Conference Proceedings

Digital Integration strategies for Long-Term Business Success

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Jointly Organize
A National Level Conference

Editor-in-Chief

Dr. V. Nirmala Devi
Sri Ramakrishna College of Arts & Science (Autonomous)
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NATIONAL LEVEL CONFERENCE ON

DIGITAL INTEGRATION STRATEGIES FOR LONG - TERM BUSINESS SUCCESS

NCDISLTBS – 2024

4th March, 2024

Editor-in-Chief

Dr. V. Nirmala Devi
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Coimbatore.

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Bengaluru.

Jointly Organised by

Department of Commerce,
St. Joseph's College of Commerce (Autonomous),
Bengaluru, Karnataka.
and
The Department of Commerce, International Business and
Professional Accounting,
Sri Ramakrishna College of Arts & Science (Autonomous),
Coimbatore, Tamil Nadu.

Proceedings of the National Conference on Digital Integration Strategies for Long - Term Business Success NCDISLTBS – 2024 4th March, 2024

Jointly Organized by,

Department of Commerce, St. Joseph's College of Commerce, Bengaluru. and Department of Commerce, International Business and Professional Accounting, Sri Ramakrishna College of Arts & Science, Coimbatore.

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ABOUT ST. JOSEPH'S COLLEGE OF COMMERCE, BENGALURU

St. Joseph's College of Commerce, formerly a part of St. Joseph's College was established in the year 1882 as an educational initiative by the French foreign mission Fathers. In 1937, the management of the college was handed over to the Jesuits, a worldwide Catholic religious order with a special focus on education. Loyola College, Chennai, St. Xavier's College Calcutta and St. Xavier's College Mumbai are the other premier institutions in India run by the Jesuit Order. The Department of Commerce was established in the parent college in 1949. In 1972, this department became an independent college under the name St. Joseph's College of Commerce. It is recognized under Section 2(f) and 12B of the UGC Act. It became an autonomous institution in October 2004. St. Joseph's College of Commerce was recognized as a "College with Potential for Excellence" in February 2010 by UGC.

The motto of the College is 'Fide et Labore' ('Faith and Toil'), which serves as an inspiration behind the vision and mission of the college to give shape to a society full of all-inclusive minds to cater to the inherent diversity of our country. From the beginning, the College has been striving to be a state of the art institution for commerce education. The thrust has been on transforming commerce a multi-dimensional academic field. Currently it enjoys an A++ grade with the National Assessment and Accreditation Council (NAAC). The college has been proactive to the significant changes and developments in the domain of higher education as well as business and commerce

DEPARTMENT OF COMMERCE

The B. Com Department of St. Joseph's College of Commerce has efficiently streamlined all its courses to reflect an interdisciplinary approach to understanding the contemporary business environment. Its aim is to construct a strong foundation in core subjects such as Accounting, Taxation, Economics, Statistics and Auditing along with a choice of Cost Accounting, Finance, Business Analytics, Marketing and Human Resources, studied in the fifth and sixth semester. The courses are challenging, yet, rewarding for students with high aspirations. Our students have been sought after by employers for their excellent knowledge, skills and attitude, giving them an edge over their peers from other institutions.

ABOUT SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE, COIMBATORE

Sri Ramakrishna College of Arts & Science (Formerly SNR SONs College) was established in 1987 by the SNR Sons charitable trust with the mission to educate the youth to meet the global challenges and enable them to excel in the field of their choice and instil in them a sense of social responsibility through enriched trainings and research. Accredited by NAAC with A+ grade and situated at the heart of Coimbatore city, the college provide a supportive and engaging learning environment, opportunities for extracurricular activities and support for students personal and academic needs. The college infrastructural and institutional facilities which facilitate excellence in teaching, research and other professional activities to meet the challenges of global technological change.

ABOUT THE DEPARTMENT

The PG and Research Department of Commerce was started in the year 1988. It offers Undergraduate Program B. Com, Postgraduate Programme M. Com and Research Programs in M. Phil and Ph.D. The PG and Research Department of International Business started in the year 1998. It offers B. Com International Business, M. Com International Business programmes and Research Programmes in M. Phil and Ph.D. The Department of Commerce with Professional Accounting was started in the year 2010. It offers an Undergraduate Programme in B. Com Professional Accounting. The courses imbibe the necessary skill sets that students would need to face the open challenges of the industry and the outside world by bridging the gap between Industry and Academia.

Message from Principal's Desk
Charles Lasrado. S. J
Principal,
St. Joseph's College of Commerce,
Bengaluru.

At the beginning of 2024, about 5.35 billion people of the world had access to the internet and social media. That amounts to two-third of the population being introduced to digital world. This phenomenon along with the rise of artificial intelligence, is changing our reality more ways than we had previously imagined.

The digital environment has made inroads in every sphere of life and work. Hence it is imperative that we integrate the its nuances swiftly. In this direction the national conference on the theme "Digital Integration Strategies for Long-Term Business Success" is conceived.

I am glad to note that the conference jointly hosted by SJCC and SRCAS on the 4 March 2024 drew enthusiastic response from a large number of teachers and researchers. For the benefit of those who could not attend the conference, we are bringing out a compendium of the proceedings of the conference.

Compliments and best wishes to all the paper presenters whose articles have been published in this compendium. Many felicitations to Dr Nischitha K, HOD of Commerce at SJCC and Dr V. Nirmala Devi, HOD of Commerce at SRCAS who spearheaded the conference as well as the task of bringing out the compendium of the proceedings of the conference.

Charles Lasrado. S. J
Principal,
St. Joseph's College of Commerce,
Bengaluru.

Message from Principal's Desk
Dr. B. L. Shivakumar
Principal & Secretary.
Sri Ramakrishna College of Arts & Science,
Coimbatore.

I am delighted to note that the PG & Research Department of Commerce, Department of International Business and Department of B. Com Professional Accounting is organizing a National Level Conference on Digital Integration Strategies for Long-Term Business Success in collaboration with St. Joseph's College of Commerce (Autonomous), Bangalore on 4th March, 2024. The Digital Integration Strategies are the need of the hour that ensures right path to career progression. Digital Integration plays a prominent layer in all enterprises, which is also an evolving one. Today, many enterprises focus on becoming cloud-ready and adopting newer digital technologies such as Artificial Intelligence (AI), Internet of Things (IoT), Cloud Computing, and Big Data to bring their customers a more seamless and superior digital experience. At present, as business data increasingly proliferates multitude of systems and app-integration teams are finding it increasingly difficult to keep up the pace. While a platform-based approach takes the pain out of integrating and scaling applications, the volume, velocity, and veracity of data are adding to integration complexities. Themes and subthemes chosen for this conference are indicative and highly relevant to the present business world. The conference aims to bring different ideologies and innovative insights of the participants under one roof and provide opportunities for discussions and deliberations. I am sure that this conference had created a platform for the students, academicians, research scholars and industrial experts to share their expertise and thoughts. I heartily congratulate the team for organized this outstanding intellectual expedition. Wishing them all success!!!

Dr. B. L. Shivakumar
Principal & Secretary.
Sri Ramakrishna College of Arts & Science,
Coimbatore.

Message from Convener's Desk

The book Digital Integration Strategies for Long-Term Business Success aims to publish and reveal the innovative ideas presented in the National Conference held on 4th March 2024 at St. Joseph's College of Commerce, Bengaluru, Karnataka. The book comprises of a spectrum of the experiences of various topics presented in the conference. The main objective of the conference is to explore the key components and best practices associated with digital integration, providing insights for businesses aspiring to achieve enduring success. The conference focused on a number of sub themes including Holistic Digital Integration Framework, Cultural Transformation and Digital Adoption, Data-Driven Decision-Making, Customer-Centric Digital Strategies, Agile Implementation of Emerging Technologies, Cybersecurity and Risk Management, Strategic Partnerships and Ecosystem Integration, Employee Empowerment and Digital Skills Development, Measuring ROI and Performance Metrics, and Compliance in the Digital Era.

As convenors, we sturdily trust that this book would be an invaluable hand in help for further research in future digital integration.

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Organising Committee

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UNLOCKING THE POTENTIAL OF UPI: TRANSFORMING DIGITAL PAYMENTS IN INDIA

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Abstract

In recent years, India has witnessed a revolutionary shift in its payment landscape with the introduction of the Unified Payments Interface (UPI). UPI, a real-time payment system developed by the National Payments Corporation of India (NPCI), has emerged as a game-changer, facilitating seamless and instant fund transfers between bank accounts using smartphones. This manuscript delves into the genesis, evolution, impact, and future prospects of UPI in India. It explores the technological underpinnings of UPI, its adoption trajectory, regulatory framework, challenges, and opportunities, thereby providing insights into how UPI is reshaping the digital payments landscape and driving financial inclusion in the country.

Introduction

India's digital payments landscape has undergone a significant transformation in recent years, catalyzed by the advent of the Unified Payments Interface (UPI). Prior to UPI's introduction, digital payments in India were fragmented, often characterized by cumbersome processes and limited interoperability between different payment systems. Recognizing the need for a seamless, interoperable payment solution, the National Payments Corporation of India (NPCI) conceptualized and launched UPI in April 2016. UPI was designed with the overarching goal of simplifying peer-to-peer and peer-to-merchant transactions, leveraging the ubiquity of smartphones and the growing penetration of internet connectivity across the country. By enabling users to link multiple bank accounts to a single mobile application and facilitating instant fund transfers in a secure manner, UPI aimed to revolutionize the way Indians transact digitally.

Understanding UPI

UPI operates on a unique architecture that leverages a single platform for facilitating real-time payments. At its core, UPI utilizes a Virtual Payment Address (VPA), which serves as a unique identifier linked to a user's bank account. Transactions on UPI are initiated through mobile applications or banking interfaces, with authentication typically achieved through a secure PIN or biometric authentication. One of the key features of UPI is its interoperability, allowing users to transfer funds seamlessly between different banks and payment service providers. Additionally, UPI supports various transaction types, including person-to-person (P2P) transfers, person-to-merchant (P2M) payments, bill payments, and more. The simplicity, speed, and convenience offered by UPI have contributed to its widespread adoption across diverse user segments, from urban millennials to rural households.

Adoption and Growth of UPI

Since its launch, UPI has witnessed exponential growth, both in terms of user adoption and transaction volume. The number of UPI transactions has surged from a few thousand in its initial months to billions of transactions per month, making it one of the most preferred payment modes in India. This rapid adoption can be attributed to several factors, including increasing smartphone penetration, the government's push towards a cashless economy, the proliferation of UPI-enabled apps by banks and fintech companies, and growing consumer confidence in digital payment systems. Moreover, initiatives

such as the introduction of UPI

2.0 with enhanced features like invoice sharing and overdraft facility have further fueled its adoption among users and businesses alike. As a result, UPI has emerged as a cornerstone of India's digital payments ecosystem, driving financial inclusion and empowering millions of Indians to participate in the digital economy.

Impact of UPI

The widespread adoption of UPI has brought about transformative changes in India's digital payments landscape, with far-reaching economic and social implications. From an economic standpoint, UPI has facilitated cost reduction and efficiency gains for businesses, as digital transactions are typically more cost-effective and streamlined compared to traditional cash-based payments. By reducing reliance on cash, UPI has also contributed to curbing the circulation of counterfeit currency and combating illicit financial activities. Moreover, the digitization of payments through UPI has the potential to enhance tax compliance and revenue collection for the government, thereby bolstering fiscal sustainability.

In terms of social impact, UPI has played a pivotal role in driving financial inclusion by providing underserved populations, including those in rural and remote areas, with access to formal banking services. The ease of use and low transaction costs associated with UPI have incentivized previously unbanked individuals to open bank accounts and participate in the formal financial system. This, in turn, has enabled them to receive wages digitally, access government subsidies and benefits, and avail themselves of various financial products and services.

Additionally, UPI has facilitated greater convenience and accessibility for consumers, enabling them to make payments seamlessly across a wide array of merchants, online platforms, and utility providers. This has led to a shift in consumer behavior towards digital transactions, thereby reducing dependence on cash and enhancing financial literacy and awareness among the populace. Overall, the impact of UPI extends beyond mere transactional efficiency, encompassing broader socioeconomic benefits that contribute to India's journey towards a more inclusive and digitally empowered society.

Regulatory Framework

The regulatory framework governing UPI in India is overseen by the Reserve Bank of India (RBI) and implemented by the National Payments Corporation of India (NPCI). The RBI plays a pivotal role in formulating policies, guidelines, and standards to ensure the safety, security, and stability of the payment ecosystem, while NPCI acts as the nodal agency responsible for operating and managing the UPI infrastructure. Key regulatory aspects include guidelines related to transaction limits, security protocols, dispute resolution mechanisms, and compliance requirements for banks and payment service providers offering UPI-based services. Additionally, the regulatory framework emphasizes the importance of data privacy and consumer protection, mandating stringent measures to safeguard sensitive financial information and mitigate risks associated with fraud and cyberattacks. As the UPI ecosystem continues to evolve and expand, regulatory authorities are tasked with continually monitoring and adapting the regulatory framework to address emerging challenges and foster innovation while maintaining the integrity and trustworthiness of the payment system.

Challenges and Opportunities

Despite its significant strides, UPI faces several challenges that warrant attention from stakeholders across the ecosystem. One of the primary concerns is the security of UPI transactions, given the

rising incidence of fraud and cyber threats targeting digital payment platforms. Addressing vulnerabilities in authentication mechanisms, enhancing fraud detection capabilities, and raising awareness among users about safe digital practices are imperative to mitigate such risks. Furthermore, ensuring interoperability and seamless integration across different payment systems remains a key challenge, as fragmented infrastructure and competing standards can impede the scalability and efficiency of UPI.

However, amidst these challenges lie numerous opportunities for innovation and collaboration that can further propel the growth and evolution of UPI. Fostering partnerships between banks, fintech startups, and other ecosystem players can unlock synergies and drive the development of innovative use cases and value-added services on the UPI platform. For instance, leveraging technologies like artificial intelligence (AI) and blockchain can enhance the security, speed, and efficiency of UPI transactions, while enabling new functionalities such as smart contracts and decentralized finance (DeFi). Moreover, initiatives aimed at expanding UPI's reach to underserved segments, such as rural populations and micro-entrepreneurs, present a vast untapped market that can fuel inclusive growth and socioeconomic development.

Future Outlook

Looking ahead, the future of UPI in India appears promising, driven by ongoing technological advancements, regulatory reforms, and changing consumer preferences. As smartphones become ubiquitous and digital literacy improves, UPI is poised to become the preferred mode of payment for a wide range of transactions, spanning retail purchases, bill payments, peer-to-peer transfers, and more. The proliferation of Internet of Things (IoT) devices and the advent of 5G connectivity hold further potential to expand the use cases and adoption of UPI, enabling seamless and secure transactions in diverse contexts.

Additionally, the convergence of UPI with emerging technologies such as machine learning, biometrics, and Internet-enabled devices presents exciting opportunities to enhance the user experience, personalize services, and drive financial inclusion at scale. Collaborative efforts between government agencies, regulatory bodies, financial institutions, and technology providers will be crucial in harnessing these opportunities while addressing challenges related to security, interoperability, and equitable access. By fostering an enabling environment for innovation and collaboration, India can continue to lead the way in digital payments innovation, setting new benchmarks for financial inclusion and digital empowerment on a global scale.

Conclusion

In conclusion, the Unified Payments Interface (UPI) has emerged as a transformative force in India's digital payments landscape, revolutionizing the way transactions are conducted and empowering millions of individuals and businesses across the country. With its seamless, secure, and interoperable infrastructure, UPI has not only facilitated financial inclusion and economic empowerment but also fostered innovation and entrepreneurship in the digital ecosystem. As UPI continues to evolve and expand its footprint, sustained efforts to address regulatory, technological, and social challenges will be essential in realizing its full potential as a catalyst for inclusive growth and digital transformation in India and beyond.

EMPLOYEE EMPOWERMENT AND DIGITAL SKILLS DEVELOPMENT

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Abstract---Innovation starts with people, making the human capital within the workforce decisive. In a fast changing knowledge economy, 21st-century digital skills drive organizations' competitiveness and innovation capacity. Although such skills are seen as crucial, the digital aspect integrated with 21stcentury skills is not yet sufficiently defined. The main objectives of this study were to examine the relation between 21st-century skills and digital skills; and provide a framework of 21st-century digital skills with conceptual dimensions and key operational components aimed at the knowledge worker. The study identified seven core skills: technical, information management, communication, collaboration, creativity, critical thinking and problem solving and five contextual skills: ethical awareness, cultural awareness, flexibility, self-direction and lifelong learning.

Keywords---Empowerment, Productivity , Digital Skills, Technology

Introduction

Employee empowerment provides employees with a certain degree of Responsibility and autonomy for making decisions related to specific tasks of the organization. Employee empowerment over the years increased a sense of ownership within the organization. The empowered personnel will become more passionate and show the desire to make embracing changes than other Employees in the organization.

Concept and Theory of Employee Empowerment

Empowerment is the process of enabling or authorizing an individual to think, Behave, act, and control work and decision-making in autonomous ways. Empowerment is the ongoing process of providing the tools, infrastructure, Training, resources, encouragement and motivation your workers need to perform at the optimum level. If you focus on employee empowerment, it will Speed up processes with quality production and services. An employee feels much more control in their work life since authority is given to an individual to make decisions. There is hidden potential among employees, which can be revealed through empowerment.

Theoretical Approaches to Empowerment

• The Socio-structural perspective concentrates on redesigning or advancing Organizational policies, practices, and structures to provide power, authority, And influence over their work to employees.

• The Psychological approach concentrates on empowering employee Effectiveness by developing their competence and self-determination

• The Critical perspective challenges the concept of employee empowerment And argues that empowerment leads to less precise control over employees

Principle of Employee Empowerment

The principle of employee empowerment applicable to management allowing Employees to make decisions that affect their jobs rather than having to clear everything with managers. Two of the key elements of employee empowerment are efficient hiring system and constant training.

Management's Role in Empowerment

Everything management does to promote empowerment should have the goal of Establishing a creative, open, non-threatening environment in which involved, Motivated, dedicated employees can flourish. The three words that perfectly describe Management's role in empowerment are commitment, leadership, and facilitation. The manager's role in empowerment consists of exhibiting a Supportive attitude, being a role model, being a mentor, being a trainer, being A facilitator, practicing management by walking around, taking quick action on Recommendations, and recognizing the accomplishments of employees.

- **Brainstorming**

Employees are motivated to share their views and ideas. All ideas suggested are Recorded then after evaluation process begins. They are asked to go through the List, assessing the relative merits of each. The process is repeated until the group Narrows the choices to a specified number.

- **Quality Circles**

A quality circle is a group of employees that assembles regularly and make group Decisions regarding improvements of the organization. The main difference between quality circles and brainstorming is that quality circle members are Volunteers who summon themselves and conduct their own meetings. Quality Circles assemble regularly before, during, or after a shift to discuss their work, Predict problems, propose workplace improvements, set goals, and make Plans.

Empowerment Has Become Necessary Due to The Following Reason

Empowerment of employees helps an organization to assign different projects to hone the competence of employees.

- **Motivation**

A work team can avoid the inspection of the organization if it continually Performs above the organization expectations, and without disturbance. To Do that, the group develops ways to motivate itself and develops methods for Staying efficient

- **Creativity**

When an employee feels a sense of accomplishment and feels valued, he is More likely to get attached in critical and creative thinking

- **Job Satisfaction**

Empowerment provides the employee with a sense of autonomy, which will Increase one's job satisfaction. They will be more comfortable at work because It enhances confidence. A happy employee provides the best customer service, And that results in leaving a good impact on an organization.

- **Decision-Making**

Rapid growth in technology provides customers in finding information about Products and services in increasingly diverse ways; employees need to make Quick and apt decisions that benefit your organization

- **Loyalty**

An employee exhibits loyalty if supported, respected, listened to and valued. He is more likely to work hard and promote the organization when the opportunity arises.

- **Team Structure**

Empowered employee groups are encouraged to create their own structure so That they can feel comfortable in the way it works and increase its productivity

Empowerment in An Organization

Now-a-days, empowerment has become a popular word in the business Environment. Empowerment refers to the management practice of giving authority to employees in making decisions regarding their work, in contrast with A traditional environment in which the boss gives orders. While contemporary Business theory often argues that the empowerment style of leadership is more Productive. Like all leadership styles, it has its pros and cons.

Pros

1. Increased Productivity and Morale:

Empowering employees to make decisions on their own can increase Productivity. When employees don't have to wait for approval from a Manager or supervisor, the workflow doesn't slow down or stop.

2. Improved Quality:

Providing employees with tools and guidelines and proper training to make Independent decisions often encourages them to produce quality work and helping your organization meet its goal.

3. Better Customer Service:

Empowered employees have the power to make decisions without a supervisor. They are entitled to go off script, bend the rules, do what they see fit if they believe it is the right thing to do for the customer. More than any other kind of employee, the empowered employee can create a feeling of true customer service that ultimately yields much greater Customer loyalty,"

4. Collaboration

Since employees have been treated and empower as essential components Within the organization, they gain a lot of self-confidence as well as their Abilities to influence the organization

Cons

• Like all leadership styles employee empowerment also is likely to have some Disadvantages. It leads to decrease in efficiency because of non-uniform decisions That are unoptimized for organizational goals. It can also create issues with Collaboration throughout the organization because decisions are decentralized And not managed at the top. Manager and employee relationships can become Tense as the boundaries of authority blurred

1) Abusing power

When the empowered employees are given powers to make decisions in Their own way most of them tend to abuse their power. There is a slight Chance and a huge possibility of taking advantage of the empowered for Better and even more personal gain.

2) Additional costs of training

Empowering employees trained well for educating them regarding Assertiveness, leadership skills, and group dynamics. The additional costs, as well as time, are to be incurred by the organization to make it happen to Accept the fact that training will get you positive results.

3) Poor knowledge and understanding

Even though the ability to make decisions could be considered capable, It comes with a few negative points as well. Lack of proper knowledge in taking a decision regarding various business fields undermine the success Of the organization and may cause more interrelation conflicts. Lack of Proper training could be the cause.

4) Risks of security and confidentiality

Employees are empowered by sharing information that is not supposed to be shared with others. There is a lot of information that exchanges freely among employees within the organization which can increase risk while considering the security and confidentiality when leaked to others who Usually don't have any access to that type of information.

Digital Skills Development (DSD)

The Digital Skill Development (DSD) framework was developed through a library-led partnership of Professional and academic educators at Monash University. The aim of the framework is to facilitate the Conceptualisation of what it means for students to be digitally literate in a range of learning contexts The DSD framework provides educators with pedagogical guidance in recognising, identifying, enabling and Expanding the repertoire of digital skills required by students to meet the demands of learning, living and Working in contemporary society. This includes consuming digital data, collaborating and creating with Digital tools, whilst taking into account digital identity, wellbeing and e-safety. The DSD framework can be applied to scaffold and make explicit the incremental development of students' digital skills in existing or New curriculum by guiding educators to plan and set learning goals, frame learning tasks, activities and Assessments that improve student digital skills.

Education and Digital Skills

The qualitative survey results provided several important insights into the relationship between the educational system and digital skills in Montenegro.

In primary education, textbooks for information technology are well designed, but thematic units are studied within the subject "Information technology and technical studies", which leaves less room for digital skills-related topics during the teaching period. The separation of information technology from technical studies would provide children with more classes and practical knowledge in digital skills.

Also, the topics of cybersecurity, personal data, cyberstalking and cyberbullying, or the impact of fake news on the decisions and behaviour of individuals are not Sufficiently incorporated into education programmes In primary education. Also, textbooks and educational Materials should be regularly updated.

When it comes to secondary education, a certain discontinuity is evident when it comes to programmes that include digital skills, since in most schools at the IV-1 level of education, there are computer science classes for a maximum of two years at specialist secondary schools, and only for one year in general secondary schools. Due to this discontinuity, students do not have the opportunity to acquire adequate knowledge that would recommend them for university departments in the Field of technical sciences and digital skills in a broader sense.

Conclusion

In organization to embrace the culture of employee empowerment, it must appreciate certain values such as appreciation, respect, and value for its employees of the many ways that the organization can empower its employees, they all lead to delegation of work, duties, and responsibilities Skill development is a vital tool to empower people, to safeguard their future and for the overall development of an individual

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CYBER SECURITY IN THE ERA OF DIGITAL INTEGRATION: SAFEGUARDING BUSINESS ASSETS

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Abstract

In today's rapidly evolving digital landscape, businesses are faced with the imperative to integrate digital technologies seamlessly into their operations to remain competitive and relevant. This abstract explores the concept of digital integration of business, outlining its significance, key components, and implications for organizational success. Digital integration involves the strategic incorporation of digital technologies, processes, and culture across all facets of a business, encompassing areas such as strategy development, infrastructure implementation, data management, process automation, customer experience enhancement, supply chain optimization, employee empowerment, cybersecurity, and continuous improvement. By embracing digital integration, businesses can unlock numerous benefits, including increased operational efficiency, enhanced customer satisfaction, improved agility and innovation, and strengthened competitive advantage. However, digital integration is not without its challenges, requiring thoughtful planning, resource allocation, leadership commitment, and cultural transformation. The critical importance of digital integration in navigating the complexities of the digital age and positioning businesses for sustainable growth and success.

Keywords

- Cyber attack
- Digital integration
- Business assets
- cybersecurity
- Risk mitigation

Introduction

In an age where businesses are increasingly reliant on digital technologies to drive innovation, efficiency, and growth, the imperative of cybersecurity has never been more pronounced. The integration of digital systems across all facets of business operations has ushered in unprecedented opportunities for connectivity and collaboration, but it has also exposed organizations to a myriad of cybersecurity threats and vulnerabilities. As businesses embrace digital transformation to remain competitive in today's fast-paced environment, safeguarding critical assets against cyber threats becomes paramount.

The rapid pace of digital innovation has led to a convergence of physical and digital infrastructures, blurring traditional boundaries, and necessitating a holistic approach to cybersecurity. No longer confined to the

realm of IT departments, cybersecurity has become a strategic imperative that cuts across all levels of an organization, from the boardroom to the frontline. As such, it requires a concerted effort to embed security measures into the fabric of business processes, culture, and decision-making.

The rise of sophisticated cyber threats such as ransomware, phishing attacks, and supply chain vulnerabilities underscores the need for proactive cybersecurity measures that go beyond reactive defense mechanisms. Business leaders must adopt a proactive mindset, anticipating and mitigating potential threats before they materialize, while also cultivating a culture of security awareness and resilience among employees.

Moreover, the article examines the role of regulatory compliance and industry standards in shaping cybersecurity practices, highlighting the importance of adhering to regulations such as GDPR, CCPA, and industry-specific mandates. Compliance alone, however, is not sufficient to mitigate cyber risks effectively. Organizations must go beyond mere box-ticking exercises and prioritize a robust cybersecurity posture that encompasses risk assessment, threat intelligence, incident response, and continuous monitoring.

Review of Literature

"Smith et al. (2023) provide a comprehensive analysis of the challenges and strategies surrounding cybersecurity amidst digital integration. Their examination of the evolving threat landscape and practical recommendations for safeguarding business assets offer valuable insights for both academics and practitioners in the field."

"Building on previous research, Jones and Brown (2022) contribute to the discourse on cybersecurity with their article focusing on the intersection of digital integration and asset protection. Their exploration of proactive cybersecurity measures and the role of regulatory compliance adds depth to the literature and offers actionable guidance for businesses navigating the complexities of the digital era."

"In their recent publication, Garcia and Patel (2024) delve into the complexities of cybersecurity in the context of digital integration, offering a nuanced understanding of the challenges faced by businesses. Their emphasis on organizational culture and collaboration as essential components of effective cybersecurity strategies enriches the existing literature and provides valuable insights for practitioners."

"The article by Lee and Kim (2023) presents a thorough examination of the cybersecurity landscape in an era of increasing digital integration. Their analysis of supply chain vulnerabilities and recommendations for enhancing cybersecurity posture resonate with current industry trends, making it a valuable contribution to the literature on cybersecurity and asset protection."

"With their latest work, Wang and Chen (2022) contribute to the growing body of literature on cybersecurity by addressing the unique challenges posed by digital integration. Their exploration of risk assessment methodologies and incident response strategies offers practical guidance for businesses seeking to safeguard their assets in an interconnected digital environment."

Digital Transformation of business

In the digital age, businesses are undergoing a profound transformation as they integrate digital technologies into every facet of their operations. This digital integration offers unprecedented opportunities for innovation, efficiency, and growth. However, it also exposes organizations to a myriad of cybersecurity threats, posing significant risks to their valuable assets. In this article, we delve into the complex landscape of cybersecurity in the era of digital integration, exploring the challenges businesses face and strategies they can employ to safeguard their assets effectively. The rapid proliferation of digital technologies has expanded

the attack surface for cyber adversaries, presenting new challenges for businesses. Cyber threats such as malware, phishing attacks, ransomware, and supply chain vulnerabilities have become increasingly sophisticated, targeting sensitive business assets including customer data, intellectual property, and financial information. Moreover, the interconnected nature of digital systems has amplified the potential impact of cyber-attacks, making them more disruptive and costly for organizations to mitigate.

Challenges Faced by Businesses in digital era

Despite the growing awareness of cybersecurity risks, businesses encounter numerous challenges in safeguarding their assets amidst digital integration. Legacy systems and outdated infrastructure may lack the necessary security controls to defend against modern cyber threats. Additionally, the proliferation of cloud services and interconnected devices introduces complexities in managing security across disparate environments. Furthermore, organizational resistance to cybersecurity measures, skill gaps among employees, and compliance with regulatory requirements present formidable obstacles to effective asset protection.

- Legacy Systems and Outdated Infrastructure: Many businesses operate with legacy systems and outdated infrastructure that lack modern security features and protocols. These systems may be vulnerable to cyber-attacks due to outdated software versions, inadequate security patches, and unsupported hardware.
- Complexity of Digital Environments: The digital integration of business operations often results in complex and interconnected digital environments. Managing security across diverse platforms, cloud services, IoT devices, and third-party integrations introduces challenges in maintaining visibility, control, and consistency in security measures.
- Cyber Threat Sophistication: Cyber threats continue to evolve in sophistication, making them increasingly difficult to detect and mitigate. Malicious actors employ advanced techniques such as social engineering, artificial intelligence, and encryption to bypass traditional security defenses and exploit vulnerabilities in digital systems.
- Insider Threats and Human Error: Insider threats, whether intentional or unintentional, pose significant risks to business assets. Employees, contractors, or partners may inadvertently compromise security through negligent actions, such as clicking on phishing emails, mishandling sensitive data, or circumventing security protocols.
- Organizational Resistance to Cybersecurity Measures: Implementing cybersecurity measures often faces resistance within organizations due to perceived barriers such as cost, complexity, and disruption to workflows. Resistance from senior management, lack of buy-in from stakeholders, and competing priorities may hinder the adoption of robust security practices.
- Skills Gap and Talent Shortage: The rapidly evolving nature of cybersecurity requires businesses to have skilled professionals capable of addressing emerging threats and implementing effective security measures. However, there is a shortage of cybersecurity talent, resulting in a skills gap that makes it challenging for businesses to recruit, retain, and train qualified personnel.
- Compliance Requirements and Regulatory Frameworks: Businesses operating in regulated industries face compliance requirements and regulatory frameworks governing data protection, privacy, and cybersecurity. Navigating complex regulatory landscapes, ensuring compliance with multiple standards, and adapting to evolving regulations pose challenges for businesses seeking to safeguard their assets.
- Supply Chain Vulnerabilities: Businesses are increasingly interconnected with suppliers, vendors, and partners, creating supply chain vulnerabilities that can be exploited by cyber attackers. Weaknesses in third-

party systems, lack of visibility into supply chain security practices, and reliance on shared infrastructure pose risks to business assets.

• Rapid Technology Adoption and Integration: The rapid pace of technology adoption and integration introduces challenges in assessing and mitigating security risks associated with new digital initiatives. Businesses may struggle to keep pace with emerging technologies, evaluate their security implications, and integrate them securely into existing systems and processes.

Strategies for Safeguarding Business Assets

To mitigate cybersecurity risks and safeguard their assets, businesses must adopt a proactive and multi-layered approach to cybersecurity. Firstly, organizations should conduct comprehensive risk assessments to identify and prioritize potential threats to their assets. This involves assessing the security posture of digital systems, identifying vulnerabilities, and evaluating the potential impact of cyber-attacks on critical business functions.

• Conduct Comprehensive Risk Assessments: Begin by conducting thorough risk assessments to identify potential threats, vulnerabilities, and risks to business assets. Assess the security posture of digital systems, networks, and applications, and prioritize risks based on their potential impact on critical business functions.

• Implement Robust Security Measures: Deploy a combination of technical controls and security solutions to protect business assets against cyber threats. This may include firewalls, intrusion detection systems, endpoint protection software, encryption, multi-factor authentication, and security information and event management (SIEM) solutions. Implementing security controls based on industry best practices such as the NIST Cybersecurity Framework or CIS Controls can help strengthen defenses.

• Establish Access Controls and Least Privilege Principle: Implement strong access controls to restrict access to sensitive data and critical systems only to authorized users. Follow the principle of least privilege, granting users the minimum level of access required to perform their job functions. Regularly review and update access permissions to minimize the risk of unauthorized access.

• Encrypt Sensitive Data: Encrypt sensitive data both at rest and in transit to protect it from unauthorized access or interception. Utilize encryption algorithms and protocols to secure data stored in databases, file systems, and communication channels. Implement encryption mechanisms that comply with industry standards and regulatory requirements.

• Monitor and Detect Anomalies: Implement continuous monitoring solutions to detect and respond to security incidents in real-time. Monitor network traffic, system logs, and user activities for signs of suspicious behavior or unauthorized access. Utilize threat intelligence feeds and security analytics to identify and mitigate emerging threats proactively.

• Develop an Incident Response Plan: Establish a documented incident response plan outlining procedures for detecting, assessing, and responding to security incidents. Define roles and responsibilities for incident response team members, establish communication channels, and conduct regular incident response exercises to test the effectiveness of the plan.

• Foster a Culture of Security Awareness: Educate employees about cybersecurity best practices and raise awareness of common threats such as phishing attacks, social engineering, and malware. Provide regular training and awareness programs to help employees recognize and report security incidents. Encourage a culture of vigilance and accountability for maintaining security standards.

