is called investor. Investment facilitates to fulfil the objects of the investors like their children education and marriage, for retirement life, to create wealth for future etc. The investment made by every

individual is differ from other according to their preference, income, objectives, risk, safety and returns etc.

The teachers are the one of the important pillars of the society and the education quality depends upon the intelligence, knowledge, creativity and skills of the teachers. Therefore, study financial education and awareness will definitely serve the purpose effectively. Therefore, study regarding investment behaviour of teachers become inevitable.

OBJECTIVES OF THE STUDY

The main objective of this study is to review and summarize studies on Investment behaviour of teachers and related issues. Each paper was reviewed separately and presented chronologically under each theme. Finally, the results were discussed in a way to draw conclusion and direction for further studies.

SCOPE OF THE STUDY

The present study is confined to investment behaviour of school and college teachers. For this purpose, the recent articles from 2012 to 2022 were collected from working papers, journals, proceedings and thesis. The collected studies then classified under three research themes, namely: investment behaviour of school teachers, college teachers and, both school and college teachers.

REVIEW OF LITERATURE

a. Investment Behaviour of Teachers at School Level

Virani (2012) in her study tried to determine the relationship between the savings and investment pattern among school teachers in Rajkot. The study reveals that middle and older age group teachers saved more than compared to others. The teachers most preferred investment avenue were deposits in bank accounts and the purpose of the investment were Children education and post retirement safety and security.

Umamaheswari et al (2015) conducted study to know the association between savings and investments literacy among school teachers in Sirkali town. Here, the objective of this study was investment pattern of the teacher's savings and influence of various factors namely age, income level, Martial status and education on the investment choice. The above-mentioned factors influence the savings and investment decisions of the investors. The respondents understanding the importance of investment, they are started to prepare a budget for proposed expense and real expenses met by them, so they are not induced by the other attractive and fashionable expenses. It shows that the teachers were saving money as bank deposits, LIC, gold and post office deposits etc.

Shivakumar et al (2015) conducted the study on behaviour of school teachers towards savings and investment of the private school teachers of Mysore city. The Majority of respondents preferred to investment avenues namely bank deposits and post office schemes, due to risk coverage. The study also reveals that there is a significant relationship between annual income and savings.

Cheta Pinak Desai et al (2018) conducted study to evaluate savings habits and analyse investment pattern of the school teachers in Surat City. The most of the teachers saving their money for children's education, marriage, etc. The majority of respondents prefer the investment avenue which is safety and security for their amount and also, they expected to get steady income from their investment.

Vyshak et al (2019) studies the different alternatives of investment and factors affecting the selection of investment choice of school teachers. The respondents are having saving practice but they invest money in safer environment, regular income and investment made with less risk. The investors hesitant to invest in modern investment schemes like shares, debentures, bonds, due to risk factors.

Chandradevi et al (2019) this study is based on purpose behind reserve funds and assess the maximum preferred venture design of the private school teachers working in Coimbatore District. The majority of the respondents preferred bank deposits as investment avenue to invest their money. The respondents are normally use reserve funds and venture alternative for their additional requirement.

Arul et al (2019) examines the savings and investment pattern of higher secondary school teachers in Dalmia Puram. Here, savings and speculation avenues, savings and investment behavioural patterns, factors influencing, and stage of alertness of teachers, on investment avenues are considered for the purpose of study. All the respondents have the saving habit and bank deposits are the favourite investment avenue, and the majority of respondents influenced by self and family and relatives. The major drawback of teachers is that they are

resist to invest their money in modern investment schemes, because they are afraid to take risk.

b. Investment Behaviour of Teachers at college level

Pandey et al (2017) analysed the savings and2investment behaviour of college faculty members of Puducherry region. The demographic factors like age, income level, marital status, education, gender etc., affects the investors preferences. The majority of respondents preferred to invest life insurance, post office schemes, GPF/CPF, and saving their money for children's marriage, education, and tax concession are reasons behind their investment.

Yasodha et al (2017) examined the savings, investment pattern and mode1of investment of teachers working in Coimbatore District. Here, Investor's Purpose, objective and risk factors of investment are considered. The study reveals that investors need safety and reliability for their investment. The respondents preferred to invest their money in safer environment and need stable income from their investment avenue with low risk. Researcher opined that investors preference is influenced by creating awareness, information and features to invest instruments.

Bindu (2017) the paper captioned "Analysis of investment pattern of1college teachers in Kerala", they explored the fact that the flow of Individual investor's investments is backed by benefits and money. Individual investor preferred to invest in financial instruments which give risk less returns. The study shows that all the teachers have a provident Fund, but the percentage of investment in bonds and company shares are less. The main influencing factors for investment are liquidity, high returns, capital appreciation and tax benefit.

Rohit (2018) studies the investment pattern of college teachers of Kerala. Here, Investor's preference, variables influencing the investment behaviour, satisfaction level, objectives, income and expenditure pattern are considered. Safety, liquidity and marketability, are first three criteria for selecting an investment.1There is a variation in level of satisfaction of the respondents from Mutual Funds and LIC based on safety and return respectively and no variation in satisfaction in Mutual Funds and LIC based on Returns and Safety. The most of respondents opined that the employment increases their economic and social status.

Ushalakshmi et al (2019) Studies the investment behaviour of Government and Private college teachers of Dharmapuri District. Researchers found that being from salaried class college teachers of both government & private college; they consider safety as the primary factor while investing. This behaviour was a result of lack of financial literacy and less awareness about the grievance process available in case of issues. Most of them tend to invest in gold, real estate, secured fixed or recurring deposits in banks and insurance.

Nishant Thard et al (2019) examines the different factors and sources of information considered by the teachers before investing. The sample collected from (permanent faculty members of Gauhati University and Tezpur University) 166 respondents. The study found that few respondents are investing in shares, mutual funds, bonds etc. The respondents gather information regarding investment from their colleagues and they invest in safe and secured places where majorly the principal amount remains intact and also tax benefits gets satisfied.

Gurinder Singh et al (2019) studies the factors influencing investment behaviour of academicians, Jalandhar city. The paper concludes that the academicians preferred to invest in risk free securities.1The investors consider factors that affect the investment behaviour are meeting the present financial requirement, future prospects, complimentary benefits, investment experience, conditions, government policy, knowledge of investor, growth rate, and inflation. Researcher suggest that the financial consultants should guide them about investment, because academicians are very busy.in their lives.

Janaki Lokesh et al (2019) examined the factors influencing on the investment behaviour of the college teachers working under Bangalore university. The most of respondents preferred life insurance schemes and bank deposits as investment options, because they are less knowledge about other avenues like share, debentures and bonds etc. The main intension of savings is to get tax benefits and future needs. The factors like age, education, awareness about current financial system effect the investment decisions of the respondents.

Velmurugan (2020) studies the savings and investment pattern of assistant professors of self-financed colleges in Theni District. Here, influence of demographical and socio-economic factors is considered. The teachers invested their savings in safer environment and need regular income with lower risk. The majority of Assistant Professors prefer safety for selecting savings and1bank deposits as investment avenues.

Sudarshini et al (2021) analysed the savings and investment pattern of college teachers of Mangalore University. Data collected from 100 lecturers of different affiliated colleges of Mangalore University. The most of lecturers invested in bank deposits, post office savings, insurance etc. rather than shares or debentures. Here, respondents selected low return and less risk investment avenue as they not interested to take risk. Researcher suggests that, there is a need to create awareness regarding different investment alternatives it will help to increase their return.

Ranjeeta Phukan et al (2022) conducted to impact of age on investor's risk tolerance level and investors preference towards various investment options of teachers working under Delhi University. The study reveals that the respondents preferred to invest in real estate, gold/silver, life insurance, post office deposits, and PPF those involves low risk, and they avoid stock market, because it involves risk. The demographical variables such as education, age, income level, family size etc., impact the investors risk tolerance level.

c. Investment Behaviour of School and College level Teachers

Ananthapadhmanabha Achar (2012) studies on savings and investment pattern of school, college, and university teachers in Udupi District. Here, Demographical Characteristics and family characteristics are considered. In the analysis demographical variables determined the savings and investment pattern of teaching community in study region. The factors like family characteristics, stage of family life cycle, monthly income, and family status are the determinants of their savings and investment behaviour.

Ayeshath Umaira (2022) the article entitled "A study on1savings and investment pattern of Teachers". The major findings are, the majority of women preferred to invest in gold and savings deposits, because they expect returns with low risk and safety of their investment. The future needs and their children's marriage are the motives of `their investment. The pattern of investment can be influenced by creating awareness and information factors and features to invest instruments.

FINDINGS

From the above review of literatures some of the major observed findings are listed below:

1. It shows that the respondents were saving money as bank deposits, LIC, gold and post office deposits etc.
2. The major drawback of teachers is, they are resisting to invest in modern investment schemes, because they are afraid to take risk.
3. It was found that the respondents invested their savings in which they get regular returns from their investment with low risk and safety for their money.
4. The teachers take the advice from family, relatives, friends and colleagues to invest1 their money, they not consult any financial advisor for investment.
5. The investment decisions1of the respondents influenced by the factors like age, education, awareness about current financial system.
6. From the above literatures it was clear that there is a relationship between savings and annual income of the respondents.
7. The respondents are investing their money for children's education, Children's marriage, liquidity and tax concession etc.
8. It was found that by creating awareness about different investment avenues and schemes the investment behaviour of the teachers can be influenced.

SUGGESTIONS

The following are some of suggestions given by the researcher to change the investment behaviour of the teachers.

- v There is a necessity to create awareness about new financial products like shares, bonds, debentures and mutual funds etc., their benefits and risk associated with them.
- v The teachers must select the investment avenue which will helps to create another source of income other than their salary.

- There is very less awareness about personal finance, there is a need to understand and adopt the personal financial planning to attain their financial goals.
- The objectives of investment of the teachers are children's future, liquidity and tax concession etc. They not consider investment avenue for pure investment purpose.
- The government agencies, financial market intermediaries and other institutions must take initiative to create awareness about modern financial avenues.
- It is essential to include personal finance and money management concepts in the part of their curriculum of school and college. This education helps the people to mould their investment behaviour in their life.
- It is better to take assistance from the financial consultant or professionals to invest their money to achieve their financial requirements.
- The teachers should analyse the various investment avenues before selecting the investment avenue for invest their money.

CONCLUSION

Investment is an important part our life it is path for achieving financial goals of our life. This will result in shaping the investment behaviour of investors. The study concludes that majority of teachers known the investments avenues compare to others. But they are not prepared to invest because of fear of losing their principal and unstable returns. There is a necessity to create awareness about investment avenues and it will help to influence pattern of the investment of the teachers. Finally, there is necessity of education about personal financial management and investment concepts this will changes the future.

SCOPE FOR FURTHER RESEARCH

Further, research can be conducted on investment behaviour of other salaried class employees like bank, insurance and IT professionals and employees working in unorganised sector. In addition to that, the primary data can be collected from the respondents to study the investment1behaviour of the teachers and other dimensions of the investment.

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Implementation of Blockchain Technology in Human Resource Analytics- An Empirical Study

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ABSTRACT

Analytics is used in almost all areas in today's corporate world. Human Resource Management also uses analytics since the past decade and is also growing massively in all major organisations as Human Resource Analytics. HRA discovers, interprets and communicates the Human patterns in order to analyse, predict and thus prescribe measures to manage the Human Resource of the organisation. Data is the basic and vital aspect of any analytical study. However, obtaining and securing authentic data is also a major challenge in Organisations as data manipulation, data tampering, false or plagiarised reports, duplication etc., are practised with the latest technological developments.

The present study examines the problems of securing authentic data that are the obstacles to making Human Resource analytics more reliable and the results more applicable. The paper also emphasises the Perception of the respondents towards Blockchain Technology in HR analytics, which is a decentralised network of storing and transferring data in an encrypted form where- data once entered can never be manipulated or tampered. The study also concentrates on the perception of the corporate employees on the implementation of Blockchain Technology in HR analytics.

Keywords: Analytics, Blockchain Technology, Human Resource Analytics, Decentralised Network, Encryption.

INTRODUCTION

Digitalization is the way of life in the present and the future. Holding information on papers, i.e. physical form is obsolete. There are huge piles of data/information stored in Digital forms as big data. This information is processed further to be analysed using computerized approach called Business analytics, paving way to more accurate results without any human error. Analytics and statistical techniques for analysis exist in almost every area of study including Human Resource Management. The Analytics used in Human Resource Management is called Human Resource Analytics, which is a trending field in the corporate world today. The measurement of Human Resource and its efforts is a notion that can be traced back to the early 20th century (Kaufman, 2014). The use of statistical tools and techniques to measure Human efforts in order to predict the future and thus prescribe the next best step for the organisation is called Human Resource Analytics.

The basis for any analytics is the underlying data which has to be accurate and genuine in nature. Data that is free from manipulation is important for the best results. Inaccurate data produce faulty results leading to the wastage of resources like time, money and effort. Technological development is rapid and vast. In this scenario, a technology that is transparent, unbiased and tamper-free is required to protect the database and help in accurate analytics.

Blockchain Technology, as the name suggests, is a

chain of blocks of information that is developed in the form of a distributed ledger that is basically decentralized. It is a peer-to-peer network, in this format, everybody involved in the given process holds a copy of the ledger and approves the data or transaction that is being entered into the ledger. Everyone involved in the process must approve any manipulation or changes (or at least 50%, in case the chain is large). Furthermore, the data once entered cannot be manipulated or tampered with, thus, making it a more reliable technology. The Popularity of Blockchain Technology is increasing largely due to its nature of irrefutable security and its ability to provide a complete solution to digital identity issues (Simanta Shekhar Sarmah, 2018)[2].

In 1984, Jac Fitz-enz(Jac & Fitz-enz, 1984) pioneered a book, "How to measure Human Resource Management" which became the basic source for Human Resource Analytics. Human Resource Management in Multi-National Companies has a major focus in the names of Talent management, people management, etc. Using analytics for the data collected in HRM helps both management of the organisation and the employees as it facilitates measurement of human efforts enabling better control over the organisational activities and development. According to Janet H. Marler and John W. Boudreau (2016)[4], "HR professionals are clamouring for "analytics"-the magic numbers that will help them combat attrition, hire the highest of high performers and predict the future success of the organization". Decision-making is backed by scientifically measured and analysed data with the help of the latest technology that is striving to provide more functionality which enables accuracy and evidence-based actions.

The data collected for Human Resource Analytics needs to be protected to avoid manipulations due to any biased interventions or personal opinions. A new technology can be introduced to ensure protection of this data. Blockchain technology is trending as the strongest chain of data that cannot be broken easily. *Can this technology be used to ensure better data security further producing best and reliable results in the Decision Making process?*

REVIEW OF LITERATURE

The measurement of human capabilities is an integration of both qualitative and quantitative methods. The result of the study is a holistic approach that integrated constructs from the fields of intellectual capital, knowledge management, human resources, organizational behaviour, information technology and accounting of 76 senior executives from 25 companies in the financial services industry.(Nick & Jac, 2002)

Along with its basic functions, HR department has to position itself as a value-added partner who contributes to the strategic goals of the organisation. "How to Measure Human Resources Management" (Third edition), is a book that helps HR managers to gauge and analyse the human resource activities of their department from probation to retirement for an accurate evaluation and decision making. The book works as a guide to the HR managers of organisations to also exercise efficient measurement of Intellectual capital, leadership initiatives, outsourcing, satisfying the management, etc. (Jac Fitz-enz, 2002) [5]

Starting with the usual framework of digital coins, the provision of ownership control supported by peer-to-peer network using proof-of-work that holds a public history of transactions that is almost impossible to tamper with as the nodes control the major CPU power. Nodes work together with some coordination. Nodes do not have compulsion of staying on the network always. They are free to leave and rejoin the network at any point as they accept the proof-of-work chain as a record of what happened while they are gone. They use a voting system using their CPU power, expressing their acceptance of valid blocks and rejecting the invalid ones just by refusing to work on them. The consensus mechanism helps with implementing and enforcing any rules and incentives to the nodes as required. (Satoshi Nakamoto 2009) [7]

Cloud Computing is a service that provides a pool of shared, on-demand network access to configurable computing resources which include, network, servers, applications, storage and services. Cloud computing also has its drawbacks like compliance, privacy, trust and legality. The security of data in this system is more complicated than in any other traditional information system. Data transfer is not done by an organisation until trust has been established between the service providers and the consumers. The techniques of data security and privacy have been the main focus of this paper focusing on the use and storage of data to build that required trust between the service providers and customers. (Yunchuan Sun et.al. 2014) [8]

Authenticity is the guaranteed result of the immutable nature of Blockchain Technology. Once data enters the system, it cannot be altered which

results in the eradication of fraud. A transaction cannot be reversed once it is entered or initiated. Banking Industry will be more efficient with the introduction of Blockchain Technology yet there is a need for cautious preliminary inspection of all data. (Ye Guo & Chen Liang, 2016) [9]

Security Mechanism is the most attractive feature of Blockchain based on public ledger and distributed consensus. Blockchain is still vulnerable to certain fraudulent attacks. However Blockchain can be an immunity against the present drawbacks and frauds and further vulnerabilities can be strengthened with appropriate defensive measures. (Jennifer J. Xu, 2016)[10]

A HR practice enabled by information technology that uses descriptive, visual, and statistical analyses of data related to HR processes, human capital, organizational performance, and external economic benchmarks to establish business impact and enable evidence-based, datadriven decision-making. The methodology of study follows the 'integrative synthesis' procedure after reviewing 3 multidisciplinary publication databases: Academic Search Complete, Business Source Complete, and Scopus. (Janet H. Marler and John W. Boudreau, 2016)

RESEARCH GAP:

Human Resource Analytics being the descriptive and statistical aid in strategic decision making in an organisation. This starts with the collection of information required to conduct the analysis process. Studies have shown the importance of HR analytics in aiding the decision making process of the organisation. In this process, data collection and security of the same becomes the major factor that determines the success of HR analytics. Studies have been conducted on technologies that can be immune to any alterations and frauds in data security. In this light, Blockchain technology is one such development which is an unalterable network once any data is entered. The vulnerabilities of Blockchain are fewer compared to the ways of data storage and manipulations and has emerged as the strongest network developed so far. The present study attempts to build the bridge between the Blockchain technology and a successful HR analytics towards the most reliable and accurate decision making for any organisation.

OBJECTIVES OF THE STUDY

1. To study the challenges in Human Resource Data analytics in the studied Corporate Organisations.
2. To find out whether Blockchain Technology can help in improving the accuracy of Human Resource Analytics according to HR analysts.

RESEARCH METHODOLOGY

The current study is Empirical in nature. The sampling method adopted in this research paper is Purposive sampling. The data has been collected through a structured questionnaire administered to HR professionals of Multi-National Companies located in Bangalore. The questionnaire was sent through mail survey wherein it was uploaded in Google Forms and the link was sent through the mail to all the respondents. It was sent to 93 people of which 82 have filled the forms (Response rate-88.17%). The study employs statistical techniques like t-test and correlation for analysis.

SCOPE OF THE STUDY

The scope under the study includes all Human Resource professionals who are experienced and are working in the areas of HR i.e., HR managers, Professors of HRM, and others who have completed their studies or pursuing jobs in the areas of Human Resource specializations. The study tries to explore the perception of the HR executives and professionals on the security of data that is used for HR analytics using Blockchain Technology. It also covers the general uses of HR analytics and Blockchain Technology.

LIMITATIONS OF THE STUDY

- The study does not cover the technical analytics of Human Resources.
- The study does not explain the technical development and software of Blockchain Technology.
- The time frame taken for the study is limited.

ANALYSIS

Table 1: Respondents opinion towards awareness of Human Resource analytics

Opinion	No. of respondents	Percent
Disagree	28	34.1
Neutral	16	19.5
Agree	30	36.6
Strongly agree	8	9.8
Total	82	100.0

Human Resource Analytics or People Analytics is mainly the process of collecting the talent data or the data of every employee of the organisation and analysing it to arrive at results that enable the decision makers of the organisation to promote critical outcomes and business outcomes. Table 1 shows that the respondents are aware of the practices of Human Resource analytics in their organisation. This explains that the respondents are aware that their efforts are being statistically analysed to facilitate data-driven insights in talent decisions, improvement of workforce processes and promoting positive employee experience.

Table 2: Type of Organisation in which respondents work in

Type of Organisation	No. of Respondents	Percent
IT	38	46.3
Manufacturing Organisation	16	19.5
Banking	4	4.9
Supply chain	2	2.4
Academics	18	22.0
Finance	4	4.9
Total	82	100.0

Table 2 shows the type of organisation that the respondents work in. The organisation type of the respondents explains the implementation of human resource analytics practices in various industries. It is clear from the table that most of the respondents work for IT organizations which is a service oriented industry and is mostly dependent on the work of the employees thus, need more attention towards the Human resource management. Every organisation, irrespective of the industrial type it belongs to, will have a separate department dedicated to Human resources as it is important for the organisation to understand, cooperate, facilitate, analyse and measure the human efforts if it aims at further progress.

Table 3: Opinion on purpose of HR Analytics is always genuine and reliable

Opinion	No. of Respondents	Percent
Strongly Disagree	2	2.4
Disagree	4	4.9
Neutral	12	14.6
Agree	52	63.4
Strongly agree	12	14.6
Total	82	100.0

HR analytics requires personal data of the employees from themselves as well as their performance results and activities from managers or colleagues. Most of the respondents agree that the data collected is genuine and reliable (41.5%) while considerate number of respondents have a neutral opinion (29.3%) as they would not be able to argue for the either sides. The mean and standard deviation values also suggest that the respondents' opinions vary between neutral to positive. The information can be subject to personal feelings and opinions of the people providing them. It is not possible to avoid opinions while collecting data as it is a basic human nature to have one but it is of foremost importance to gather unbiased, genuine and reliable data in order to make the next move based on the HR analytics results.

Table 4: Data base used for HR Analytics can never be altered or manipulated.

Opinion	No. of Respondents	Percent
Disagree	10	12.2
Neutral	24	29.3
Agree	34	41.5
Strongly agree	14	17.1
Total	82	100.0

Table 4 shows the perception of the employees about the data collected for the purpose of storage and analysis. The information collected once is stored in the database of the organisation forever which can be put to further use for future reference for the decision making process through HR analytics. Data security is necessary to make sure that this data is not subject to any alterations or manipulations as these actions

cannot produce reliable results. The above table shows that most of the respondents (36.6%) have a positive opinion about the database being unaltered or manipulated, while, a considerate number of respondents (34.1%) argue that the database can be subject to corruption without proper security. The mean and standard deviation above also suggest that the respondents are mostly neutral in their opinion as they are unaware of the status of the database after being collected by the HR leaders/ managers.

Objective 1: To Study the Challenges in Human Resource Data Analytics.

Table 5: Challenges in HR data analytics (Frequency, Mean and SD)

		Data Collection	Lack of HRA skills	Insufficient IT Resources	Privacy Compliance Issue	Relating Human Efforts to computer results
N	Valid	82	82	82	82	82
	Missing	0	0	0	0	0
Mean		4.22	4.12	3.78	4.17	3.80
Std. Deviation		.685	.776	.903	.767	.744

Table 5 shows results of the challenges in HR data analytics. Some of the major challenges in HR data analytics are: collection of data, Lack of HR analytical skills among the personnel, unavailability of IT resources required for the HRA process, Privacy compliance issue of the collected database and comparing the computer generated numerical results to human efforts which may seem unfair to many. As we observe, the mean value of Data collection problem (4.22) takes the major focus as compare to the other challenges mentioned above. It gives a clear indication that the respondents are of the opinion that data collection can be a critical task in HR analytics process which might need major attention. Most of the respondents have agreed that data collection can affect the results of HR analysis.

HYPOTHESIS 1

H0- Unalterable data cannot provide any better accuracy to HR analytics.

H1- Unalterable data can provide better accuracy to HR analytics

Table 6: One-Sample Test

	Test Value = 2.5					
	t	df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Unalterable Data = Better HRA	21.785	81	.000	1.793	1.63	1.96

Table 6 shows results of One Sample t-test with a significance (p) value (2-tailed) as 0.000. In this case we fail to accept the null hypothesis H0. This explains that unalterable data can provide better accuracy to HR analytics.

Collection of timely and authentic data with honesty from the human resource can be a task that can lead to best results of HR analytics for the decision making process in the organisation. Genuine and timely data collection itself can be a major impediment to the analysts as the verification of the authenticity in every information given by the employees cannot be possible, thus, impacting the results.

Objective 2 To know whether Blockchain Technology can help in improving the accuracy of Human Resource Analytics according to HR analysts

HYPOTHESIS 2

H0- There is no significant relationship between database reliability in Blockchain technology and enhanced accuracy of HR analytics.

H1- There is a significant relationship between database reliability in Blockchain technology and enhanced accuracy of HR analytics.

Table 7: Correlation between database reliability in Blockchain technology and enhanced accuracy of HR analytics.