• Ensure Regulatory Compliance: Stay abreast of regulatory requirements and compliance standards relevant to your industry, such as GDPR, HIPAA, PCI DSS, or SOX. Implement security controls and

practices that align with regulatory requirements and undergo regular audits to ensure compliance. Establish policies and procedures for data protection, privacy, and cybersecurity governance.

• Secure Third-party Relationships: Assess the security practices of third-party vendors, suppliers, and service providers with access to your business assets. Require vendors to adhere to security standards and contractual obligations regarding data protection and cybersecurity. Monitor third-party relationships regularly and address any security gaps or compliance issues promptly.

• Continuously Improve Security Posture: Cybersecurity is an ongoing process that requires continuous improvement and adaptation to evolving threats. Stay informed about emerging cyber threats, security trends, and best practices in the cybersecurity field. Conduct regular security assessments, audits, and penetration tests to identify weaknesses and areas for improvement.

Businesses should implement robust security measures to protect their assets against cyber threats. This includes deploying advanced endpoint protection solutions, implementing strong access controls and authentication mechanisms, encrypting sensitive data, and monitoring network traffic for anomalous behavior. Moreover, organizations should establish incident response plans and conduct regular security audits to detect and respond to cyber threats in a timely manner. Fostering a culture of security awareness and resilience among employees is crucial for effective asset protection. Businesses should provide ongoing cybersecurity training and education to employees, raising awareness of common cyber threats and best practices for mitigating risks. Additionally, organizations should encourage employees to report suspicious activities and adhere to security policies and procedures. Compliance with regulatory requirements and industry standards is essential for safeguarding business assets. Businesses must stay abreast of evolving regulations such as GDPR, CCPA, and industry-specific mandates, ensuring compliance with data protection and privacy requirements. This involves implementing robust data governance practices, conducting regular audits, and maintaining transparency in data handling practices.

Impact on Business Assets:

Digital integration refers to the process of incorporating digital technologies and systems across various aspects of a business's operations, with the aim of enhancing efficiency, connectivity, and competitiveness. This integration encompasses the adoption of digital tools, platforms, and processes to streamline operations, improve decision-making, and drive innovation. While digital integration offers numerous benefits for businesses, it also has significant implications for the management and protection of business assets.

• Data Assets: One of the most significant impacts of digital integration is the proliferation of data assets within organizations. As businesses digitize their operations, they generate vast amounts of data, including customer information, transaction records, and operational metrics. These data assets are valuable resources that can provide insights into customer behavior, market trends, and business performance. However, they also represent a target for cyber threats, such as data breaches, theft, or unauthorized access. Protecting data assets requires robust cybersecurity measures, including encryption, access controls, and data governance frameworks.

• Intellectual Property: Digital integration often involves the creation, storage, and dissemination of intellectual property (IP) assets, such as patents, trademarks, copyrights, and trade secrets. These assets are critical for maintaining a competitive edge and driving innovation in today's digital economy. However, they are also vulnerable to theft, infringement, or unauthorized disclosure. Businesses must implement measures to safeguard their IP assets, including implementing access controls, non-disclosure agreements, and monitoring for IP violations.

• Financial Assets: Digital integration can have a significant impact on a business's financial assets, including revenue streams, cash flow, and investments. Digital technologies enable businesses to optimize financial processes, such as online banking, electronic payments, and automated invoicing, thereby improving efficiency and reducing costs. However, digital transactions also introduce risks, such as fraud, cyber attacks, and financial scams. Businesses must implement robust fraud detection mechanisms, authentication protocols, and transaction monitoring systems to protect their financial assets from cyber threats.

• Infrastructure Assets: Digital integration often involves the deployment of digital infrastructure assets, such as servers, networks, and cloud computing resources, to support business operations. These infrastructure assets are essential for delivering digital services, hosting applications, and storing data. However, they are also susceptible to cyber-attacks, infrastructure failures, and system outages. Businesses must implement measures to secure their infrastructure assets, including network segmentation, vulnerability management, and disaster recovery planning.

• Brand Assets: Digital integration has a profound impact on a business's brand assets, including its reputation, image, and goodwill. Digital technologies enable businesses to engage with customers through various online channels, such as social media, websites, and mobile apps, thereby shaping perceptions of the brand. However, a cyber incident, such as a data breach or cyber-attack, can severely damage a business's brand reputation and erode customer trust. Businesses must invest in brand protection strategies, including proactive reputation management, crisis communication planning, and customer education initiatives.

Findings

• Increased Attack Surface: The integration of digital technologies across business operations has expanded the attack surface for cyber adversaries, providing them with more opportunities to exploit vulnerabilities and infiltrate networks. Businesses must proactively identify and mitigate potential entry points for cyber-attacks to prevent unauthorized access to their assets.

• Rising Sophistication of Cyber Threats: Cyber threats continue to evolve in sophistication, posing significant challenges for businesses seeking to defend against them. Malicious actors employ advanced techniques such as social engineering, ransomware, and supply chain attacks to bypass traditional security measures and compromise business assets. Businesses must stay vigilant and adapt their cybersecurity strategies to counter emerging threats effectively.

• Impact of Insider Threats: Insider threats, whether intentional or unintentional, represent a significant risk to business assets. Employees, contractors, or partners with privileged access to systems and data may inadvertently compromise security through negligent actions or malicious intent. Businesses must implement robust access controls, monitoring mechanisms, and employee training programs to mitigate the risk of insider threats.

• Compliance and Regulatory Requirements: Businesses operating in regulated industries face compliance requirements and regulatory frameworks governing data protection, privacy, and cybersecurity. Non-compliance with regulatory mandates can result in severe penalties and reputational damage. Therefore, businesses must ensure compliance with relevant regulations and standards while implementing cybersecurity measures to safeguard their assets.

• Importance of Proactive Cybersecurity Measures: Reactive cybersecurity measures are no longer sufficient to protect business assets in the digital age. Businesses must adopt a proactive approach to cybersecurity,

focusing on threat detection, prevention, and response. Implementing technologies such as intrusion detection systems, endpoint protection solutions, and security analytics can help businesses detect and mitigate cyber threats before they cause harm to their assets.

• Collaboration and Information Sharing: Collaboration and information sharing among industry peers, government agencies, and cybersecurity organizations play a crucial role in enhancing cyber resilience. By sharing threat intelligence, best practices, and lessons learned, businesses can collectively strengthen their defenses against cyber threats and safeguard their assets more effectively.

• Employee Education and Training: Employees are often the first line of defense against cyber threats, yet they can also represent a significant vulnerability if they are unaware of security risks and best practices. Providing comprehensive cybersecurity education and training programs can empower employees to recognize and respond to potential threats, thereby reducing the risk of security incidents and asset compromise.

Suggestions

• Identify Emerging Cyber Threats: Investigate the latest trends in cyber threats and attacks targeting businesses in the era of digital integration. Highlight the growing sophistication of cyber adversaries and the potential impact on business assets. Discuss examples of recent cyber-attacks and their implications for cybersecurity strategies.

• Discuss Regulatory Compliance Requirements: Outline the regulatory landscape governing cybersecurity and data protection, including laws such as GDPR, CCPA, and industry-specific regulations. Provide guidance on ensuring compliance with regulatory requirements while safeguarding business assets.

• Offer Best Practices for Cybersecurity: Provide practical advice and recommendations for businesses to enhance their cybersecurity posture and protect their assets. Discuss strategies for implementing robust security measures, conducting risk assessments, and developing incident response plans. Offer insights into the importance of employee training, security awareness, and collaboration with industry peers.

• Address Supply Chain Risks: Examine the risks associated with third-party suppliers, vendors, and partners in the digital supply chain. Discuss strategies for assessing and mitigating supply chain vulnerabilities to protect business assets from cyber threats originating from external sources.

Conclusion

In conclusion, cybersecurity in the era of digital integration is paramount for safeguarding business assets against an increasingly sophisticated and dynamic threat landscape. As organizations continue to embrace digital transformation to drive innovation and efficiency, they must prioritize cybersecurity as a strategic imperative to protect their valuable assets such as sensitive data, intellectual property, and financial resources. Throughout this article, we have explored the profound impact of digital integration on cybersecurity challenges faced by businesses today. From the increased attack surface resulting from interconnected digital systems to the rising sophistication of cyber threats and the importance of regulatory compliance, businesses are confronted with a myriad of challenges in safeguarding their assets. However, amidst these challenges lie opportunities for businesses to strengthen their cybersecurity posture and enhance their resilience to cyber threats. By implementing robust security measures, conducting comprehensive risk assessments, fostering a culture of security awareness, and collaborating with industry peers, businesses can effectively safeguard their assets in the era of digital integration.

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A REVIEW OF UPI HELPING MOVE TOWARDS A CASH-LESS ECONOMY IN BANGALORE

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Abstract

In India, the use of mobile phones and the internet has increased dramatically over the last ten years, which has sparked an exponential rise in digital payments. This tendency has gained additional momentum because of government programs like Digital India. Electronic digital payments, which may be made through several platforms such as smartphone apps, online banking, and mobile banking, are growing in popularity. The digitization of payment systems is crucial to the viability of cashless transactions as the nation transitions to a cashless economy. This study looks into how quickly digital payments are being adopted in Bangalore, emphasizing the Unified Payments Interface (UPI) as a major factor in the city's shift to a cashless economy. Through a structured questionnaire survey involving 156 respondents, this research evaluates consumer attitudes regarding digital payments and their utilization patterns.

Keywords: Payment Platform, Consumer Adoption, Technological Literacy, Data Privacy

Introduction

The Unified Payments Interface (UPI) has become a crucial tool in India's efforts to move towards a cashless economy. In addition to completely changing the way that transactions are carried out, UPI's smooth and effective payment system has had a major impact on how urban areas like Bangalore are economically redeveloped. Analysing UPI's acceptance, use trends, and wider implications for the city's economic digitalization, this paper explores the revolutionary influence of UPI on Bangalore's transition to a cashless economy.

Digital payment options have rapidly proliferated in India over the last ten years, boosted by factors including rising smartphone usage, internet access, and government-led campaigns to encourage digital transactions. With its one platform for quick money transfers, bill payments, and merchant transactions, UPI has stood out as a game-changer. Its ability to work with a variety of banks and payment service providers has made financial services more accessible, enabling both individuals and companies to adopt digital transactions as their preferred method of doing business.

Bangalore, known as the Silicon Valley of India, is leading the way in the digital revolution with a populace well-versed in technology and a thriving startup and IT industry. The city has been a fertile environment for adopting novel technologies, including digital payment systems like UPI, because of its global culture and entrepreneurial spirit.

This analysis seeks to investigate how UPI has aided Bangalore's shift to a cashless economy in light of these developments. It aims to decipher the complex dynamics of UPI acceptance and its effects on different stakeholders within the city's economic ecosystem by synthesizing current research, empirical investigations, and industry reports.

Review of Literature

S. Kowsalya, Swetha Krishnan, Mridhula R., Sowmya A. M. (2017) explained in their research paper "A Study on the Perception of Customers Towards E-Commerce and E-Payments in Local Survey" that the online payment system, which enables a customer to make payment to the online merchant or service provider, is the primary factor influencing customers' trust in e-commerce. Customers are growing increasingly at ease with conducting business online. They are worried about the hazards associated with doing so, which will significantly affect how business is conducted online in the future.

In a study by Sharma and Gupta (2020), The Acceptance of UPI Among Bangalore's Customers Analysis, UPI-driven transactions are gaining traction fast due to several factors, including government-sponsored initiatives that facilitate digital payments and accessibility and ease. The findings emphasize how UPI helps to decrease dependency on cash transactions and foster a culture of digital financial inclusion.

Reddy and colleagues' research (2019) looks at how UPI affects small and retail businesses in Bangalore. Their analysis shows how UPI-enabled transactions have reduced transaction costs and boosted efficiency while also streamlining businesses' payment processes. Furthermore, UPI's flexibility with many payment systems has facilitated its greater acceptance among retailers and hastened Bangalore's retail landscape's shift to a cashless economy.

Gupta and Singh (2021) investigate Bangalore consumers' attitudes and actions about the use of UPI. Their qualitative investigation indicates favorable opinions of UPI, which are fuelled by its ease of use, security features, and incentives provided by banks and retailers. However, problems like poor awareness and connectivity continue to exist, indicating the need for focused efforts to boost customer confidence and utilization.

Kumar and Rao's (2018) policy-oriented research assesses how well government initiatives support UPI adoption and the development of a cashless economy in Bangalore. Their conclusions highlight the significance of infrastructure development, public awareness efforts, and legal frameworks in promoting the broad adoption of UPI-based transactions. The report also emphasizes how important it is for financial institutions, government organizations, and technology companies to work together to fully utilize UPI's potential as a driver of economic digitalization.

Pathak and Kaur (2015) stated that the dependable and cashless payment system provides protection against paper and electronic money theft, and adopting e-payment solutions or systems for many reasons is discussed in their article, "E-Payment System on E-Commerce in India." A number of other benefits were mentioned in addition to cost savings, such as better working capital, increased operational and cycle time efficiencies, processing efficiencies, and improved adherence to organizational norms and procedures. Additionally, according to this survey, online e-payments give clients a wider reach. Customers can receive both individualized attention and high-quality service from the bank.

Tadse and Singh (2017), In their article "A Study on Usage of PayTM," noted that mobile users can now use their smartphones to make financial transactions or payments by using installed applications, and that digital wallets are fast becoming a commonplace method of online payment. According to the authors' survey, 70% of respondents said they have experienced payment gateway issues, therefore PayTm has to strengthen this aspect of the business to increase transaction efficiency. Since just 5% of respondents say they have received help each time they have had a problem, the service may be enhanced to better meet the needs of as many users as possible.

Payment Platforms: Khan [2018] in her paper "A Study on Usage of e-Payments for Sustainable Growth of Online Business" conducted a poll with one hundred respondents. This was carried out to find out why people are drawn to purchase products online, as well as what categories of goods and services customers buy the most of, and which payment gateways are most frequently utilized. More security elements, such as artificial intelligence and biometric verification using a fingerprint or retinal scan, need to be included, it was determined. More and more customers will have greater faith and confidence in this business as a result of this.

Consumer Adoption: Kevin Foster, Scott Schuh, and Hanbing Zhang(2010) looked into customer payment methods about cash withdrawals and holdings, which have been declining since 2010.2010 saw a rise in the card payment system compared to 2009. This led to a decrease in the use of paper money. Since 2010, the use of credit and debit cards has increased relative to cash transactions, which gradually decreased and gave birth to prepaid payments.

Technological Literacy: Maripally and Bridwell (2017) examined the influence of financial inclusion on poverty reduction in their article, The Future of Financial Inclusion. They concluded that The Indian government has made great progress towards financial inclusion over the last ten years. Recently, Brazil has invested in India because it can offer a worldwide primary income base, which will assist in considerably reducing India's total poverty.

Data Privacy: Simran Kaur, Himanshu Mishra, and Anuj Goyal (2023) in their paper "Cyber Security in UPI" explored the hazards related to UPI. Through NPCL and e-RUPI, they enabled the use of UPI in their study. Additionally, they looked at the steps involved in responding in the event of a cyberattack and offered consumer advice.

Objectives

To study the awareness of UPI among residents of Bangalore.

To understand why UPI is preferred instead of other modes of payment.

To understand consumer satisfaction and the challenges faced by UPI.

Methodology

To assess consumer attitudes towards digital payments and their usage patterns, 156 respondents in Bangalore were given a structured questionnaire survey as part of the study's methodology. The study focused on the Unified Payments Interface (UPI) as a key driver of the city's transition to a cashless economy. The survey sought to ascertain Bangalore people's understanding of UPI, the reasons it is chosen over alternative payment methods, customer happiness, and the difficulties UPI faces. The study analyzed the survey data using a variety of data interpretation techniques, such as pie charts and bar graphs.

Data Interpretation and Analysis

The Pie Chart shows the gender diversity among the respondents while the bar graph shows the age diversity among the respondents.
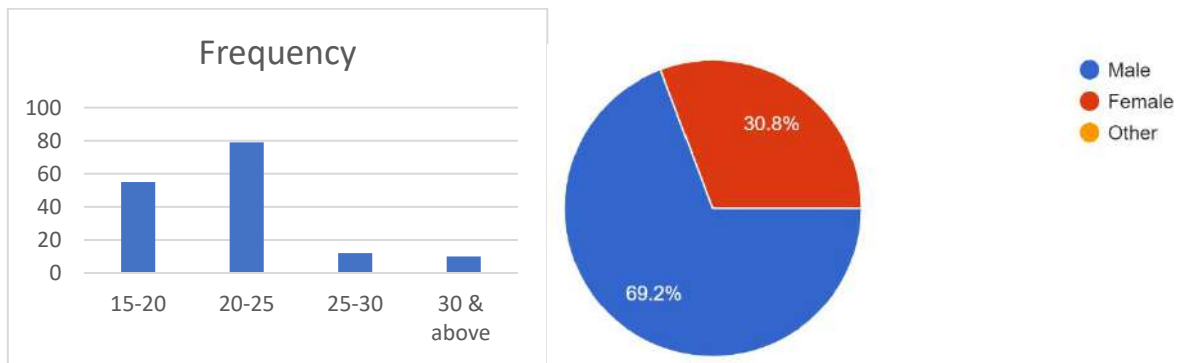
Of the 156 respondents in the study, 48 were female, 108 were male, and most of them were between the ages of 20 and 25. This age group provided insights into the attitudes and behaviors of young people regarding different digital payment systems and transaction activities since they comprised the study's primary group of participants.

The following shows the frequency of Usage of UPI on a scale of 1 to 5(1 being the lowest and 5 being the highest)
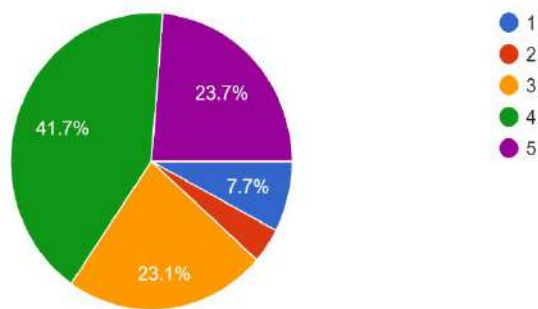
A significant pattern was seen among the participants, as 65 out of 156 respondents, or a significant number of them, indicated a clear preference for UPI option 4. This tendency represents a strong preference for UPI as a method of payment, indicating that digital payment systems are widely used and accepted by the people who responded to the study.

Average number of transactions per week and average spending per transaction,
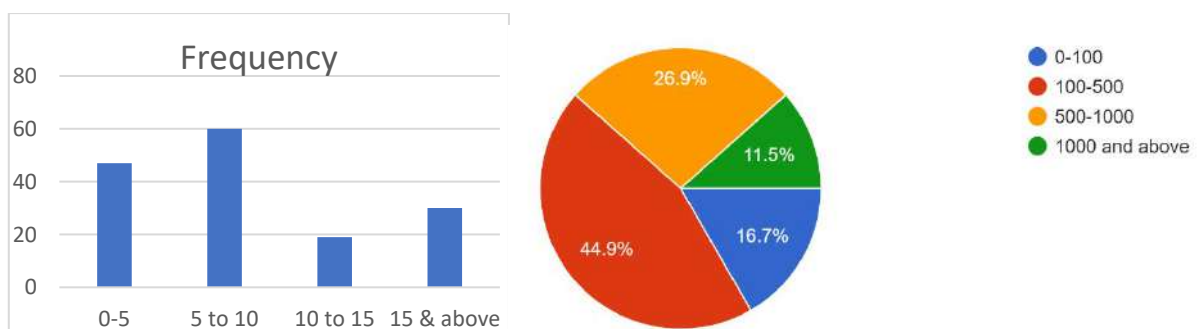
A study of transactional patterns identified minor variations in user behaviour, with about 60 respondents doing five to 10 transactions every week. Moreover, a particular subset consisting of thirty individuals had an elevated degree of activity, completing more than fifteen transactions weekly. This segmentation highlights the fact that the sample includes both moderately and highly active users, indicating a range of usage patterns and intensities among the participants.

Pie Chart-1 Shows the satisfaction level with UPI on a scale of 1 to 5(1 being the lowest and 5 being the highest) and Pie Chart-2 shows the likeliness of a respondent recommending it to others on a scale of 1 to 5(1 being the lowest and 5 being the highest)
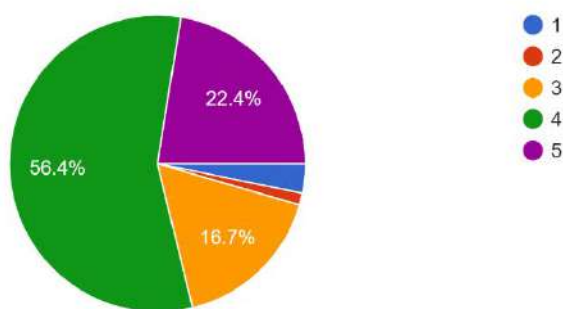
Pie Chart-1
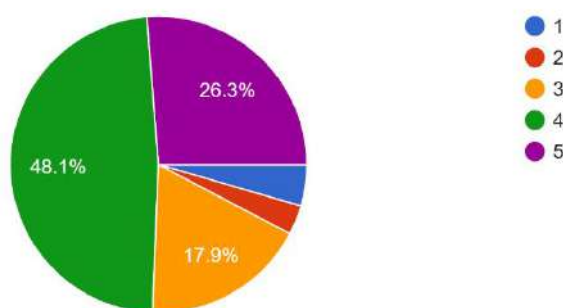
Pie Chart-2

Out of the 156 participants in the study, 88 respondents gave their UPI experience a score of 4 or 5, indicating that they were rather satisfied. This suggests that around 56.4% of the participants thought that UPI usage was either extremely acceptable or moderately satisfactory. Positive comments like this highlight the UPI platform's effectiveness and user-friendliness, which in turn speaks well of its overall performance and usefulness in enabling digital transactions.

In the same way, 88 more respondents gave UPI a score of 4 or 5, which is consistent with the satisfaction ratings, when asked whether they would recommend the company to friends. The significant association between satisfaction levels and the propensity to recommend the platform to friends, family, or peers is indicated by this alignment. Such strong levels of support are encouraging for UPI's standing and its ability to

develop naturally through word-of-mouth recommendations, further enhancing its standing as the go-to option for digital payment solutions.

The following pie chart shows awareness among the respondents about the UPI transaction limit awareness.
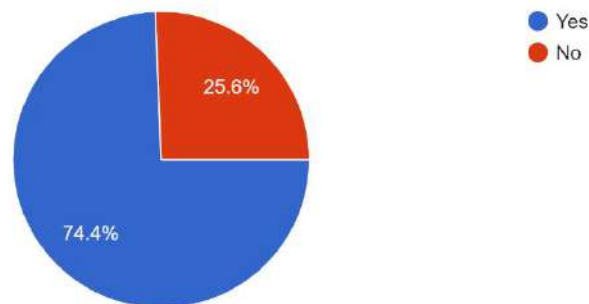
An analysis of respondents' understanding of the UPI transaction limit showed that there was a considerable amount of information shared, with almost 74% of participants indicating that they were aware of this legal restriction. This finding suggests a widespread comprehension of the operational structure guiding UPI transactions, which is supported by 116 respondents who acknowledged knowing about the transaction limit. Nevertheless, it is significant that a small minority of respondents—roughly 26% of them, or 40 people—did not know about this cap, indicating possible gaps in knowledge or understanding among some polled groups.

The following pie chart shows the most used payment method.
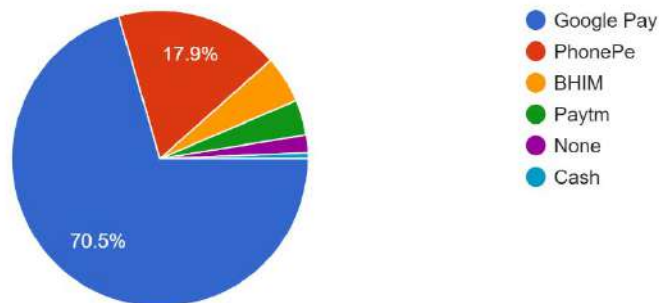
Google Pay is the most popular option among the various payment methods, with 110 respondents choosing it as their preferred option. On the other hand, 28 people preferred PhonePe, but not as much. This preference hierarchy for payment methods highlights the leading companies in the digital payment space and highlights Google Pay's broad acceptance and market domination among the respondents.

Pie Chart 1 shows the concerns about the security features of UPI on a scale of 1 to 5(1 being the lowest and 5 being the highest)
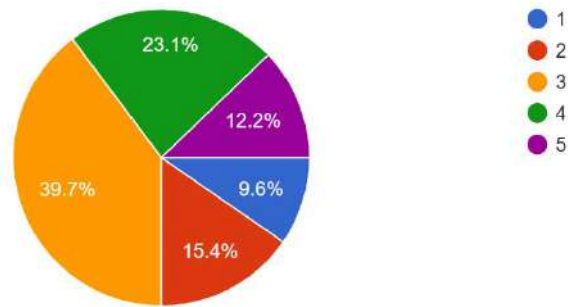
The following Pie Chart shows the willingness of merchants to accept UPI as a payment method in Bangalore on a scale of 1 to 5(1 being the lowest and 5 being the highest)
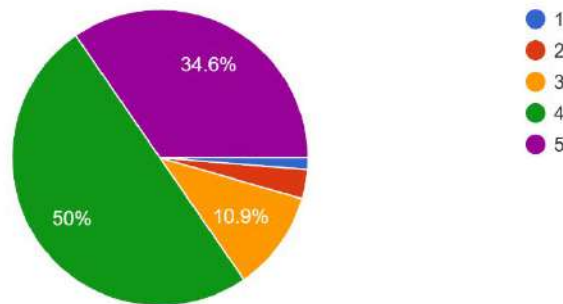
The response rates varied widely, as seen by the pie chart showing merchants' readiness to implement UPI. This information provides important context for understanding how ready Bangalore's retailers are to accept UPI as a form of payment, which is a crucial component affecting the uptake and effectiveness of digital transactions in the city.

Discussion and Conclusion

Interface (UPI) in Bangalore, an Indian city at the forefront of innovation and technological growth. Among the study's main conclusions are:

Active Users: Approximately 30 out of 156 participants, or roughly 19%, are among the demographic that makes more than 15 transactions each week, indicating a committed and highly engaged group of users. Prevalence of Payment Methods: Of the various payment methods, Google Pay is the most popular option, preferred by 110 out of 156 respondents (about 70%), followed by PhonePe with 28 participants (around 18%). Awareness of Transaction limitations: Approximately 74% of the participants (116 out of 156) stated that they were aware of the UPI transaction restrictions, whereas 26% of them (40 out of 156) did not acknowledge their existence.

Levels of Satisfaction: On a scale of 1 to 5, 88 out of 156 respondents indicated that they were very satisfied with UPI. This indicates that most respondents had good opinions about the program. According to their experiences, 88 out of 156 respondents said they would suggest UPI to friends.

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A STUDY ON AMAZON'S DIGITAL SKILLS REVOLUTION: EMPOWERING EMPLOYEES THROUGH UPSKILLING 2025

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Abstract

At the forefront of fostering digital literacy among its workforce, Amazon's Upskilling 2025 program showcases the company's commitment to empowering employees for success in the digital era. As one of the world's largest and most innovative companies, Amazon recognizes the importance of equipping its workforce with critical skills for the digital age. Amazon's commitment to fostering digital literacy among its employees is exemplified through its $1.2 billion Upskilling 2025 initiative. Through programs like the Amazon Technical Academy and AWS Training and Certification, employees are empowered to succeed in both technical and non-technical roles. By offering instructor-led training, project-based learning, and gamification, Amazon ensures that its workforce is prepared to thrive in the evolving landscape of the digital economy. This case study explores how Amazon's strategic investment in employee upskilling is shaping the future of work.

Keywords: Amazon, Digital literacy, Upskilling 2025, Workforce development

Introduction

Amazon, a global e-commerce and technology giant, has consistently been at the forefront of innovation and customer-centric solutions. As part of its commitment to continuous improvement and investment in its workforce, Amazon has launched the Upskilling 2025 initiative. This ambitious program, backed by a $1.2 billion to provide 300,000 employees with access to education and skills training programs—including college tuition for front-line employees—through 2025 as part of Amazon's Upskilling 2025 pledge. [3]

The Upskilling 2025 initiative reflects Amazon's dedication to fostering a culture of learning, growth, and development within the organization. By empowering its employees to enhance their skill sets and adapt to the evolving demands of the digital landscape, Amazon not only invests in the professional advancement of its workforce but also strengthens its position as a leader in innovation and talent development. Through initiatives like the Amazon Technical Academy and AWS Training and Certification program, Amazon demonstrates a strategic focus on equipping its employees with the necessary tools and knowledge to succeed in today's competitive market. By prioritizing upskilling and employee development, Amazon sets a precedent for cultivating a skilled and adaptable workforce capable of driving the company's future growth and success. While numerous organizations like Google, Walmart, Verizon, McDonald's, and Marriott International have made substantial investments in upskilling programs, Amazon emerges as a frontrunner, setting a precedent with its comprehensive Upskilling 2025 initiative. [1]

Importance of Upskilling

There are more job openings in 2019 (7.4 million) than there are unemployed Americans (6 million), according to the U.S. Bureau of Labor Statistics (BLS). Amazon's upskilling pledge creates new opportunities for our employees to get trained at their place of work, in high-demand areas like medicine, software engineering, IT, and machine learning.
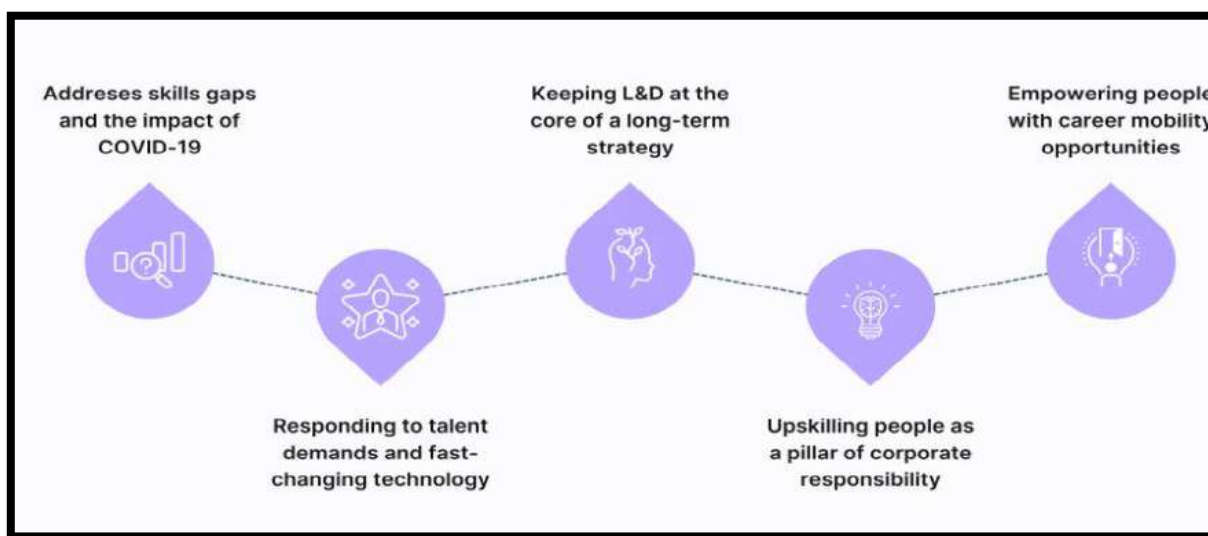
HR leaders are finding it increasingly difficult to quickly find and develop talent with the most in demand skills, yet 58% of the workforce needs new skills to get their jobs done, according to Gartner, Inc. [8] Nearly 60% of 1,260 learning and development professionals identified upskilling and reskilling as their top priority, according to the 2022 Workplace Learning Report from LinkedIn Learning. The below picture e demonstrates Reasons behind Amazon's current L&D strategy.

Source: https://www.zavvy.io/hr-examples/employee-development-at-amazon

Year	Event
2012	Launch of Career Choice program
2019	Announcement of Upskilling 2025 initiative
Sep 2021	Commitment increased to $1.2 billion
Jan 2022	750,000 hourly US operations employees become eligible for fully funded college tuition
Mar 2022	Employees eligible for fully funded education after 90 days of employment
Since Sep 2021	Over 70,000 Amazon employees participated in Upskilling 2025 programs

History of Upskilling Program of Amazon:

As of 2022, Amazon has invested over $1.2 billion in the Upskilling 2025 initiative, aiming to upskill 300,000 employees by 2025. By 2025, Amazon aims to have reached its target of upskilling 300,000 employees, representing a significant increase from the current participation level. The Career Choice program was launched in 2012, marking the beginning of Amazon's journey into upskilling initiatives.