		Database In BCT	BCT enhances HRA
Database In BCT	Pearson Correlation	1	.547**
	Sig. (2-tailed)		.000
	N	82	82
BCT enhances HRA	Pearson Correlation	.547**	1
	Sig. (2-tailed)	.000	
	N	82	82

HR analytics being the systematic analysis of HR Data or statistics, requires reliable, genuine and untampered data for its accurate results. This can be achieved through a technology that can provide security of the data stored in the information system of the organisation. The respondents are of the opinion that Blockchain technology can help in maintaining the security of the data collected from the employees for the purpose. The above table indicates that there is a strong positive correlation (Pearson Correlation-0.547) between database reliability and enhancing the accuracy of Human resource analytics with the help of Blockchain technology. The significance value (2 tailed) being 0.000 also stresses the fact that there is a relationship between database reliability with the help of Blockchain and enhancing the accuracy of HR analytics with Blockchain technology. Thus proving the rejection of null hypothesis.

FINDINGS:

- Most of the respondents have revealed that they have HR analytics implemented in their organisation.
- Though majority of the respondents have agreed that the data collected for the purpose of analysis is always genuine and reliable, there are a significant number of respondents who are unaware of the reliability of the collected data.
- Data collection being the first step of the analysis, it accompanies the risk of data manipulation and gathering of false information.
- HR analytics itself has many challenges like Data collection, Lack of HR analytical skills among the personnel, Insufficient IT resources, Privacy and Compliance issues and relating human efforts with computer generated results.
- Major challenge that the employees find is the collection of data and its reliability.
- Respondents favour the implementation of Human Resource Analytics in the organisation for a fair and unbiased performance evaluation.
- The respondents do favour a new technology that can provide better accuracy to the practice of HR analytics.
- All the respondents are aware of the Blockchain Technology.
- Blockchain technology being a strong network can provide better accuracy and reliability to HR practices.
- There is a strong positive correlation between the feature of database reliability in Blockchain technology and the improvement of accuracy of Human Resource Analytics
- Awareness about Human Resource Analytics implemented in the organisation is limited only to a few employees.

CONCLUSION

In 2006, British mathematician Clive Humby coined the phrase, "Data is the new oil". Data is a major aspect of any analysis as it forms the base of all activities. As the English proverb says,
"As you sow, so shall you reap", the initial data that is collected in an organisation becomes a major factor in determining the quality of the outcome. Any action without data would just be a blind ride in the dark. The correctness and accuracy of this data is what determines the right path towards the final outcome. There are many developments in technology to procure and use data which has also led to ways of misusing the same. A new technology like Blockchain can serve an aid to such setbacks. Blockchain technology being a distributed network enables better control and transparency of the system as a whole. This study explains the challenges in data collection and its security drawbacks while studying the Blockchain technology with better transparency and security which can provide more accuracy to the Human Resource Analytics performed in the organisation leading to more reliable results in the decision making process for the management.

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Paradigm Shift in Business Revolution through Inclination of Digitalisation

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ABSTRACT

In a business world a paradigm shift is a major change or development to explore new avenues in the area of digitalisations. Big data, Real time availability of transaction data, Predictive analysis, Artificial intelligence, Block chain technology, Machine learning, Robotics, Algorithms are in the buzz World. Today digitalisation has the driving force of controlling transformation to become a radical change in digital disruption to change business through digitalisation. The most important paradigm is the introduction to the internet and it's use in business today. It has changed the total scenario of conducting business. The adoption and Proliferation of digital computer, Domain transformation, Process transformation, Organisational transformation is widely increasing in business environment to optimise operational activities in relative to refine and reinvent their business model as a whole. In Today's ever changing business environment has become a strategic imperative to evolve more in the digital age to exhibit more on experimentation, modulation and shaping business growth and development. This paper addresses and examines the various dimensions and developments in business world.

Keywords: Robotics, Proliferation of Digital Computer, Business Environment, Smart Automation, Algorithms.

INTRODUCTION

A paradigm shift in business is a major change or development in the way a company or business produces its goods or services. They often benefit companies in terms of the efficiency and quality of their products and change the key concepts of their operations. Paradigm shifts in business often occur when new technologies or devices are introduced into a business or organization that drastically change the way it operates. This technology often improves or replaces certain elements of production, which allows the company to increase the number of products too and potentially increase sales at the same time.

Digitization is one of the most fundamental changes in human history. Combined with intelligent automation, robotics and advanced algorithms, it revolutionizes the principles of supply chain management. From a business point of view, this amounts to a paradigm shift. As success factors change dramatically, this can be a challenge for established industries. While in the traditional mindset machines aim to optimize the production process, the new mindset focuses on robotics as a tool to establish a new logic of value creation that requires integrated problem solving in the digital world.

In this sector 4. 0 we are seeing the proliferation of profound technologies like AI, Block chain, RPA, IoT, 3D printing, etc. They are impacting the life of companies in different industries. The main result is a rapid paradigm shift in physical market competition. Advanced robotics, intelligent machines, and additive manufacturing enable new forms of production that are directly driven by information processing. As artificial intelligence, machine learning, and data science become the thought leaders of robotics, this will enable the reconfiguration of the manufacturing process. In addition, the networked structure of the digital info sphere enables new forms of interaction with other major market participants.

All of this results in new success factors: flexibility, adaptability, decentralization, individualization, personalization and networking are becoming the key to success in the digital age.

REVIEW OF LITERATURE

The purpose of this article is to test the hypothesis that the transition to a digital economy is no different Tech Trend but a paradigm shift in economic development with changes in the nature of the division of labour, the nature of the interaction trading companies and economic power base.

The article also aims to present the development framework as a roadmap for future research and practice. Suppliers, partners, companies and resellers in supply chains use, generate and share information with others. These connections lead to many challenges and opportunities within supply chains.

This article aims to explore how digital technologies have compelled small and medium-sized businesses companies (SMEs) to rethink and test their business and how it contributes to their innovation and efficiency. An empirical study was carried out on 338 European SMEs actively uses social media and big data to innovate its Business. The results show that the use of social media and big data in business is mainly on strategic and innovative internal issues. External technological turbulence also plays a role.

In this article, we discuss in detail the impact of digitization on business digitization is forcing entrepreneurs to rethink about their business. While research on entrepreneurial intentions and business is gaining importance, there is still a significant knowledge gap in these two areas

STATEMENT OF THE PROBLEM

Today, the digitization of industry is leading to dramatic changes in our workplaces, with new networks and new ways of working with the cloud and machine learning, and the Internet of Things is changing our approach in a whole new direction. As technology evolves, businesses need to keep up with digital trends. Information technology aims to find the problems of network connectivity, team productivity, cybersecurity and digital innovation, starting from a problem to be solved, leading to the paradigm shift of business revolutions Impact of the creation of digital technologies and value perception.

OBJECTIVES OF THE STUDY

The primary objective of the study is to understand the perception of digitalisation in business undertakings as well among the individuals.

The sub- objectives are as follows:

1 To analyse and understand the digital impact on business & to develop new habits with upcoming Technologies.

2 To educate customers about the new transition on digitalisation.

3 To customers, make better decisions about the sources of materials they need and the demands required for their products.

SCOPE OF THE STUDY

The present study is confined to understand how supply chains will exert a strong pull on the global economy. And at the same time how globally customer expectations are growing and the online trend of the past few years has triggered greater service expectations.

RESEARCH DESIGN

The research design adopted for the study is descriptive and analytical in nature, leading to quantitative research.

METHODOLOGY

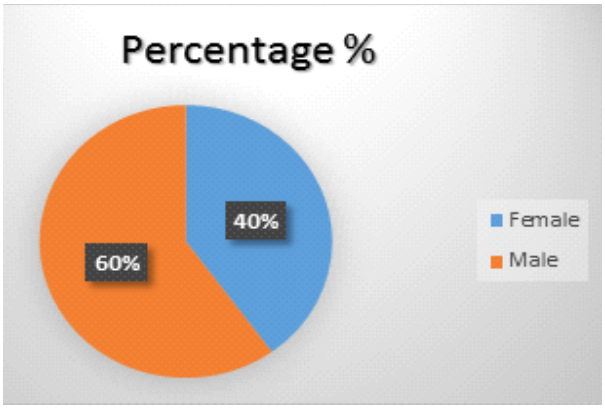
Primary Data: Primary data collected through interview with the 50 availed teaching staff in Sheshadripuram Institution.

Secondary Data: Secondary data consists in the study are collected through various sources like articles related to international business, websites, newspapers and Journals.

RESULT AND DISCUSSION

Table No.1 : Gender of the Respondents.

Gender	Frequency	Percentage (%)
Female	20	40
Male	30	60
Grand Total	**50**	**100**

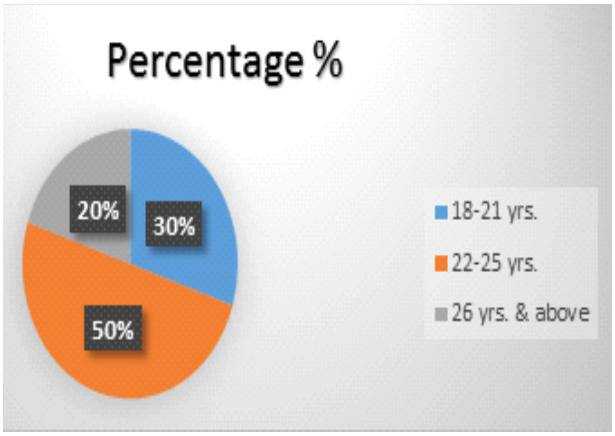


From the table and chart, we can interpret that 42(52.5%) of the respondents are male and 38 (47.5%) are female.

From this we can say that impact of digital usages is more in male customers compared to female customers. This is due to the use of technology more among the male customers.

Table No.2 : Age of the Respondents.

Age	Frequency	Percentage
18 – 21 years	15	30
22 – 25 years	25	50
26 years and above	10	20
Grand Total	**50**	**100**



From the table and chart, we can interpret that almost 25% (20 respondents) are between the age group of 18-21, next 71.25% (57 respondents) are between the age group of 22-25, the other 3.75% (3 respondents) are between the age group of 26 and above.

It is clear that as they are born in digital era and addicted more with technologies.

Table No.3 : Qualification of the Respondents

Respondents	Frequency	Percentage %
Student	15	30
Employee	20	40
Business	10	20
Professional	5	10
Grand Total	**50**	**100**

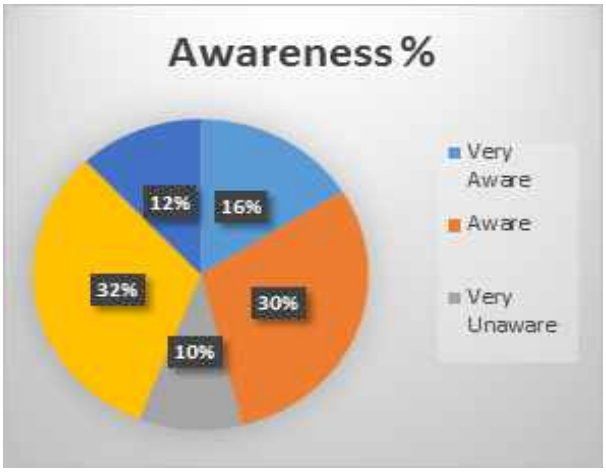


From the table and chart, we can interpret that 15(30%) of the respondents are Students, 20(40%) of the respondents are Employees, 10(20%) of the respondents is Business, 5(10%) of the respondents are professional.

From this we can interpret that Employee use digital tools more than others for varies personal and official purposes.

Table No.4: Awareness among Respondents about Digital Supply Chain

Awareness	Frequency	Percentage %
Very Aware	8	16
Aware	15	30
Very Unaware	5	10
Unaware	16	32
Neither aware nor unaware	6	12
Grand Total	**50**	**100**

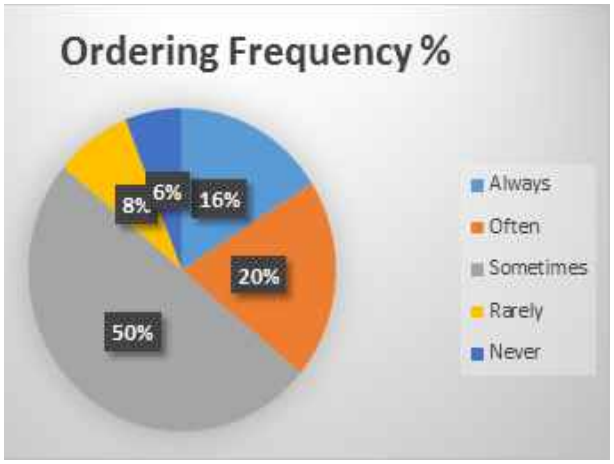


From the table and chart, we can interpret that 8(16%) of the respondents are very aware of Digital Supply Chain, 15(30%) of the respondents are aware of Digital Supply Chain,5(10%) of the respondents is very unaware of Digital Supply Chain, 16(32%) of the respondents are unaware of Digital Supply Chain, 6(12%) of the respondents are neither aware nor unaware of Digital Supply Chain.