The announcement of the Upskilling 2025 initiative in 2019 set ambitious goals for Amazon's workforce development efforts. By 2025, the importance of employer-funded upskilling for young adults entering the labor market will surpass that of paid vacation time.
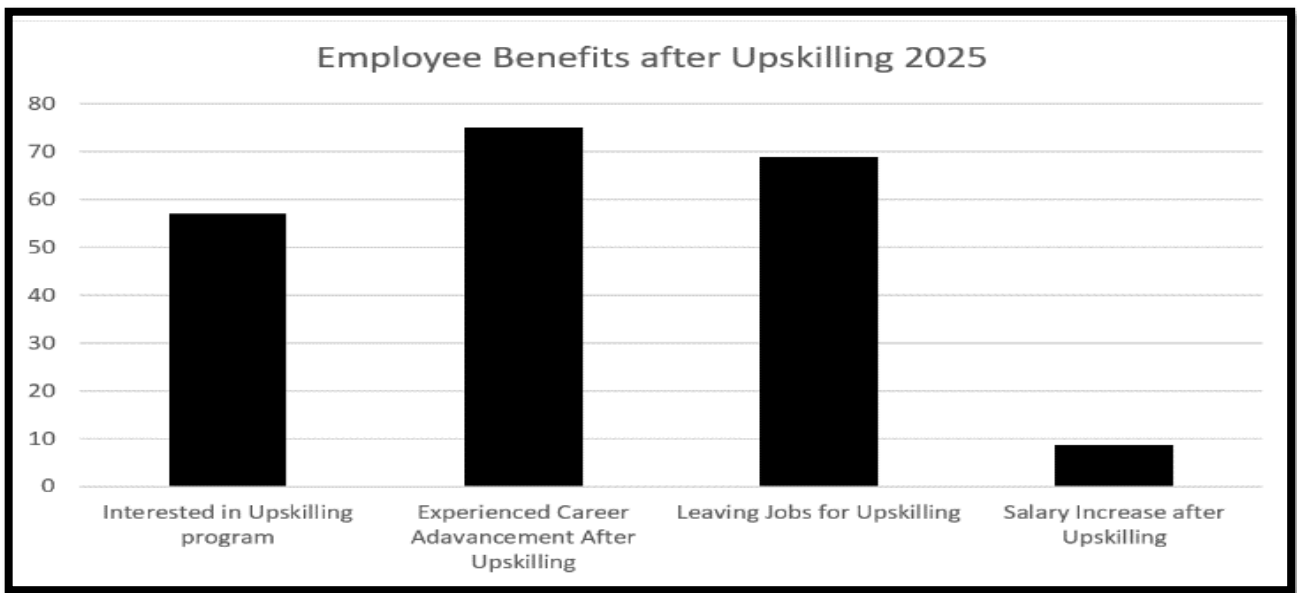
Fostering Excellence: Amazon's Employee Development Strategies:

Amazon's Learning Development team isn't just about traditional training. They're on a mission to **enhance the day-to-day lives of their people**, bringing about changes that benefit both the employees and the customers. [5]

The graph illustrates the following:

- Percentage of U.S. workers interested in upskilling programs: 57%
- Percentage of workers who experienced career advancement after participating in upskilling programs: 75%
- Percentage of workers interested in upskilling programs likely to leave their current job for upskilling opportunities: 69%
- Average salary increase for workers who completed upskilling programs: 8.6%

Programs offered:

- In July 2019, Amazon pledged $700 million to provide upskilling programs for 100,000 employees, a third of its U.S. workforce.
- Since the commitment, Amazon has expanded these programs across the U.S., with 15,000 participants in the first 12 months.
- Programs include
- ✓ Amazon Technical Academy
- ✓ Associate2Tech
- ✓ Machine Learning University
- ✓ Career Choice
- ✓ Amazon Apprenticeship,
- ✓ AWS Training

AWS Grow Our Own Talent	Surge2IT	UX Design and Research (UXDR) Apprenticeship
Offers on-the-job training and job placement opportunities to Amazon employees and entry-level candidates with non-traditional backgrounds.	Designed to help entry-level IT employees across Amazon's operations network pursue careers in higher-paying technical roles through self-paced learning resources.	one-year program that offers employees the opportunity to learn and develop skills in research and design on teams across Amazon, including Prime Video, Alexa, AWS, and Amazon Fashion.

As part of Upskilling 2025, Amazon continues to launch new training opportunities and expand on existing programs for employees across the U.S., including: [7]

Closing the Skills Gap: Amazon's Upskilling 2025 Program in the Post-Pandemic Economy

Lacking Necessary Skills: 78%
Lack of Education for Career Advancement: 71%
Fear of Skills Becoming Outdated: 58%
Feeling Unprepared for Future Work: 70%
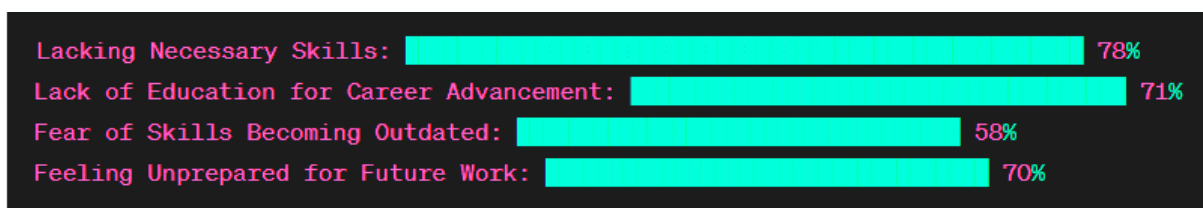
Amazon's Upskilling 2025 program has played a pivotal role in closing the skills gap in the post-pandemic economy, equipping individuals with the essential skills needed to thrive in a rapidly evolving digital landscape. According to the 2019 pwc 23rd Annual Global CEO Survey, 74% of CEOs shared these concerns. The pandemic has served to exacerbate the situation and increase the risk of economic inequality. [4] A recent survey conducted by Workplace Intelligence in collaboration with Amazon sheds light on the importance of skills development and career advancement in the eyes of workers across various industries [6]

Benefits for employees through Upskilling 2025:

Upskilling 2025 aims to forge career pathways in burgeoning fields, ensuring sustained growth for the future. This includes:

✓ Comprehensive healthcare coverage, including medical, dental, and vision.

✓ Up to 20 weeks of paid parental leave. [1]

✓ 401k matching benefits.

✓ Amazon facilitates employee upskilling by providing days off for attending learning programs and offering flexible work schedules to accommodate both job responsibilities and training commitments.

✓ Career Choice program, which pre-pays 95% of associates' tuition for courses in high-demand fields, applicable to jobs within or outside Amazon.

✓ Career Skills training program, providing hourly associates with critical job skills such as resume writing, how to communicate effectively, and computer basics.

Some takeaways form Amazon Upskilling 2025

o **Comprehensive Commitment to Employee Education:** Amazon's robust investment in employee education sets a strong example for other companies, emphasizing the importance of wholehearted dedication to upskilling initiatives.
o **Universality of Training:** Recognizing that every employee has the potential for growth, Amazon's approach underscores the belief that with the right resources and opportunities, anyone can acquire new skills and thrive in their role.
o **Internal Talent Cultivation:** Amidst a competitive job market, Amazon's emphasis on internal recruitment highlights the value of nurturing existing talent and fostering a culture of continuous learning and advancement within the organization.

Conclusion

In conclusion, Amazon's commitment to employee education through initiatives like Upskilling 2025 sets a benchmark for comprehensive investment in workforce development. By offering extensive resources and opportunities for upskilling, Amazon demonstrates the importance of taking a wholehearted approach to employee education. Their belief in the trainability of all employees highlights the potential for growth and advancement within the company. Moreover, Amazon's focus on internal talent cultivation underscores the value of nurturing existing employees and fostering a culture of continuous learning. Overall, Amazon's approach to employee education serves as a model for other companies, emphasizing the significance of investing in the skills and development of their workforce.

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A STUDY OF CONSUMER BEHAVIOUR TOWARDS MUTUAL FUNDS WITH SPECIAL REFERENCE TO METROPOLITAN CITY

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Abstract

A Mutual Fund is an investment instrument that brings funds from differentbuyers and facilitates in investing the funds in bonds, short-term money-market instruments, stocks and other securities or assets are few combination of investments. The primary goal behind investment in mutual fund is to earn goods return with comparatively low risk. The main objective of this research is to identify buyers' preference towards mutual fund in Secunderabad metropolitan city. By using in structured questionnaire, Description statistical tools like chi-square test have been used for analysing the data. The findings from this research are that the most of the buyers are doubtful to invest the new age investment like mutual funds.

Introduction

A Mutual Fund is an investment vehicle that pools funds from various buyers and invests the funds in stocks, bonds, short-term money-market instruments, other securities or assets or some combination of these investments and for decisions like Investment are taken carefully by finance and fund managers after sound research and the decisions will be in the significance of the unit holders. In simple words Mutual funds are financial institutions that pool money from different sources like persons or institutions by issuing 'units', making them invest on their behalf with predetermined investment aim and help to manage the same for professional fee. They like to invest the money among various types of financial vehicle generally falling into two types - equity and debt. people and financial institutions have no doubt, can and do invest in equity and debt instruments by themselves but this requires lot of time , knowledge and skill on both of which are the major constraints. That s why Mutual funds become as professional financial instrument bridging the skill and time.Mutual funds organisation consists of a team of expertise who are well enough identify both people and right stocks and debt instruments and so that they can construct a strong portfolio that assures to give the good possible returns at min a very minimum possible low cost. In this regard it also includes outsourcing money of management.

Main Features which Most Buyers Like in Mutual Fund

Since mutual funds are becoming as one of the most preferred investment vehicle because of various advantages. They also have another forms and ways of investing parties for the buyers who has minimum resources existing in the form of Capital and ability to carry detailed reserves and market monitoring.
These are the most preferred advantages offered by mutual fund to all buyers:

- Return potential
- Affordability
- Liquidity
- Flexibility

- Transparency
- Low cost
- Well regulated b SEBI

☐ Skillful management services

Research Objective

☐ To analyse the buyers perception regarding investing in Mutual Funds.
☐ To identify the factors that influences mutual funds while buying them
☐ To know the level of satisfaction among buyers regarding mutual fund

Research Methodology

In this study a structured questionnaire is used to assess consumer behaviour towards mutual funds. For this study primary data was collected from the respondents of secunderabad metropolitan city, through means of structured questionnaire made for a sample of 100 respondents by using the survey method. Secondary data was collected using the available literature, journals, and internet search wherever necessary.

The collection of data for proposed research study is done using both the sources of primary and secondary data.
Sample size: As the population is large, only a sample of 100 respondents is considered.
Sampling frame: Secunderabad city
Sampling method: The sample will be selected using random sampling method

Primary Data:
Primary data is the primary source for making an affective analysis on proposed research study. The primary data is gathered using following ways
1.Personal Interview with Respondents in secunderabad region
2.One on one Observations
3. Survey through Questionnaire to Respondents.

Secondary Data:
The secondary data is an important source for making analysis of companies going green. The secondary data sources are annual reports of companies, articles, magazines and Journals. The collected data were analyzed using SPSS; the statistical tools used are one way Anova.

Conclusion

The present study analysis the perception of Buyers/Buyers on mutual funds, the study examined the hundred selected respondents who invested their saving in mutual funds. Majority of the respondents are giving priority to avail tax benefit for their investment made in mutual funds. Different opinions are observed between males and females their perception towards investing mutual funds, it is observed that males are giving preference for tax benefit and females are giving preference for safety of their investment. High income people are showing interest to invest their saving in mutual funds by taking moderate risk on their investment. It is also analysed majority of the buyers are following newspaper to get awareness about mutual fund investments, young buyers aged below 30 years are preferring internet and other sources to know about various financial alternatives available on different mutual fund schemes.
The study identified more promotional activities are need to be conduct by the mutual fund companies to improve the awareness on mutual funds, it is also suggestingbuyer analyse their risk according to market fluctuations at gain more returns from the mutual fund investments

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A STUDY ON EMPLOYEE EMPOWERMENT AND DIGITAL SKILL DEVELOPMENT

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Abstract

Academics and businesses alike concur that digitalization has had a huge impact on the corporate sector. Digital transformation is therefore a highly relevant topic. Studies so far have mostly concentrated on the organizational and technological components of digitalization, despite the fact that academics emphasize that the trend toward digitalization is a challenge impacting all dimensions. As a result, there is a gap in the digital transformation process with regard to employee competencies and the function of human resources. This work takes a human-centered approach to digitization, focusing on the points where digital and human transformation converge. The development of intrapreneurial competencies is dynamic. Based on an intrapreneurial journey, employee competencies function as triggers to reach the next level of digital transformation. As such, employee competency is crucial in enabling an organization's transformation toward digitalization.

Keywords: Employee, Empowerment, Digitalization, Digital transformation, Intrapreneurship, Employee competency.

Introduction

Businesses have faced numerous challenges in integrating new technologies, so the importance of information technology (IT) and information systems (IS) has been widely researched. Researchers have noted that in the context of digitization, human capital is becoming an increasingly valuable resource since people transmit both digital information and the tactics for employing it. Seeing workers as important players shifts their responsibilities and emphasizes the need for far more than just rudimentary computer skills. Digital knowledge and the capacity to use it in particular circumstances are becoming increasingly important since digital transformation demands "different mindsets and skill sets than previous waves of transformative technology." In order to move towards digitalization, particular talents must be acquired at the employee level. These competencies include computer skills as well as a combination of intrapreneurial and digital competencies.

To the best of our knowledge, no academic framework exists that identifies employee competencies in the context of digital transformation, despite inquiries into the overall implications of digitalization on staff competencies. As a result, it is unclear what skills businesses need to adopt digitalization initiatives and how to go about implementing them. Therefore, more research on the significance of integrating competencies into strategy is needed, with an emphasis on the competencies necessary for the transformation process. By demonstrating how employee competency can drive organizations' transformation, we narrow the gap on employee competencies in the context of digital transformation and point out the interplay of human and digital transformation.

Employee Empowerment

Employee empowerment is a management philosophy that focuses on allowing an organization's employees to make independent decisions and to feel empowered to take action as they see fit. A company's leaders, HR professionals, and fellow employees all play key roles in establishing a supportive, empowered environment.

All parties need to establish mutual trust, feel comfortable taking risks, and establish clear expectations and guidelines. Without this collaboration, truly empowering employees is impossible.

The five points, or ways to empower your employees starts with listening and recognition, and includes:

➢ Fostering an environment of trust and psychological safety.
➢ Building employee confidence with recognition and incentives.
➢ Offering flexibility in work arrangements.
➢ Asking employees for feedback and actioning it.
➢ Supporting professional growth with coaching and delegation.

Businesses that want to empower their staff members ought to take the following actions:

➢ Give workers a voice by asking for and acting upon their comments on a regular basis.
➢ Give staff members the chance to advance by giving them more freedom, more responsibility, or perhaps a whole new position.
➢ Give staff frequent praise to boost their self-esteem and level of involvement.

Naturally, provide staff members the resources, instruction, and power they require in order for them to succeed.

Benefits of Employee Empowerment

- Greater motivation

- Higher productivity

- Enriched company culture

- More creativity in problem solving

- Confident decision making

- Reduced employee attrition

- More trust in leadership

- Improved customer experience

- A better brand experience for customers

- Better business outcomes

Employee empowerment can instill greater trust in leadership, encourage employee motivation, lead to greater creativity, and improve employee retention ー all of which ultimately results in a better bottom line.

Digital Empowerment

Digital empowerment means much more than giving people access to digital technologies. It is a multi-stage process that gives individuals new skills and opportunities to better participate and express themselves in a networked society through information technology.

Employee empowerment is the process of giving people in an organization the power, means, knowledge, and encouragement they need to decide for themselves and act on their own. It involves fostering a climate at work where workers are trusted and motivated to apply their knowledge and abilities to significantly advance the objectives of the company.

Bridging the Digital Skills Gap

In the area of time value exchange, efficiency is paramount. Everybody wants to spend as little time as possible on things that take us away from our main goal, like healthcare administration, and instead concentrate on the things that really count, like giving patients the best care possible. The need for a workforce with the ability to easily traverse complex digital environments is expanding as a result of industries experiencing fast digital transformation and automation.

➢ **Boost Worker Experience with Engaging Platforms:** Developing a platform that improves worker experience encourages involvement, skill growth, and productive work procedures. When utilizing a digital product, employees will feel more engaged and secure if it is easy to use and fun. Empowerment results immediately from this improved experience.

➢ **Promote Employee Self-Sufficiency with User-Friendly Platforms:** Creating intranets such as Viva Connections helps promote employee self-sufficiency. People grow more self-assured and dependent on digital technologies when they can easily obtain what they need and accomplish activities on their own, which further increases empowerment.

➢ **Encourage Data Security:** Organizations can empower their personnel to take responsibility for their data safety by providing them with training on data security and involve them in data labelling. Having a sense of control fosters confidence and adds to the security of Organization's data.

➢ **Utilize Automation to Foster Skill Growth:** By automating routine work with tools like the Power Platform, empowered staff members can capitalize on and develop their skills. Process automation promotes empowerment by enabling skill development in addition to efficiency gains.

➢ **Accept OpenAI Solutions for Unmatched Empowerment:** CoPilot, one of OpenAI's breakthroughs, has the potential to completely transform the way workers operate. Through its assistance with knowledge worker duties and general process simplification, CoPilot enables people to work more efficiently and save a significant amount of time. When used properly and carefully, this technology can completely change the way work is done.

Conclusion

Beyond simply implementing new technology, digitalization in manufacturing also involves giving employees greater confidence to perform their duties. The goal is to transform the culture of the workplace in order to

fully realize the potential of the union of humans and robots. Through the development of trust, targeted training, and employee involvement at every stage of the transformation process, businesses may enable teams to accomplish important tasks and achieve desired outcomes. A person's ability to protect their future, empower themselves, and advance personally is all dependent on their ability to grow their technical skills. It is a crucial component that improves employability in the globalized world of today. Skills are just as important as one's level of education. Skills and education ought to go hand in hand these days. They serve as the foundation for a nation's social and economic advancement.In this regard, gaining knowledge and skills can contribute to the nation's overall development as well as industrial advancement, economic diversification, innovation, and technical advancement.

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A STUDY ON CYBER SECURITY AND RISK MANAGEMENT

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Abstract

In the modern era, the influence of digitalization has revolutionized various aspects of our lives, from commerce to communication. This presentation delves into the critical role of cybersecurity and risk management in addressing these challenges and ensuring the resilience of organizations in the face of evolving cyber threats.

Keywords: Cyber Security, Risk Management, Awareness, Threats.

Introduction

In this modern world people started adopting new and robust technologies. For instance: If we take 10 years back, we used physical cash for making our day-to-day transactions but now we are using apps for making our payments. The rapid evolution of technology has given rise to increasingly sophisticated cyber threats, ranging from malware and ransomware to phishing attacks and insider threats. These threats exploit vulnerabilities in software, hardware, and human behaviour, posing significant risks to organizations of all sizes and sectors. Moreover, the proliferation of connected devices and the Internet of Things (IoT) has expanded the attack surface, making it challenging for organizations to defend against emerging threats effectively.

Objectives

1. Analyse the Importance of Cybersecurity

2. Identify threats in cyber security

3. To know the importance of risk management.

Proliferation of Data

The digital age has ushered in an era of unprecedented data generation and consumption, fuelled by the widespread adoption of cloud computing, social media, and mobile devices. While data serves as a valuable asset for organizations, it also represents a prime target for cybercriminals seeking to steal sensitive information for financial gain or malicious purposes.

Data breaches can have severe consequences, including financial loss, reputational damage, and

egalliabilities, underscoring the importance of robust data protection measures.

Complexity of It Infrastructure

Present day IT conditions are described by their intricacy, involving a bunch of interconnected frameworks, applications, and gadgets traversing on-premises and cloud-based conditions. Overseeing security across this different foundation presents critical difficulties, as associations battle to keep up with perceivability, control, and consistence in the midst of the advancing danger scene. Additionally, the reception of arising advancements like man-made consciousness (computer-based intelligence), blockchain, and quantum figuring presents new security contemplations and weaknesses that should be tended to proactively.

Insider Treaths

While outside digital dangers frequently gather critical consideration, insider dangers address a persevering and frequently disregarded hazard to associations. Insider dangers can appear in different structures, including vindictive entertainers trying to take advantage of their restricted admittance for individual addition or displeased representatives unintentionally compromising security out of carelessness or obliviousness. Identifying and relieving insider dangers requires a diverse methodology that joins specialized controls, worker observing, and hierarchical strategies to protect against inner weaknesses.

Risk Management Protocols

A strong network safety methodology depends on a diverse protection approach that joins specialized controls, strategies, and systems to moderate digital dangers successfully. This incorporates sending firewalls, interruption recognition frameworks (IDS), and endpoint security answers for recognize and forestall malevolent exercises at different places of passage. Also, associations ought to carry out access controls, encryption, and organization division to restrict the effect of likely breaks and shield delicate information from unapproved access or revelation.

Illiteracy

Featuring the significance of network safety and preparing programs for representatives. Associations ought to put resources into far reaching network safety preparing drives that instruct representatives about security best works on, phishing mindfulness, and occurrence reaction conventions. By encouraging a culture of safety and responsibility, associations can engage workers to perceive and report potential security dangers, in this way fortifying the general security stance of the association.

Security Concerns

In spite of best endeavours to forestall digital occurrences, associations should get ready for the certainty of a security break by fostering a hearty episode reaction plan. This incorporates laying out clear jobs and obligations, correspondence channels, and heightening strategies to work with a quick and compelling reaction to security breaks. Besides, associations ought to direct standard tabletop activities and reenactments to test the viability of their episode reaction designs and guarantee status in case of a digital crisis.

Maintaining Trust

Transparency and accountability are essential pillars of building and maintaining trust in today's digital landscape. Organizations should prioritize transparency by openly communicating with stakeholders about cybersecurity risks, mitigation efforts, and incident response capabilities. By being transparent about their cybersecurity practices and performance, organizations can foster trust and confidence among customers and regulators.

Ethical Quality and Lawfulness

Notwithstanding moral contemplations, associations should stick to different lawful and administrative prerequisites administering network safety and information security. This incorporates consistence with guidelines like the Overall Information Insurance Guideline (GDPR), the California Purchaser Protection Act (CCPA), and industry-explicit norms, for example, the Instalment Card Industry Information Security Standard (PCI DSS). By conforming to these guidelines, associations can show their obligation to safeguarding delicate data and shielding the security privileges of their partners.

Conclusion

In conclusion, cybersecurity and risk management are critical imperatives for organizations seeking to safeguard their digital assets and maintain trust in today's interconnected world. By addressing the cybersecurity challenges associated with digitalization and implementing robust risk management protocols, organizations can mitigate cyber risks, protect sensitive information, and ensure the resilience of their operations against evolving threats. Moreover, by fostering transparency, accountability, and a culture of continuous improvement, organizations can build trust and confidence among their stakeholders, thereby positioning themselves for long-term success in the digital age.

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FUTURE TRENDS AND CHALLENGES IN DIGITAL SKILLS AND EMPLOYEE EMPOWERMENT

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Abstract

The digitized workplace is rapidly evolving due to technological advancements and the rise of remote work. This paper explores the importance of digital skills acquisition and employee empowerment in this dynamic environment. It discusses emerging trends such as personalized learning, gamification, and immersive experiences to equip employees with essential competencies. Remote work presents unique challenges, necessitating novel strategies for fostering autonomy and collaboration among dispersed teams. Additionally, the integration of artificial intelligence (AI) and automation offers opportunities for productivity enhancement but also requires skills development to ensure effective collaboration with intelligent systems. Ethical considerations surrounding technology use, including privacy, security, and bias, are increasingly critical and demand employee empowerment for responsible digital innovation. Despite challenges such as rapid technological changes and communication barriers, investing in digital skills development and employee empowerment is essential for organizational success. By prioritizing continuous learning, fostering autonomy, and addressing ethical considerations, organizations can build a resilient workforce capable of thriving in the digitized workplace of the future.

Keywords: Digitalization, Employee Engagement, Empowerment, Skills

Introduction

The digitization of the workplace has ushered in an era of unprecedented change, reshaping how organizations operate and how employees engage with their work. In this rapidly evolving landscape, the cultivation of digital skills and the empowerment of employees have emerged as critical focal points for organizational success. This introduction outlines forthcoming trends in digital skills development and employee empowerment, offering insights into strategies to navigate the challenges and opportunities presented by the digitized workplace.

One of the primary trends driving this transformation is the increasing importance of digital literacy and skills training in enabling employees to thrive in a technology-driven environment. As organizations embrace digital tools and technologies at an accelerating pace, employees must possess the necessary digital competencies to effectively leverage these tools for innovation, collaboration, and decision-making. Future research will delve into innovative approaches to digital skills training, including personalized learning pathways, gamification, and immersive learning experiences, aimed at equipping employees with the skills needed to excel in a digital-first world.

Another significant trend is the rise of remote work and distributed teams, necessitating a re-evaluation of traditional notions of empowerment. Remote work presents unique challenges in fostering employee autonomy, collaboration, and alignment with organizational goals. Future investigations will explore strategies for empowering remote workers through digital communication platforms, virtual collaboration tools, and flexible work arrangements, ensuring that employees remain connected, motivated, and productive regardless of their location.

Furthermore, the integration of artificial intelligence (AI) and automation into the workplace introduces new opportunities for employee empowerment and skill development. Future research will explore how organizations can empower employees to work alongside AI systems, develop AI-related competencies, and harness AI-driven insights to drive decision-making and innovation, thereby enabling employees to adapt and thrive in an AI-enhanced work environment.

In addition to technological advancements, future trends in digital skills and employee empowerment will underscore the ethical dimensions of technology use. As organizations collect and analyse vast amounts of data, ethical considerations related to privacy, security, and bias become increasingly important. Subsequent research will investigate how organizations can empower employees to navigate these ethical challenges and contribute to a culture of responsible digital innovation, ensuring that technology is used ethically and responsibly to drive positive outcomes for both organizations and society as a whole.

Objectives

1. To assess the effectiveness of personalized learning for digital skills.

2. To examine the impact of virtual tools on remote worker empowerment.

Literature Review

Organizations must empower employees to navigate ethical challenges and contribute to a culture of responsible digital innovation *(Brown & Johnson, 2022)*.

The rise of remote work necessitates novel approaches to empowering employees in virtual environments. Digital communication platforms and virtual collaboration tools play a pivotal role in fostering employee autonomy and connectivity *(Gibson & Cohen, 2022)*.

The integration of immersive learning experiences, including virtual reality (VR) and augmented reality (AR) technologies, shows promise in enhancing employee engagement and retention of digital competencies *(Chen et al., 2021)*.

Flexible work arrangements, coupled with supportive organizational cultures, are essential for promoting employee empowerment and well-being in remote settings *(Jackson & Smith, 2021)*.

Ethical dimensions of technology use, including privacy, security, and bias, emerge as critical considerations in the digitized workplace *(Jones & Smith, 2021)*.

The increasing integration of artificial intelligence (AI) and automation presents opportunities for empowering employees to work alongside intelligent systems *(Robinson & Patel, 2020)*.

Recent studies highlight the increasing importance of digital literacy and skills training in equipping employees to thrive in technology-driven environments *(Smith et al., 2020)*.

Innovative approaches to digital skills development, such as personalized learning pathways and gamification, have gained traction in addressing the diverse learning needs of employees *(Jones & Brown, 2019)*.

Digitized Workplace

The digitized workplace epitomizes a modern work environment where technology is at the forefront of organizational operations. Key features include the integration of digital tools and infrastructure, enabling remote work capabilities and fostering collaborative work environments. Data-driven decision-making is facilitated through the utilization of advanced analytics and artificial intelligence, while automation

technologies streamline workflows. Continuous learning and skill development are emphasized to ensure employees remain adept in an ever-evolving digital landscape. Cybersecurity measures are paramount to safeguard sensitive data and systems from cyber threats. Overall, the digitized workplace offers increased efficiency, flexibility, and connectivity, empowering organizations to adapt and thrive in the digital age.

Digital Skills and Employee Empowerment

Digital skills and employee empowerment are crucial in the modern workplace. Digital skills encompass various abilities like using digital tools, understanding data analytics, and cybersecurity. Empowering employees with these skills involves training, resources, and support. Organizations promote continuous learning to stay updated with technology. This empowerment fosters a culture of autonomy, collaboration, and accountability, enhancing employee engagement and satisfaction. Ultimately, investing in digital skills and empowerment equips organizations with a workforce capable of driving innovation and growth in the digital age.

Enhancing Employee Empowerment Through the Acquisition Of Digital Skills

1. Digital Skills Development Trends:

As technology continues to advance, there's a growing demand for individuals with digital literacy and competency. Organizations are adopting innovative approaches to digital skills development, such as personalized learning pathways tailored to individual learning styles and gamification techniques to make learning more engaging. Immersive experiences like virtual reality (VR) and augmented reality (AR) are being integrated into training programs to provide hands-on learning opportunities and enhance skill retention.

2. Remote Work and Empowerment:

The rise of remote work, accelerated by technological advancements and global events, presents new challenges and opportunities for employee empowerment. Organizations are implementing strategies to empower remote workers, such as providing access to digital communication platforms (e.g., Slack, Microsoft Teams) and virtual collaboration tools (e.g., Zoom, Google Workspace). Maintaining employee autonomy and productivity in remote settings is crucial, necessitating a shift in management approaches and the establishment of clear communication channels.

3. Integration of AI and Automation:

Artificial intelligence (AI) and automation technologies are increasingly being integrated into workplace processes to streamline tasks and improve efficiency. Empowering employees to work alongside AI systems involves providing training and support to understand how AI works and how it can be effectively utilized. Developing AI-related competencies among employees enables them to leverage AI-driven insights for decision-making and innovation, contributing to overall organizational success.

4. Ethical Considerations:

With the proliferation of digital technologies, ethical considerations related to privacy, security, and bias become increasingly important. Organizations must promote responsible digital practices and ethical decision-making among employees to ensure the ethical use of technology. Empowering employees to navigate ethical dilemmas involves providing education and training on ethical principles and creating a culture that prioritizes ethical behaviour in the workplace.

Future Trends in Employee Empowerment Through Digital Skills

1. Remote Work and Virtual Collaboration: With the rise of remote work, employees will increasingly rely on digital skills to collaborate effectively with colleagues, regardless of their physical location. This may involve using tools such as virtual reality (VR) or augmented reality (AR) for immersive remote collaboration experiences.

2. Personalized Learning Platforms: As the demand for digital skills grows, companies may invest in personalized learning platforms that cater to individual employee needs and preferences. These platforms could use artificial intelligence (AI) to recommend relevant courses and resources, helping employees develop the skills they need to succeed in their roles.

3. Data Literacy: In an increasingly data-driven world, employees will need to be proficient in interpreting and analysing data to make informed decisions. Companies may provide training programs to improve employees' data literacy skills, empowering them to leverage data effectively in their work.

4. Automation and AI Integration: Automation and AI technologies have the potential to streamline workflows and improve productivity. Employees will need to develop digital skills to work alongside these technologies, including understanding how to use automation tools and AI algorithms to their advantage.

5. Cybersecurity Awareness: With the growing threat of cyberattacks, employees will need to be educated about cybersecurity best practices to protect sensitive data and systems. Training programs may focus on topics such as phishing awareness, password security, and safe internet browsing habits.

6. Digital Wellness: As digital technology becomes increasingly integrated into our lives, there will be a greater emphasis on promoting digital wellness in the workplace. This may involve teaching employees how to manage their digital consumption, maintain a healthy work-life balance, and protect their mental well-being in an always-connected world.

Challenges in Digital Skills and Employee Empowerment

1. Digital Skills Development Challenges

• Rapid Technological Changes: Keeping up with the pace of technological advancements poses a challenge for organizations and employees alike, as new tools and platforms emerge frequently.
• Skill Shortages: Despite the increasing demand for digital skills, there may be shortages of talent with the necessary competencies, leading to recruitment challenges for organizations.
• Accessibility and Inclusivity: Ensuring equal access to digital skills development opportunities for all employees, including those with disabilities or from underrepresented backgrounds, can be challenging.

2. Remote Work and Empowerment Challenges

• Communication Barriers: Remote work can hinder effective communication and collaboration among team members, leading to misunderstandings and reduced productivity.
• Isolation and Disengagement: Employees may feel isolated and disconnected from their colleagues and the organization's goals when working remotely, potentially impacting morale and engagement.
• Work-Life Balance: Without clear boundaries between work and personal life, remote employees may struggle to maintain a healthy work-life balance, leading to burnout and decreased well-being.

3. Integration of AI and Automation Challenges

• Job Displacement Concerns: The integration of AI and automation technologies may raise concerns about job displacement among employees, particularly those in roles susceptible to automation.

• Reskilling and Upskilling Needs: Employees may require reskilling or upskilling to adapt to changes brought about by AI and automation, posing challenges in terms of training and development initiatives.

• Ethical Considerations: Ethical dilemmas surrounding the use of AI and automation, such as bias in algorithms or concerns about data privacy, can present complex challenges for organizations to address.

4. Ethical Considerations Challenges

• Complexity of Ethical Issues: Ethical considerations in the digitized workplace are multifaceted and complex, requiring careful consideration and nuanced approaches to navigate effectively.

• Lack of Awareness: Employees may lack awareness or understanding of ethical issues related to technology use, highlighting the need for education and training initiatives.

• Balancing Ethical Principles and Organizational Objectives: Organizations may face challenges in balancing ethical principles with business objectives and financial pressures, requiring a delicate balance to be struck.

Conclusion

In conclusion, the future of digital skills development and employee empowerment is poised for significant transformation amidst the evolving landscape of the digitized workplace. As organizations continue to embrace digital technologies and remote work becomes increasingly prevalent, several key trends and challenges are likely to shape the trajectory of digital skills acquisition and employee empowerment. One prominent trend is the growing importance of personalized learning pathways and innovative training methods to address the diverse learning needs of employees in a technology-driven environment. As digital tools and technologies continue to evolve, organizations must invest in continuous learning initiatives to ensure that employees remain equipped with the necessary digital competencies to thrive.

The integration of artificial intelligence (AI) and automation presents both opportunities and challenges for employee empowerment. While AI-driven insights can enhance decision-making and productivity, organizations must also prioritize AI-related skills development to ensure that employees can effectively collaborate with intelligent systems and leverage their capabilities. The rise of remote work necessitates a re-evaluation of traditional empowerment strategies, with a focus on fostering autonomy, collaboration, and connection among remote teams. Digital communication platforms and virtual collaboration tools play a pivotal role in facilitating effective remote work environments, but organizations must also address the challenges of maintaining employee engagement and well-being in virtual settings.

Ethical considerations related to technology use, such as privacy, security, and bias, emerge as critical concerns in the digitized workplace. Organizations must empower employees to navigate these ethical challenges and contribute to a culture of responsible digital innovation.

In navigating these future trends and challenges, organizations must prioritize investment in digital skills development and employee empowerment initiatives. By fostering a culture of continuous learning, autonomy, and ethical responsibility, organizations can build a workforce that is resilient, adaptable, and capable of driving success in the digital age.

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A STUDY ON DIGITAL TRANSFORMATION OF BUSINESS MODELS IN THE CREATIVE INDUSTIES

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Abstract

This article explores how digital technologies are supporting business models in the creative industries. By analyzing qualitative data, a business model is developed that is used to analyze evidence of business creativity. The research revealed that technological advances have led to widespread changes in business models and some major changes have emerged. But restructured business models are often not "new" in the first place. Business model innovation often involves using technology to implement more business models than the company could previously use. An important result is the increasing number of knowledge-based business models within single companies. This occurs in companies of all sizes when the company uses different business models or changes over time to serve different businesses, sell different products, or participate in different markets. Refinement and elaboration of the entire business model through recursive learning methods can be used both as a knowledge tool for understanding business models and as a means of preparing for a new business model. This article helps us understand business model thinking and how digital technologies support business model innovation in creative industries. Three new issues for future research are highlighted.

Keywords: Business Model, Portfolio Model, Holistic Framework.

Introduction

This article explores the use of technology to support new business models in the creative industries. Business model theory has developed rapidly over the last two decades, attracting the attention of academics and business leaders. Digital technologies are considered to play an important role in supporting business model innovation in different sectors. However, although there are many research papers, specialized journals and conferences on business models, the concept of a business model itself is still not simple; many ideas have slowed down the pace of research (Zott, Amit, & Massa., 2011).

The importance of business model innovation, especially the digital transformation of business models, is still not understood (Spieth, Schneckenberg and Ricart, 2014; Visnjic, Wigarten and Neely, 2016).

Through analysis of qualitative data, this article creates a complete business model that ensures the effectiveness of its design (what); then use these models to examine how and why business models change, and explore the role of technology in the new business model, drawing on evidence from the creative industries. This article helps us understand business model thinking and how to use technology to support new business models. It also explores the potential role of the creative industries in fostering innovation and entrepreneurship across a range of industries.

The Key Constructs of Business Model

The top layer is the value chain, which defines the company's product offering, market segment, and revenue generation model. The central process is the value architecture that defines how the company sees, creates, distributes and profits. The basis for this is the quality of the business, which includes the company's core activities such as product innovation and marketing, production and delivery, and customer management (Abell, 1980; Hagel and Singer, 1999; Li, 2007). The business model of the business can affect the value the company provides to the customer; to customers for providing value; and its income. This can also be reflected in the way value is defined, created, distributed and captured; The activities required to create and deliver value to selected customers and the capabilities of the organization to which these activities depend. These structures are closely interrelated and dynamically interrelated.

Evaluate Business Models

Financial Sustainability and Stakeholder Credibility Since the business model is very important in converting the business into working income, the most important thing to evaluate is its financial sustainability (Desyllas and Sako, 2013; Esslinger, 2011; Lazonick). and Tulum, 2011; Seelos and Mair, 2007; Clemons, 2009). Even though organizations are not profit-driven, financial returns are still important to cover costs and sustain social and cultural goals. Therefore a business model is "good" only if it generates more revenue than its costs; "New" business models are achieved by identifying new benefits, creating new products and services, or creating new methods of production, delivery and capture to create capital, new layers, processes or value-added logics. Previous studies have examined the link between business models and firm competitiveness (Casadesus-Masanell and Ricart, 2010; Giesen et al., 2007). As will be discussed in the research design section, our work with business leaders also highlights the need for companies to be responsive to key stakeholders, not all of whom are from previous studies. Therefore, an equally important aspect of a "good" business model is that it builds trust between different stakeholders. Another issue to consider in the creative industry is the need to maintain tension between business and culture (Bielby, 2011; Roberts, 2010). Therefore, the business model needs to be evaluated with the trust of its participants (Froud et al., 2009; Laplume, Sonpar, and Litz, 2008). Key stakeholders and their expectations may change over time. Financial sustainability and stakeholder responsibility are often linked as they relate to needs and expectations that can affect the structure and objectives of the company, especially with revenue and cost control (Froud et al., 2009). Some business leaders also emphasize other factors, such as operational scalability, but these are not universally recognized as important or necessary.

Developing A Holistic Business Model Framework

Although various business models have been developed and used in previous studies (e.g., Afuah & Tucci, 2001; Osterwalder & Pigeur, 2010; Al-Debei & Avison, 2010), none have involved various levels and voluntary capture of design ideas; They are not yet universally accepted by scientists or experts. Therefore, it is necessary to create a new framework based on the combination of previous studies, continue to develop and go through various stages of innovation (Straub and Carlson, 1989). Based on the data analysis, a preliminary business model was created to guide the initial research data and the results were presented to the business participants. As will be discussed in more detail later, the framework was refined and further developed based on empirical research and feedback provided by business leaders at our workshop. This feedback and reflection led us to conduct further data analysis to refine and expand the framework used to expand existing curriculum and guide the collection of new information.

Research Design

Creative industries are an important sector of the world economy. The British Department for Culture, Media and Sport (DCMS) defines the creative industry as "based on creativity, intelligence and expertise and capable of creating wealth and employment through the development of intellectual property" (NWS, 1998). These terms have been approved and have become de facto world standards (NESTA, 2013; Solidoro, 2009). The creative industry in the UK is as large as the financial industry, accounting for 10% of its exports, and has an international reputation in areas such as design, fashion, arts comfort, sport, news, music and advertising (Work Foundation, 2007). ; TSB, 2009; NESTA, 2013).

DCMS (1998) identifies 13 activities of the creative industries , but this is not a complete list. It includes software but excludes museums, cultural heritage, creative writing and journalism. Many activities specifically driven by digital technologies (such as social media or digital art) are included in the current category (NESTA, 2013). Some researchers have increasingly begun to view "business creativity" as an integrated concept (Comunian, 2011; Ferrandiz, 2011; Hesmond & Baker, 2010; Pratt, 2009; Paltoniemi, 2015; Petruzzelli & Savino, 2015; 2015).

Creative industries provide the best environment for testing business model innovations; Results in the creative industries tend to go to others. Business potential (Lampel and Germain, 2016). These include a wide range of organizational characteristics and activities, from large multinational corporations, national and regional enterprises to small businesses; From digital businesses that have created many new jobs (such as digital games), to traditional businesses that have been transformed by digital technology (such as advertising, publishing, design and music), to areas that technology has not yet fully impacted (such as fine arts, museums and arts). cultural heritage). Events occurring in the creative sectors have the potential to spread to other sectors (Lampel and Germain, 2016; Petruzzelli and Savino, 2012, 2015).

Objectives

● To expand the audience and customer based through digital channels.

● To increase productivity and reduce costs.

● To develop new digital products or services.

● To providing personalized and interactive experiences.

● To adopt emerging technologies.

● To minimize risk.

Limitations

● To protecting digital assets.

● To implement digital technologies often requires specialized skills and knowledge that may not be readily available.

● It may lack the resources for large scale digital transformation.

● Adopting of digital tools and platforms can be costly.

● It may be resistant to adopting new technologies.

● To find sustainable business models for digital content creation and distribution.

The Mini Case Studies

Further analysis of the small research literature shows how different business models vary. 90% use technology to change the relationship with customers in their working model; 87% are redefining the perception of value and 80% are changing value capture in the value model. Interestingly, only 33% changed their cost structure; 43% of companies change their products. These changes are also reflected in major changes in the digital transformation of business models.

The Main Case Studies:

Unlike the business model transformations found in smaller case studies, most large case studies use technology to operate or expand business models.

Conclusion

This article helps us understand business model thinking and how to use technology to support new business models. Based on comprehensive data analysis and operational recommendations, a holistic business framework is developed, expanded and validated through an iterative learning process to define business models, the business and their relationships. The role of digital technology is revealed using the EEC classification. In our case study, there are many changes in the offering, cost architecture and efficiency of the business model. These changes affect the financial stability of these companies and the trust of their stakeholders. An important aspect to consider when evaluating a new business model is the time frame, because what works in the short and medium term may cause harm in the long term.

A STUDY ON DIGITAL PAYMENT SYSTEM WITH SPECIAL REFERENCE TO YOUTH

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Abstract

The present era is entering into a new pace in digital payment system by using digital wallets filled with coupons and offers. In particular, the mobile payment (m-payment) system has emerged, enabling users to pay for goods and services using their mobile devices (especially mobile phones) wherever they go. To make people stress free and to make transactions easy new application has been introduced. The present research paper is focusing on the impact and usage of these new digital payment systems on youth and problems encountered if any. The study is conducted in Mumbai region and data of48peoplewascollected using structured questionnaire and analyzed using simple statistical tools.

Keywords: Digital Payment, UPI, POS, E-Wallet

Introduction

Digital payment system refers to an electronic device hat allows an individual to make electronic commerce transactions, and also to purchase online items. It also facilitates digital wallet where it is linked to an individual's bank account. Customers use digital wallets to store payment data, eliminating the need to re-enter information each time when they make a purchase. Digital Payment system is a sample of Electronic Data Interchange (EDI). E-commerce payment systems have become very popular due to widespread use of the internet based shopping and banking. Its demand has further increased after the demonetization of the Indian currency on 8th November 2016.

Objectives of the Study

1. To study the usage on digital payment system amongst the youth

2. To know the problems and challenges of digital payment system

3. To highlight the importance of digital payment system

Hypothesis:

1. There is positive relation between the gender who use the UPI-a digital payment service

2. Maximum number of people use E-wallet as digital payment service

Research Methodology

Source of Data: The study is based on the primary and secondary data.

Sample size: The total population of 48 respondents was taken in consideration. The respondents were the youth. Efforts were made to include equal number of respondents from each category.

Data Collection: Data was collected using a questionnaire of 15 questions. The questionnaire was

distributed among the youth through a Google form. The questionnaire included mainly the questions based on the use of digital payment system.

Sample unit: The research was conducted in Mumbai

Statistical tools used:

➤ Graphs

➤ Diagrams

➤ Correlation

Limitations of the study:

➤The result is based only on the sample which is collected using convenient sampling method.

➤A sample size of only48 respondents was taken in consideration. The findings will differ with larger sample size.

Data Analysis and Interpretation:

HYPOTHESIS: There is positive relationship between the gender who use the UPI - a digital payment service.

1. Gender
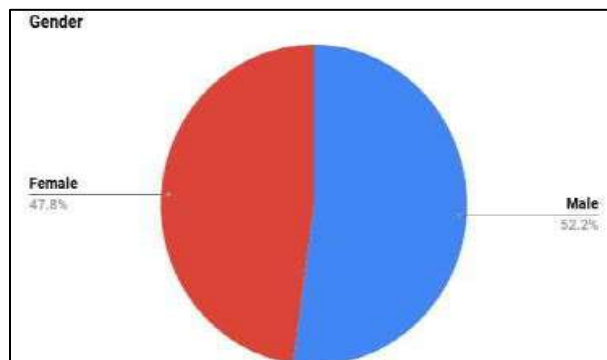
EXPLANATION:

Using Correlation method it is found that there is a positive correlation between the male and female who use the UPI- a digital payment system. Out of the 48 responses 47.8% were females and 52% were males.

2. Usage of Digital Payment System amongst Youth
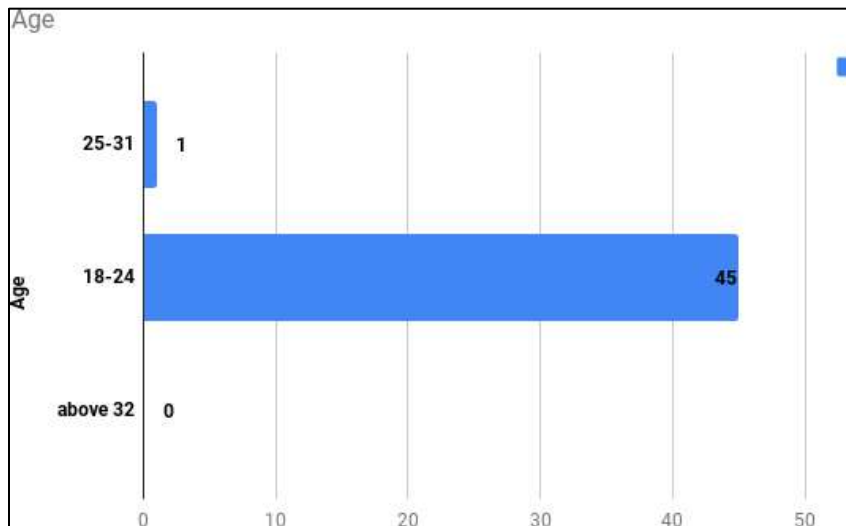
EXPLANATION

The above diagram clearly indicates that the popularity of digital payment system amongst youth.

3.Number of Respondents using Digital Payment System.
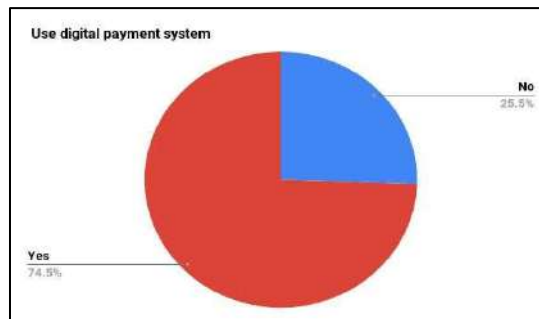
EXPLANATION

When asked about the use of digital payment system out of the total responses 74.5%uses digital payment system and 25.5% does not use any digital payment mode which clearly shows the popularity of digital payment system.

4.Maximum number of people use mobile banking as Digital Payment Services

Digital payment services used

Service	Count
USSD (mobile banking without internet *99#)	3
UPI app (mobile app with andriod)	17
e-wallet	11
Cards / POS	29
AEPS (Aadhaar enabled payment system)	1

Count of If yes Digital payment services used are
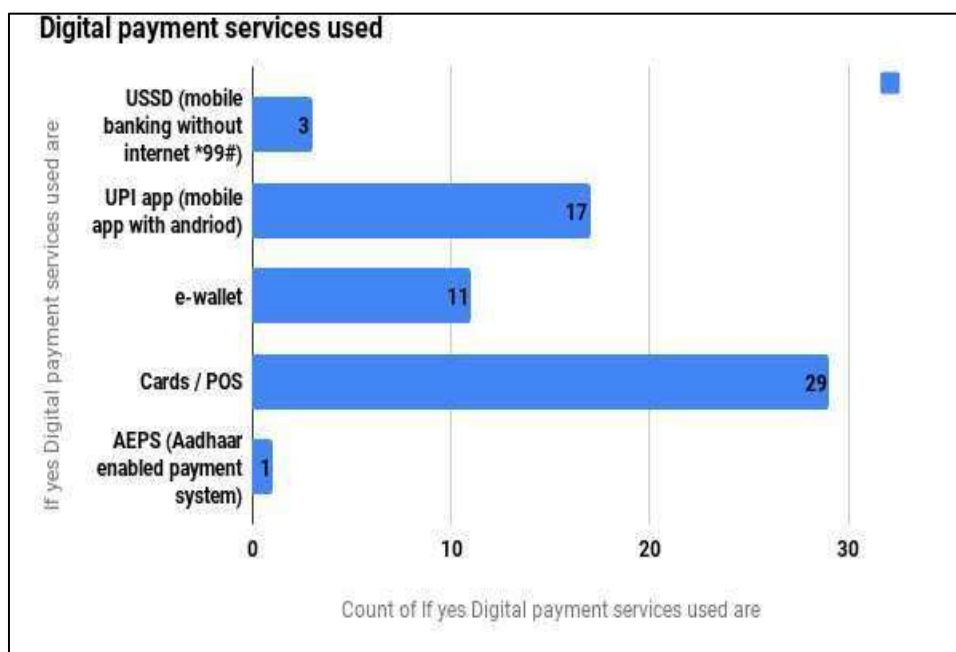
EXPLANATION

From the above graph we can see that maximum number of people use cards/pos as a mode of digital payment. It also shows that people use multiple modes of payment in their day to day life.

5. Advantages of Digital Payment System

Digital payment system is

Attribute	Count
instant mode of payment	26
User friendly	19
time saver	28
full of risk	3

Count of Digital payment system is
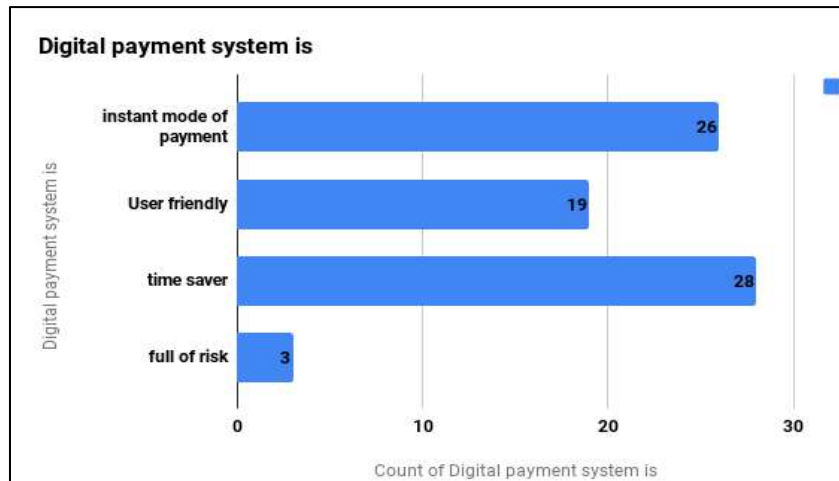
EXPLANATION

When asked about the advantages of using digital payment system 26 respondents said that it is intent mode so can be used easily anywhere. 19 respondents use because it is user friendly, 28 said that it saves time and only 3 think that it very risky to use this system.

Findings

People are more aware about the online payments through mobile applications and there is a wider increase in growth rate.

✓Currently, there is a mix of cash and cashless transactions happening across the country, while many enablers are working towards turning the cashless economy dream into a reality.

✓EffectiveplanningandregulationofdigitizationwouldhelpIndianeconomy to compete with the mature economies in the coming years.

✓People are more confident in using digital mode of payments

✓Different applications of digital payment service are becoming popular amongst youth.

Conclusion and Suggestions:

However, the benefits of this move have now started trickling in with more and more people switching to digital modes of receiving and making payment. India is gradually transitioning from a cash-centric to cashless economy. Digital transactions are traceable, therefore easily taxable, leaving no room for the circulation of black money. The whole country is undergoing the process of modernization in money transactions, with e-payment services gaining unprecedented momentum. A large number of businesses, even street vendors, are now accepting electronic payments, prompting the people to learn to transact the cashless way at a faster pace than ever before.

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A STUDY ON IMPLEMENTATION OF EMERGING TECHNOLOGIES IN 5G NETWORK

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Abstract

This study is based with A STUDY ON IMPLEMENTATION OF EMERGING TECHNOLOGIES IN 5G NETWORK. The newest standard for relaying mobile data is 5G. It will bring speed improvements, of course, but it will also enable new advanced forms of data transmission that weren't ever possible before. This means that enterprises can't just look to 5G for speedier downloads; there's a more fundamental realignment that needs to take place if companies are to benefit from 5G. Let's consider how 5G will change the way we communicate, what industries it will impact and how to prepare for and defend against new security challenges that will emerge.

Introduction

Since its initiation in the late 1970s, mobile wireless communication has come across from analog voice calls to current modern technologies adept of providing high quality mobile broadband services with end-user data rates of several megabits per second over wide areas and tens, or even hundreds, of megabits per second locally. The extensive improvements in terms of potentiality of mobile communication networks, along with the initiation of new types of mobile devices such as smart phones and tablets, have produced an eruption of new applications which will be used in cases for mobile connectivity and a resultant exponential growth in network traffic. This paper presents our view on the future of wireless communication for 2020 and beyond.

In this paper, we describe the key challenges that will be encountered by future wireless communication while enabling the networked society. Along with this, some technology routes that may be taken to fulfill these challenges. The imagination of our future is a networked society with unbounded access to information and sharing of data which is accessible everywhere and every time for everyone and everything. To realize this imagination, new technology components need to be examined for the evolution of existing wireless-based technologies. Present wireless based technologies, like the 3rd Generation Partnership Project (3GPP) LTE technology, HSPA and Wi-Fi, will be incorporating new technology components that will be helping to meet the needs of the future. Nevertheless, there may be certain scenarios that cannot be adequately addressed along with the evolution of ongoing existing technologies. The instigation of completely new wireless-based technologies will complement the current technologies which are needed for the long-term realization of the networked society.

A. 1G

The 1st generation was announced in initial 1980's. It has a data rate up to 2.4kbps. Major subscribers were Advanced Mobile Phone System (AMPS), Nordic Mobile Telephone (NMT), and Total Access Communication System (TACS). It has a lot of disadvantages like below par capacity, reckless handoff, inferior voice associations, and with no security, since voice calls were stored and played in radio towers due to which vulnerability of these calls from unwanted eavesdropping by third party increases.

B. 2G

The 2nd generation was introduced in late 1990's. Digital technology is used in 2nd generation mobile telephones. Global Systems for Mobile communications (GSM) was the first 2nd generation system, chiefly used for voice communication and having a data rate up to 64kbps. 2G mobile handset battery lasts longer because of the radio signals having low power. It also provides services like Short Message Service (SMS) and e-mail. Vital eminent technologies were GSM, Code Division Multiple Access (CDMA).

C. 2.5G

It generally subscribes a 2nd generation cellular system merged with General Packet Radio Services (GPRS) and other amenities doesn't commonly endow in 2G or 1G networks. A 2.5G system generally uses 2G system frameworks, but it applies packet switching along with circuit switching. It can assist data rate up to 144kbps. The main 2.5G technologies were GPRS, Enhanced Data Rate for GSM Evolution (EDGE), and Code Division Multiple Access (CDMA).

D. 3G

The 3rd generation was established in late 2000. It imparts transmission rate up to 2Mbps. Third generation (3G) systems merge high speed mobile access to services based on Internet Protocol (IP). Aside from transmission rate, unconventional improvement was made for maintaining QoS. Additional amenities like global roaming and improved voice quality made 3G as a remarkable generation. The major disadvantage for 3G handsets is that, they require more power than most 2G models. Along with this 3G network plans are more expensive than 2G [3], [7]. Since 3G involves the introduction and utilization of Wideband Code Division Multiple Access (WCDMA), Universal Mobile Telecommunications Systems (UMTS) and Code Division Multiple Access (CDMA) 2000 technologies, the evolving technologies like High-Speed Uplink/Downlink Packet Access (HSUPA/HSDPA) and Evolution-Data Optimized (EVDO) has made an intermediate wireless generation between 3G and 4G named as 3.5G with improved data rate of 5-30 Mbps.

E. 3.75G

Long-Term Evolution technology (LTE) and Fixed Worldwide Interoperability for Microwave Access (WIMAX) is the future of mobile data services. LTE and Fixed WIMAX has the potential to supplement the capacity of the network and provides a substantial number of users the facility to access a broad range of high-speed services like on demand video, peer to peer file sharing and composite Web services. Along with this, a supplementary spectrum is accessible which accredit operators manage their network very compliantly and offers better coverage with improved performance for less cost.

F. 4G

4G is generally referred as the descendant of the 3G and 2G standards. 3rd Generation Partnership Project (3GPP) is presently standardizing Long Term Evolution (LTE) Advanced as forthcoming 4G standard along with Mobile Worldwide Interoperability for Microwave Access (WIMAX). A 4G system improves the prevailing communication networks by imparting a complete and reliable solution based on IP. Amenities like voice, data and multimedia will be imparted to subscribers on every time and everywhere basis and at quite higher data rates as related to earlier generations. Applications that are being made to use a 4G network are Multimedia Messaging Service (MMS), Digital Video Broadcasting (DVB), and video chat, High-Definition TV content and mobile TV.

G. 5G

With an exponential increase in the demand of the users, 4G will now be easily replaced with 5G with an advanced access technology named Beam Division Multiple Access (BDMA) and Non- and quasi-orthogonal or Filter Bank multi carrier (FBMC) multiple access. The concept behind BDMA technique is explained by considering the case of the base station communicating with the mobile stations. In this communication, an orthogonal beam is allocated to each mobile station and BDMA technique will divide that antenna beam according to locations of the mobile stations for giving multiple accesses to the mobile stations, which correspondingly increase the capacity of the system [8]. An idea to shift towards 5G is based on current drifts, it is commonly assumed that 5G cellular networks must address six challenges that are not effectively addressed by 4G i.e. higher capacity, higher data rate, lower End to End latency, massive device connectivity, reduced cost and consistent Quality of Experience provisioning.

Objective

➢ To create a newest standard for relaying mobile data.

➢ To enable new advanced forms of data transmission that weren't ever possible before.

➢ To minimize the disruptions in the technology.

Securities Challenges Of 5G Technology

A few key security concerns are inevitable consequences of the improvements 5G provides. For example, with a much greater amount of data being relayed per unit time, it's more rewarding for thieves to attempt data exfiltration on 5G networks. Workers who have free reign over their devices can also download malware faster than before, which means businesses have no margin of error for irresponsible device use.

How to Overcome 5g Securities Challenge

To protect the devices that will utilize 5G technology, you should find a device management solution that can scale with your organization's needs. In particular, you should look for a solution that emphasizes IoT management.

Conclusion

It's important to understand that 5G is more than just an incremental improvement it's fundamentally transformative for many industries. By taking the time to secure 5G infrastructures, companies can position themselves to become leaders in the 5G era. A 5G wireless network architecture has been explained in this paper with massive MIMO technology, network function virtualization (NFV) cloud and device to device communication. Certain short-range communication technologies, like Wi-Fi, Small cell, Visible light communication, and millimeter wave communication technologies, has been explained, which provides a promising future in terms of better quality and increased data rate for inside users and at the equivalent time reduces the pressure from the outside base stations.

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A STUDY ON STUDENTS PERCEPTION TOWARDS E-LEARNING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

This study investigates students' attitudes and opinions regarding e-learning. Through surveys and interviews, it explores their perceptions, challenges, and preferences in the context of online education, aiming to provide insights into enhancing the effectiveness of e-learning platforms.

Introduction

Throughout the history of mankind, one thing that has helped us in every way is our ability to learn and adapt to the situation at hand. And "education" is the tool that has helped us in enhancing these qualities. Education is responsible for the personality, character, growth and all-round development of an individual. All of us remember reading about traditional ways of education such as gurukuls and home schools. However, as change is the quality that helps in evolution, nations saw the emergence of day schools, boarding schools and colleges which resorted to the ways of teaching through black-boards and whiteboards. Then came the days when having a computer/ laptop along with an internet connection were a "luxury" compared to today's scenario. The advent of cheap internet made sure anyone having a smart phone can access free online lessons that are uploaded via You-Tube, Unacademy etc., which offer a diverse catalogue. Learning Management System (LMS), like Moodle and Google Classroom much before them is commonly used tool amid the pandemic of COVID-19.

E-Learning:

E-Learning is a learning system that provides education through electronic media with the help of internet and electronic devices. It is a new trend which emerged when internet and the use of electronic devices became popular. Though it had come into existence earlier, it wasn't that popular as traditional learning. The purpose of learning is to provide the required knowledge to the student. It is actually served here. He/she gets what they need from this platform. Just like student interacts with a teacher directly, an individual interacts with the wide world of knowledge. E-Learning is of much advantage because of ease in access and availability. It could be accessed at anytime from anywhere with the help of internet and an electronic device. It also serves an arena for self study purpose.

Though E-learning posses a lot of qualities, it also have many problems. Problems such as least interaction with teachers, doubt clearing problems etc., are abundant. Students during the times of Covid 19 were pushed to move on with the e-learning because of situation where normal learning was not possible. But it has helped both the students and the teachers to go on with the learning teaching process with the help of e-learning.

Objective of The Study

• To analyse the perception of students towards E-learning in general.

• To study the factors which affects the perception of students and to understand their level of satisfaction.

Scope of The Study

• The study attempts to understand the perception of students towards e-learning, their likes and dislikes for it and their satisfaction levels.

• The main scope of the study is to identify the perception level of students towards e- learning. Also, it identifies the factors which results in such a change.

Limitation of The Study

• The major limitation of the study is that it is confined only to the Students.

• Another limitation is that it is confined only to students of Coimbatore city, therefore cannot study about students of other cities.

• Furthermore, this is study only take into consideration of a population of 100 students. Therefore, cannot generalise the perception level of all students.

Statement of The Problem

It is evident that though academic activities are carried out with the lot of E-learning tools, students face a lot of problems. They have satisfactions and dissatisfactions over it. This would affect their academic performances. Although it is a concept which has originated a few years ago, it is for the first time that all the students in the world make use of this system for their learning purposes.

Therefore, there is a need of a study to be conducted to understand the perception level of students towards online learning and to find a solution to any problems if any. This study assesses the student's perception level towards E-learning with special reference to SRCAS Coimbatore City.

Review of Literature

1.Nasar and Lestandy - This study examines students' perceptions using the Canvas LMS. The results indicate that the use of Canvas LMS supports the teaching-learning process at Electrical Engineering UMM. Canvas LMS can be used to increase understanding of the material being taught and learning resources. It is also a useful way for lecturers to efficiently manage the class as a whole.

2.Jakobsone and Cakula - The researchers found that the analysis of the information system as an online learning support platform, improved major study question was how the automated learning support system could develop the efficiency and quality of further quality of knowledge flow, and recommendations for advancing work-based learning besides the encouragement of efficient knowledge management technologies.

Analysis and Interpretation

How often you use online study material?	No of Respondents	Percentage%
Mostly	30	30

Rarely	7	7
Sometimes	63	63
Grand Total	**100**	**100**

1.Usage of Online Study Material

Source: Primary Data

Interpretation
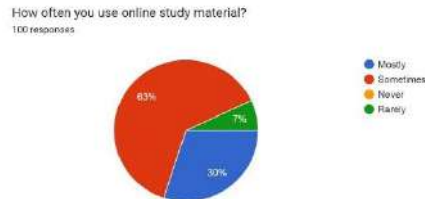
Chart Usage of Online Study Material

The above table shows that **30%** of the respondents mostly use online study material, **7%** of the respondents rarely use online study material and **63%** of the respondents uses online study material sometimes. Hence the respondents uses online study material sometimes (**63%**) is more.

2. Level of Association with Personal Factors and Years of Using Internet

Null Hypothesis: H0

There is no association between personal factors and years of using internet.

Alternate Hypothesis: H1

There is an association between Personal factors and years of using internet.

ANOVA

TYPE OF VARIANCE		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Age	Between Groups	1.135	3	.378	2.471	.066
	Within Groups	14.705	96	.153		
	Total	15.840	99			
Educational Qualification	Between Groups	.755	3	.252	.295	.829
	Within Groups	81.755	96	.852		
	Total	82.510	99			

Area of Residence	Between Groups	.622	3	.207	1.477	.226
	Within Groups	13.488	96	.140		
	Total	14.110	99			

Source: Computed Data

Interpretation

The above table reveals that the personal factors and the years of using internet. The observed value Age (.066) Educational qualification (.829) and the area of residence (.226) are above the expected value (0.005). So there is no association with personal factors and years of using internet.

Conclusion

This project helps the researcher to know about the "Students perception towards ELearning". Majority of the students are satisfied with e-learning as a tool for study and prefers online course over face to face course. The respondents felt the accessing offline copies were hard and E-learning helped them in clearing the basic understanding and grabbing the gist of the topic. Most of the respondents prefers online study material and it is very helpful in submission of assignments, it enhances and exchange communication between teachers and students. Majority of the students prefers online learning as it can access information anytime needed. From the project it is identified that most of the Students are satisfied with E-Learning.

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A STUDY ON CONSUMPTION OF MOBILE APPLICATION SOFTWARES WITH SPECIAL REFERENCE TO DIGITAL PAYMENT PLATFORMS

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Abstract

In the recent era, the usage of Mobile applications for the purpose of making online digital payments is increasing rapidly. The Government is also encouraging the merchants and the customers to make the financial transactions through digital payment applications as it would lead the country to become "Digital Nation". Through online payments the merchants and the customers save lot of time and acknowledgement for the payment is also confirmed with the payment status which appears on the screen. There are numerous applications that has been developed so far and which is going on been developed for the easy usage of digital payments. Since, the features in the applications are very user friendly the number of users for the mobile payment applications are increasing day by day. Even if there is a talk which says that these non-banking mobile payment software are collecting some indirect taxes from the customers, people hesitate to stop the usage of these applications because it became one of their mandatory applications which serves on right time to avoid. The mindset of the people has also changed from carrying money in hand to having balance in their bank accounts and carrying a mobile phone everywhere is more safe and secure. Thus, the situation leads the customers and users to make the country a digitalized one.

Keywords: Applications, Digital, Transactions, Easy, Safe, Google Pay, Phone Pe, Paytm, etc.,

Introduction

Over the last few decades, the world has seen a significant evolution in the way we pay for goods and services. The introduction of digital payments revolutionized the way we transfer money, making transactions faster, more secure and efficient. As the use of cash is declining, the adoption of digital payment methods is increasing day by day. From its early beginnings with credit cards to the recent emergence of cryptocurrencies, this timeline takes a step back to look at the different stages and milestones that have shaped the evolution of digital payments.

Objectives

1. To understand the level of usage of mobile payment applications.

2. To identify the application which is most widely used by the customers.

3. To know the frequency of usage of mobile payment applications by the customers.

Review of Literature

Brief History of Digital Payment Applications

In 1997, the first digital payment system, called "E-Cash" was introduced by David Chaum. It allowed users to make anonymous online transactions. However, the system failed to gain much traction due to technical difficulties and regulatory hurdles. In 1998, Paypal emerged as an alternative to traditional payment methods such as checks and money orders. It allowed users to send and receive money online using an email address and a linked bank account or credit card. Paypal's user-friendly interface and simple transaction process helped it become the go-to payment platform for online auctions and e-commerce sites. As the popularity of online

shopping increased in the early 2000s, online retailers sought out ways to make digital payments even more convenient for their customers. Companies like Amazon and Google introduced their own payment systems, known respectively as "Amazon Payments" and "Google Checkout". In 2011, another milestone was reached with the launch of Square, a payment service that enables small businesses to accept credit card payments using just a mobile device and a card reader. This revolutionized payment processing for independent vendors and small merchants. The rise of smartphones has given birth to a new era of financial transactions. As more people began to use smartphones for various purposes, digital payments through mobile wallets became increasingly popular. Mobile wallets allow users to store their debit and credit card information securely and use it for various transactions.

With the added convenience of mobile payments, contactless payments became the norm as they allowed consumers to make transactions without touching cash or cards. Contactless payments allow cardholders to tap their cards on a reader to make a payment. This method is not only faster but is also more secure than traditional card payments as there's minimal contact involved.

Benefits of Digital Payment Softwares

o **Convenience**

Digital payments offer convenience for both you and your customers. Customers can make payments from anywhere, at any time, without having to carry cash or even visit a physical location. When they are in a location, they simply have to tap or swipe, instead of fumbling with cash.

o **Faster Transactions**

With digital payments, you can speed up the checkout process and get paid near-instantly. Both in-store and online, digital payments often require a quick tap or swipe which simplifies the transaction. Then, the money is deposited into your account without the need to visit a bank at all. It simplifies your life and increases real-time cash flow.

o **Easier To Track**

Digital payments are recorded for you. That makes it easier to stay on top of your transaction records, monitor for fraud, and deal with returns or exchanges when they occur. With the Pay Dashboard, you're even able to gain unique insights about your customers based on their transaction history and payment methods.

o **Enhanced Security**

Unlike cash, checks, and even physical credit cards which can be easily stolen and used, digital payments are generally much safer. That's because digital payments often have advanced security features like tokenization to protect customers' details.

o **Global Reach**

The rise of online shopping means that customers are no longer limited to buying locally. In fact, Statista reports that in 2022, cross-border payments topped $156 billion dollars in value. Digital payments allow you to expand your customer base, increase visibility, and boost sales.