From this we can interpret that many respondents are unaware of digital supply chain.

Table No.5: Frequency of online order in a month

Frequency	No. of Respondent	Percentage %
Always	8	16
Often	10	20
Sometimes	25	50
Rarely	4	8
Never	3	6
Grand Total	**50**	**100**



From the table and chart, we can interpret that 8(16%) of the respondent's order things online always, 10(20%) of the respondent's order things online often,25(50%) of the respondent's order things online sometimes, 4(8%) of the respondent's order things online rarely, 3(6%) of the respondents never order things online.

From this we can interpret that many respondents order frequently.

Table No.6: Satisfaction level with the digital service

Satisfaction	Frequency	Percentage %
Yes	25	50
No	20	40
Maybe	5	10
Grand Total	**50**	**100**

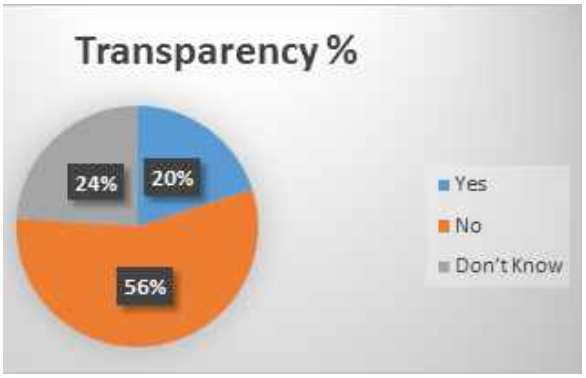


From the table and chart, we can interpret that 25(50%) of the respondents are satisfied with the Digital Services, 20(40%) of the respondents are not satisfied with the Digital Services, and 5(10%) of the respondents are neutral.

From this we can interpret that majority of the respondents are satisfied with the Digital Services.

Table No.7 : Opinion towards transparency in Digital Services

Transparency	Frequency	Percentage %
Yes	10	20
No	28	56
Don't Know	12	24
Grand Total	**50**	**100**

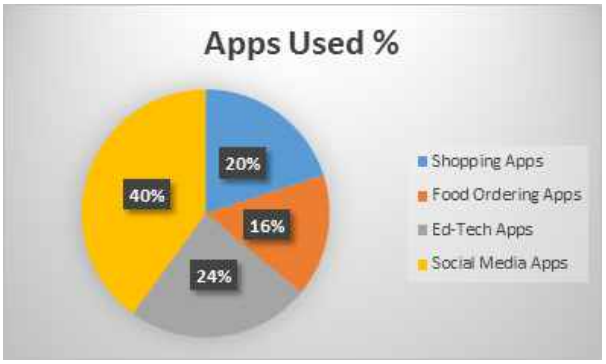


From the table and chart, we can interpret that 10(20%) of the respondents think that there is a transparency in Digital Services, 28(56%) of the respondents think that there is no transparency in Digital Services and 12(24%) of the respondents are unaware.

From this we can interpret that majority of the respondents do not think that there is a transparency in Digital Services.

Table No.8: Most used apps in Digital Services

Apps Used	Frequency	Percentage %
Shopping Apps	10	20
Food Ordering Apps	8	16
Ed-Tech Apps	12	24
Social Media Apps	20	40
Grand Total	**50**	**100**



From the table and chart, we can interpret that 10(20%) of the respondents use shopping apps, 8(16%) of the respondents use food ordering apps, 12(24%) of the respondents use Ed-Tech apps, 20(40%) of the respondents use social media apps.

From this we can interpret that many of the respondents are less user of food ordering apps whereas shopping apps, Ed-Tech apps and social media apps are most used because of its convenience and other reasons.

FINDINGS OF THE STUDY

- The study found that, digitizing is a great way to change to paperless and keep records safe while making access easy and efficient.
- Digitization enables companies to automate certain processes such as picking and packing to reduce complexity.
- Digitization creates strategies that eliminate or reduce waste (money, resources, time, etc.) and create an efficient system.

RECOMMENDATIONS OF THE STUDY

Given the trend towards digitization, we recommend that the future scenario develops technological innovations with supply-side wonders associated with long-term efficiency and productivity gains. Transportation and communication costs will decrease, logistics and global supply chains will become more efficient, and trade costs will decrease, opening up new markets and fuelling economic growth.

There are also major changes on the demand side, such as Increased transparency, consumer engagement and new consumer behaviour patterns driven by mobile and data access, forcing companies to adopt new ways of designing, marketing and delivering products and services.

CONCLUSION

Digital transformation impacted companies and business models in many ways, from product selection to employee training. Before certain technological advances such as the internet, companies would sometimes have to wait weeks to receive pieces of data and information on how their sales, marketing and other departments are performing. Using today's current technology, companies can produce real-time data which they can analyse and apply to their departments. This can allow them to fix or adjust some of their strategies to improve or develop the overall operation of their company. Hence Digital tools allow for better management of the processes, materials and paperwork, and communication.

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Digitalizing Education through Content Marketing Tools: Is it the Key to Success in the Coming Times?

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ABSTRACT

Digitalization, a shift that happened for the greater good in the 21st century is multidimensional and has created multiple platforms for sectors such as business, education, healthcare, auto, aviation, telecom, etc., Adoption of digital techniques in the education sector has also surged especially during the pandemic and post-pandemic. Along with MOOCs, other platforms have also surged benefits through catering online education. One such way of devising the higher Educational Institutions (HEIs) to brave the digital wave in this era is adopting Content Marketing (CM) tools to enhance digital educational experiences amongst the students. Maneuvering through the various content marketing methods, its applicability in unrelated situations and its effects are evaluated in this paper. Based on the literature evaluation, the study attempts to provide suggestions on how content strategy can be embraced to help promote virtual education-its implementation and success.

For the research plan, this study follows an explanatory design method to take on board content marketing as a strategic tool to enhance teaching-learning experience within the HEIs. It is based on the secondary data accumulated through a structured literature review process. Utilizing the significant criteria's chosen from the existing literatures, significance of selected CM tools are elaborated and linked to its virtual inclination towards educational success.

This study aims at providing ideas to innovate and stabilize the teaching techniques in the new normal. With the changing needs and abilities of the students, teachers are forced to shift from the old school of teaching methods to the innovative methods to engage their students. Therefore, this research paper provides a synopsis of content marketing methods, its benefits and uses in the educational sector for digital success.

Higher educational institutions, online coaching platforms, tutors, teachers of all hierarchies can inculcate these techniques in their teaching plan for enhancing teaching delivery performance and enhance students' ability to understand concepts. Overcoming the traditional thought of adopting content marketing as a strategy only in the business marketing success, this study underlines the need of content marketing in the educational sector too. A proper framework can be further developed for CM-DE success through enhanced research by any prospective research fellow.

Keywords: Digitalization, Digital Education, Content Marketing, Higher Educational Institutions, MOOCs, Teaching-Learning effectiveness.

INTRODUCTION

Digitalization-disruption in the frontier between the pre and post pandemic era: the Indian education sectors' scenario:

'Necessity is the mother of Invention' as said by Plato in the 16th century, digitalization is definitely said to be the mother of survival in the new normal. From revolution to re-revolution, the Indian economy has been changing and braving the innovations for a better tomorrow. One such innovation that was accepted despite its complexity and considered as a great opportunity to outperform in the global

economy is digitalization. As explained by (Stolterman & Fors, 2004), digital transformation is the changes in the digital technology which causes or influences all aspects of the human life. In the Indian economy, digitization has made a strong entry through changes in the way transactions are taking place, increased inclusive growth and better opportunities for connectivity between the rural and the urban geography. The government also prioritizes digital infrastructural development through adoption of advanced technologies, low data plans and usage, machine learning, artificial intelligence which acts as foundation for the digital transformation. All sectors including the MSMEs, forestry and logging and fishing and aquaculture have been growing over a period of time due to this advancement.

As identified by(Paul et al., 2020) the governments are researching and taking initiatives to promote and develop IT and IT infrastructure, and with regards to this, they have formulated policies like the National Digital Communications Policy (NDCP) in the year 2018. As digital technologies and its positive outcome has led functioning of all sectors at par with that of the sectors in competitor economies, it has also made its way in the educational services sector. Especially during the covid and post covid era, education has changed the teaching-learning outlook and has put both students and teachers through a rough patch. Although, initially found difficult, technology and digital platforms were found to be user friendly and more beneficial for an upward mobility. As a result, the old school of teaching was overtaken by modern methods of teaching, by creating a situation/scenario where students are in a position to better understand the conceptions. All institutions in India, irrespective of the skill set they held, had accepted the fact that technology is the future of teaching and learning and had implemented the same through online internet-based teaching(Ramirez, 2020). Although, teachers have been confronting this change, it actually establishes how education in the 21st century should materialize and what changes need to be there for an unfamiliar order.

Content Marketing-A tool for enhancing communication experience in the digital world:

In Marketing, communication excellency decides the fate of the businesses. Marketing has evolved over a period of time with adding in goodness to the marketing mix, experimenting and innovating the process. The marketers are required to be more dynamic and vigilant to the new tactics and strategies that can be adopted so as to be the trendsetter and create a brand story in the minds of the audiences. As attention is a scarcely available, it is suggested that marketers before creating any advertisements, should create a buyers persona as per the market segmentation done in the marketing research process. This buyers persona acts as a blue print on deciding which marketing strategy- i.e. either online or offline or hybrid methods will have to be adopted in different segments or geographical boundaries of the market. This entire process becomes easy when a businessmen relies on content marketing as a strategic approach to create customer experiences. Quality content, which can educate, entertain and engage the customers is what is the crux of content marketing(Roberts & Zahay, 2014). In this digital era, online content marketing techniques such as podcasts, webinars, videos, infographics, social media posts have gained more demand when compared to the traditional marketing methods(Yaghtin et al., 2022). Providing high engagement throughout the buying decision making process is the criteria that leads the customer towards purchase actions(Ratna, 2020). Therefore, content marketing as a strategy in marketing can be a powerful tool to grab the attention of the customers, create awareness of the brands existing in the markets, create brand stories to connect emotionally to the target audience and to enhance purchase experiences(Vinerean, 2017).

REVIEW OF LITERATURE

Content marketing as a tool in the business world has help many businesses in gaining more leads, and helped in engaging their customers productively. This quality of this technique is what is required for an educational institution. To check the applicability of the concept and a theoretical framework for the same, the study undergoes an accurate literature selection process. The articles are chosen carefully with recognized databases where the quality of the articles is very high and are published after blind peer review processes. The procedure adapted for the same has been explained in the below chart :

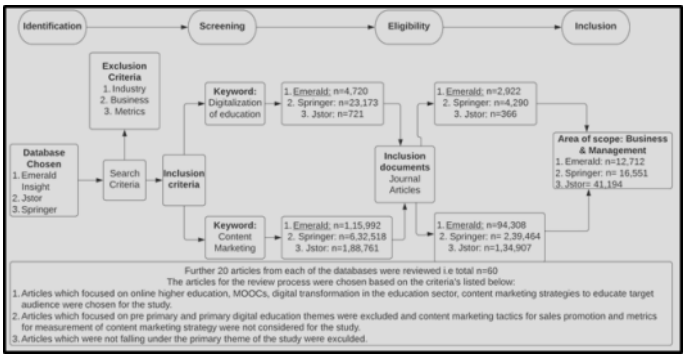

Chart 1: Literature review process

As there is a lack in the reports which focus on innovative tools to strengthen the teaching process, it gives the authors more scope to identify, comprehend and evaluate the existing methods of digitalization of education. In the Indian scenario, it becomes very difficult to easily integrate with newer versions of technologies when there already exists an operational system (Riggins & Fosso Wamba, 2015). Also, to digitalize the entire economy it demands highly trained and skilled professionals in their area so as to understand the nuances of the modification process(Bajpai & Misra, 2022). Focusing on digitalizing the learning platforms, it is listed by (Webb et al., 2021) that a few concepts have emerged in the last decade such as "digital university, e-learning, technology-enhanced learning, virtual learning, digital literacies" etc. To implement these the institutions will have to focus more upon having better management control and leadership, building better digital infrastructure and instructional delivery modification (Perrin & Wang, 2021). A study with a case as an example conducted by (Busch, 2011)highlighted that social media can be used as a best method to improvise the effectiveness of content delivery to the students. For content marketing tools to take over the traditional teaching methods, one should be more equipped and expert in information technology and its applicability (Sembiring et al., 2022). Content marketing methods are customized to focus on generating value to audiences, creating loyalty and brand advocates. This strategy basically focuses on catering to the initial help, support and information that customers need for being active in the market (Wilson, 2019). Can these methods apply to educational institutions and act as a bridging way to overcome digital shift is to be researchable in the current work.

RESEARCH METHODOLOGY

This section of the paper brings out the various methods, techniques adopted to conduct this research work and how the authors have arrived at the conceptual model. As defined by (Gilson & Goldberg, 2015) that good conceptual papers have the ability of "bridging existing theories in interesting ways, link work across disciplines, provide multi-level insights, and broaden the scope of our thinking". Following their evaluations, this study aims follows the research design suggested by (Jaakkola, 2020) which emphasizes at developing a conceptual framework which focuses on explaining in depth the role of each element present in the paper and corelate it to the theoretical base. Following their four approaches in preparing a conceptual research paper, this article typically follows the focal phenomenon option which pinpoints that the existing research in the area chosen is considerable but not elaborate and is not comprehensive. This method helps the authors in conceptualizing the empirical phenomenon and reason what conceptual variable and constructs is to be considered for empirical phenomenon to be validated. A model method is engaged to explain the process of how higher education institutions can resort in creating a platform where content marketing tools can play a major role between the knowledge creators and receivers in engaging in quality communication which enables experiential learning at lesser cost and with minimal timelines.

STATEMENT OF THE PROBLEM

As information is diversely spread across different sources, for a student it is difficult to create or gain access to the right source at the right time. As an institution's responsibility, aiming at catering best to the students need and also to establish as a brand in the market, these HEIs for enhancement of their educational expertise have to think different to understand the mindset of today's students who deal with very minimal attention span and retention abilities. To accommodate the same, new strategies, methods and design thinking is to be implemented with dynamic decision-making abilities which can revolutionize the way these institutions have been functioning. With regards to this, can content marketing- a strategic tool and a recent advancement in the area of digital marketing be adopted as the way of solving the problem? is a researchable question. These methods focus on 4 important aspects- curating quality content, check for target market/target audience, distribute content and manage content. Can this process incline with virtualizing education? Is it the right way to cater to the students need? Can such institutional knowledge database created through content marketing techniques create an impetus in generating leads at the institutional level? Can such institutions be able to generate revenue through leveraging the content developed in the institutional knowledge database? are to be probed with empirical results. This study builds on the problem statement and tries to elaborate the modalities of the research argument and directs at originating a conceptual model which can elucidate the functioning of the digitalization of education and its procedure through adaptation of content marketing techniques.

SIGNIFICANCE OF THE STUDY

This study is evidently important for the research fraternity and for the knowledge academies as it adopts contemporary marketing tools and strategies to solve real time problems involved where digitalization is making its way in all the sectors of the

economy. Digitalizing education has entirely metamorphosized how the teaching-learning happened a few years ago. In the digital era, where majority of the students are influenced and are susceptible to mobiles, this study helps them find the best stage to get access to a broad spectrum of topics elucidated by scholarly people. For that reason, specific and tools pertinent to provide educational content amongst the content marketing tools are chosen for effective implementation of the same. This provides a great platform for knowledge builders to demonstrate their abilities, cater content as per the audiences' requirements, and get monetary benefits in return for the contribution. Also, students can choose the content from the database platform as per their interests, understanding abilities and timelines. This research also helps promote lead generation amongst the HEIs. Word of mouth, a very strong weapon in grabbing demand can be leveraged if the database platform is planned and organized efficiently. On that account, it is crucial that this study is given due priority and is prepared for validation through further empirical research.

RESEARCH QUESTIONS

A researcher is the one who thinks ingeniously and always tries to fill in the existing research gap. While dealing with the above themes of the study, the authors came across a few questions which are consequential and are obligatory in nature. Therefore, through the existing literature reviews, reports prepared by many organizations and universities, it was found absolute necessity to find answers to the questions. In relation to the problem statement and need for the study, the below questions are found to be important and to be answered:

RQ1: Can Content Marketing educate students as it educates customers about the brand in the business scenario?

RQ2: Can digitalizing education enhance the student learning abilities compared to the conventional method of teaching?

RQ3: Is content marketing tools the right choice for bringing a paradigm shift in the education sector through virtualization?

RQ4: Does social media play a vital role in digitalization of educational platforms?

RQ5: Can a virtual database platform established by higher education institutions bring more student engagement and learning abilities in the Commerce and Management area in the Indian scenario?

RESEARCH OBJECTIVES

1. To identify the various methods/forums adopted by HEIs to digitalize teaching-learning process.
2. To choose specified content marketing tools which can be pragmatic in the HEI's digital database platform.
3. To understand how content marketing tools cater to the needs of students through virtual inclination of scholarly work.
4. To propose a dynamic digital database platform by tapping into identifiable content marketing strategic tools for HEIs to enhance student engagement and learning competence.

DATA COLLECTION METHODS AND PROCEDURE

The study is at the initial stage where the chosen themes, the variables are linked with each other to identify a mechanized conceptual model which can be further used for empirical research by the academicians and researchers. To build a conceptual model, the existing theory, base, knowledge and assessment under the study theme has to be evaluated to understand how the concept can be further developed with interlinking relations amongst variables and therefore, the study is built on secondary data i.e., journal articles which is meticulously chosen through an exhaustive literature review process. These articles are rigorously summarized and contemplated in the model development process. The study also adopts grey literature review process which chooses to include information from a few websites, reports by institutions, corporate and the government. The data collection procedure from journal articles has been elaborately explained in the literature review section.

LIMITATIONS OF THE STUDY

As the study only adopts specific content marketing tools such as podcasts, webinars, infographics and social media to cater to the needs of the students, the other traditional offline content marketing tools such as whiteboards, direct mails, print advertisements and networking are not considered as a part of the digitalization of education process. Also, as this is only in focus with enhancing the digital conversion of the educative process, traditional techniques such as chalk and talk, classroom discussion etc., are not considered as a part of the knowledge sharing methods. Also, this is limited to cater to the needs of a specific type of students and cannot cater to every audience as the chosen platforms and methods are

restricted. Also, due to limited time frame, the researchers have put in maximum efforts to recognize stages to be included in the conceptual model, but as the understanding can be subjective, the study can be challenged and can be carried for validity checking in a later stage.

CONCEPTUAL MODEL

The model of the study is based on two important criteria's, one is the content marketing tools and its implications on the audiences and digitalization of the education process which is the need of the hour. Based on existing literatures and understanding of the authors, a conceptual framework for the study is depicted in the below chart 02. The model is further explained on how the variables are interlinked and the causal relationship is highlighted in the later section.

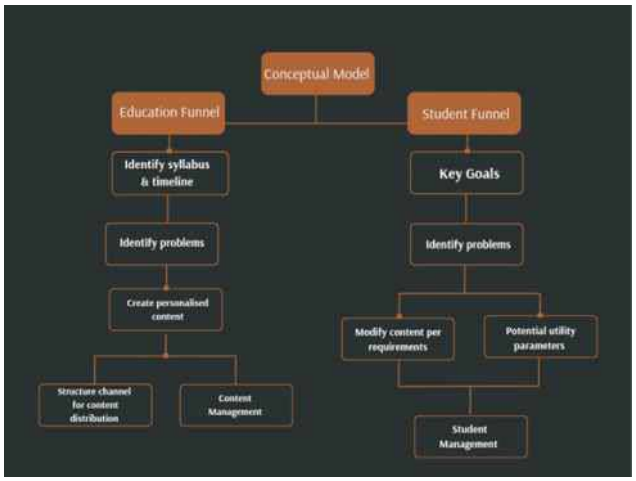

Chart - Conceptual model of Digitalizing teaching-learning process with Content marketing tools

DISCUSSION AND SCOPE FOR FURTHER RESEARCH

The conceptual model consists of two funnels, namely the education funnel looking at the proposal through the institution's perspective and the student funnel, looking at things from the students' perspective.

- **The Education Funnel:**

Under the education funnel, institutes identify goals in terms of syllabi, milestones and timelines associated with learning goals. Identifying the problems in the educational process reveals a lack of engaging study resources with a dearth of real world application and exposure, that should be the foundation of commerce and management education. To address this, institutions can create personalised content employing content marketing tools, like videos, podcasts, infographics and bite sized content. By structuring the distribution channel, it is accessible to affiliated individuals that gain access through their institutional credentials. The scope for expansion is immense, with leasing and partnership opportunities with other colleges/universities/Swayam, and open schooling initiatives. By regularly publishing content to a devoted base, the institution can build a connected audience and in turn market and manage their content through building visibility, authority and credibility.

- **The Student Funnel:**

Under the Student funnel, the key goals of students are identified, with focus on examinations, holistic development and building real world experience. Addressing the problems of retention and the attention crisis is the need of the hour in education, especially in the rapidly evolving fields of commerce and management. By identifying student segments (explorers, struggles, strivers & highfliers), content can be tailored to the needs of the students. This allows institutions to modify it on the go, introducing flexibility in commerce and management syllabi, that is currently lacking in the system. By creating a loop of feedback and interaction, responses and reactions are recorded in real time enabling measurement of the utility of the content on premeditated parameters in terms of value added to the course, technical skills imparted and time freed up for students to pursue apprenticeship and internship opportunities. This enables student management, and builds trust, loyalty and sustains the student-institution relationship.

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Significance of Personal Characteristics in Fostering Social Entrepreneurship - A Study Across Bangalore City

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ABSTRACT

The term social entrepreneurship was first set down in the 1990s. More recently, a lot of researchers have expanded on the connotation of social entrepreneurship, by considering that social entrepreneurship is a complex method of bringing about social transformation. The concept of a social entrepreneur with this study is defined to be generating wealth from scratch and to be able to create profound values and change for the community. Due to the growing number of Entrepreneurs in recent years, the present study will examine what motivates Entrepreneurs to participate in social entrepreneurship by considering the variables of skills, personalities, and Entrepreneurial Inspiration through a comparative review of related factors. Entrepreneurs who experience many improvements when it comes to job prospects, such as accessing the Internet and on-site ultra-flexible office will achieve more desirable advantages for their overall psychological and physical attributes. Thanks to the growth and advancement in information technology and knowledge-based economy, Entrepreneurs are more capable of mastering all kinds of technical skills and better able to adjust to the ever-changing situation in the modern world, which leads to Entrepreneurs climbing up to a higher position in different industries. This is chiefly due to their ability to manage and master all kinds of challenges, to make inventions and discoveries, and to convince others and direct them. An entrepreneur's characteristics will significantly affect the amount of success one has in being an entrepreneur. While these aspects are crucial to developing effective companies, the entrepreneur's personality, leadership, managerial capacity, communication ability, and external factors are important in converting the business to a successful business. About the external aspect, the factors that promote early business growth depend on favorable atmosphere (i.e., the potentiality of markets and sophistication of technology, etc.), high quality of entrepreneurs or entrepreneurial team (i.e., skill, age,.), and promoting policies to encourage social entrepreneurship. With the economic growth of the region, the amount of Entrepreneurs entrepreneurship has risen and transformed into a hot research topic for management. With inherent benefits and ability being present, Entrepreneurs were willing to be excellent at social entrepreneurship. The present article will investigate few social entrepreneurs and will use the Fuzzy Analytic Hierarchy Method (AHP) to analyze the factors that affect the performance of Entrepreneurs. The study will be carried across social entrepreneurs in the city of Bengaluru. Due to the small sample size, the survey method of sampling will be used. According to the report, a certain proportion of the population will be affected by this research, but there are still several recommendations that will help Entrepreneurs better their social enterprises. The suggestions provided are based on the findings of the research performed on Entrepreneurs social entrepreneurs.

Keywords: Social Entrepreneur, Social Entrepreneurship, Psychological Factors, Innovation, Social Change

INTRODUCTION

SOCIAL ENTREPRENEURS

Social leaders are those who come up with novel solutions to society's most pressing social issues. They are upbeat and hardworking, tackling serious socioeconomic challenges and introducing new broad-based policy initiatives. With the field being more academically studied, concerns regarding the terminology emerge, with critics dismissing both "social enterprise" and "social entrepreneurship" as ill-defined definitions, and criticising their relationship to business entrepreneurship (Mair and Marti, 2006). Social entrepreneurs may be thought of as a "kind" of entrepreneur, similar to commercial entrepreneurs in some respects but with different market Entrepreneurial Inspirations and areas of activity (Dees, 1998).India is becoming increasingly aware that social entrepreneurs are effective drivers of immediate social change, rather than merely adding to society. Institutions, the economy, and the state sectors are also grappling with a variety of external threats as well as long-awaited barriers and inhibitors. Social entrepreneurs can help by embracing the opportunity, challenging and rethinking concepts, assumptions, and behaviours. They concentrate on emerging socioeconomic challenges, filling in the gaps and providing time and creative solutions to alleviate the problems. In the current situation, social corporations are similarly involved in bringing about a direct impact on society and, as a result, in establishing a socio-economic growth equilibrium in society. In many countries around the world, entrepreneurs are much more involved in socially-impact enterprises than in traditional businesses.