Mobile Payment Applications

Though there are many applications been developed for making online payments, there are certain platforms which are more user friendly and been used by many users. Some of such applications are:

Google Pay

Google Pay is a mobile service that enables users to purchase products and services using a compatible android phone with an NFC chip. You can also use Google Pay with a tablet or watch. This online payment system and digital wallet provides a convenient solution for customers in the digital world. It is also an excellent way for merchants to give their consumers more options on how to pay.

PHONEPE

PhonePe is an Indian multinational digital payments and financial services company headquartered in Bengaluru, Karnataka, India. PhonePe was founded in December 2015, by Sameer Nigam, Rahul Chari and Burzin Engineer. The PhonePe app, based on the Unified Payments Interface (UPI), went live in August 2016.

The PhonePe app is available in 11 Indian languages. Using PhonePe, users can send and receive money, recharge mobile, DTH, data cards, make utility payments, pay at shops, invest in tax saving funds, buy insurance, mutual funds, and digital gold.

PhonePe is licensed by the Reserve Bank of India for the issuance and operation of a Semi Closed Prepaid Payment system.

PAYTM

Paytm (an acronym for "pay through mobile") is an Indian multinational financial technology company, that specializes in digital payments and financial services, based in Noida, India. Paytm was founded in 2010 by Vijay Shekhar Sharma under One97 Communications. The company offers mobile payment services to consumers and enables merchants to receive payments through QR code payment, Payment Soundbox, Android-based-payment terminal, and online payment gateway. In partnership with financial institutions, Paytm also offers financial services such as microloans and buy now, pay later to its consumers and merchants.

BHIM App

Bhim app Bhim (Bharat interface for money) is an Indian mobile payment app developed by the national payments corporation of India (NPCI), based on the unified payments interface (UPI). Named after B.R.Ambedkar and launched on 30 December 2016,it is intended to facilitate e-payments directly through banks and drive towards cashless transactions.

Banking Applications

Banks provide its own applications for making digital transactions. It provides facilities for making payment by adding its beneficiary name and account details. If the beneficiary belongs to the same banks the payment can be done in a very short time. If the beneficiary belongs to other bank it may take some time for account activation and the payment can be done after some time. This varies from bank to banks. Recently, banks have introduced the scan QR system by which the payment can be done less than a minute.
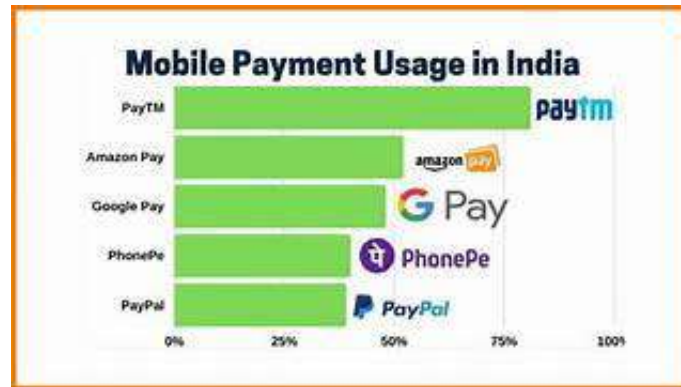
Conclusion

An evolutionary succession has been witnessed by payment methods from cash to digital payment applications like Phone Pe, Google Pay, Paytm, etc., and mobile banking applications. In this article it has been identified that the usage of online banking applications is rapidly increasingly day by day. The customers are using this payment applications for purchasing the products through online and offline mode. It is clearly understood that in the recent years the customers and the merchants are moving towards the online payment software than using physical money. Hence, the adoption and deployment of several rising technologies carry new opportunities and challenges to the implementation and design of secure online payment systems in the present day as well as in near future.

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A DESCRIPTIVE ANALYSIS ON CULTURAL TRANSFORMATION AND DIGITAL ADOPTION

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Abstract

Although the number of companies declaring their commitment to the concept of customer centricity is increasing, many of these companies are struggling to actually shape their organization accordingly. In this article we share the results of our research, which aims to identify key shaping factors that help organizations move towards customer centricity, and key barriers that typically deter organizations from becoming customer-centric. Based on a literature review and field research among both practitioners and academics, we have identified a set of nine shaping factors and three barriers to building customer-centric organizations and explored these in more detail. Our study suggests that there are no simple recipes or shortcuts for organizations to become customer-centric. Instead, companies can reap sustainable competitive advantage from evolving the ability to master nine shaping factors and evade three barriers to customer centricity. This abstract explores the fundamental pillars of customer-centric digital strategies, including personalized marketing, omnichannel engagement, seamless user experience, and data-driven decision-making. Through personalized marketing initiatives, businesses can deliver targeted and relevant content to individual customers, fostering stronger connections and driving higher conversion rates. Omnichannel engagement ensures a cohesive and integrated experience for customers across various channels and devices, allowing them to interact with the brand seamlessly. This abstract emphasizes the significance of prioritizing customer-centric digital strategies as a catalyst for driving business success and competitiveness in the digital age. By putting customers at the center of their digital initiatives and leveraging technology to deliver exceptional experiences, organizations can unlock new opportunities for growth, innovation, and differentiation in an increasingly customer-driven landscape.

Keywords: Customer Centricity, Organization, Strategy, Barriers, Shaping Factors.

Introduction

In today's hyperconnected world, where consumers are inundated with choices and information, businesses face an increasingly complex challenge: how to cut through the noise and truly engage with their audience. At the heart of this challenge lies the imperative to adopt customer-centric digital strategies that prioritize the needs, preferences, and experiences of the modern consumer. This introduction sets the stage for exploring the essence of customer-centric digital strategies, elucidating their significance in driving growth, fostering brand loyalty, and enhancing customer engagement. By delving into this dynamic intersection of customer-centricity and digitalization, we uncover actionable insights and best practices that can empower businesses to thrive in the digital age. In this exploration, we will begin by defining the foundational concepts of customer-centricity and digital strategies, underscoring their interconnectedness and relevance in today's business landscape. We will then delve into the key principles that underpin effective customer-centric digital strategies, emphasizing the importance of personalization, omni-channel integration, and data-driven decision-making. Furthermore, we will explore the role of emerging technologies such as artificial intelligence, machine learning, and big data analytics in enabling businesses to deliver tailored experiences that resonate with their customers. By harnessing the power of these technologies, organizations can gain deeper insights into customer behavior, preferences, and sentiment, thereby refining their digital strategies to better meet evolving needs and expectations. Moreover, we will examine successful case studies and real-world examples from diverse

industries, showcasing how organizations have leveraged customer-centric digital strategies to drive tangible results, from increased customer satisfaction and retention to enhanced brand reputation and market share. Additionally, we will discuss the challenges and considerations that businesses may encounter in implementing customer-centric digital strategies, ranging from data privacy concerns to organizational silos and resource constraints. By addressing these challenges head-on and adopting a holistic approach to digital transformation, organizations can overcome barriers and unlock the full potential of customer-centricity in the digital era. In conclusion, this exploration aims to provide a comprehensive understanding of the principles, technologies, and best practices that underpin effective customer-centric digital strategies. By prioritizing the needs and preferences of their customers and leveraging digital technologies to deliver seamless, personalized experiences, businesses can position themselves for sustained growth and success in an increasingly competitive landscape.

Review of Literature

Pine and Gilmore (2013)[1], discuss the evolution of the economy from an agricultural economy to an experience economy. The authors argue that as consumers have become more affluent and sophisticated, they are no longer satisfied with just buying goods or services. Instead, they seek out experiences that are memorable and engaging. Their research presents a framework for businesses to create and deliver memorable experiences to their customers. The authors argue that businesses should focus on providing experiences that are personal, engaging, and authentic. They also suggest that businesses should consider how technology can be used to enhance the customer experience.

Grewal and Levy (2013)[2], provide a comprehensive overview of the principles and practices of marketing. The authors cover a range of topics, including market research, product development, pricing, distribution, and promotion. The book presents a customer-centric approach to marketing, emphasizing the importance of understanding customer needs and creating value for customers. The authors also discuss the impact of technology on marketing, including how they use social media and mobile devices.

Kozinets and Handelman (2014)[3], examines the role of trade groups in shaping public policy. The authors argue that trade groups can be both adversaries and allies in the public policy process, depending on their goals and the issues at stake. The article presents a framework for understanding trade group behaviour, including their motivations, strategies, and tactics. The authors also discuss the impact of trade group activity on public policy outcomes.

Kandampully and Zhang (2015)[4], synthesize current research on customer experience management in the hospitality industry, highlighting the importance of understanding customer needs and preferences to create a personalized and memorable experience. These studies demonstrate the importance of understanding and prioritizing customer needs and preferences in the development and implementation of marketing strategies.

Lemon and Verhoef (2016)[5], examines the customer journey from initial awareness to post purchase evaluation. The authors argue that businesses should focus on creating a seamless and engaging customer experience throughout the entire journey. The article presents a framework for understanding the customer journey and identifies key touchpoints that businesses should focus on. The authors argue that businesses should focus on creating emotional connections with customers and should use technology to enhance the customer experience.

Keypoints About Customer-Centric Digital Strategies

Customer Understanding: Customer-centric digital strategies start with a deep understanding of customer needs, preferences, and behaviours. This understanding is derived from data analytics, market research, and ongoing customer feedback mechanisms.

Personalization: Personalization lies at the heart of customer-centric digital strategies. By leveraging data insights, businesses can tailor their marketing messages, product recommendations, and user experiences to individual customers, increasing relevance and engagement.

Omnichannel Experience: Providing a seamless omnichannel experience is crucial. Customers expect consistency and continuity across various touchpoints, whether it's a website, mobile app, social media platform, or physical store.

User-Centric Design: Designing digital interfaces and experiences with the user in mind is essential for customer-centricity. Intuitive navigation, clear information architecture, and aesthetically pleasing visuals contribute to a positive user experience.

Data-Driven Decision Making: Customer-centric digital strategies rely on data-driven decision-making processes. By analysing customer data, businesses can identify trends, anticipate needs, and optimize their strategies for better outcomes.

Continuous Optimization: Customer-centricity is an ongoing journey rather than a destination. Businesses must continuously monitor, measure, and optimize their digital strategies based on evolving customer preferences and market dynamics.

Customer Engagement and Communication: Building meaningful relationships with customers requires proactive engagement and communication. Digital channels offer opportunities for personalized interactions, such as email marketing, social media engagement, and live chat support.

Customer Feedback and Iteration: Listening to customer feedback and acting upon it is vital for refining digital strategies. Businesses should encourage and facilitate feedback loops to gather insights for iterative improvements.

Case Study

A real-life case study showcasing effective customer-centric digital strategies:

Domino's Pizza:

Situation:

In 2008, Domino's was facing sinking sales, declining customer satisfaction scores, and intense competition. Their pizza was viewed by many customers as low quality.

Strategy:

Domino's embarked on a company-wide initiative to remake their brand into one focused obsessively on the customer experience. Some key strategies included:

➢**Listening to Customer Feedback:** They paid attention to negative feedback online and from surveys, acknowledging their poor quality.
➢**Transparency:** They launched advertising showing customers reacting negatively to their pizza quality, being open about needing to improve.

➢ **Updated Digital Ordering Platforms:** They revamped online ordering portals and launched easy order tracking and one-click ordering.

➢ **Flexible Delivery Platforms:** Options were added like ordering through Facebook messenger, text messages, emails, and custom mobile apps.

Results:

Domino's saw exceptional results from their customer-centric digital strategy including:

➢25%+ growth in stock price from 2008 to 2016

➢More than 50% of sales now coming from digital platforms

➢Becoming the #2 player in pizza market share

This case highlights how centering your digital strategies around improving customer experiences through transparency, flexible ordering/delivery, and leveraging data can lead to dramatic turnarounds.

Sephora:

Situation: Traditionally, buying makeup in-store could be intimidating and inconvenient. Shopping often required dealing with aggressive sales associates, limited time to browse and test products at displays, and no virtual try-on capabilities.

Strategy: Sephora sought to disrupt the beauty shopping experience and reach new audiences through customer-centric digital strategies focused on education, personalization and empowerment. Some initiatives included:

• Virtual Artist Tutorial App: Augmented reality app helps guide customers step-by-step on applying makeup properly through virtual tutorials. Over 300 tutorials are available.

• Product Reviews/Ratings Platform: Ability to leave product reviews and questions visible for other customers helps them evaluate purchases better by learning from peers. Over 8 million ratings and reviews have been submitted.

• Virtual Try-On: Through Modi Face augmented reality, customers can virtually try on over 2,000 lip products to test colours. Over 6 million virtual try-ons have taken place.

Results:

Sephora has seen tremendous engagement and growth through enhancing the digital shopping journey, including:

• Highly-ranked mobile app driving personalized offers and connectivity to beauty advisors

• 60% of loyalty members engaged daily/weekly on the mobile app

• Named in the Top 50 for "Personalization Powerhouses" lists

The Sephora case reflects how customer beauty needs can be met better through digital tools for education, try-ons and peer recommendations resulting in targeted and personalized experiences.

Pros and Cons of Customer-Centric Digital Strategies:

Pros:

1.Stronger customer relationships and loyalty - With a deep focus on customer needs, you will form emotional bonds and generate return customers.

2.Higher conversion rates - Customers will be more engaged with polished digital buying experiences and responsive support which leads to more purchases.

3.Improved brand reputation and trust - By demonstrating you care through customer-first strategies like education, you build credibility and trust.

4.More qualified leads generated - Platforms and content optimized for the ideal customer helps generate leads that better match buyer personas.

5.Better data and insights - From a focus on digital channels, you gain valuable behavioral and activity data on customers showing preferences.

6.Reduced costs - Scalable digital campaigns can lower marketing costs vs traditional channels if strategically targeted at ideal buyers.

7.Enhanced personalization - Digital channels make adaptive, tailored messaging to individual buyers at specific touchpoints feasible.

8.Higher customer lifetime value - Customer-centricity strategies lead to more repeat purchases over a longer time horizon.

9.Increased student acquisition capability - You can optimize recruitment and admissions messaging for prospective students through digital campaigns.

10. Upsell/cross-sell opportunities - Knowing your customers presents easier openings to market bundle deals or related products.

Cons:

1.Expense of technology and infrastructure - Integrated CRMs, marketing automation platforms and analytics can get costly.

2.Privacy risks from consumer data gathering - Managing data securely and transparently is critical to avoid problems.

3.Omnichannel execution complexity - Support across many channels like web/mobile/social media consistently is challenging.

4.Diminished marketing agility - Heavily customized messaging can rely on more static content instead of dynamic real-time capabilities.

5.Disproportionate digital focus at expense of human interaction - Finding optimal balance between digital, self-serve access and consultative support is key.

6.Potential message saturation - Highly targeted, personalized messaging could seem repetitive or intrusive without enough variation.

7.Difficulty retaining context across channels - Maintaining nuances of customer data/interactions across departmental systems poses problems in siloed infrastructure.

8. Losing sight of the bigger picture - Focus on granular customization may result in strategies not aligned to overarching goals.

9. Excess reliance on data vs conventional wisdom - Purely data-driven decisions still need human oversight to avoid overcorrection or shortsighted optimization.

10. Lacking clear metrics to measure success of customer-centricity - As a newer strategy, best practices for accurate measurement are still emerging.

Conclusion in Detail

While customer-centricity should absolutely be a core strategic priority, there are risks if not managed carefully during digital transformation. Many organizations underestimate expenses when integrating new martech, lacking clarity on the total costs of content production, analytics, infrastructure, and talent required to fully utilize these systems. Just implementing a sophisticated CRM alone will not magically create more tailored, seamless customer experiences. True personalization also requires consolidating data and interactions into a unified profile for each customer across all channels and technologies. This is non-trivial lifting for larger enterprises with existing product-focused silos and disjointed architectures. Legacy frameworks can make maintaining context very difficult. Creative strategies and governance policies are mandatory to drive adoption across business units to prevent poor data hygiene and inconsistent approaches. Marketers additionally struggle to strike the right personalization formula using analytics, balancing relevant custom messaging without over indexing on the individual so much that larger brand and campaign context gets diluted. While conversions may tick upwards relying heavily on recommendation algorithms, the importance of conventional branding and engagement through emotionally resonant, creatively conceived content remains. There is no substitute for human insight and vision. Regardless of roadblocks, customer-centric digital transformation must happen for survival. Methodical, phased martech integration paired with change management and upskilling helps rationalize costs. Appointing dedicated customer journey orchestrators and personnel exchange programs build cross-functional literacy. Getting the architecture right early also mitigates data disconnects and tools chaos before too many stacks emerge. Steering committees retain governance without stifling experimentation. With careful planning, the obstacles of customer-centricity can be overcome, unleashing creativity and analytics in tangent to drive extraordinary engagement.

ERADICATION OF ERRORS USING JIRA TOOL FOR PRODUCTIVITY USING PRE AND POSTTEST ANALYSIS AMONG EMPLOYEES WORKING IN IT INDUSTRY WITH REFERENCE TO BANGALORE CITY

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Abstract

The study examines the effectiveness of using the JIRA tool to eradicate errors and enhance productivity among employees in the IT industry, with a focus on Bangalore, India. The research employs pre and posttest analysis to evaluate the impact of implementing JIRA on error reduction and productivity improvement within IT organizations. Through the analysis of various variables such as original estimate, remaining estimate, time spent, work ratio, and custom field (FTR Score), the study assesses the relationship between errors in production and the utilization of JIRA. Findings from the study reveal significant associations between errors in production and certain variables, such as the original estimate, time spent, and custom field (FTR Score), while the remaining estimate and work ratio show marginally significant relationships. These results underscore the importance of effective project management and productivity tools, such as JIRA, in addressing errors and optimizing workflow efficiency within IT organizations. The study suggests that continuous evaluation and refinement of processes, along with the strategic utilization of tools like JIRA, are essential for minimizing errors and enhancing overall productivity in the IT industry. The findings provide valuable insights for IT professionals, managers, and organizations seeking to improve performance and drive operational excellence in the dynamic and competitive landscape of Bangalore's IT sector.

Keywords: JIRA, Errors, Productivity and IT industry

Introduction

In today's competitive business world, all the businesses try to provide the best products to the market and attract the customers. To survive this fierce competitive world, every company tries to develop and introduce new products. As, companies grow they develop the new products. To develop new products, a firm has to set up R&D and invention of new process. The companies should perform all the activities of development of the products at the right time and right place to provide it to the market. Organizations should do a research before setting up and a further research to deal with the unforeseen problem in the industry. They should have relevant procedures and directions of implementing. Many researchers have been interested and working as it is a crucial area. There is a gap between the R&D and invention of new process due to its focus on its own sectors. So, the co-ordination between both the areas is complicated. And its further complicated when the R&D and invention of new process facilities are located in different geographical locations. The companies should perform the activities righteously in their respective fields throughout the chain. Many researches have altered the invention of new process and eradication of errors based on models. But the research on differences and similarities of R&D, invention of new process. So, this thesis focuses on eradication of errors using Jira tool for productivity using pre and posttest analysis among employees working in IT industry in Bangalore.

When large organizations have its operations of R&D and invention of new process in different geographical locations the interactions are limited. When the interactions and flow of information/knowledge is limited, it also leads to operational issues after invention of new process. When it comes to adhesives, it is complicated due to the nature of the material.

Issue Type displays all types of items that can be created and tracked via Jira testing tool. JIRA Issues are classified under various forms like new feature, sub-task, bug, etc. as shown in the screen shot.

There are two types of Issue types schemes in Jira project management tool, one is

Default Issue Type Scheme: In default issue type scheme all newly created issues will be added automatically to this scheme.

Agile Scrum Issue Type Scheme: Issues and project associated with Agile Scrum will use this scheme
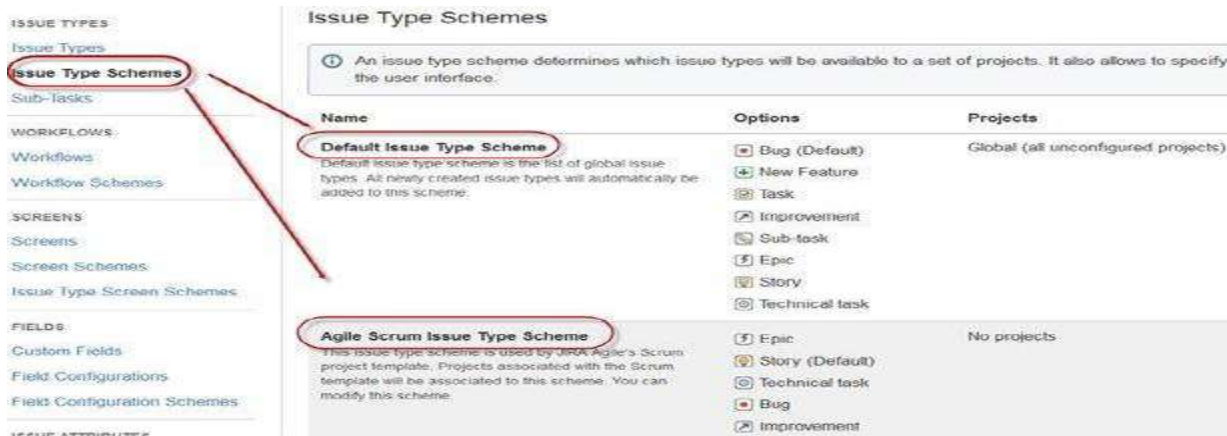
Apart from these two issue type schemes, employees can also add schemes manually as per requirement, for example we have created IT & Support scheme, for these we will drag and drop the issue types from the Available Issue type to Issue type for current scheme as shown in the screen shot below,
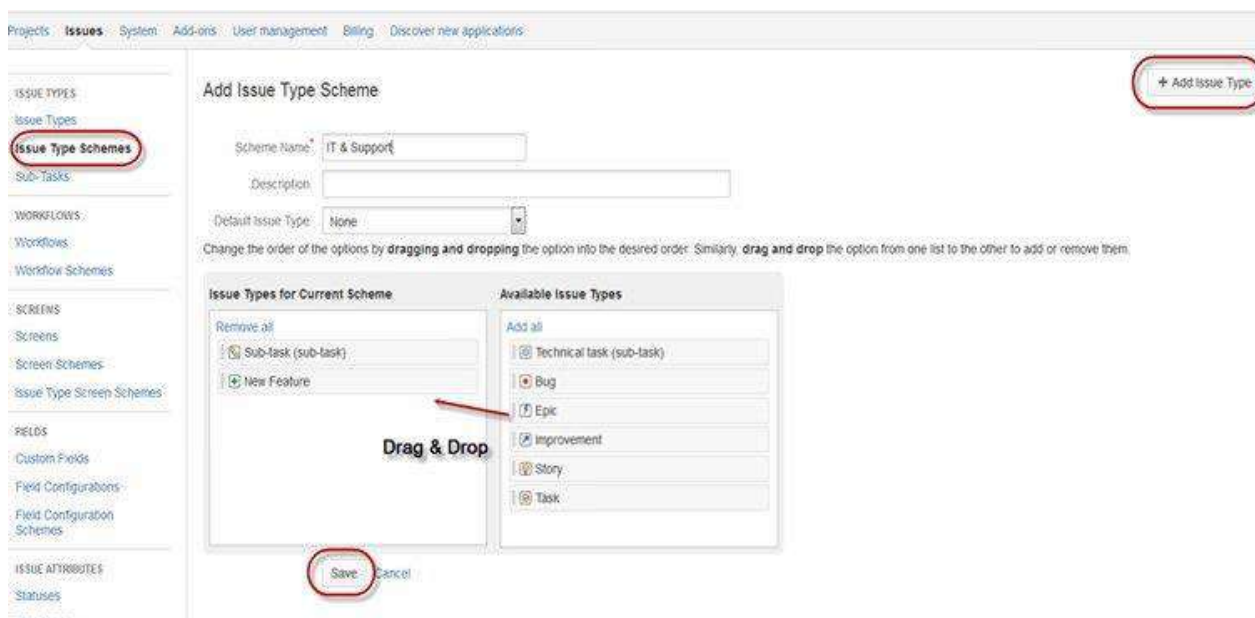
JIRA Components

Jira Components are sub-sections of a project; they are used to group issues within a project into smaller parts. Components add some structures to the projects, breaking it up into features, teams, modules, subprojects and more. Using components employees can generate reports, collect statistics, and display it on dashboards and so on.

To add new components, as shown in the above screen employees can add name, description, component lead and default assignee.

JIRA Screen

When issue is created in JIRA, it will be arranged and represented into different fields, this display of field in JIRA is known as a screen. This field can be transitioned and edited through workflow. For each issue, employees can assign the screen type as shown in the screen-shot. To add or associate an issue operation with a screen employees have to go in main menu and click on Issues then click on Screen Schemes and then click on "Associate an issue operation with a screen" and add the screen according to the requirement. Now in this Jira tutorials, we will learn about Jira Issue Attributes.

Jira Issue Attributes

Issue Attributes encompasses

- Statuses

- Resolutions

- Priorities

Statuses: Different statuses are used to indicate the progress of a project like To do, InProgress, Open, Closed, ReOpened, and Resolved. Likewise, employees have resolutions and priorities, in resolution it again tells about the progress of issue like Fixed, Won't fix, Duplicate, Incomplete, cannot reproduce, Done also employees can set the priorities of the issue whether an issue is critical, major, minor, blocker and Trivial.
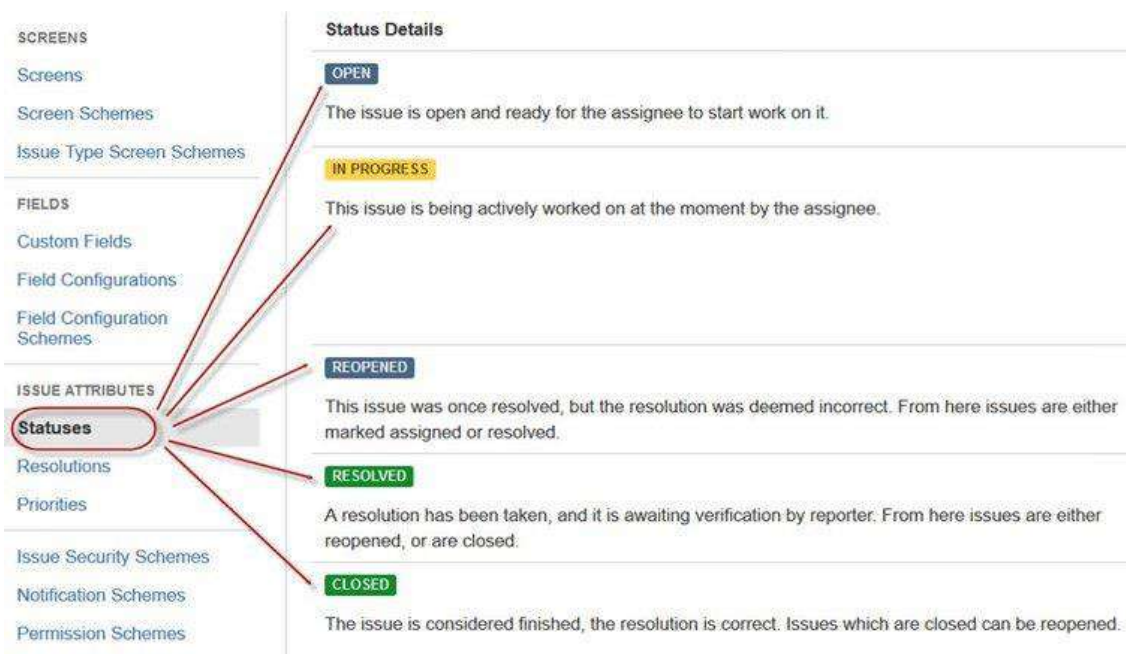
Issue Security Schemes

This function in JIRA allows employees to control who can view the issues. It consists of a number of security levels which can have users or groups assigned to them. employees can specify the level of security for the issues while creating or editing an issue.

Similarly, there is a Default Permission Scheme any new project that are created will be assigned to this scheme. Permission Schemes allow employees to create a set of permissions and apply this set of permission to any project.

System Administration

Some of the useful features that JIRA admin provides to users are:

Audit Log

Under Audit Log, employees can view all the details about the issue created, and the changes made in the issues.

Issue Linking

This will show whether their issues link with any other issue that is already present or created in the project also employees can de-activate Issue linking from the panel itself

Mail in JIRA

Using Mail system in admin employees can mail issues to an account on a POP or IMAP mail server or messages written to the file system generated by an external mail service.

Events

An event describes the status, the default template and the notification scheme and workflow transition post function associations for the event. The events are classified in two a System event (JIRA defined events) and Custom event (User defined events).

Watch list

JIRA allows employees to watch a particular issue, which tells employees about the notifications of any updates relating to that issue. To watch an issue, click on the word "watch" in the issue window, and if employees want to see who is watching their issues, employees have to click on the number in brackets.

Issue Collectors

In the form of JIRA issues, an issue collector allows employees to gather feedback on any website. In administration if employees click on Issue collectors an option will open asking Add Issue Collector. Once employees have configured the look and feel of an Issue Collector, embed the generated JavaScript in any website for feedback.

Development Tools

They can also connect their Software development tools to JIRA tool using this admin function. Employees have to enter the URL of the application to connect with JIRA.

Creating an issue in JIRA

Step 1) Open Jira software and login with your ID and password

JIRA Dashboard will open when you enter your user ID and password. Under free JIRA dashboard you will find option Project, when you click on it, it will open a window that list out options like Simple Issue Tracking, Project Management, Agile Kanban, Jira Classic and so on as shown in screen shot below.
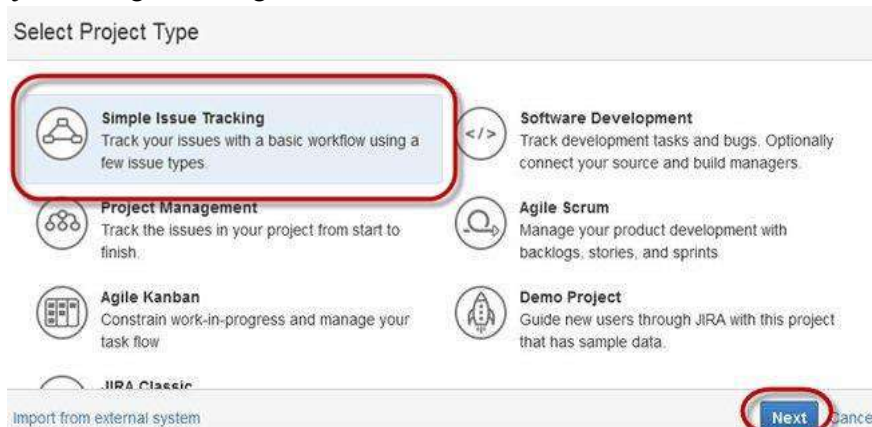
Step 2) Provide issue details

When you click on option Simple Issue Tracking, another window will open, where you can mention all the details about the issue and also assign the issue to the responsible person.

Step 3) Provide detailed information to create an issue

When you click on "Submit" button, a window will open where you can perform a list of work like creating issues, assigning issues, check the status of issues like- resolved, In-Progress or closed and so on.

Once the issue is created a pop-up will appear on your screen saying your issue is created successfully as shown in the screen shot below.
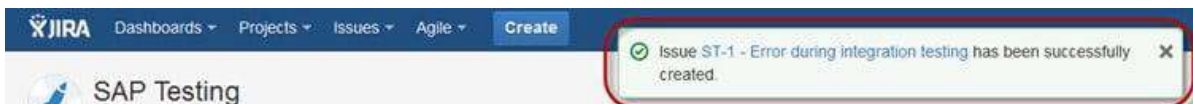
Step 4) Open the Issues menu to search and perform multiple functions on issues

Now if you want to edit an issue or you want to export the issue to XML or Word document, then you can hover your mouse on main panel and click on Issues. Under Issues options click on search for issues that will open a window from where you can locate your issues and perform multiple functions.
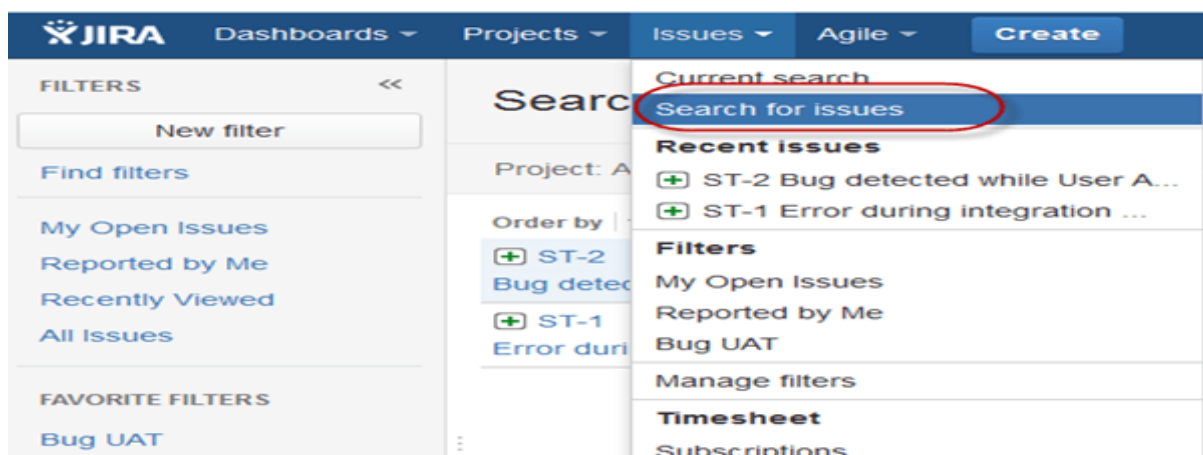
Plug-ins in JIRA

There are plug-ins available for JIRA to work more effectively, some of these plugins are Zendesk, Salesforce, GitHub, Gitbucket and so on. Some of them enables support team to report issues directly into JIRA, creates unlimited private repositories with full featured issue and test management support, etc.

JIRA Agile

Agile or Scrum method is generally used by development teams who follows a roadmap of planned features for upcoming versions of their product. Agile follows the same roadmaps to track their issues as in other JIRA methods To do -> In Progress -> Done , as shown in the screen shot below, we have one issue in To do and the second issue in In Progress. Once the issue in In Progress will be resolved, it will move to Done status and in the same way the issue in To do will move to the next stage In Progress.
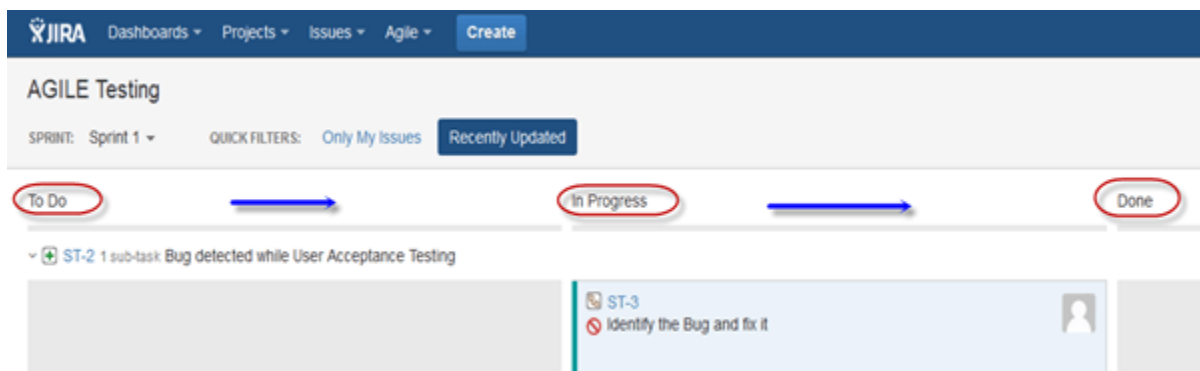
Creating issue in Agile

To create agile issue, go to main menu under Agile tab, click on "Getting Started", when you click on it, it will ask to create new board for the issues for Scrum or Kanban. You can choose your option as per your requirement, here we have selected Scrum method.
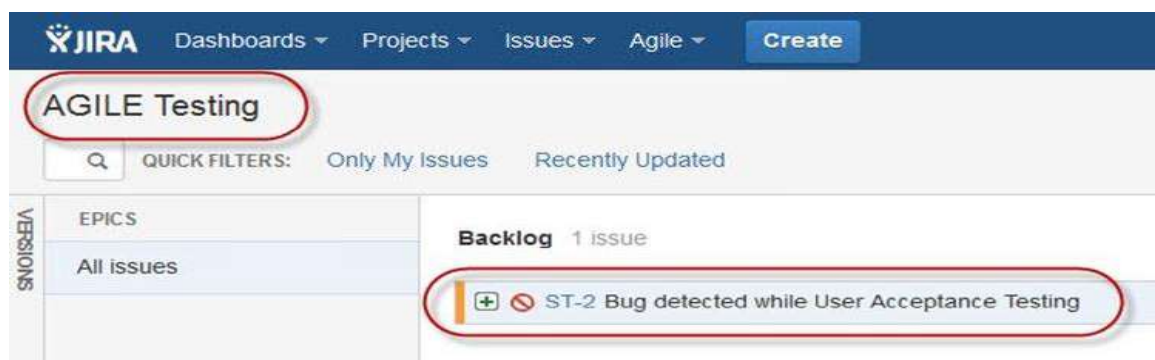
Creating an Epic in Agile
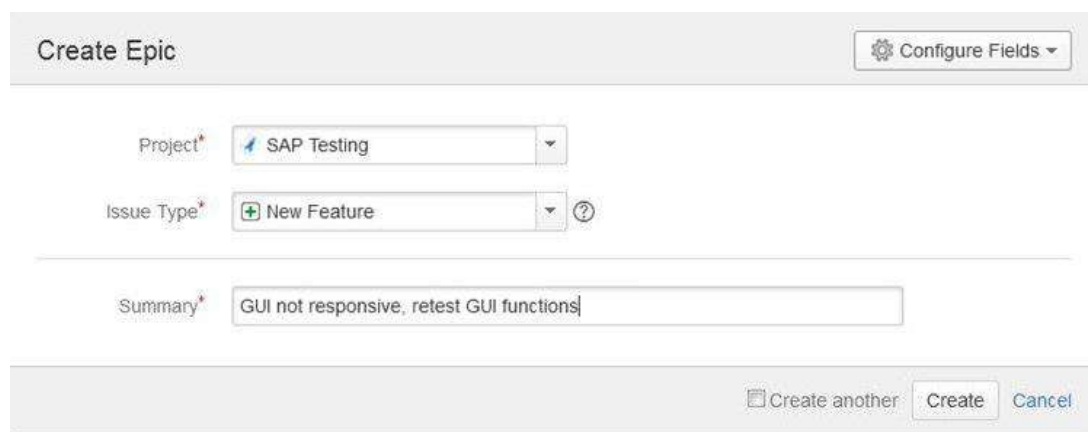
In JIRA Agile, an epic is simply an issue type. The epic captures a large body of work. It is a large user story which can be broken down into a number of small stories. To complete an epic, it may take several sprints. You can either create a new epic in agile or either use the issue you have created in normal JIRA board. Likewise, you can also create a story for agile scrum.

Plan Mode in Agile

Plan mode displays all the user stories created for the project. You can use the left-hand side menu to decide the basis on which the issues need to be displayed. While on the right-hand side menu clicking on the issue, you can create subtasks, logwork, etc.

Work Mode in Agile

It will display the active sprint information. All the issues or users stories will be displayed into three categories as shown in the screen shot below To do, In Progress and Done to show the progress of the project or issues.

You can also configure how you want to see the scrum board. Scrum board gives various options through which you can make changes into your board appearance. Various features you can configure using scrum are Columns, Swimlanes, Quick Filters, Card colors and so on. Here we have selected column management, and selected the options Issue count, and it will show the total number of issue in progress, to do or done. In column management, we can add an additional column as per employees requirement likewise there are different features that you can configure in board.
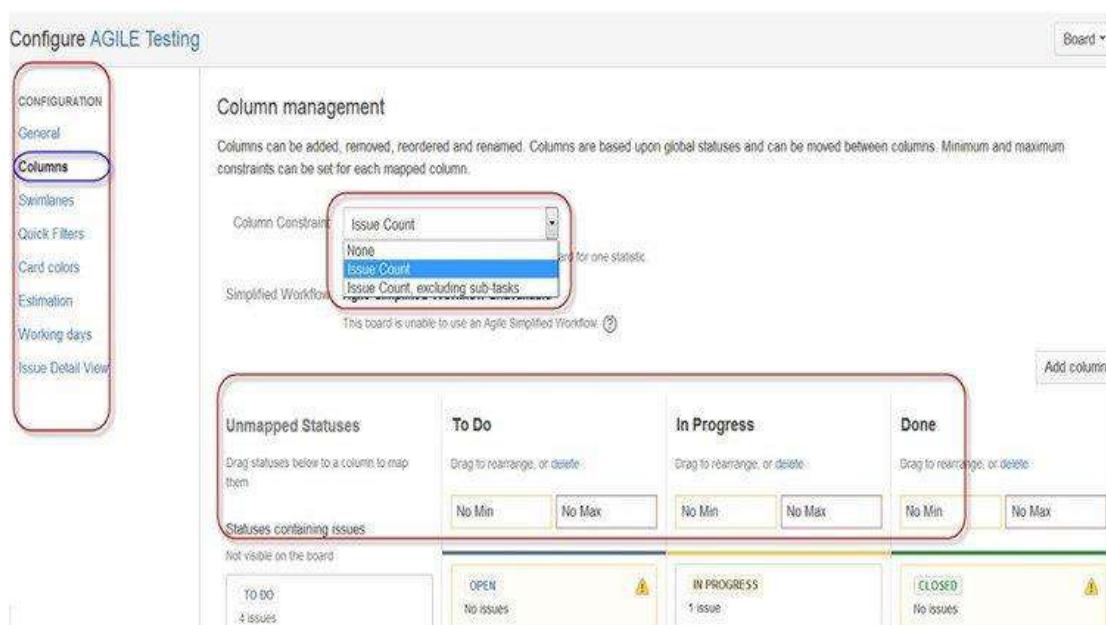
Statement of Problem

As productivity is considered to be the major factor towards development and quality enhancement process of business, and to enhance the quality of business by eradication of errors Jira tool has been used with the study and the following are taken as problem towards the study.

In early 2017 the company projects decided they should start working in an agile way based on SAFe (Forbes, 2020) when they, before that, used to work in a traditional way called Waterfall. With that framework, they made their own, called Projects Agile Framework, or VCAF. However, the company wonders if their IT risk management process is working as it should. This thesis could also demonstrate how a bigger company manages risks within the agile environment. Therefore, employees research questions are made in collaboration with the company and are as follows

In what way can Projects improve their risk management in agile projects?

Are there any (changed/improved) risk practices that they could implement that would improve their agile risk management?

Some problems that presented themselves with employees questions were that they had to be relevant to the company but at the same time have a research value. The questions had to be changed from time to time when new information was discussed with the group at projects they had contact with. Another complication the employee had from the beginning was that since there is a Covid-19 pandemic, we couldn't do any research on the premises of the company, but instead have the data collection happen remotely. This is also a point that is discussed more in the "future research" chapter and there it will be discussed how the study could have been different if the study could have been held at the company and thus the flowing has been taken as problem towards the study,

• What is the work process and performance of employees working in projects of the company before implementing jira tool?

• What is the performance output of the employees towards working in project after implementing jira tool?

Objectives of The Study

• To evaluate the work process and performance of employees working in projects of the company before implementing jira tool.

• To analyse the work process accuracy of the project after implementing jira tool towards their process.

• To compare the pre and post performance of the productivity among employees working with organisations based on Jira tool.

Scope of The Study

In most cases the delay investigation is only conducted at the end of the month. This investigation is extensive and time consuming. On average the update of the project plan and project controlling required around 40 minutes of work. As a consequence, this investigation is not done throughout the month to monitor the progress of a project. Also, this hinders the Project Manager from counter-acting to occurring delays during the month.

To detect delays in a Jira project contains copy and paste steps, which can lead to errors. When a Jira Tempo report was exported as an Excel or CSV file, the Project Manager must transfer it to another Excel table for further calculations. The step of manually copying data between Excel files can lead to errors. Carelessness errors may lead to pasting in a wrong column, which could lead to wrong results. The main scope of the study is that it will help the employees to gather knowledge about performance of jira tool and it will help the management to implement jira tool effectively among the employees, leads to increase in productivity in future.

Research Methodology

The locale of the study and sampling techniques for investigation as well as statistical methods used for analysis of the data are also explained in the text of this chapter under different sub-heads as stated below:

Research approach: Research approach used for this study is quantitative approach to find the effectiveness of jira tool towards quality process of the companies.

Intervention: Jira tool was used as intervention after conducting pretest and the same has implemented with posttest.

Research design: Research design is the overall plan for addressing a research question, including specifications for enhancing the study's integrity and descriptive research design has been used with the study.

Sample and sampling technique: Sample is carefully selected subset of population that presents the composition of that population. In the present study the quality of jira tool has been tested with different companies who have implemented jira tool for quality enhancement.

Sample size: A total of 70 samples were collected from various IT companies in Bangalore city and the persons who are using jira tool with the company were taken as samples for the study.

Data collection instruments:

Tools are the procedures or instruments used by the researcher to collect the data. The tool used to collect the data consisted of: Tool 1: Issue Type of the companies, Tool 2: Status of the companies, Tool 3: Priority, Tool 4 : Original estimate, Tool 5: Remaining estimate, Tool 6: Time Spent, Tool 7: Work ratio and Tool 8: FTR ratio

Data collection process: The investigator will obtain a formal written permission from the concerned

authority of the companies. Prior to the data collection the investigator get written consent from the samples. On the first day data will be collected from the samples individually and the same is conducted and analyse after a while for post test analysis after implementing zira tool. The data collected will be compiled for data analysis.

Description towards the tools used for the study: T-test and One-way Anova

Limitations of The Study

• Due to permissions and constrains the sample size of the study is limited to 70 samples.

• There may be a bias towards data collected from the respondents.

Analysis and Interpretation

Comparison between task and tools sued for the study

Ho1: Significant difference exists between task and tools sued for the study

		N	Mean	SD	F	Sig
Original estimate	Task	6	9.60E4	23978.991	3.615	.062
	Subtask	55	3.28E5	295935.367		
	Total	61	3.05E5	289310.785		
Remaining Estimate	Task	7	7714.29	13337.595	.072	.789
	Subtask	58	1.87E4	107301.206		
	Total	65	1.75E4	101403.517		
Time Spent	Task	7	6.94E4	40793.697	5.117	.027
	Subtask	63	3.16E5	286770.330		
	Total	70	2.92E5	282153.297		
Work Ratio	Task	7	84.286%	21.6542%	2.211	.142
	Subtask	63	93.540%	14.9081%		
	Total	70	92.614%	15.7575%		
Custom field (FTR Score)	Task	7	97.5500	1.28399	4.805	.032
	Subtask	63	92.7473	5.74539		
	Total	70	93.2276	5.64890		

Original Estimate:

The F-value is 3.615, and the p-value is 0.062, which is higher than the typical threshold of 0.05.

Therefore, there's no significant difference found in the original estimate between tasks and subtasks at the conventional significance level.

Remaining Estimate:

The F-value is 0.072, and the p-value is 0.789, indicating no significant difference in the remaining estimate between tasks and subtasks.

Time Spent:

The F-value is 5.117, and the p-value is 0.027, which is below the typical threshold of 0.05.

Hence, there is a significant difference in the time spent between tasks and subtasks.

Work Ratio:

The F-value is 2.211, and the p-value is 0.142, which is higher than 0.05.

No significant difference is observed in the work ratio between tasks and subtasks.

Custom Field (FTR Score):

The F-value is 4.805, and the p-value is 0.032, which is below the typical threshold of 0.05.

Therefore, there is a significant difference in the FTR score between tasks and subtasks.

Comparison between process and tools sued for the study

Ho2: No realtionship exists between process and tools sued for the study

		Sum of Squares	df	Mean Square	F	Sig.
Original estimate	Between Groups	2.508E11	7	3.583E10	.398	.899
	Within Groups	4.771E12	53	9.002E10		
	Total	5.022E12	60			
Remaining Estimate	Between Groups	5.767E9	8	7.209E8	.062	.000
	Within Groups	6.523E11	56	1.165E10		
	Total	6.581E11	64			
Time Spent	Between Groups	3.853E11	8	4.817E10	.575	.794
	Within Groups	5.108E12	61	8.373E10		
	Total	5.493E12	69			
Work Ratio	Between Groups	5022.037	8	627.755	3.162	.005
	Within Groups	12110.549	61	198.534		
	Total	17132.586	69			
Custom field (FTR	Between Groups	261.791	8	32.724	1.029	.425

Score)	Within Groups	1940.005	61	31.803		
	Total	2201.795	69			

Original Estimate:

The F-value is 0.398, and the p-value is 0.899, indicating that there is no significant relationship between the process and tools used for the study in terms of the original estimate.

Remaining Estimate:

The F-value is 0.062, and the p-value is 0.000, which is below the typical threshold of 0.05.

Therefore, there is a significant relationship between the process and tools used for the study regarding the remaining estimate.

Time Spent:

The F-value is 0.575, and the p-value is 0.794, suggesting that there is no significant relationship between the process and tools used for the study concerning the time spent.

Work Ratio:

The F-value is 3.162, and the p-value is 0.005, which is below the conventional threshold of 0.05.

Hence, there is a significant relationship between the process and tools used for the study regarding the work ratio.

Custom Field (FTR Score):

The F-value is 1.029, and the p-value is 0.425, indicating that there is no significant relationship between the process and tools used for the study with respect to the custom field (FTR Score).

Comparison between errors in production and tools sued for the study

Ho3: No realtionship exists between errors in production and tools sued for the study

		Sum of Squares	df	Mean Square	F	Sig.
Original estimate	Between Groups	1.114	3	3.714E11		
	Within Groups	3.908E12	57	6.856E10	5.417	.002
	Total	5.022E12	60			
Remaining Estimate	Between Groups	6.037E9	3	2.012E9		
	Within Groups	6.521E11	61	1.069E10	.188	.904
	Total	6.581E11	64			
Time Spent	Between Groups	1.513E12	3	5.043E11		
	Within Groups	3.980E12	66	6.031E10	8.362	.000
	Total	5.493E12	69			

Work Ratio	Between Groups	1885.077	3	628.359		2.720	.051
	Within Groups	15247.509	66	231.023			
	Total	17132.586	69				
Custom field (FTR Score)	Between Groups	265.884	3	88.628		3.022	.036
	Within Groups	1935.911	66	29.332			
	Total	2201.795	69				

Original Estimate:

The F-value is 5.417, and the p-value is 0.002, which is below the typical threshold of 0.05.

Therefore, there is a significant relationship between errors in production and tools used for the study concerning the original estimate.

Remaining Estimate:

The F-value is 0.188, and the p-value is 0.904, indicating that there is no significant relationship between errors in production and tools used for the study regarding the remaining estimate.

Time Spent:

The F-value is 8.362, and the p-value is 0.000, which is below the conventional threshold of 0.05.

Hence, there is a significant relationship between errors in production and tools used for the study concerning the time spent.

Work Ratio:

The F-value is 2.720, and the p-value is 0.051, which is slightly above the conventional threshold of 0.05.

There is a marginally significant relationship between errors in production and tools used for the study regarding the work ratio.

Custom Field (FTR Score):

The F-value is 3.022, and the p-value is 0.036, indicating that there is a significant relationship between errors in production and tools used for the study with respect to the custom field (FTR Score).

Findings

There's a significant difference in time spent and custom field (FTR Score) between tasks and subtasks.

No significant differences were found in the original estimate, remaining estimate, and work ratio between tasks and subtasks.

There is a significant relationship between the process and tools used for the study concerning the remaining estimate and work ratio.

No significant relationships were found in terms of the original estimate, time spent, and custom field (FTR Score) between the process and tools used for the study.

There is a significant relationship between errors in production and tools used for the study concerning the

original estimate, time spent, and custom field (FTR Score).

No significant relationships were found in terms of the remaining estimate and there's a marginally significant relationship regarding the work ratio between errors in production and tools used for the study.

Suggestions

Since there is a significant relationship between errors in production and the original estimate, it's important to investigate the factors contributing to this relationship. This may involve examining the accuracy of estimation methods or the effectiveness of the tools used in the estimation process. Additionally, efforts can be made to improve the accuracy of estimations to reduce errors in production.

While no significant relationship was found between errors in production and the remaining estimate, it's still crucial to monitor and refine the processes related to estimating remaining work. This could involve revisiting estimation techniques, enhancing communication between teams, and utilizing more accurate tools for tracking remaining work.

With a significant relationship observed between errors in production and time spent, it's important to explore ways to optimize time management and resource allocation. This could include identifying bottlenecks in the production process, streamlining workflows, and providing adequate training and resources to improve productivity.

Although the relationship between errors in production and the work ratio is marginally significant, it's still worth investigating areas where improvements can be made. This might involve reassessing work allocation strategies, ensuring equitable distribution of tasks, and providing support to teams to maintain optimal work ratios.

Conclusion

It is concluded that, the importance of continuous evaluation, refinement, and optimization of processes, tools, and workflows to minimize errors in production and enhance overall performance. Collaborative efforts involving stakeholders from various teams and departments can help identify areas for improvement and implement effective strategies to address them. Regular monitoring and feedback mechanisms can also facilitate ongoing improvements and ensure that the organization remains responsive to evolving needs and challenges.

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INTEGRATION OF DIGITAL FINANCIAL SERVICES IN E-COMMERCE- A TRANSFORMATIONAL STUDY

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Abstract

Digital Finance is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital Finance's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, Digital Finance campaigns are becoming more prevalent and efficient. The majority of a paid search engine is run on a commercial search engine such as Google, Yahoo, Bing, etc. The search engine algorithm will determine the rank of the advertiser's ad based on their bid and quality score. This paper mainly focuses on conceptual understanding of Digital Finance, how Digital Finance helps today's business and some cases in the form of examples.

Keywords: Media, Key Performance Indicators, Mail, Search Engines.

Introduction

Digital Finance is often confused with online marketing. Digital Finance is the process of promoting a brand, service, or product on the Internet. Put simply, Digital Finance differs from traditional marketing in that it involves the use of online channels and methods that enable businesses and organizations to monitor the success of their marketing campaigns, often in real-time, to better understand what does and doesn't work. The 21st century has witnessed the development of a web presence in most companies. E-mail was commonplace and there was technology allowing people to manage this fairly easily. Customer relationship management (CRM) systems had been in place for some time to manage databases. Some companies were placing banners on websites with a similar approach to press advertising. Forward-thinking companies were working on their search engine strategy and even working with some affiliates. All of this was online marketing and, in time, online marketing teams and specialists would begin to appear. (Kingsnorth, 2016). The most common form of Digital Finance is the website of the organization and the epicenter of all its online activities. To drive qualified traffic to a website, or encourage repeat visitors and sales, savvy marketers include a combination of email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, and social media in their strategy

Digital Finance encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. This can also be referred to as 'online marketing', 'internet marketing', or 'web marketing'. Digital Finance is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From websites to business's online branding

assets - digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics falling under the umbrella of "Digital Finance."

Difference Between Traditional Marketing and Digital Finance

Many small businesses struggle with deciding which kind of marketing to do because their budget will only stretch to one or the other, not both. The decisions that must be made are not easy: which method of marketing will give me the most amounts of sales and profits? How do I know if my marketing is working? Who should I trust with my marketing? Should I do it myself? To clarify the terms, the use of print ads in newspapers and magazines is a simple example of traditional marketing. Other examples include flyers that are put in mailboxes, commercials both on TV and radio, and billboards. On the other hand, when a business invests in building a website and advertising the brand name through different social media such as Facebook, Twitter, and YouTube, this kind of strategy is called Digital Finance. Source: http://blog.bearfoxmarketing.com/differen

The Main Objectives of This Review Paper Are the Following

➢ Understand the various channels of Digital Finance

➢ Comparison of traditional marketing and Digital Finance

➢ Importance of Digital Finance

➢ Advantages and disadvantages of Digital Finance

➢ Challenges digital marketers face

Various Channels Of Digital Finance

Digital Finance consists of various channels which are mediums used by the marketer to promote their products or services. As an advertiser, the main aim is to select the channel that is best for communication and give maximum return on investment (ROI) The lists of important Digital Finance channels are given below:

A.Social Media

In the current era, social media marketing is one of the most important media in Digital Finance. It is the fastest-growing digital channel. Social media marketing is the process of gaining traffic or sites through social media sites. According to Neil Patel, "Social media marketing is the process of creating content that you have tailored to the context of each social media platform to drive user engagement and sharing" The number of internet users by population has increased from 16.6 to 62 percent in 15 years and social media marketing has benefited the most in that

B.Email Marketing

When a message is sent through email about any product or service to any potential customer it is known as email marketing. It is a simple Digital Finance channel to understand. Email marketing is used to sell a product using discounts and event ads, increase brand awareness, and direct people to their business websites. In an email marketing campaign, the types of emails that can be sent are blog subscription newsletters, welcome email series, seasonal campaigns, post-purchase drip, cart abandon campaigns, follow-up emails when website visitors download something, holiday promotions to loyal members, re-engagement campaigns, etc. The biggest advantage of email marketing is that it is very cheap compared to other marketing mediums. It is generally used to build loyalty among existing customers rather than gaining new customers. The company can get a customer's attention by creating graphic and visual ads and linking product images to the website.

C. Affiliate Marketing

In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by their marketing efforts or strategy on behalf of the company. According to Pat Flynn's Smart Passive Income, "Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others, and earn a piece of the profit for each sale that you make" There are 4 different parties involved in affiliate marketing:

1. **The Merchant:** Sometimes it can be the seller, the brand, or the retailer. This party produced a product to sell. It can be an individual startup or a big fortune company.
2. **The Affiliate**: This party is also known as a publisher. It also can be an individual startup or a big fortune company. They take a commission from the merchant for every service or product they sell. The affiliate brings customers to the merchant.
3. **The Customer**: The customer or consumer is an important part of the whole system. They go to affiliates and the affiliate redirects them to merchants by taking their commission. Without a customer, the affiliate cannot earn a commission.
4. **The Network**: The Network works as an intermediate between affiliate and merchant. Affiliates require a network to promote products or services.

Search Engine Marketing

A search engine is a web-based tool that helps the user to find the information they are looking for. Examples of search engines are Google, Yahoo, Bing, Yandex, CC Search, Gibriu, Wiki.com, etc. Search engine marketing refers to any activity that increases a user's website rank in any search engine. There are two types of Search engine marketing search engine optimization (SEO) and paid search.

According to Neil Patel, Search engine optimization is the art of ranking high on a search engine in the unpaid section. It is also known as organic marketing or organic listing. In general, the higher the rank of the webpage in the search engine more visitors will visit that webpage. When it comes to SEO it consists of a search engine and a searcher. And 67 percent of all searches happen on Google. So Google is the most important search engine in the world.

In paid search, one needs to pay to get a higher rank in search engines. In paid search, one will have the same kind of keywords as on their organic ad campaign. The majority of a paid search engine is run on a commercial search engine such as Google, Yahoo, Bing, etc. The search engine algorithm will determine the rank of the advertiser's ad based on their bid and quality score. Many advertisers prefer paid search rather than SEO in the short term due to its ability to give a faster result.

Online Display Advertising

In traditional marketing, there is a poster or billboard of any company on both sides of the road or an ad in a magazine/newspaper to promote their product or service. Online display advertising is a digital version of that. Today, a marketer can use online display advertising to achieve the same thing. There are different types of display advertising such as video ads, banner ads, interactive ads, rich media, etc. [3]. Display advertising is great for catching the eye due to graphic ads.

An online display advertising marketer can target an audience based on website content, geography, gender, age, device type, etc. So the marketer can show a suitable ad to the relevant customer which helps in decreasing the budget and increasing sales.

Comparison Between Traditional And Digital Finance

Traditional marketing is the most recognizable form of marketing. Most people are used to traditional marketing due to its longevity. Some examples of traditional marketing include tangible items like ads in a newspaper or magazine. It also includes a billboard, brochure, commercial on TV or radio, poster, etc. It is a non-digital way of marketing. Whereas Digital Finance uses various digital channels to reach customers. Some comparisons are given below:

Traditional Marketing	Digital Finance
Example of traditional marketing includes a Poster, Brochures, magazines, Newspapers, Broadcasts, Telephone	Examples of Digital Finance include a website, social media platforms, affiliate marketing, email marketing, search engine optimization
With a traditional marketing approach, only limited or local customers can be targeted	With a Digital Finance approach customers around the world can be targeted
Advertising campaign takes a long period to plan	Advertising campaigns take a short period to plan
It is costly and time-consuming	Relatively cheap and faster
A physical relationship is shaped while conveying merchandise	No physical relationship is formed due to the digital nature of Digital Finance
One campaign stays for a long time and change is expensive	A campaign can be changed very easily
For the promotion of product posters, paper, and billboards many various types of materials are used	No physical stuff is required because Digital Finance is done on a website, social media platforms, or through online videos
Due to the physical nature of traditional marketing, its cost is high	Digital Finance is cheaper compared to traditional marketing because it is done on websites and social media
For market analysis traditional marketing depends on surveys or experimentation, it is complex to analyze the results and does not provide accurate data	Facts and data available on various analytic tools make it very convenient to analyze the data and interpret it
24/7 marketing is not possible	24/7 marketing all around the globe is possible
Only one-way communication can happen	Two-way communication can happen
No capacity to go viral	**Capacity to go viral**
Customers can feedback only during the working time	Customers can give feedback at any time

Importance Of Digital Finance

Based on the above discussion summary of the importance of Digital Finance that every marketer should follow is written below:

• Internet marketing is endlessly more moderate than any offline marketing technique. It can reach a wider audience easily

• In Digital Finance results can be followed and monitored easily with the help of various tracking software. Rather than leading costly client research, organizations can rapidly see client reaction rates and measure the achievement of their promoting effort continuously, empowering them to design all the more adequately for the following one

• Collecting feedback from customers is easy to compare to traditional marketing mediums such as TV, radio, or billboard. They can easily give feedback on any product using a website in online marketing which helps a businessman to redesign themselves in their specific domain.

• It helps in advancing a business through the online medium like the web or portable subsequently arriving at a large number of clients in a second. Numerous little and huge organizations are following the methodologies of web-based showcasing to underwrite themselves globally Digit advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth. While the internet is maybe, the channel most firmly connected with Digital Finance, others incorporate remote content informing, portable applications, advanced TV, and radio channels.

• Digital Finance is moderate, targetable, and quantifiable and thus organizations do it and advertisers love it.

Advantages Of Digital Finance

Technology is changing rapidly and it also has affected consumer's buying behavior. Below are some advantages Digital Finance bringing to the consumer:

• In the year 2020 consumers can access the internet at any time from any place in the world. And due to the digital nature of Digital Finance consumers can stay updated about any product or service 24/7 times.

• Due to the internet consumers can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumer engagement and improved their experience.

• In traditional marketing, there is little chance that consumers can be misinformed by salespeople, but in Digital Finance, consumers get clear and accurate information about any product or service. The internet gives exhaustive item data that clients can depend on and settle on a buy choice.

• Many different companies promote their product through Digital Finance, so it becomes convenient to compare the products of the different companies for the consumer. They don't need to visit various retail stores to compare products

• The Internet is available all day so there is no restriction on time and customers can buy the product at any time.

• Due to the digital medium viewer can share information and characteristics about products or services with others.

- The organization shows the costs of items through digital channels and this makes costs extremely understood and straightforward for the consumer. The company also changes its prices on any holiday or festival to give a discount and is very transparent to the consumer.

- In traditional marketing first consumers watch advertisements through posters, TV, or any traditional way and visit a retail store to buy them. But in Digital Finance when consumers see advertisements they can buy the product instantly through digital media.

Challenges Facing Digital Marketers

There are numerous advantages of using Digital Finance for promoting products and services yet a digital marketer needs to face some challenges. The difficulties are as follows:

- Consumers use different digital devices and various digital channels and those devices have various digital channels that lead to the proliferation of digital channels. Marketers face difficulty in choosing medium and audience

- Digital Finance is extremely cheap compared to traditional marketing and it covers every small business which leads to intense competition.

Consumers leave behind a gigantic amount of data in digital channels every time they visit the channel. It's amazingly hard to understand such data, just as locate the correct data inside detonating information volumes that can assist you in making the right choices.

Conclusion

It can't be rejected that the world is quickly moving from a simple to a digital world. Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platforms they use play an ever-developing function in their lives. The main aim of Digital India is to promote digital media. Because people can use digital platforms any time anywhere in the world companies need to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitors and will eventually shut down.

When customers want to buy any product online, they can easily get product information and can compare it with other products without visiting any retail store or shopping mall. It shows that consumers are more inclined towards online buying rather than visiting a retail store. As consumer buying behavior is changing companies also need to change their advertising strategy and embrace digital platforms for marketing.

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THE ROLE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING – A GLIMPSE

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Abstract

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones, social media marketing, display advertising, search engine marketing and many other forms of digital media. Now a day's developing new platform technologies, such as data analytics, mobile devices, automation, and artificial intelligence (AI), are changing the way society and individuals interact on a fundamental level. One has to look no further than the use of marketing to find a microcosm of how new software solutions, machine learning, and big-data analytics are changing the game. The present discusses the changing scenario of marketing specially digital marketing. This qualitative study aims to determine impacts artificial intelligence brings to digital marketing. The researcher's objective was to understand the opportunities and challenges artificial intelligence brings to marketers across the world.

Introduction

Digital media is all around us in today's environment. We use the internet for a variety of purposes on our PCs, tablets, TVs, gaming consoles, and smartphones. Additionally, this ongoing connectivity is a treasure for marketers, as we'll discuss in our introduction to digital marketing. It's a type of advertising that makes advantage of the internet to reach a wider audience. It's a contemporary kind of marketing that reaches consumers by utilizing fresh approaches and trends. Comparatively speaking, marketing costs are lower than with the traditional form of marketing.

It includes all the activities that companies undertake to promote, sell, and distribute that product or service. The aim is to generate sales and build a loyal customer base by informing prospective and existing buyers about the offering. To encourage a purchase, you can't expect your target audience to buy your goods or service until they are aware of its existence. Marketing, a crucial component of any organization, helps in customer acquisition, retention, and growth.

Digital marketing will give your insight on how to engage with your customers. Marketing is the activity of communicating, promoting products or services that have value for customers at large. Marketing becomes digital when it uses an electronic device or the internet to sport it. Social media plays an important part in digital marketing. A business can use people with social platforms to advertise products or services available, to gain exposure and attract potential customers. Social media gives people an easy access to share, comment, and leave reviews for products and services. This will promote the brand and content to increase awareness which will increase overall sales.

In the modern scenario the arrival of new innovative advancements in technology area since the beginning, such as Virtual Reality, Android, self-driving cars, the launch of the Mars Rover to name a few. Artificial Intelligence (AI) is the latest addition to this list. Digital Marketing has emerged as one of the mainstays of applications of AI, which has been creating waves in distinct fields with its demands. AI holds exciting

prospective opportunities in the domain of digital marketing. AI makes it possible create better experiences for customers, predictive analytics, and targeted marketing that will greatly offer businesses with higher ROI.

A good user experience is the sole thing that hooks up the audience to the website. With the application of AI in digital marketing, it becomes easy to predict the behaviour of the buyer, buyer persona, and search cycles etc. Customer service and Chatbots are the additional beneficial features of AI while handing issues at a quick rate.

Objectives

- To study about the role of artificial intelligence in digital marketing
- To understand the opportunities artificial intelligence brings to marketers across the world.

Research Methodology

This paper is mainly based on the reviews of secondary data published in various forms like internet, articles from newspapers and reports published in different forms.

Review of Literature

1. In this study have examined the idea of applying artificial intelligence to marketing in its entirety. It offers in-depth information on the advantages of using AI in marketing, how AI is changing marketing, and why AI is necessary for marketing, all of which are supported by actual cases from various industries. and includes a section devoted to putting various AIM tactics into practice. The authors have done extensive research on the effects of AIM technology at every stage of the customer life cycle. The reader would get a comprehensive understanding of the state-of-the-art AI marketing tactics as well as a broad perspective on the AIM industry.