In many European countries, social enterprises have more female representatives than any other kind of company. According to an OECD working paper, the 'gender divide' in social entrepreneurship is much smaller than the gender gap in 'mainstream' entrepreneurship, meaning that social entrepreneurship can be an important forum for increasing female entrepreneurship and labour market participation. In addition, the analysis found that the size, profitability, and development of social enterprises led by men and women were quite similar. "A substantial disparity between male and female-led social ventures seemed to mean that entrepreneurs were more innovative: " When starting up, entrepreneurs-led businesses are most likely to open up new markets, that is, to sell a product or service that no one else did at the moment. This suggests that social entrepreneurs are potentially notable 'lead innovators' in the field of social innovation due to their particular focus on social needs. Women-led social enterprises, on the other hand, is more participative in terms of management, reflecting "the willingness of Entrepreneurs social entrepreneurs to inspire others (and thus to enable colleagues to learn and acquire significant talents and skills)." Entrepreneurial executives and charitable organisation founders face problems that are similar to those faced by traditional female entrepreneurs. Entrepreneurs face a lack of investment opportunities, which hinders their development, and many female leaders have indicated that investments could be more difficult to come by. Furthermore, strict rules and regulations can be a deterrent to establishing and maintaining social programmes. It's also important to support programmes that help female social entrepreneurs to learn from one another and become more knowledgeable and professional in running their businesses. There is still a lack of visibility for female social entrepreneurs, so it is important to encourage networking opportunities and programmes that highlight female entrepreneurs' contributions to communities all over the world. Female social entrepreneurs are the innovators who bring about lasting change. More Entrepreneurs will create social projects in a world of positive regulation, which will promote Entrepreneurs' leadership and participation in the social economy. Similarly, informing consumers of the benefits of social enterprises owned by entrepreneurs would encourage them to seek out their resources and products in order to help the local economy and community.

REVIEW OF LITERATURE

According to the GEM Executive Survey, almost 66 percent of GEM 2002 countries' innovatively dynamic adults are actively looking for an alluring business prospect (Reynolds, et al, 2002). Around 33%, on the other hand, are engaged in business activity because they are unable to find other suitable jobs. Opportunity-driven business people are overrepresented in developed markets, while in emerging countries, roused business visionaries must account for up to half of those involved in business. The relationship between age and sexual orientation and artistic behaviour is very consistent. Evidence suggests that there is a sizable relationship between national levels of

entrepreneurial activity and subsequent levels of monetary development. However, it is critical to view these findings with caution, since a few more long stretches of data are needed for the causal tools to be resolved collectively. (2005, Diamanto Politis) This essay examined and integrated open thinking into a theoretical context in order to improve the understanding of pioneering research as an experiential process. Experienced practise is as focused as it allows business people to hone their capacity to discover and carry out fresh ideas, as well as figuring out how to overcome the expected problem while sorting out and supervising new endeavours (i.e., the liabilities of novelty). It is also argued that the upbeat static perspective on artistic realisation, which assumes a direct link between a single relationship and the information gained from it, should be reconsidered. Regardless of if experience is regarded as an essential form of pioneering research, it is now critical to comprehend the experiential process in which experience is turned into revolutionary understanding. In their study, (Steiner, Artur & Jack, Sarah & Farmer, Jane, 2009) compared social and commercial entrepreneurs. People who are interested in social change and have a social objective are known as social pioneers. In this analysis, the basic characteristics of a social activist that distinguish them from other entrepreneurs are explored. The main difference is in the aim, vision, focus, and level of operations. According to the report, social entrepreneurs should pursue recommendations to improve their entrepreneurialism by using a potential platform. (Hockerts, Kai. 2017) built on the model proposed by Mair and Noboa in their paper in 2006. According to the model, there are four main variables that influence social entrepreneurship intentions. The study suggested that the above model could be extended by adding two more factors, namely the social entrepreneur's historical knowledge and the social challenges that exist in the sector. There was a clear link between previous experience and the desire to start a social enterprise. Self-efficacy is also essential for the development and growth of social entrepreneurs.

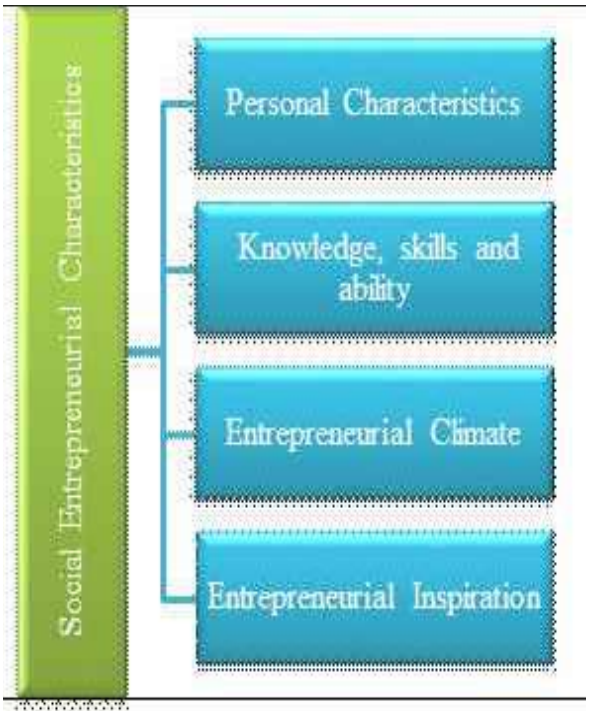
(Beatrice Orlando and Maria Ferri, 2018) This research focuses on social interventions to assist organisations that depend on social credibility to survive and create social meaning by exploiting underserved people's groups. In summary, this paper examines the core characteristics of starting an organisation in the event that business visionaries emerge from a disgruntled community of individuals. At the aggregate stage, the researchers are using an incredibly large scale sample of 1,563 assumptions. The time frame covered is from 2004 to 2018. The study looks at the most important aspects of starting a company, including the originator and gender enumeration (low and low-medium pay). The research shows that strategies for boosting social business ventures and social reform are also ineffective on a large scale. This commitment broadens knowledge in a relatively new field of research. The researchers lead by bringing to light the discrepancies in sexual orientation as a poor clarification for social business enterprise. Joyce K.H. Nga and colleagues (Joyce K.H. Nga and colleagues, 2018) The aim of this study is to learn more about the impact of the Big 5 Personality Traits on social business metrics (social vision, sustainability, interpersonal organisation, prosperity, and budgetary returns) in Argentina and Peru. Previous research has frequently concentrated on understudy studies, and none of them have involved the Latin American scene. This research shows a new example of business visionaries working in countries where social entrepreneurship has not been thoroughly explored yet is seen as potentially important in connecting the state-market divide in providing economic assets to the development of the social dimension. According to findings, the most convincing character characteristic in the evaluations of the social business person is conscientiousness, which has an effect on all returns other than monetary returns. Transparency, which includes extroversion to the casual world and monetary rewards, has a deeply positive impact on internal organisation and growth while having a completely negative impact on supportability.

In her research, (Shinu Abhi, 2014) examines the challenges, values, hopes, opportunities, threats, subsidies, procedures, action plans, and social and monetary implications of social and business adventures. An theoretical point of view about how societal endeavours work with greater lucidity and bearing will motivate this field of research. Furthermore, this investigation would aid in the advancement of theory in the field of social business enterprise. (According to the 2018 Ashika Report) This study contains information on more than 20 social entrepreneurs who are making a positive difference, as selected by Ashoka Innovation for Public. A concise profile of the chosen social entrepreneurs in different industries is given for

further study purposes. The report's analysis shows how one entrepreneurial aim differs from another based on the various segments they serve.

While several studies have been conducted in the field of entrepreneurship, the division of social entrepreneurship has yet to be studied. Furthermore, the social entrepreneurs are not well-studied in Bangalore city which is the hub for rising social entrepreneurs. The current research aims to investigate the personal reasons that motivate entrepreneurs to pursue social entrepreneurship and create a sustainable social enterprise.

Figure 1 : Social Entrepreneurial Characteristics



The contingent and independent variables under investigation are depicted in figure 1's conceptual context. The important variables defined from the literature and used to analyse the impact of each variable on overall social entrepreneurial characteristics are personal characteristics, knowledge, expertise, and capacity, entrepreneurial climate, and entrepreneurial inspiration.

Internal and external variables are the key determinants of social entrepreneurship. Personality is influenced by internal variables, while the Entrepreneurial Climate is influenced by external factors. Internally, the entrepreneur's identity, leadership and management capability, interpersonal skill, and entrepreneurial environment conditions are all critical for producing profitable businesses. In terms of the external dimension, factors that encourage early company development include a favourable environment (such as market potential and technical sophistication), a high quality of entrepreneurs or entrepreneurial teams (such as competence, age, and knowledge), and the advancement of entrepreneurial support strategies.

Personalities, human capital, femininity, entrepreneurial motivation, entrepreneurial environment, and start-ups are six variables that influence the success of social entrepreneurship, according to (Sun Guicui and Wang Xingyuan, 2012). Favorable personalities refer to whether or not an entrepreneur has the ability to take risks or a strong motivation to see their business prosper. Commitment and cordiality (i.e., coordination and listening ability) are positive social entrepreneur characteristics (i.e., spirit of sacrifice). Support for growth opportunities from government policy, as well as friendly competition among rivals, contribute to a favourable environment for successful businesses.

In the knowledge economy, continuing to acquire new information and develop new skills ensures that one person can thrive in a diverse and ever-changing society. Only by maintaining learning to keep up with time will an employee avoid being pushed out of a dynamic workplace due to accelerated skills renewal. Entrepreneurs would be able to accept new technologies more easily if they adopted a positive learning approach. When it comes to putting ideas into action, entrepreneurs have good executive skills that help them reach higher competitiveness. When working with subordinates, customers, and vendors, having strong listening and language skills is extremely beneficial. To assist Entrepreneurs in running businesses steadily and profitably, it would be beneficial to have good leadership and management abilities.

According to sociology, three categories of personalities are interested in Social entrepreneurial qualities that foster career development: primary personality, core personality, and secondary personality, according to (Li Ning, 2013). Self-confidence, self-reliance, and honesty are primary personalities; willpower, tenderness, image-caring, and family-orientation are secondary personalities; and studiousness, cleverness, and vigour are secondary personalities.

Because of the shortcomings of cultural expectations and traditional values, the potential of social entrepreneurs is undervalued (Zhu Li-ping, 2012). Entrepreneurs are typically required to play a conventional position of raising money and are seldom allowed to participate in social events or operate a company, making it difficult for a social entrepreneur to demonstrate their strength and ability. Previous literature suggests that common values and the social entrepreneurial climate constrain entrepreneurs' ability to be entrepreneurs. (Zhu Li-ping, 2012) discovered that women are traditionally restricted to being housewives, that they are not permitted to act as entrepreneurs in order to achieve their ambitious aspirations, and that the limitation of traditional value undermines self-realization and personal value.

In recent years, the emergence of social entrepreneurship has led to significant shifts in the social and industrial structures. Entrepreneurs are able to take on opportunities and partake in social entrepreneurship as a result of the profound shifts in the social system. Furthermore, improvements in the industrial structure provide a plethora of market possibilities, which alters entrepreneurs' self-perception (Chen Huiji, 1997) Entrepreneurial Inspiration is the energy that propels entrepreneurs to become social entrepreneurs.

Personal characteristics, knowledge, abilities, and capacity (KSA), entrepreneurial climate, and entrepreneurial inspiration were all considered in this study as factors that influence female entrepreneurship efficiency. In the current study, AHPP will assess the importance of these variables (analytic hierarchy process).

RESEARCH METHODOLOGY

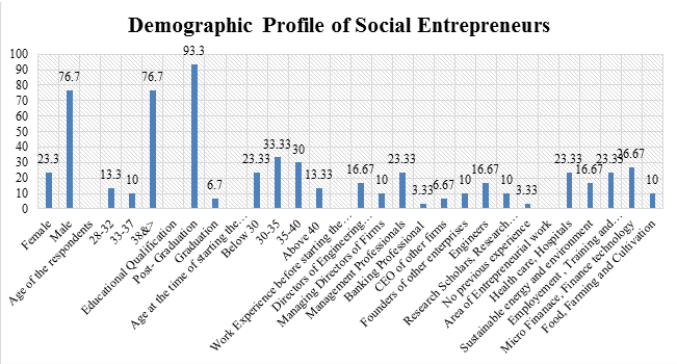
- **Analysis Tools**

Because of the linguistic scale of AHP, there is no hazy uncertainty among decision-makers. Traditional AHP was developed by Larrhoven & Pedrycz, and the Fuzzy Analytic Hierarchy method was developed by Larrhoven & Pedrycz (FAHP). The pairwise contrast matrix was then introduced into the triangular fuzzy number of the fuzzy set theory. The aim is to resolve any unclear problems that arise during the analysis of criteria and decision-making methods. In addition, FAHP improved the downside that was not used in fuzzy matrix to gain weight, and the concept of continuity transformed fuzzy matrix. The Fuzzy AHP online app was used to administer the FAHP exam. http://fuzzy-ahp-software.onlineoutput.com/

DATA REVIEW OF STUDY PARTICIPANTS

15 questionnaires were issued, according to the expert investigation, and invalid questionnaires were omitted. As a result, 7 accurate questionnaires were evaluated The participants' demographic details were provided in figure below:

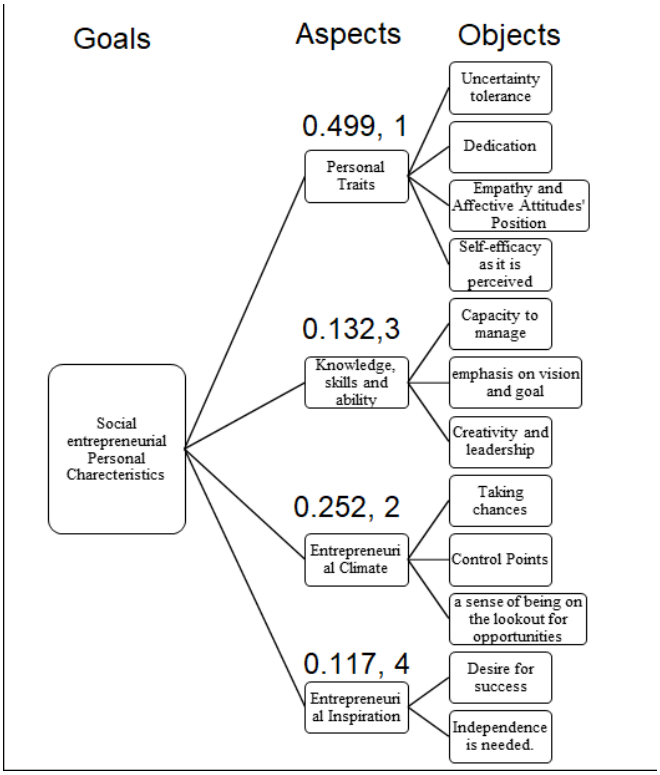
Figure 2: Demographic variables of the social Entrepreneurs



RESULTS AND DISCUSSIONS

In the present analysis, the key factors examined are divided into three levels: the first level is goal, the second level is aspect, and the third level is objective, as seen in Fig.3

Figure 3 : key factors examined in FAHP



Based on research by experts, the data collected was analyzed and internal consistency was achieved. To obtain the matrix of average preference, the geometric mean was adopted. The relative weights of all aspects and goals are presented as follows:

The weight of the four considerations and the geometric mean weight of each component is shown in table below:

Table 1: Geometric mean weight

Considerations	Weight	Rank	C.I.	C.R.
Skill and Ability	**0.132**	3	0.0862	0.08716
Personal Characteristics	**0.499**	1		
Entrepreneurial Climate	**0.252**	2		
Entrepreneurial Inspiration	**0.117**	4		

According to Table 1, the relative importance of the four facets is as follows: personality comes first, followed by company entrepreneurial environment, talent or capacity, and finally entrepreneurial inspiration. Personality is the most important aspect impacting entrepreneurship, according to the poll, with a weight of 49.9%, or almost half of the overall weight, in the entrepreneurship process. This means that personality plays a significant role in entrepreneurship success. Entrepreneurs who make effective use of their Tolerance of uncertainty, Commitment, Empathy, and the importance of affective attitudes and perceived self-efficacy will be more competitive in the workplace. A desirable Entrepreneurial Climate came in second with 25.2 percent, showing that, in addition to personality, a desirable Entrepreneurial Climate plays an important role in promoting the growth of entrepreneurship.

That it ranks fourth in the Entrepreneurial Inspiration rating (11.7 percent) does not mean it is unimportant; rather, it indicates that it plays a minor role in explaining the whole entrepreneurship process. While entrepreneurial inspiration is a motivator, other factors can alter, vanish, or be substituted. It is superior talent, not entrepreneurial inspiration, that facilitates entrepreneurship success. Of all the factors, personality plays the most important role in the entrepreneurship process.

A GOAL'S OVERALL WEIGHT MEASUREMENT

Entrepreneurs are more worried with their talents or ability, according to the results. They can receive more public support and respect if they develop their talent or abilities. They claim that learning will allow them to respond to rapidly evolving markets and develop new knowledge. Executive skills also assist entrepreneurs in putting philosophy into practise. Communication skills may help customers and staff form a harmonious partnership when their desires are met. In the workplace, creating a harmonious alliance between team members, as well as leadership and managerial capacity, would be crucial.

Entrepreneurs' shared ideals of sociality, accomplishment, and cordiality, as well as their meticulousness and government patronage, illustrate the crucial factors driving their performance in entrepreneurship. Traditional ideals have a far-reaching effect on entrepreneurship that is impossible to change in a brief period of time. Entrepreneurs will flock to the office as a result of their battle against conventional values. Entrepreneurial motivation to accomplish proactive goals in the hopes of gaining approval and acceptance. The government's entrepreneurship programme represents the government's optimistic approach toward entrepreneurs by offering resources and preferential care to assist them in their entrepreneurial endeavors. Surprisingly, entrepreneurs do not place a high priority on building knowledge networks and relationships while beginning a company. Entrepreneurs aren't meant to be good at finding facts and cultivating intimate partnerships, but they focus on their own relationships less while chasing entrepreneurial performance. According to the philosophy of building on opportunities and eliminating drawbacks, entrepreneurs would rather use their own power than their partnership to be competitive in industry. Being exceptional at work is a strategy for gaining recognition and acceptance. When gender inequality is abolished, entrepreneurs can no longer be viewed as vulnerable figures. Instead, more resources will be gathered to promote entrepreneurship, and a network of intimate relationships will be built in response.

Company priorities and economic demands have the least effect on entrepreneurs. Entrepreneurs no longer have to make do with a minimal life. They are looking for a feeling of pride rather than financial gain. Most female entrepreneurs have a significant sum of money to launch their own company, so their need for financial assistance in the early stages of entrepreneurship is not considered critical. Entrepreneurs can launch a company and improve the value of society through their own endeavours, aided by government policies, in order to win recognition.

FINAL THOUGHTS AND RECOMMENDATIONS

Authorities should offer tools for self-growth to entrepreneurs by training courses and interpersonal interaction. Since the acquisition of personal skills or abilities is so crucial for entrepreneurs in the process of entrepreneurship, the government and other relevant authorities should pay attention to their development by providing them with training courses or opportunities for interpersonal contact to further their expertise. The government should provide an environment that encourages entrepreneurs to start businesses. Entrepreneurial potential is unquestionably inferior to that of men. To compensate for their loss, the government should provide favourable financial, legal, and regulatory conditions as well as resources to entrepreneurs. The government should change the normative value by recommending that entrepreneurs are not male accessories, but rather have the same rights as men without gender discrimination. It is thought that the positive characteristics of Entrepreneurs are useful during entrepreneurship. Entrepreneurs should be able to effectively use personal characteristics like sensitivity, meticulousness, and care. To maintain high-level engagement with customers and employees while cultivating their own entrepreneurial talents, overcoming challenges, and enhancing the quality of services and products, it must understand business veins and customer preferences. It is expected to create some networking clubs or community forums in order to merge information networks and relationships. Entrepreneurs will also improve their own company's standard, while also having more opportunities to collaborate and engage with coworkers.

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Impact of Information Technology in Stimulating the Efficiency of Tax Management

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ABSTRACT

Taxes are the major source of revenue for the government to spend for national development. Information technology is believed to improve tax collections and reduce the budget deficit, but the electronic tax administration system continues to face challenges in implementing the planned budget goals. Tax administration and changes in the digitized framework have always been an endless debate. This research is an attempt to study the effectiveness of information technology in stimulating the efficiency of tax management by taking into consideration of the opinion of 21 respondent accounting and Auditing officials, who manages the accounts of various companies on Digi platform. The findings of the study revealed that there is a positive impact of information technology being used in the companies for tax management, but the tax authorities have failed miserably in helping the small businesses with tax technologies and in capitalizing tax technologies. The study recommends that the concerned authorities must spread awareness about the tax technologies through which reduction in manpower costs is possible and the small businesses can be more compliant. Further studies could be done with larger samples to validate the findings.

Keywords: Information Technology, Tax Administration, Digitalization, Digi Platform, Small Business.

INTRODUCTION

In recent years, Information Technology has been one of the topics of discussion among writers, researchers, and managers at all levels due to its vital role in achieving organizational goals and ensuring the organization's financial stability. Technological advances to improve the work of organizations in various sectors and the interest in information in today's world are driving the opportunities available to us to achieve the competitive advantage we drive. This situation is exacerbated if these organizations are dealing with an external environment that represents vast sources of data and information, and the process of control becomes less straight forward and is based on volume criteria.

Sabir et al. (2021) defined e-taxation as "a process in which tax documents or taxes returns are submitted through the internet, usually without the need to submit any paper returns." Tax administration is no exception to how Information technology has altered business operations. The emergence of new technologies and tools has increased the efficiency, accuracy,

and transparency of tax management. Tax authorities have been able to streamline their operations, cut expenses, and increase compliance rates thanks to the technology integration into tax management. In this regard, information technology has a considerable impact on enhancing tax management efficiency. Automation of operations is one of the most important advantages of information technology in tax management. Manual processes have been replaced by automated ones because they were frequently prone to mistakes, delays, and inconsistencies. With automated technologies, tax authorities can now watch and monitor transactions in real-time, making it simpler to spot non-compliance and potential fraud.

The use of data analytics and machine learning algorithms by tax authorities has been made possible by information technology. Tax authorities can more quickly and reliably identify non-compliant conduct by analyzing massive volumes of data to find patterns and trends. Information technology has also made it possible for tax authorities and taxpayers to communicate more effectively. Taxpayers can easily and comfortably obtain information, complete tax forms, and make payments using online portals and chatbots. As a result, taxpayers are now under less administrative stress, and compliance rates have increased.

REVIEW OF LITERATURE

A study by Shahroodi contributed to understanding the measurement of efficient tax system and associated factors in bringing efficiency. Literature highlights that factors of tax efficiency are information technology, tax law, administrative procedures, private sector, services, promotion, tax evasion and education. However, the findings were that factors such as tax law, access to private sector services, tax penalties, fines and administrative procedures were not seen as effective factors for the efficiency of the tax system. Taxpayers can be an effective factor in the efficiency of the tax system. However, other factors may also influence the tax system and improve tax practices.

According to Pshdar Abdalla Hamza et.al. Tax authorities are increasingly turning to e-government-based solutions, such as electronic tax returns, to improve public service delivery and tax efficiency. Several tax authorities around the world have implemented electronic tax administration systems to interact with taxpayers in tax collection, administration, and compliance settings to improve the effectiveness and efficiency of tax administration and collection.

The contribution of Olaoye Clement Olatunji A and Kehinde Busayo Ayodele to the existing literature explored the impact of information technology on tax administration in southwestern Nigeria. A descriptive study design was used, with data collected using questionnaires and analyzed using multiple regression and Pearson's product-moment correlation. Study examined the impact of information technology on tax productivity and the relationship of information technology to tax enforcement and tax planning and it reveals that information technology brings higher level efficiency in tax administration now and then. Information technology (online tax returns, online tax registrations, and online tax transfers) has a positive impact on efficient tax administration (Pshdar A Hamza, 2021).