2. The researcher talks about how information technology has benefited commerce and business, increasing production, efficiency, and bottom line. Increased productivity has made it possible to produce vast quantities of work quickly and accurately. Emerging "third-platform" technologies of today, like automation, data analytics, mobile devices, and artificial intelligence (AI), are fundamentally altering how people interact with society. the evolving landscape of marketing, particularly digital marketing, and the potential domains within digital marketing where AI is becoming more prevalent.

3. This research will look at how marketers are using AI and machine learning to their advantage to predict consumer behavior, provide one-to-one digital marketing, improve sales, and raise customer happiness. Executives from traditional brick and mortar businesses that are adopting digital marketing as well as those from digital marketing organizations will be interviewed. These businesses will use surveys to get information from their sales and digital marketing staff. The findings of this study will contribute to a better understanding of the application and effects of AI and machine learning in digital marketing for practitioners as well as scholars.

4. The existing and possible relationships between the two distinct scientific fields of computer science and marketing science are mapped out and discussed in this study. In addition to examining how artificial intelligence (AI) and digital marketing interact in academic settings, it also suggests a machine learning model that may be used to numerous areas within the scientific field of digital marketing. This paper maps the current state of artificial intelligence (AI) applications on the scientific field of digital marketing, identifies key publications, identifies areas where AI is absent or not present while also suggesting potential explanations, and offers a machine learning model that could be used in a variety of digital marketing scenarios.

5. The goal of this study is to determine how Artificial Intelligence (AI) is affecting marketing from the viewpoint of Pakistani marketing experts. A thorough literature analysis that gave a thorough grasp of Artificial Intelligence (AI) and its application in marketing was highlighted. Second, the researcher employed the qualitative research approach, conducting semi-structured interviews with various marketing professionals from various Pakistani companies. Ten marketing experts were interviewed by the researcher using the chosen sample size of ten. The study's conclusions highlight the elements that go into integrating AI into marketing, its advantages and disadvantages, your company's pre- and post-AI marketing strategy, ethical considerations, and the application of AI in the marketing industry. According to the report, using AI into marketing operations can boost company performance and provide it a competitive edge.

Artificial Intelligence

In simple words, artificial intelligence is the ability of a computer program (ergo, a machine) to think and learn. It constitutes human-like thinking, problem-solving, communication, and learning skills. As you can see, the whole concept of AI revolves around creating machines that are capable of interacting with their surrounding by themselves without any human interference.

Artificial Intelligence and Digital Marketing

With the use of virtual assistants and machine learning-based recommendations, Artificial Intelligence (AI) can build simulation models and customize the shopping experience. Artificial Intelligence has become a popular tool for brands to communicate with their customers. Similar to how Amazon utilizes AI to suggest goods based on users' past searches, views, and purchases. These days, we have marketing automation tools similar to different CRMs that facilitate efficient client service and data management. We are making progress every day in integrating artificial intelligence into several business sectors. These clever instruments are becoming increasingly sophisticated, to the point that they can now perform some tasks that humans can no longer perform. It is projected that 45% of economic earnings for 2030 will come from the commercial application of AI solutions, marketing strategies and more personalized and effective than the current ones.

AI Changing the face of Digital Marketing

From Google's Rank Brain and Voice search to personalized recommendations by Amazon, AI has changed the face of the Digital landscape. AI has a deeper understanding and analysis of data and input AI is taking over the human role in identifying marketing trends. Marketers and brands are incorporating Machine Learning and Artificial Intelligence to save time and resources.

The role of artificial intelligence in digital marketing

Social Media Listening

AI boosts productivity by elevating social listening to a whole new degree. To help marketers find crucial audience insights more quickly, Sprout's new Queries by AI Assist functionality, for instance, will leverage Open AI's GPT model to provide a wide selection of suggested terms to include in your monitoring. Aspect-clustering is a technique that AI algorithms employ to quickly and efficiently detect and extract pertinent aspects from social listening data, which can contain millions of data points. Through social media sentiment research, they assist you in sifting through the clutter and gaining a comprehensive grasp of the customer's mindset. This enables you to predict the next action of your clients and take calculated steps to achieve desired outcomes.

Content Generation

Additionally, AI-powered platforms may recognize keywords and triggers to assist you in creating articles that are engaging, improving your response to consumer feedback, and creating product descriptions for your website that have greater effect. All of these support your attempts to engage your brand in order to gain market share and boost profits. AI-generated concepts can also improve the efficacy of your nurturing campaigns. They support you in crafting persuasive messages that strengthen bonds with prospects at every stage of the sales process. AI prompts can assist you in creating email subject lines with higher open rates, creating customized content according to buyer personas, generating conversations based on intent, and interacting with each prospect or client on a one-to-one basis. Stronger ties and more loyalty result from this, which boosts sales.

Automation

Social media managers and customer care teams can increase operational efficiency with the help of AI-driven smart automation, which uses statistical and linguistic triggers to create intelligent workflows. By removing the element of guesswork from operations like scheduling posts for maximum impact or classifying incoming communications, it facilitates the efficient achievement of corporate goals. Along with enabling a consistent brand voice in customer contacts, rule-based tools like our Suggested Replies reduce response times in half.

Audience Segmentation and Personalization

By targeting consumers who are most likely to purchase your product or service, AI marketing may help you achieve omnichannel business strategies that are based on market segmentation. Utilizing programmatic advertising is another way to expedite the process of choosing and positioning digital advertisements for optimal Return On Investment (ROI). This makes it possible to employ more specialized marketing strategies to build strong brand awareness campaigns and foster brand loyalty.

Data Analysis for Customer Insights

You may make strategic marketing decisions with the aid of AI and machine learning, which provide vital customer insights on a variety of topics. Receive a thorough assessment of the performance of your customer service staff and social media engagement data, along with in-depth insights into audience sentiment surrounding your brand. This can help you strengthen your relationships with customers, prioritize spending according to what needs the most attention, and swiftly adjust to shifting market trends.

Ad Targeting

Online ads are crucial for promoting brands, and AI is capable of creating and promoting them. Depending on the user's interests, preferences, likes, and dislikes, it can create or enhance ads content. Digital marketers usually place the highest focus on providing customized adverts. Finally, AI is able to show the appropriate advertisements to the appropriate audience at the appropriate moment by using data from search histories, past purchases, demographics, interests, and other sources to deliver adverts to consumers. This will improve advertisers' return on investment. 84% of digital display ads in the US will be programmatic, predicts eMarketer.

Predictive Marketing

AI can assist marketers in making precise predictions about future business, which is what predictive marketing is all about. Predictive analytics examines past data to forecast future patterns using data mining, machine learning, and artificial intelligence. Artificial Intelligence gathers and analyzes data on a user's online

activity each time they surf the internet. Numerous details are revealed by this data, including the user's brand preferences and frequency of purchases. Artificial intelligence can use the data it has already examined to understand the demands and preferences of the consumer. AI assists businesses in understanding the preferences of their clientele by segmenting their audience. Anticipating your target customer's purchase behavior can be helpful. According to narrative science, 44% of executives believe that AI's most important benefit is decision making.

Voice Search

A new study projects that by 2020, voice searches will account for 50% of all searches. These days, Google's algorithms can comprehend human language 95% of the time. Finding information is made simpler and faster using voice search. Is it not? Future SEO tactics will be altered by voice search, therefore content creators must make sure their long-tail keywords are voice-friendly.

Target The Right Audience

In internet company, it's critical to target the right audience with the right offering at the right moment. Artificial intelligence-powered Google Analytics is able to segment audiences based on a variety of factors, including location, psychographics like interests and preferences as well as psychographics like age, gender, education, income, and occupation. Selecting the ideal target market for your good or service is helpful. With the use of artificial intelligence, digital marketers may more successfully promote their products to different client categories by analyzing millions of data points on a single user profile. 74% of marketers agreed that focused personalization in emails boosts consumer engagement, according to Econsultancy.

A/B Testing

A/B testing is sometimes referred to as bucket testing or split testing. A/B testing is an online marketing strategy that compares two versions of a website to find out which version users prefer, according to Techopedia. Put another way, which version of your website leads to more leads or conversions? Tools with an AI foundation may test several hypotheses at once and improve outcomes far more quickly and effectively than human beings. AI is also utilized to boost the conversion rate's efficacy. With the Sentient Ascend platform, you may test thousands of theories at once. It facilitates locating the best-performing variants more quickly.

Lead Scoring

A process called lead scoring is used to evaluate leads according to consumer behavior concerning their interest in a product or service and where they are in the buying cycle at the moment. Knowing who is likely to interact or make a purchase is helpful. Concentrating on qualified leads is beneficial since nobody wants to waste time on unqualified leads. Businesses might use phrases like "hot," "warm," and "cold" to get leads. A hot lead is a person who is prepared to make a purchase. **Warm:** A warm lead is a potential customer who expresses interest in your offering. **Cold:** A potential customer who shows little interest in your good or service. Real hot leads can be automatically prioritized by artificial intelligence, which also increases sales productivity and proactivity.

Web Development

AI facilitates the quicker, simpler, and click-wise construction of websites. With the help of an artificial intelligence system called Molly, a software called Grid can create a website in a matter of minutes using data that users submit, including text, calls to action, photos, and page layout.

Conclusion

Artificial intelligence is being used across industries at a rate that will undoubtedly bring about a change in the way business has traditionally been conducted. The potential to complete tasks more quickly and accurately is fueled by artificial intelligence. AI significantly benefits the banking and financial sectors in terms of cost-effectiveness, large-scale computation, data management, and information retrieval. Marketing professionals may make data-driven decisions for improved campaign outcomes with the use of artificial intelligence. Additionally, they can quickly identify new clients and their purchasing patterns by utilizing AI's prediction efficiency, which will increase sales and satisfy customers.

AI is the future, which is a difficult pill to chew but has to be acknowledged. Although they can organize, store, and simplify, machines are not as good at retrieving information as the human brain is. Digital marketing will be forever changed by artificial intelligence in terms of efficiency, effectiveness, and financial gain.

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THE ARTIFICIAL INTELLIGENCE IN INTELLIGENCE OF APPLICATIONS

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Abstract

The use of Artificial Intelligence (AI) in intelligence, referred to as "AI in intelligence" represents the integration of advanced computational technologies to enhance and optimize the processes related to gathering, analyzing, and interpreting information for decision-making within intelligence and security contexts. In recent years, the field has seen significant advancements and applications for transforming the way intelligence agencies operate and respond to evolving threats. From advanced data processing algorithms to machine learning and natural language processing, AI applications are revolutionizing the capabilities of intelligence agencies. This paper explores the multifaceted integration of AI technologies within intelligence frameworks, examining their impact on efficiency, accuracy, and adaptability.

Keywords: Artificial Intelligence, Machine learning, Decision Making, Intelligence Systems.

Introduction

The rapid evolution of Artificial Intelligence (AI) has ushered in a new era in intelligence operations, reshaping the landscape of information gathering, analysis, and decision-making. The first role of AI in data collection highlights its ability to sift through vast datasets, including structured and unstructured sources, to identify patterns, anomalies, and potential threats. Leveraging machine learning models, AI enables intelligence systems to learn from historical data, improving predictive analytics and enhancing the early detection of emerging risks.

The second role focuses on the application of AI in data analysis, emphasizing its capacity to augment human analytical capabilities. Through automated pattern recognition and semantic analysis, AI systems assist intelligence analysts in identifying relevant information swiftly and accurately, thereby streamlining the decision-making process. Moreover, AI-driven simulations and scenario modeling contribute to strategic planning and risk assessment.

It also addresses the ethical considerations and challenges associated with the integration of AI in intelligence operations. Privacy concerns, biases in algorithms, and the potential for misuse underscore the need for a robust ethical framework and ongoing oversight. Lastly, the concluding section outlines future trends and possibilities in the realm of AI in intelligence, discussing the potential for enhanced collaboration between human analysts and AI systems, as well as the continuous evolution of technologies to address emerging threats.

Convergence of AI

The convergence of Artificial Intelligence (AI) and intelligence operations marks a paradigm shift in the way governments and security agencies gather, analyze, and act upon information. As the digital age unfolds, the sheer volume and complexity of data present unprecedented challenges and opportunities for the field of intelligence. AI, with its advanced computational capabilities, has emerged as a powerful ally in navigating this intricate landscape. It explores the integration of AI in intelligence, examining how technological

advancements are revolutionizing traditional approaches and fostering a more adaptive and responsive intelligence community.

In the traditional intelligence paradigm, human analysts have been the linchpin, relying on their expertise to sift through immense datasets and distill actionable insights. However, the exponential growth of data, coupled with the need for real-time analysis, has surpassed the capacity of traditional methods. Enter Artificial Intelligence — a suite of technologies designed to emulate human cognitive functions, offering unprecedented speed, precision, and scalability.

AI's role in intelligence is multifaceted, encompassing data collection, analysis, and decision support. In the realm of data collection, AI algorithms excel at ingesting and processing vast amounts of information from diverse sources, including social media, open-source intelligence, and classified databases. This ability to sift through structured and unstructured data sets, identifying hidden patterns and correlations, empowers intelligence agencies to extract actionable intelligence from the noise.

The heart of the transformation lies in AI's analytical prowess. Machine learning algorithms, fueled by vast datasets, can discern subtle trends, predict potential threats, and even adapt to evolving circumstances. This not only enhances the speed of analysis but also augments human analysts' capabilities, enabling them to focus on higher-order cognitive tasks while AI handles the heavy lifting of data processing.

However, the integration of AI in intelligence is not without its challenges. Ethical considerations, privacy concerns, and the potential for algorithmic biases raise critical questions about the responsible use of these technologies. Striking the right balance between automation and human oversight is essential to ensure that AI serves as a force multiplier for intelligence capabilities without compromising ethical standards.

This exploration into the realm of AI in intelligence sets the stage for a deeper examination of its applications, challenges, and the evolving landscape of a technology-driven intelligence community. As we navigate this dynamic intersection of artificial and human intelligence, the imperative is not only to harness the full potential of AI but also to do so in a manner that upholds ethical standards and safeguards individual liberties.

Artificial Intelligence (AI) has become an integral and transformative force in the modern world, touching nearly every aspect of society, economy, and technology. Its impact is pervasive, influencing the way we live, work, and interact. Here is an overview of how AI is shaping the modern world:

Artificial Intelligence Applications

Automation and Industry 4.0:

AI-powered automation has revolutionized industries, optimizing processes, reducing costs, and improving efficiency. In manufacturing, the concept of Industry 4.0 leverages AI for predictive maintenance, quality control, and smart supply chain management.

Personal Assistants and Everyday Life:

Virtual personal assistants like Siri, Google Assistant, and Alexa use AI to understand and respond to natural language, helping users with tasks, scheduling, and information retrieval. AI algorithms personalize recommendations in entertainment, shopping, and content consumption, enhancing user experience.

Healthcare and Biotechnology:

AI contributes to medical diagnosis, drug discovery, and personalized medicine. Machine learning models analyze medical data for early disease detection and treatment optimization. Robotics assisted by AI is used in surgeries, making procedures more precise and reducing recovery times.

Finance and Banking:

AI algorithms analyze financial data for risk assessment, fraud detection, and investment strategies. Chatbots and virtual assistants improve customer service in the financial sector.

Smart Cities and IoT:

AI is a key component in the development of smart cities, optimizing traffic management, energy usage, and public services. Internet of Things (IoT) devices use AI for data analysis, making cities more connected and responsive.

Education and E-Learning:

AI-powered educational tools provide personalized learning experiences, adapting to individual student needs. Automated grading systems and intelligent tutoring systems are becoming more prevalent.

Cyber Security:

AI enhances cyber security by identifying and responding to cyber threats in real time.

Machine learning models can analyze patterns to detect anomalies and potential security breaches.

Natural Language Processing (NLP):

NLP enables machines to understand, interpret, and generate human-like text, powering applications like language translation, sentiment analysis, and Chabot's.

Autonomous Vehicles:

AI plays a crucial role in the development of autonomous vehicles, enabling them to perceive and respond to their environment. Machine learning algorithms improve the capabilities of self-driving cars over time.

Ethical and Societal Implications:

The rise of AI has prompted ethical considerations, responsible AI development, and the potential impact on employment. Concerns about bias in AI algorithms and issues related to privacy have led to increased emphasis on fairness and transparency in AI systems.

Conclusion

AI continues to advance, and its influence on the modern world is likely to grow, presenting both opportunities and challenges that require thoughtful consideration and responsible governance. It is essential to strike a balance between harnessing the benefits of AI and addressing the ethical, social, and economic implications associated with its widespread adoption. Artificial Intelligence and its intelligence are continuously growing and play a major role in the modern robotic world. AI holds the permanent key in the future to unlocking magnificent objects driven by data and computers that understand our world, to make more informative decisions. The computers of the future will interpret to understand not to turn on the switches but why the process of switches needs to be turned on. It will gain a mass and great evolution of artificial intelligence in all aspects of life.

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A STUDY ON IMPACT OF DIGITAL FINANCIAL INCLUSION IN INDIA

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Abstract

The term "digital financial inclusion" refers to the use and availability of formal financial services by marginalized and underprivileged groups through digital means. These services must be ethically provided, tailored to the needs of the clientele, and reasonably priced for the suppliers as well as the consumers, such as Adhar (Digital ID System), Unified Payments Interface, and Digi Locker. This paper focuses on the objectives of various components and various merits and demerits of Digital Financial Inclusion which will give the awareness to the users.

Keywords: Digital, Financial services, Digital Financial Inclusion, Digi Locker, and system.

Introduction

Globally, banking sector policymakers acknowledge the "game-changing" potential of digital financial inclusion. At an October 2014 conference, Jamie Caruana, General Manager of the Bank for International Settlements, emphasised that institutions such as the G20 and global financial regulators "have the opportunity - and indeed the responsibility - to prepare the standard-setting world for both the risks and the rewards of the digitization of financial services."

Policymakers in the banking industry throughout the world recognise the "game- changing" potential of digital financial inclusion. The Bank for International Settlements' General Manager, Jamie Caruana, emphasised during a conference in October 2014 that organisations like the G20 and international financial regulators "have the opportunity - and indeed the responsibility - to prepare the standard-setting world for both the risks and the rewards of the digitization of financial services."

A digital transactional platform allows a user to store value electronically with a bank or nonbank that is authorised to store electronic value, as well as to send and receive payments via a device.

Customers can convert cash into electronically stored value and store value back into cash with the help of retail agents equipped with a digital gadget linked to communications infrastructure for transmitting and receiving transaction details. Agents may also carry out other duties by the major financial institution's agreement and any applicable regulations. Millions of formerly excluded and underserved poor clients are transitioning from cash-only transactions to formal financial services such as payments, transfers, savings, credit, insurance, and even securities, which they may access via mobile phones or other digital technology.

Review of Literature

There is broad agreement that financial inclusion is necessary to reduce poverty, and promote balanced economic growth and economic sustainability. In underdeveloped countries, many segments of the population do not have access to essential financial services. Most of them are from Asian and Middle Eastern countries. The provision

of basic financial services such as banking is beyond the reach of millions of people, especially those living

in rural and remote areas of India. There is a desire to use financial technology and services related to mobile banking to improve their lives by conducting financial transactions and investing in new business creation or self- employment plans. (Asif, M., Khan, M. N., Tiwari, S., Wani, S. K., & Alam, F., 2023).

Acceptance of mobile banking is limited due to the difficulty of adopting the technology, so if mobile banking is easy to use, simple and intuitive, it is important, there is a lot of potential to influence human behavior, especially in rural areas., Parvin, S. R., & Panakaje, N. (2022).

In the future of India's low-income economy, self-employed and low-

income workers, who are not seen as recruiters, will be channeled through FI prog rams into token, coin and credit rating systems. They have not received definitive word from the government that their right to work in the city is secure and have not escaped the abuses they faced before relying on citizens and informal lenders. Baker, L. (2021).

Research Methodology

Secondary data is been considered for this study. The data was collected from various digital financial inclusion websites and also from newspapers, magazines etc.

Objectives of the study

1. To know the various Components of Digital Financial Inclusion.

2. To understand the merits and risks involved in Digital Financial Inclusion

Various Components of Digital Financial Inclusion:

i. **Digital transactional platforms:** Customers can utilise digital transactional platforms to make or receive payments and transfers, as well as store value electronically, using devices that transmit and receive transaction data and connect to a bank or non-bank authorised to store electronic value.

ii. **Devices***:* Customers' devices can be digital e.g., mobile phones that send information or instruments e.g., payment cards that link to a digital device such as a point-of-sale (POS).

iii. **Retail agents:** Customers can change cash into electronically stored value ("cash-in") and return stored value to cash ("cash-out") through retail agents who use a digital device connected to communications infrastructure to transmit and receive transaction details.

iv. **Additional financial services via the digital transactional platform**: Banks and non-banks may offer credit, savings, insurance, and even securities to the financially excluded and underserved, frequently using digital data to target consumers and manage risk.

Merits of Digital Financial Inclusion:

i. **Access to formal financial services:** Payments, transfers, savings, credit, insurance, securities, and so forth. Customers often migrate to account-based services over time as they become more comfortable with

— and trusting of — a digital transactional platform. Government-to-person payments, such as conditional cash transfers, that can enable digital

stored-value accounts may provide a channel for the financially excluded to enter the financial system.

ii. **Lower costs**: both to the provider and thus the customer—allow clients to transact locally in irregular, modest quantities, helping them manage their generally inconsistent income and expenses.

iii. **Additional financial services tailored to customers' needs and financial circumstances** : The payment, transfer, and value storage services contained in the digital transaction platform, as well as the data generated inside it, make this possible.

iv. **Reduced risks**: Cash-based transactions lessen the risks of loss, theft, and other financial crimes, as well as the lower costs associated with trading in cash and using informal providers.

Risks associated with financial inclusion:

i. **Consumer protection risks**: When low-income consumers gain access to financial products and services for the first time, they may lack the knowledge and ability to make sound judgements about how to use them. This can lead to them falling victim to scams, unethical lenders, or making poor financial decisions that will cost them more in the long term. As a result, financial education, strong awareness, proper onboarding, training, and security measures are implemented before they are granted access.

ii.**Operational risks:** Financial inclusion efforts frequently need collaboration with new partners and intermediaries, which increases operational, legal, fraud, and reputational risks. As a result, all new

partners and intermediaries must be thoroughly vetted before entering into any agreements.

iii. **Strategic risks**: As with any new project, there is always the possibility that not all financial inclusion efforts will succeed. This could be due to wrong target market selection, bad market timing, unrealistic expectations, significant regulatory changes, and insufficient preparation and execution. Therefore, it is vital to consider all of these considerations before embarking on any financial inclusion project.

iv. **Financial risks:** Banks may be unable to appropriately assess whether borrowers can make monthly loan or mortgage payments due to a lack of data or resources in particular areas or countries. If borrowers default, it might have major consequences for both lenders and borrowers, since it could result in bigger loan losses for lenders, forcing lenders to raise interest rates in order to recuperate their losses.

Conclusion

Customers' trust in old banking systems typically hinders their adoption of new technologies. Customers' satisfaction with privacy and security is crucial for the success of new technologies. While easier and less expensive than traditional approaches, it takes time to build customer trust and Users of Digital financial inclusion must know how to adopt the changes and need special skill to learn such technology

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A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE

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Abstract

Artificial intelligence is a method of enabling a computer-controlled robot or software to think intelligently in the same way as intelligent humans do. The article examines the influence of artificial intelligence in e-commerce. E-Commerce is currently utilizing numerous technologies to discover trends based on the purchase and sale of products and services via the internet, as well as the movement of money and data to carry out these transactions. It has been used to improve customer experience, supply chain, operational efficiency with primary goal of developing standard, reliable product quality control methods and exploring new way to reach and serve customers while keeping costs low. The results and suggestions show that artificial intelligence applications can develop and anticipate reliable E-Commerce forecasts. This article discusses the influence of artificial intelligence on e-commerce and its applications in several sectors of e-commerce. It finds that artificial intelligence has helped e-commerce websites provide a better user experience.

Keywords: Artificial Intelligence, E-Commerce and Machine Learning

Introduction

Every day your team delays using breakthrough AI-powered solutions in content marketing, you lose a competitive advantage. If this sounds dramatic, that's excellent. It's designed to keep your marketing staff on their toes and ready to use AI-powered marketing technologies. Artificial intelligence algorithms are always working in the background of major businesses and services like Netflix, Amazon, Flipkart, and, of course, Google. In recent years, however, AI has made its way further into marketing, assisting firms in improving every stage of the consumer experience. Furthermore, products that were previously only available to enterprise-level enterprises are now inexpensive and accessible to medium- and small-sized businesses. To better comprehend the most recent machine-learning applications in marketing. By recording and analysing data for the aim of driving. The current research reflects the rising interest in AI in the corporate sector, and it follows the framework below. First, the process is presented using a bibliometric analysis. Next, the investigation's findings are given. Finally, findings, potential limits, and future directions for research are given. This paper makes a contribution by recognizing the key AI trends in business and recommending future research areas.

Review of Literature

Javier Andreu-Perez (2016) revealed that Artificial Intelligence in Robotics. Artificial In new plagiarism technique has been proposed based on K-NN method. This method clusters the string and matches words with neighbours. A counter is used to the count number of the string matched in compared files. Firstly, the file is compared with the existing set of files. The set of words which are matched are selected as copied

words and showed as output. This technique finds the frequency of every matched copied word in the file. It also calculates the percentage of matched copied words.

Jose Luis Ruiz Real (2021) revealed that "Artificial Intelligence in Business Economics Research: Trends and Future". This Study Examined the state-of-the-art research of artificial intelligence in business and identified the main trends in research on artificial intelligence in business and proposes future lines of inquiry. This Study concluded that it is reasonable to think of a future in which scientific works focus on Emergence of specific hardware for the implementation of AI solution.

Bimalendu Pendy (2023) Showed that, "Role of AI in Business Management". This Study Examined that benefits of AI, including increased efficiency and productivity, improved accuracy and precision and better customer experience. This Study concluded that AI is rapidly transforming the way businesses operate, from sales and marketing to supply chain management, customer service, and financial analysis. AI-powered tools can help businesses to understand customer needs, create personalized marketing campaigns, and improve customer engagement.

Harikumar Pallathadka et.al (2021) in their study "Application of artificial intelligence in business management, e-commerce and finance". This Study examined the machine learning and artificial intelligence application in e-commerce, corporate management and finance. This article concluded the uses of machine learning and artificial intelligence in e-commerce, business management, and finance. Some of the most common applications include sales growth, profit maximization, sales forecasting, inventory management, security, fraud detection, and portfolio management.

Rahul Pal (2022) revealed that "Applications of Artificial intelligence in Company Management, E-Commerce and Finance". This Study discussed the applications of machine learning and artificial intelligence in e-commerce, business management, and finance. The most often used applications are sales growth, profit maximisation, forecasting, inventory management, security, fraud detection, and portfolio management. This Study concluded the uses of machine learning and artificial intelligence in e-commerce, business management, and finance. Sales growth, profit maximisation, sales forecasting, inventory management, security, fraud detection, and portfolio management are just a few of the most popular uses.

Prabha (2021) in her study "A study on Impact of Artificial Intelligence in E-Commerce". This Study identified the impact of artificial intelligence in e-commerce and understand the present status of e-commerce. This Study concluded that artificial intelligence has helped e-commerce websites in providing with better user experience.

Statement of The Problem

Unlike natural intelligence, which is proven by humans, artificial intelligence, also referred to as machine intelligence, is demonstrated by machines. AI makes it possible for an e-commerce website to suggest things that are especially appropriate for users, and it also lets users search for products using natural language or picture searches, much like they would when engaging with a human. The absence of the personalisation that a physical store can provide has been one of the main components lacking from a greater E commerce revenue share within the retail sector. Using AI to customise the client journey is one of the new opportunities that are developing in the same spirit. Online retailers might benefit greatly from this alone. We will talk about a few significant AI applications in e-commerce in this article.

Objectives of The Study

1. To analyse the impact of Artificial Intelligence in E-Commerce through various applications.

Role of Artificial Intelligence in E-Commerce

Chatbot and virtual assistance

Online shops are increasingly relying on chatbots or digital assistants to offer round-the-clock assistance to their customers. Chatbots that are created with AI technology are becoming more user-friendly and improving the consumer experience. In addition to offering excellent customer service, chatbots are boosting the influence of AI in e-commerce by having the following features:

- Natural language processing, or NLP, which can comprehend voice-based conversations with customers.

- Meeting customer demands with more profound understanding.

- Capabilities for self-learning that aid in their continual improvement.

- Offer clients customised or focused offers.

Intelligent Product Recommendations

Personalised product recommendations for online buyers are one of the main ways artificial intelligence is being used in e-commerce to increase conversion rates and average order values. Big data and artificial intelligence (AI) in e-commerce are influencing consumer decisions by using information about past transactions, products that have been searched for, and internet surfing patterns.

AI Personalization in E-commerce

The fundamental component of AI in e-commerce marketing is personalisation. Artificial Intelligence (AI) and Machine Learning (ML) in e-commerce are gaining significant user insights from the generated consumer data, based on individual data collected from each online user.

The AI-enabled solutions, for example, are prepared to evaluate client data from various touch points, such as websites, email campaigns, and mobile apps, to determine how well they are performing online interactions. With the use of these analytics, online shops can offer a uniform customer experience across all platforms and suggest products that are appropriate.

Inventory Management

The key to effective inventory management is keeping the proper amount of goods on hand to meet market demand without increasing idle stock.

AI-enabled inventory management is making it possible to maintain stocks based on data related to: While the traditional method of inventory management was limited to current stock levels

- Sales patterns relative to prior years

- Predicted or expected shifts in the demand for a product

- Possible problems with supplies that could affect inventory levels

AI in the Fashion Ecommerce industry

The amount of merchandise returned from online sales is declining thanks to artificial intelligence in the fashion e-commerce sector. For example, fashion brands are using AI to recommend the appropriate size of clothing (depending on the customer's measurement) and stylistic preferences (tight or loose fitting clothes).

This could enhance recurring business and reduce product returns for the fashion brand. A noteworthy illustration of this is Lenskart's provision of an online 3D trial feature for their eyewear to their customers.

Application of Artificial Intelligence

AI adoption has been observed at many areas. Some of them are

Banking

The use of AI extends to Anti-Money Laundering (AML). Money launderers conceal their activities in order to amass more illicit wealth. This illicit activity is so extensively documented that it creates the appearance of money acquired lawfully. The global banking sector is switching from conventional AML detection to artificial intelligence-based systems.

Healthcare

The application of artificial intelligence (AI) in healthcare is mostly in the areas of automated drug discovery, medical diagnosis, diabetic retinopathy treatment, and risk prediction.

Music and Film Suggestion Services

Apps that use AI like Netflix, Spotify, and Radio make movie and music recommendations based on user preferences and past selections. The AI learning algorithm uses this collected data to make recommendations.

Detection of Handwriting

Text written on paper or on a screen provides the data that the handwriting recognition software needs to identify handwriting. After this software detects handwriting patterns, such as letter forms, the text is transformed into editable text.

Expert Systems

Expert systems are designed to use artificial intelligence to solve complicated problems in a certain field. Expert systems are designed to provide guidance, forecast outcomes, propose substitute solutions, and support human decision-making.

Research Methodology

Both primary and secondary data are used with the data. The questionnaire was the research tool employed in this study. It was created with the study's impact in mind. Simple percentage approach is used to the data. Convenience sampling is the method used to choose the study's sampling unit. Convenient research is the research design that was employed for this study.

Primary data

Primary data are those that are gathered newly and initially, making them unique in character questions and interviews. The plant grounds and its many departments were visited in order to get primary data. Both the questionnaire method and the interview method were used to gather information from the manufacturing workers. I would ask the staff members who weren't interested, didn't have time, or were bashful about it for information.

Secondary data

It is gathered from the company's internal archives, which include trade publications, library data, and the results of earlier training sessions. It is also run by representatives of the factory's pursued department. A greater understanding of the problem study is offered by secondary data. Numerous periodicals, tools, and other references were also crucial to this investigation.

Findings and Conclusion

Artificial intelligence is transforming the ecommerce industry, providing businesses with new opportunities to improve customer experiences, optimize supply chain management, and prevent fraud. However, AI also poses several challenges that businesses must address, including data privacy, job displacement, bias and discrimination, and customer trust. By being transparent about the use of AI and addressing these challenges proactively, businesses can build trust with their customers and maximize the benefits of this powerful technology. As ecommerce continues to evolve, it is essential for businesses to keep pace with the latest developments in AI and adopt strategies that leverage its capabilities. By doing so, they can stay ahead of the curve and position themselves for success in an increasingly competitive landscape.

India is the fastest-growing ecommerce market. AI ought to have a massive effect on the way e-commerce groups' enchantment to and preserve customers. AI revolution in e-trade will create loads of new information science, tool studying and engineering.AI based definitely exchange may even generate IT jobs to enlarge and keep the systems and software program software so as to be running those AI algorithms. But the confluence of AI and e-trade may additionally moreover impact humans lacking in-name for capacity set face unemployment in coming years.

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DIGITAL TRANSFORMATION AND TRAINING AND DEVELOPMENT FOR SKILL INDIA

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Abstract

The development of business needs human resources that are both competent and dependable. As a result, human resources departments in businesses need to be aware of how to help employees grow in terms of their aptitude and expertise through training and development. Employee development and training has a favorable effect on an organization's core operations, enabling it to grow its human capital and compete in the ever evolving business world. The study was carried out through secondary source of data, to identify the need for digital skills, training and knowledge needed for improving digital skills and the Government initiatives for upskilling the young minds to promote transformation digitally.

Keywords: Training, Digital skills, Skill India

Introduction

India has become a worldwide powerhouse amidst an extraordinary digital revolution of the world. The rapidly expanding digital economy, which is a result of increased internet penetration, a growing demand for digital innovation, and quick acceptance of digital platforms, services, and goods, shows the nation's ascension towards digital domination. With a population exceeding a billion people and an expanding economy, the country's steadfast dedication to digital advancement is paving the way for a revolution that will transform entire industries and improve the lives of millions of people.

As we establish and strengthen the digital infrastructure, we must prioritize developing a competent workforce that can spur innovation and long-term, steady growth. India's destiny in the digital age depends on its ability to nurture a workforce that not only adapts but thrives in the ever-evolving environment. To achieve this, our nation must invest significantly in training and development programs that not only cultivate digital skills but also promote digital literacy. India's destiny in the digital age depends on its ability to nurture a workforce that not only adapts but thrives in an ever-changing environment.