The work of Moyo Arewa and Stephen Davenport defines a conceptual framework for understanding why tax reform efforts often fall short of their goals and how results can be improved in the future. The framework contains three key elements namely; (1) The importance of understanding political support for reform or political barriers to tax reform and developing concrete strategies to identify, address and address these challenges; (2) A social contract, or an emphasis on confidence-building associated with implementation and facilitation as part of the overall vision of tax reform; (3) Context-specific strategies and reform strategies tailored to the needs, circumstances and constraints of each country's context. Central to this framework is the belief that past tax reform efforts have proven too narrow, focusing on technical solutions, and overlooking the political determinants of reform success.

A similar study by Olaoye Clement Olatunji A and Kehinde Busayo Ayodele highlighted that information technology enhances the level of productivity in tax collectivity and administration. Specifically, online filing and remittance of tax returns by taxpayers are inversely associated with tax planning and implementation by tax administrative agencies. The adoption of information technology in the registration of eligible and potential taxpayers portrays efficiency in tax planning and implementation which in turn ensures ease collectivity of tax returns. This study

recommends that: filing of tax online should be monitored and controlled because of its adverse effect on planning and implementation of tax collectivity; respective agencies (federal, state and local government) responsible for tax collection should sensitize eligible and potential taxpayers on the process and suitability of online tax registration by taxpayers in order to enhance its impact on tax administration in the country.

STATEMENT OF THE PROBLEM

The problem addressed in the study was to determine the effectiveness of information technology in stimulating the efficiency of tax management. The study sought to identify the extent to which technology adoption has impacted accuracy, efficiency, transactional costs, visibility of tax remittance, penalty reduction, workload, and identification of tax leakages. The study aimed to provide insights into the potential benefits and challenges associated with the adoption of technology in tax management and to guide organizations in implementing effective strategies to improve tax compliance and management.

OBJECTIVES OF THE STUDY

1.Assessing the impact of tax knowledge and technological advancement in the tax system.

2.Analyzing the result of technology adoption and its contribution towards better tax management.

3.Measuring the tax technological gap and to identify ways to enhance e-tax landscape for tax authorities.

MATERIALS AND METHODS

Data and information required for the study has been gathered from both primary and secondary sources. A structured questionnaire was distributed among 21 respondent Accounting and Auditing officials, who manage the accounts of various companies on Digi platform. The data analyzed by using simple percentage analysis to arrive at conclusion.

LIMITATIONS OF THE STUDY

The research findings are the outcome of a small number of respondents and all respondents belongs to different firms of one region.

RESULTS AND DISCUSSION

I. The list of Companies officials working in Accounting and Auditing section participated in the study are:

1. Shri Padmavati Agencies
2. AMBE Exports
3. VTH Source Components Pvt. Ltd.
4. Pylon Management Consulting Pvt. Ltd.
5. Tejmukh Construction Pvt. Ltd.
6. Democrat City
7. Hyagreeva Hotels & Resorts Pvt. Ltd.
8. Ramsons Garment Finishing Equipment Pvt. Ltd.
9. QCS DS Labs
10. Jai Sai Steels Balls Pvt. Ltd.
11. Jay Keshav Exports Pvt. Ltd.
12. Jai Sai Engineering
13. Mahaveer Exports
14. Seedolabs Pvt. Ltd.
15. Ramdhan Laundaries
16. Sagar Fab
17. Stallion Properties
18. Swen Tech
19. Sai Ganapath Hotels Pvt. Ltd.
20. Techzone Technologies Pvt. Ltd.
21. Print Point India Pvt. Ltd.

II. Type of Business/Industry the respondents work for.

Table: 1

Business/Industry	No. of Respondents	Percentage
Chemical	1	4.76
Clothing	2	9.52
Construction	3	14.28
E-Commerce	1	4.76
Educational Training	1	4.76
Electrical Distributors	1	4.76
Exporting	1	4.76
Hospitality	2	9.52
HR Consultancy	1	4.76
Manufacturing	2	9.52
Printing	1	4.76
Trading	4	19.04
Wholesalers	1	4.76
Total	**21**	**100**

From table 1, we can see that each industry is diverse from one another from which participants are drawn for the study. The most common type of business/industry in the dataset is trading, with 4 companies (19.04%). Construction is the second most common with 3 companies (14.28%), followed by clothing and hospitality, each with 2 companies (9.52%). The other types of businesses/industries have 1 company each (ranging from 4.76% to 4.76%).

III. Technology in Tax Management

Leaning into technology can give tax professionals more time to bring strategy and innovation to the table. The opinion of respondents regarding whether technology has an impact on tax management or not is presented below.

Table:2

Opinion	No. of Respondents	Percentage
Yes, it has impact	18	85.71
No, it has impact	3	14.29
Total	**21**	**100**

From table 2, it can be viewed that most respondent officials (85.71%) are in the opinion that the technology can help in effective tax management. This opinion is a clear indication for the authorities to enhance digital tax system and use more sophisticated Digi platforms. The effectiveness of technology in tax management likely depends on various factors, such as the specific technology used, the nature of the tax management tasks, and the expertise of the individuals involved. Nonetheless, the majority response suggests that people believe that technology can play a valuable role in tax management.

IV. Handling of Information Technology in Tax System

The respondents were asked to know about the easiness of handling IT in tax management and the responses are analyzed below.

Table:3

Opinion	No. of Respondents	Percentage
Strongly Agree	9	42.9
Agree	7	33.3
Strongly Disagree	1	4.8
Disagree	4	19
Total	**21**	**100**

Table 3 data reveals that nearly 76 percent respondents agree towards the easiness of handling IT in practice of tax management activities. However, the rest 24 percent have slightly different opinion that IT handling in case of tax management is quite difficult. This disagreement states that this requires extra effort, suggesting that there may be some challenges in handling information technology tax systems for individuals or organizations. It's worth noting that the statement is somewhat ambiguous, as there are many different types of information technology tax systems with varying levels of complexity. Therefore, the results of this survey may be influenced by the specific systems that the respondents are familiar with.

V. Awareness about Tax Technology

Herein respondents were asked to indicate their responses towards awareness about the number of tax technologies available in the representing firm/company.

Table:4

Number of Tax Technology aware by the companies	No. of Respondents	Percentage
<1	9	42.9
2-5	8	38.1
>5	4	19
Total	**21**	**100**

Table 4 data clearly indicates awareness of companies towards Tax technologies. It is found that 43 percent of companies are not aware of more than one tax technologies for their tax management whereas most respondents (57%) opined that their company is aware of more than one tax technologies. However, the awareness level is quite low in case they are aware about more than 5 tax technologies and data shows their representation is just 19 percent and which is an indication that there is potential for companies to explore more tax technology solutions to improve their tax management processes.

VI. Application and Use of Tax Technologies

The respondents who participated in the survey were asked to indicate their responses towards the number of tax technologies used/using by their company at present. The responses are tabulated below.

Table:5

Number of Tax Technologies Used/Using by companies	No. of Respondents	Percentage
One	12	57.14
Two	8	38.09
Three	1	4.7
Four and more	-	-
Total	**21**	**100**

Most respondents (57.14%) opined that their company has applied only one tax technology for their tax system management so far. A significant number of respondents (38.09%) said that their company has used two tax technologies. Whereas only one respondent (4.7%) opined that their company has applied three tax technologies. None of the organizations that participated in the study has applied four or more than four tax technologies. These results indicate that many companies are using at least one tax technology solution to help with tax management, and some are using multiple solutions. The use of a greater number of advanced technologies will ensure companies to have greater advantages of managing tax system.

VI. Implementing Tax Management Technology and Efficiency of Tax Management.

The respondents were asked to indicate their responses towards the level of improvement in efficiency of tax management because of implementation of tax management technology

Table: 6

Level of Improvement	No. of Respondents	Percentage
High	17	81
Average	3	14.24
Low	1	4.76
Total	**21**	**100**

About improvement in tax management system, it is observed that 81 percent respondents duly acknowledged that technologies contribution in high. However, the opinion of rest is an indication that the users of tax technology must have deeper experience in using and reaping the benefits of tax management technology. The result found that many companies have found tax management technology solutions to be effective in improving the efficiency of their tax management processes.

VII. Need and Essentials of Training

When users undergo training, it improves their skills and knowledge of the job and builds their confidence in their abilities. This will improve their performance and make them work more efficiently and effectively. The respondents were asked to indicate their responses towards the need for training in management of tax technology.

Table:7

Need for Training	No. of Respondents	Percentage
Very much	17	81
Much	1	4.76
Not at all	3	14.24
Total	**21**	**100**

Most respondents of the study (86%) opined that extensive training is required for effective adoption of new tax technology tools, while rest of respondents (14%) opinion that training is not essential. The response helps in understanding that implementing new tax technology and its effective utilization may require significant and continuous training and support.

VIII.Cost of Implementation

Costs have been identified as a key outcome in implementation. Economic evaluations (comparing alternatives based on both costs and benefits) can inform resource allocation decisions and influence stakeholder acceptability, adoption, or sustainability of an implementation strategy or intervention.

Table:8

Range of Average Cost of Implementation	No. of Respondents	Percentage
<1 Lakh	2	9.52
1-5 Lakhs	4	19.04
5-15 Lakhs	3	14.28
Not Aware	12	57.16
Total	**21**	**100**

It is notable that more than half of the respondents (12 out of 21) were not aware of the cost of implementing new tax technologies in their company or did not find the question applicable to their situation. Among those who did provide a cost estimate, the majority reported costs in the range of 500,000 or less, with only a few reporting costs between 5-15 lakhs, which is a range of higher costs. These results suggest that the cost of implementing new tax technologies may vary widely depending on the company and the specific technologies being implemented.

Further, the interview with respondent officials is helped in analyzing various aspects like auditor / tax consultant familiarity with tax technology, aiding in tax technology, identifying tax technological management gaps, ability to adopt with migration from offline method of tax payment and compliance to online method of tax payment and compliance and so on. The following recommendations were made by the respondents to the betterment of information technology tax management. They are,

1. Mobile applications should be developed for tax management, which could be more feasible and easier to operate.

2. The tax professional should manage the entire tax function for greater visibility.

1. 3.Employees must be well trained to operate tax technologies.

4. Tax technology can be much more simplified.

5. Complexity of tools should be reduced for easy adoption of tax technologies.

6. Reduction of compliances by government is much needed for better tax management.

FINDINGS AND SUGGESTIONS

India has been focusing on upbringing the tax technology solutions in the country. The tax authorities have failed miserably in helping the small businesses with tax technologies and tax technologies are not capitalized. There is very little awareness about tax technologies among the industries due to which their expenses on taxes are high and companies tend to formulate bad decisions. Most of the small-scale companies don't care about online/offline tax management because they completely rely on tax professionals/auditors for tax management. When implements of any tax technology tool, their compliance will become more obvious.

Larger corporate firms and industries are much more aware about the tax management technologies, but the smaller firms are left behind. Tax authorities must spread awareness about the tax technologies and subsidies for the same available to the smaller firms. Small industries completely depend on the tax professionals for tax management, but proper guidance provided to them would reduce manpower costs. MSMEs have no access to mid-level tax technologies due to which they suffer from tax litigation, hence, MSMEs should be educated regarding tax technologies to prevent tax litigations.

MANAGERIAL IMPLICATION AND CONCLUSION

The impact of Information Technology on Tax Management has been significant over the past few years. Information technology has revolutionized the tax management process, making it more efficient, accurate, and transparent. The use of technology in Tax Management has enabled organizations to automate many of their processes, streamline their workflows, and improve compliance with tax regulations. One of the keyways in which technology has stimulated the efficiency of tax management is through the adoption of online tax payment systems. This has enabled organizations to reduce the amount of time and effort spent on manual processes, including the preparation and submission of tax returns. Online systems have also reduced the risk of errors and the associated penalties.

The use of technology has also improved the transparency of Tax Management, providing stakeholders with greater visibility into the tax process. This has helped tax authorities to monitor and enforce compliance with tax regulations more effectively. In addition to improving efficiency and transparency, the use of technology has also helped to identify tax evasion and reduce tax avoidance. Advanced analytics and data mining tools can be used to identify patterns of non-compliance, enabling tax authorities to target their enforcement efforts more effectively. The adoption of technology has also facilitated better communication and collaboration between assesses. The use of online portals and digital communication channels has enabled organizations to communicate more effectively with tax authorities, making it easier to resolve issues and respond to requests for information. While the adoption of technology has brought many benefits to tax management, it has also presented some challenges. For example, small scale industries and MSMEs may struggle with the adoption of new technology, particularly if they lack the necessary skills and expertise to implement and manage these systems. This highlights the importance of providing adequate training and support to ensure that organizations can make the most of their technology investments. Another challenge associated with the adoption of technology is the risk of cybersecurity threats.

Overall, the results suggest that the adoption of technology has been effective in improving tax management and compliances. Organizations should continue to explore the potential benefits of technology in this area and consider strategies to address any associated challenges.

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