Literature Review

• Len Holden (2006) explored that the personnel managers strive hard to meet the expectations of their companies by analyzing and tracking their training needs, believing that they have a good understanding of the kind of training that is necessary. It was shown that very few organizations carry out their training duties strategically.

• Neeraj S. Borate., Dr. Gopalkrishna, Dr. Shiva Prasad H. C, Sanjay L. Borate (2014), evaluated the effectiveness of employee training program in the MNC. The findings stated that through training program, the practical knowledge on the job and confidence of the emplyees increased significantly.

• Luke Fletcher, Kerstin Alfes & Dilys Robinson (2018) stated that Studies on employee retention ought to encompass a broader spectrum of work attitudes that emphasize positive affective states.

• Oduwusi Oyewole Oluwaseun (2018) identified that management should increase the number of employees taking part in training and development. This can be done by providing incentives that may motivate employees to take part in training and development programs

• Topiwala Mrunali, Dr. Anuradha Pathak (2021), revealed that there is a significant effect of training and development on employee performance at JK Paper Ltd, Songadh. Providing formal training programs to new

employees as well as to existing employees and evaluating the outcome are the main factors leading to the success of the organization since the organization is taking care of their learning and correcting them at the right time. Analysing the research finding leads us to the conclusion that there is a need for improvisation in identifying the area where training needs have actually generated and salary structure should be revised at a regular interval of time.

- Rifqa Faulia Putri, Sophia (2022), stated that the training and development must be conducted and evaluated in a fair and transparently to determine the effectiveness of employee training and development program implementation.
- Ana Sofia Lopes, Ana Sargento, Joana Farto (2023), revealed that workers with higher levels of education and higher professional skills have higher probability of participating in training in the digital field. On average, workers reveal low levels of digital knowledge and low participation in training in the digital fields, but the majority present a willingness to participate in future training sessions, especially in the fields of Dataset management.

Digital Skills

Digital literacy is defined as the ability to find, evaluate, use, share and create content using digital devices such as computers and smartphones. The digital skills required in today's workplace are a bit more sophisticated and companies expect the majority of their employees to master them, not just a select few. Technology is at the core of our lives, and as our reliance on the Internet and digital communication grows, our workforce must keep up with the growing demand for skills.

As employers continue to leverage new technologies to benefit their business practices, employees with knowledge and experience of digital tools may find it easier to perform necessary job duties. Digital skills can include a general understanding of basic technology to perform industry-specific tasks, such as software development. Learning digital skills can help to complete a variety of tasks and improve efficiency in the workplace, no matter what industry it is.

Why Digital Skills are important?

Developing general technological abilities and the digital skills can help to perform the work responsibilities more efficiently. Understanding the basic use of technological systems allows to adapt faster to emerging technologies and digital workflows. Digital tools ranging from smart devices to software clients are important in businesses across a broad range of industries, making them important for modern individuals.

As businesses integrate more automated systems to simplify and organize processes, employees with a deeper knowledge of digital tools may be more valuable candidates to employers. Having digital skills is also essential to keep up with the increasing popularity of digital-centric interactions like virtual collaboration, online commerce and remote work.

What are the issues related to Digital Skilling?

- **Insufficient Capacity:** Current infrastructure facilities available in the educational institutions throughout the country are inadequate considering the huge demand for skilled labour as there are not many trained and highly skilled trainers available.
- **Mobilisation:** The outlook of people associated with skill development is still very traditional and the enrolment of the students for vocational education and training has become an extremely challenging task.
- **Scalability:** Any model to be successful needs a lot of support from different stakeholders. Since there is limited buy-in from the corporate sector, the progress of such initiatives is slow.

- **Skills Mismatch:** There is lack of industry-faculty interaction because of which the skill sets provided by the educational and training institutes do not end up suiting the employers' requirements. As a result, though the people may be skilled but they do not get employment.
- **Barrier to Digital Skilling:** According to the report named 'Building Digital Skills for the Changing workforce', lack of time to pursue training was the most commonly faced barrier to digital skilling.
- Other reasons include limited awareness of training options, low training quality and high training costs.
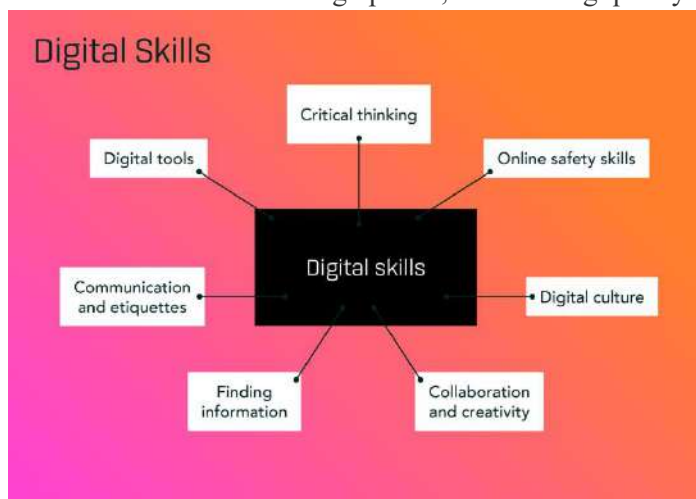
Government Initiatives for Enhancing Digital Literacy

The Indian government has launched several initiatives to promote digital literacy and bridge the digital divide.

The Digital India campaign, launched in 2015, aims to transform India into a digitally empowered society and knowledge economy. It includes sub-initiatives like **Digital Literacy**, which provides training to citizens on using digital devices and accessing online services.

The Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) focuses on making rural households digitally literate by offering free digital literacy training.

The National Digital Literacy Mission (NDLM) aims to impart digital literacy skills to non-IT literate citizens, reaching around 10 million people in its initial phase.

DigiLocker is a digital document storage and sharing platform that encourages citizens to store and access documents and certificates digitally.

Common Services Centers (CSCs) act as access points for digital services, offering digital literacy training, facilitating transactions, and providing assistance in accessing government services. The government has introduced e-learning platforms and initiatives in the education sector to promote digital literacy among students.

The BharatNet project aims to provide high-speed broadband connectivity to rural and remote areas, enhancing digital literacy. Mobile apps, such as **DigiSevak and UMANG**, facilitate digital literacy.

The National Digital Library (NDL) provides digital access to a vast collection of educational resources, promoting digital literacy among students and researchers.

The New Education Policy has prioritised vocational skilling in line with other higher educational programmes to focus on job-readiness. As part of the plan for vocational skilling, the focus is to work with the MSDE, the Directorate General of Training (DGT), the respective state vocational education and skilling

departments to help potential students get access to the technical and professional skills required to enter the workforce.

Government's Initiative to Revolutionize Digital Skill Development

The Indian government has taken significant steps to revolutionize digital skill development. With the rise of technology and the increasing demand for digital skills in various sectors, the government has recognized the need to equip its citizens with the necessary knowledge and expertise.

I.Skill India Mission: Promoting Skill-building for Digitization

One of the key initiatives launched by the government is the Skill India Mission. This program aims to promote skill-building across different sectors, including digitization.

It focuses on providing vocational skills and training to individuals, enabling them to acquire relevant competencies required for employment opportunities in the digital economy.

Through Skill India Mission, the government aims to empower youth with essential digital skills in today's job market. By offering specialized courses and training programs, individuals can enhance their cybersecurity, technology, and entrepreneurship proficiency.

II.Creating an Ecosystem for Innovation and Entrepreneurship

In addition to skill development programs, the government is actively working towards creating an ecosystem that fosters innovation and entrepreneurship. It recognizes that entrepreneurship is crucial in driving economic growth and job creation.

To support this vision, various entrepreneurship initiatives have been implemented. These initiatives aim to provide aspiring entrepreneurs access to resources, mentorship programs, funding opportunities, and networking platforms.

The government encourages individuals to leverage their digital skills for business ventures by nurturing a culture of innovation and supporting entrepreneurial endeavours.

III.Digital Public Infrastructure: Enabling Lifelong Learning

To ensure widespread access to digital skill-building opportunities, the Indian government is investing in robust digital public infrastructure. This includes improving connectivity in rural areas through initiatives like BharatNet and promoting e-learning platforms.

By leveraging technology in education delivery systems, individuals can engage in lifelong learning regardless of their geographical location or socioeconomic background. Online courses and educational resources are made available through platforms like

➢**SWAYAM** (Study Webs of Active-Learning for Young Aspiring Minds) offers a wide range of digital courses from reputed institutions.

➢**FutureSkills Prime** is a forward-thinking learning environment designed to give learners top-notch skills for the digital world. With industry-supported Nasscom certification programs, it's aligned with National Occupational Standards (NOS) and the National Skills Qualification Framework (NSQF). Learners gain valuable skills that employers appreciate. Future Skills Prime opens doors to exciting career opportunities through trusted Nasscom certifications.

➢**NSDCIndia:** NSDC acts as a catalyst in skill development by funding enterprises, companies and organizations that provide skill training. It also develops appropriate models to enhance, support and coordinate private sector initiatives.

IV. Collaboration with Industry and Curriculum Enhancement

The government collaborates closely with various industries to design curricula that align with market demands. The Ministry of Skill Development and Entrepreneurship collaborates with industry experts to identify emerging technologies and incorporate them into vocational training programs. This ensures that individuals are equipped with the latest knowledge and skills employers require.

Conclusion

Technology is transforming at a pace that'll leave most companies spinning. Advances like artificial intelligence, machine learning and big data continue to transform the way we communicate, work, market, and make decisions. Digital literacy among students and employees provide extensive knowledge to cope up with the digital transformation that takes place globally. By staying updated with evolving technologies, individuals can remain competitive in the job market and contribute effectively to the digital economy.

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CUSTOMER-CENTRIC DIGITAL STRATEGIES: ENHANCING CUSTOMER EXPERIENCE IN THE DIGITAL ERA

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Abstract

In today's digital age, businesses are increasingly focusing on customer-centric approaches to stay competitive. This paper explores the significance of customer-centric digital strategies in enhancing customer experience and driving business success. It delves into the importance of understanding customer needs, preferences, and behaviors in crafting effective digital strategies. Through a comprehensive review of literature and empirical research, this paper provides insights into key objectives, methodologies, and conclusions regarding customer-centric digital strategies.

Introduction

The proliferation of digital technologies has revolutionized the way businesses interact with customers. With the advent of social media, mobile devices, and e-commerce platforms, customers now have more power and choices than ever before. In this dynamic landscape, businesses must adapt their strategies to prioritize customer needs and preferences. Customer-centric digital strategies entail leveraging technology to create personalized, seamless, and engaging experiences across all touch points. This paper aims to explore the importance of such strategies in today's competitive market environment.

Review of Literature

1.Albert Tichatonga Mubako Journal of Management & Administration 2017 (2), 54-76, 2017. The empirical analysis relies on a research study into the retail sector of South Africa. The interviewee panel was comprised of C-suite level executives and senior managers involved in corporate strategy formulations for their organisations.

2. Amit Kumar, Pankaj Setia Customer Centric Support Services in the Digital Age: The Next Frontier of Competitive Advantage, 13-26, 2023. The reflective nature of this chapter needs to be acknowledged and likewise its inherent limitations. The study was highly conceptual, thus opening an opportunity for future research to explore and empirically validate the identified theoretical trends.

3. Larry Weber, Lisa Leslie Henderson John Wiley & Sons, 2014. It helps businesses learn to adapt to a customer-centric era and teaches specific techniques for engaging customers effectively through technology. The book is an essential read for businesses of all sizes wanting to learn how to engage with customers in meaningful, profitable, and mutually beneficial ways.

4. Mark Anthony Camilleri International Journal of Big Data Management 1 (1), 50-63, 2020. This contribution puts forward a theoretical framework that explains how, why, where and when practitioners are capturing, analysing and distributing data. In sum, it implies that the data-driven technologies are facilitating the businesses' customer-centric marketing.

5. Darshana Desai Adoption and Implementation of AI in Customer Relationship Management, 40-53, 2022 . The customer journey and key factors driving effective customer-centric marketing. This chapter facilitates marketers to use AI-enabled personalization to address customers' implicit needs and leverage higher returns by delivering the right information at the right time to the right customer through the right channel.

Objectives

1. To understand the concept of customer-centric digital strategies.

2. To analyze the significance of customer experience in the digital era.

3. To identify key components of effective customer-centric digital strategies.

4. To explore best practices and case studies of successful implementation.

5. To assess the impact of customer-centric digital strategies on business performance.

Research Methodology

1. Literature Review: Conduct a comprehensive review of academic journals, books, and industry reports to gain insights into customer-centric digital strategies, customer experience management, and related concepts.

2. Case Studies: Analyze real-world examples of companies that have successfully implemented customer-centric digital strategies to improve customer satisfaction and drive business growth.

3. Surveys and Interviews: Collect data through surveys and interviews with industry experts, practitioners, and customers to understand their perspectives on the effectiveness of customer-centric digital strategies.

4. Data Analysis: Utilize qualitative and quantitative methods to analyze the gathered data and draw meaningful conclusions.

Significance

1. Understanding Customer-Centric Digital Strategies: This objective aims to delve into the core principles and concepts underlying customer-centric digital strategies. It involves exploring how businesses can leverage digital technologies to better understand customer needs, preferences, and behaviors.

2. Significance of Customer Experience: In today's competitive marketplace, customer experience has become a key differentiator for businesses. This objective seeks to analyze the importance of delivering exceptional customer experiences across all digital touchpoints and its impact on customer loyalty and retention.

3. Key Components of Effective Strategies: Successful implementation of customer-centric digital strategies requires a holistic approach. This objective involves identifying the essential components, such as data analytics, personalization, and omnichannel integration, that contribute to the effectiveness of these strategies.

4. Best Practices and Case Studies: Learning from real-world examples is invaluable in understanding how organizations have successfully implemented customer-centric digital strategies. This objective entails examining best practices and case studies of companies across various industries to extract actionable insights.

5. Impact on Business Performance: Ultimately, the goal of customer-centric digital strategies is to drive business success. This objective focuses on evaluating the tangible impact of these strategies on key performance indicators such as revenue growth, customer satisfaction, and market share.

Conclusion

In conclusion, customer-centric digital strategies play a crucial role in enhancing customer experience and driving business success in the digital era. By prioritizing customer needs, preferences, and feedback, businesses can create meaningful interactions, foster loyalty, and gain a competitive edge in the market. Through the implementation of personalized marketing campaigns, seamless omnichannel experiences, and proactive customer support, organizations can establish long-term relationships with customers and achieve

sustainable growth. However, it is essential for businesses to continuously evolve their strategies in response to changing customer expectations and technological advancements to stay ahead of the curve.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS OTT PLATFORMS

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Abstract

An over the top (OTT) media service is a media service offered directly to customer through the network, which provides television and firm content are the internet. This study aimed to analyze the satisfaction level and the problem faced by the consumer of OTT. This study is confined with primary and secondary data. Primary data has been collected from 126 respondents. The sampling techniques were used is convenient sampling techniques tools used for this study are percentage analysis and ANOVA. Thus, study concluded that Most of them are using Disney+hotstar for entertainment purpose. In the upcoming modern world there are many OTT platform will existence.

Introduction

Technology is developing as fast as, we are also adopting to the technology, now a days we are not interesting to watch same content in television. Some people are not ready to go and watch movies in cinema halls because that were consume more time. People are automatically switch over to OTT platform like YouTube, Netflix, Amazon prime, Hotstar etc., Right now, we are connecting with the internet world, that would make more easy to use those kinds of apps. At present people are giving more important for entertainment but, During COVID 19 pandemic period, people were very bored because of unavailability of new content in television, total closure of cinema halls, etc.., so most of the people are choose OTT platform for their entertainment.

Review of Literature

Mrs. P. Anuncia Gabriela, Ms. M. Pavithra (2022), "A Study on customer satisfaction towards OTT platforms with special reference to Coimbatore city". This study's goal is to determine the numerous OTT platforms that are available for viewers, as well as the degree to which the young use them, and also their experience and perspectives on these platforms. The objective is to determine the factors influencing the use of OTT platforms. A Descriptive research design is used for this study. This study used primary and secondary data. Primary data were collected based on the structured questionnaire with the help of Google form. The data is collected from 100 respondents. Tools used are percentage analysis and chi-square test. This study concluded that in recent days watching movies or programs with relatives are uncommon as a result people like to watch on OTT platforms thus, OTT networks have a bright future.

Bhavyarajsinh D. Jhala, Vivek B. Patadiya (2021), "A study on consumer behavior towards OTT platforms in India during COVID ERA". The COVID-19 Pandemic and lockdown has caused people to stay at home, which has led more people to subscribe for these OTT Platforms. The objective is to interpret upcoming trends and priorities while watching OTT platforms. A Descriptive approach and pilot method are used for this study. This study used primary data. The data were collected from 100 users of OTT platforms. Tools used are percentage analysis and comparative analysis. This study concluded that after pandemic peoples are habituated to use OTT platforms because of the lockdown which leads people to subscribe to various OTT platforms for entertainment.

Dr. S. Gomathi, Dr. N. Vijatha Christy, (2021), "Viewer's perception towards OTT platform During

pandemic". OTT is a means of providing television and film content over the internet to the individual consumers according to their requirements. The objective is to analyze viewer's perception towards OTT platforms. Random sampling method is used for this study. The study used primary data. The data were collected from 150 respondents. Tools used are simple percentage, weighted average score (WAS), Simple ranking, chi- square and ANOVA. This study concluded that the OTT platforms will reach great heights in future. The main fuel for the OTT platform was the internet.

Dr.Shilpa Parihar, Mr.Kamal Kant (2021),“ Impact of marketing mix on consumer satisfaction A study of consumers of OTT platforms in India. The OTT platform is directly collected with web-sites so the people are more associated with the OTT platform. The objective is to impact the OTT platform in customer satisfaction. The study used sample design, sample size, sampling techniques, analysis data, primary data and secondary data. The tools used are chart, descriptive statistics, correlation, coefficients, ANOVA model summary, excluded variable. The study concluded the researcher analyzed less than 30 age group people who are mostly preferred OTT platforms. They were used for 5 hours on OTT platform because of the quality of the picture and volume and also available in different languages. For old group age people who have more spiritual content are available on the OTT platform.

Manoj kumar patel, Dr.Gajendra awasya(2020), "A study on OTT viewership in lockdown and viewers dynamic watching experience"”. The study is based on a sudden increase in OTT viewership due to lockdown. The objective is to measure the OTT viewership in lockdown and major challenges for cinema hall owners due to changing habits of digital viewers and the viewers of dynamic watching experience. The simple percentage analysis and survey method used for this study. The data were collected from 100 respondents. It is based on primary data. The tools used statistical pie charts and simple percentage analysis. The data interpretation and analysis is OTT platforms one of the fastest growing in India. The study concluded the OTT platform growth increases in India. It leads to a huge impact on our traditional cinema hall, TV.

Objective of The Study

- To determine the factors influencing the viewers to prefer the content in OTT platform.

- To measure the satisfaction level of respondents towards the services provided in OTT platforms.

- To analyze the problem faced by the viewers in the OTT platforms.

Stament Of the Problem

Even though the OTT platforms are convenient to use but the cost OTT subscription is high, and there is no package of building content they preferred without unwanted and unrelated content. Due to lack of network connection, rural people can’t able to use OTT platforms properly and illiterate find difficulty to use OTT platforms.

Research Methodology

Methodology in research is the organized method to solve a research problem through data assembling using different techniques, providing an analysis of data gathering and drawing conclusion about the research data. Basically a research methodology is the underlying theory and analysis of how a research does or should proceed.

Hypothesis

Ho$_1$: There is no significant relationship between satisfaction level and gender. Ho$_2$: There is no significant relationship between satisfaction level and age group. Ho$_3$: There is no significant relationship between satisfaction level and family type

Ho$_4$: There is no significant relationship between satisfaction level and education qualification.

Limitations of The Study

- This study only covers the cities of Coimbatore.

- The shows are confined in OTT platforms.

- Contents are not realising on regular basis.

- The sample were collected only from 126 respondents.

Findings

Objective 1: The demographic variables from the respondents

Analysis of the demographic variable of the respondents revealed an 55.1% of the respondents were female category. The demographic profile of the respondents revealed an 70.9% of the respondents were between the age group 18-24 years. The demographic profile of the respondents revealed an 78.7% of the respondents were belongs to nuclear family. The demographic profile of the respondents revealed that 78.7% of the respondents were under graduate

Objective 2: To know the factors influencing and behaviour towards the OTT platform

Analysis of the demographic variable of the respondents revealed an 40.2% of the respondent's reason for choosing OTT were entertainment. The demographic profile of the respondents revealed an 40.9% of the respondents were using Disney+hotstar. The demographic profile of the respondents revealed an 38.6% of the respondents were spends less than 2 hours in OTT platform. The demographic profile of the respondents revealed that 71.7% of the respondents were using smart phones to consume OTT platform.

Objective 3: To identify the satisfaction level of respondents towards OTT platform

The result of significance relationship between satisfaction level and gender towards OTT platforms across gender, which is an 5% (0.528) level of confidence. The result of significance relationship between satisfaction level and gender towards OTT platforms across age group, which is an 5% (0.004) level of confidence. The result of significance relationship between satisfaction level and gender towards OTT platforms across family type, which is an 5% (0.430) level of confidence. The result of significance relationship between satisfaction level and gender towards OTT platforms across education qualification, which is an 5% (0.528) level of confidence. The age is dependent factor towards satisfaction and independent factors are gender, family type, education qualification.

Suggetions

❖ To improve the quality of the content.

❖ To release the contents on regular basis.

❖ To remove adult contents in OTT platforms.

❖ To introduce new offers, combos or package of buying content.

❖ To provide ad free education content.

❖ To reduce the cost of subscription.

Conclusion

The aim of the study is to find out the opinion and satisfaction level of consumers, problems faced by the consumers and factors influencing the consumers towards OTT (Over The Top) platform. Present study concluded Most of the under graduates are using OTT platforms between the age group 18-24. They are using OTT platforms mainly for entertainment purpose to watch new movies and series. The minimum time spend is less than 2 hours and they are using smart phones to consume OTT platforms. Most of them using disney+hotstar first, Netflix second and Amazon third. In today's digital world, consumer are streaming towards over the-top video on demand. Everyone start spend more time with smart phones compared to TV so, in upcoming period more OTT platform will come into existence

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A STUDY ON CONSUMERS' PERCEPTION TOWARDS ONLINE FOOD DELIVERY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

Food is a major source of survival, and the easiest and most practical way to order food is online using a food delivery service. Now a days, people favour ordering food online over going out to eat, making the traditional dining out a thing of the past. The foundation of this study is the shift in people towards online food delivery systems. Through this study, we have concentrated on the factors that contribute most to this shift and asked whether people still prefer eating out, and the cultural changes happened in the society because of the technology developments. Ordering food online is as simple as opening a food delivery app and choosing the food you want. It intends to change how consumers perceive the online meal delivery services that are quickly reshaping India's food retailing scene. The study therefore focuses on examining the factors that influence how consumers perceive online meal delivery services, perception of consumer and satisfaction on online food delivery services. This study is descriptive in nature, size and tools.

Keywords: Consumer Preference, Online food delivery, Cultural Changes, Technology Adoption.

Introduction

The online food services are ordering a food through mobile app or restaurant app and delivering of ordering food to the customers. Technology had played a vital role in reforming the food delivery services. Today the online food delivery business is one of the fast- growing segments of e-commerce. From a busy employee to idle student, today almost everyone prefers to practice online food delivery services. Convenience is the main reason which is making online food delivery services accepted today. The main difference between traditional and online food ordering is a form of communication between the seller and the buyer. E-commerce has disabled consumer interactions in the form of helpline numbers and FAQs. Through these services the customer can access wide variety of food menu anywhere at any time from the wide range of restaurant. In online food ordering services payment can also be made easily either online or at the time of delivery according to the customer convenience. In recent days through smartphones facilities online services are used by majority of the people to make their work easier.

Objectives of The Study

- To know the perception towards online food delivery.
- To find out the convenience of customers while placing the order and making payment.
- To analyse the level of satisfaction of consumers on different food delivery applications.
- To analyse the most preferred online food delivery service application by consumers.

Statement of Problem

In this developing technology world online food delivery has become a vital element in people's life. The main purpose of this study is to analyse the customer behaviour and their buying behaviour towards online food delivery services in Coimbatore. The cleanliness and hygiene of food being delivered to the customers, the quality and quantity worth to price are the problems addressed by the customers relying on online food delivery system. Therefore, the problem addressed by this study is to investigate the factors that influence

consumer perception towards online food delivery services in Coimbatore city and to provide insights that can help improve the quality and efficiency of these services.

Review of Literature

1.**Yusra and Arawati Agus(2019)**,"The Influence of Online Food Delivery Service Quality on Customer Satisfaction and customer loyalty, moderated by personal innovativeness. The study suggested that high perceived service quality will enhance customer loyalty as well as the customer satisfaction in this relationship. The study concluded that personal innovativeness has a negative moderating effect on the relationship between customer satisfaction and customer loyalty.

2.**Ayush Singh and Siddharth M. Nair (2020)**, entitled that" Consumer Perception and Attitude Towards Online Food Ordering" the main aim of the study is to examine the Customer behaviour and satisfaction with reference to buying food online in different regions of the world and To provide solution to the restaurants regarding any issues or concerns of Online delivery of foods. The study concluded that the purchase pattern of the consumers was identified and 47.5% of people order food weekly and 40.6% order more than 5 times month. Most of the people want restaurants to provide cutlery and packaging of food is quite important for consumers.

3.**SivaKoti Reddy and Bhargavi. Pentyala (2019),** Entitled in their study that "CUSTOMER PERCEPTION TOWARDS ON ONLINE FOOD ORDERING" the study analyzes the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their mind and overall satisfaction towards online food services and the study concluded that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction

4.**Jyotishman Das. (2018).**in his study entitled "Consumer perception on online food ordering and delivery services: A dynamic study "collected data from respondents who had already ordered and used food delivery services online. The purpose of this study was to understand the factors, their understandings, needs, and the different characteristics of different online sites in their minds and overall satisfaction of online food delivery services.

Research Methodology

The study is descriptive in nature. It includes collection of both primary and secondary data. For 110 respondents, a survey-based approach was applied with a questionnaire. Respondents from questionnaire includes things like age, gender, education, etc.

Sources of Data

Primary data: Primary data consists of a well-framed questionnaire created for data collection.

Secondary data: Secondary data consists of published sources like books, magazines, journals, the internet, etc.

Sampling Design

Nature of Population

Respondents who live in Coimbatore city and make food orders through online were the respondents for this study.

Sample Size

The sample size of the study is 110 respondents.

Tools used

- Percentage analysis
- Rank analysis
- Chi square

Limitations

1. The data collection was limited within Coimbatore city.
2. The respondents were constraint only to 110.

Analysis and Interpretation:

Simple Percentage Analysis

Meaning:

While comparing two or more data series, it refers to a certain kind of rate or percentage that is used. To establish a connection between the series, a percentage is used.

Percentage = $\dfrac{\text{No. of Respondents}}{\text{Total no. of Respondents}}$ *100

Demographic Profile of The Respondents

Particulars	Variables	Respondents	Percentages
Gender	Male	66	60
	Female	44	40
	Total	110	100
Age	Less than 15	10	9
	15 - 30	78	71
	30 - 45	20	18
	45 – 60	2	2
	Total	110	100
Marital Status	Married	39	35
	Unmarried	71	65
	Total	110	100
Educational status	SSLC	3	3
	HSLC	18	16
	UG	65	59
	PG	21	19

	Others	3	3
	Total	110	100
Occupation	Employee	22	20
	Professional	25	23
	Business	18	16
	Homemaker	11	10
	Others	34	31
	Total	110	100
Income	Below 20000	44	40
	20000 – 30000	30	27
	30000 – 40000	26	24
	Above 40000	10	9
	Total	110	100
Place of living	Rural	63	43
	Urban	47	57
	Total	110	100
Nature of family	Nuclear	75	68
	Joint	35	32
	Total	110	100
Members in the family	2	3	3
	3	20	18
	4	61	55
	Above 4	26	24
	Total	110	100
No. of earnings in the family	1	17	16
	2	49	44
	3	32	29
	4	12	11
	Total	110	100

Ever ordered food in online	Yes	93	85
	No	17	15
	Total	110	100
Preference of application	Swiggy	48	43
	Zomato	41	37
	Uber Eats	17	16
	Others	4	4
	Total	110	100
Frequency of ordering food in online	Daily	12	11
	Weekly	48	44
	Monthly	50	45
	Total	110	100
Preference to order food	Mobile apps	73	66
	Web browser	28	26
	Others	9	8
	Total	110	100
Money spend on ordering food per month	Less than 2000	49	45
	Less than 4000	36	33
	Less than 5000	18	16
	Above 5000	7	6
	Total	110	100
Company which good in packing	Swiggy	48	38
	Zomato	42	44
	Uber Eats	18	16
	Others	2	2
	Total	110	100
Suggestion of online food order	Friends	50	45
	Family	28	26
	Co workers	22	20
	Others	10	9

			Total	110	100
	Easy Experience of online ordering		Very easy	42	38
			Easy	40	36
			Neutral	22	20
			Difficult	4	4
			Very difficult	2	2
			Total	110	100
	Usage of discounts and special offers		Yes	90	82
			No	20	18
			Total	110	100

From the above table 66(60%) of the respondents were male, 78(71%) of the respondents were under the age of 15-30 years, 71(65%)of the respondents were unmarried, 65(59%)of the respondents were under graduated , 34(31%)of the respondents were chosen others as their occupation, 44(40%) of the respondents earning below Rs.20000 as their monthly income, 63(43%) of the respondents were living in rural area, 75(68%)of the respondents had nuclear family, 61(55%)of the respondents have four members in each of their family, 49(44%)of the respondents have two earning members in each of their family, 93(85%) of the respondents have ordered food in online, 48(43%) of the respondents prefer zomato as their online food app, 50(45%)of the respondents have order monthly in the online app, 73(66%)of the respondents prefer to order food in the mobile app.49(45%)of the respondents spend less than Rs.2000per month for ordering the food, 48(44%)of the respondents suggest swiggy is good in packing, 50(45%) of the respondents had got suggestion by their friends, 42(38%)of the respondents had very easy experience of online ordering, 90(82%)of the respondents use discounts and offers while ordering the food.

Table showing percentage of consumer satisfaction level towards online ordering

S.NO	PARTICULARS		NO OF RESPONDENTS	PERCENTAGE
1	Time of delivery	HS	54	49
		S	39	35
		N	9	8
		DS	5	4
		HD	3	3
		TOTAL	110	100

2	Package of Food	HS	25	23
		S	62	56
		N	18	16
		DS	3	3
		HD	2	2
		TOTAL	110	100
3	Menu of the company	HS	26	24
		S	47	42
		N	35	32
		DS	1	1
		HD	1	1
		TOTAL	110	100
4	Taste of the Food	HS	16	14
		S	59	54
		N	25	23
		DS	9	8
		HD	1	1
		TOTAL	110	100
5	Rate of item	HS	23	21
		S	49	45
		N	25	23
		DS	6	5
		HD	7	6
		TOTAL	110	100
6	Discounts and Offers	HS	21	19
		S	52	47
		N	25	23
		DS	8	7
		HD	4	4
		TOTAL	110	100

From the above table, 54(49%)of the respondents were highly satisfied with the Time of Delivery. 62(56%) of the respondents were satisfied with the Package of food. 47(42%) of the respondents were satisfied with the Menu of the Company. 59(54%) of the respondents were satisfied with the Taste of the food. 49(45%) of the respondents satisfied with the Rate of Item. 52(47%) of the respondents were satisfied with the Discounts and Offers.

Rank Analysis

Meaning

A finite number of things, such as sports teams, product brands, political candidates, television programs, or job qualifications, are ranked in relation to one another. These conditions give rise to ranking data.

Table showing consumer level of satisfaction towards food apps

Satisfaction level	Rank	1	2	3	4	5	Total	Rank Score	Rank
	Star	5	4	3	2	1			
Swiggy	No. of respondents	50	39	14	6	1			
	Star	250	152	42	12	1	457	4.15	1
Zomato	No. of respondents	27	45	28	10	-			
	Star	135	180	84	20	-	419	3.80	2
Uber Eats	No. of respondents	16	25	46	18	5			
	Star	80	100	138	36	5	359	3.26	3

Interpretation:

From the above table, consumer prefer Swiggy app as their 1st rank with the rank score of 4.15%, Zomato as their 2nd rank with the rank score of 3.80% and finally Uber eats as their 3rd rank with the percentage of 3.26%

Chi-Square Test:

Meaning:

Chi-square test is a statistical test which is used to compare actual outcomes to predictions. This test's goal is to establish whether a discrepancy between observed and expected data is the result of chance or an association between the variables you're researching.

Chi –squre = $\chi^2 = \sum(O_i - E_i)^2/E_i$ Were,

O_i = observed value, E_i = expected value

1. Relationship between monthly Income and money spend on ordering food per month

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
monthly Income * money spend on ordering food per month	110	100.0%	0	0.0%	110	100.0%

monthly Income * money spend on ordering food per month Crosstabulation

Count

		money spend on ordering food per month				Total
		above 5000	less than 2000	less than 4000	less than 5000	
monthly Income	20000-30000	2	17	14	7	40
	30000-40000	4	7	8	7	26
	below 20000	1	25	14	4	44
Total		7	49	36	18	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.267ª	6	.080
Likelihood Ratio	10.871	6	.092
N of Valid Cases	110		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.65.

There is a significant relationship between the monthly income and money spend on ordering food per month. The 'p' value is 0.080 which is higher than 0.05. Hence the null hypothesis has been rejected.

2.Relationship between Age and easy experience on ordering food in online

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * easy experience on ordering food in online	110	100.0%	0	0.0%	110	100.0%

Age * easy experience on ordering food in online Cross tabulation

Count

		easy experience on ordering food in online					Total
		difficult	easy	neutral	very difficult	very easy	
Age	15-30	0	32	16	1	29	78
	30-45	1	7	3	0	9	20
	45-60	2	0	0	0	0	2
	less than 15	1	1	3	1	4	10
Total		4	40	22	2	42	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.642[a]	12	.000
Likelihood Ratio	26.534	12	.009
N of Valid Cases	110		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .04.

There is a significant relationship between the Age and easy experience on ordering food in online. The 'p' value is 0.000 which is less than 0.050. Hence the null hypothesis has been accepted.

Findings

Findings from Percentage Analysis

- The majority of the consumer ie 71% were under the age of 15 – 30 years.

- The majority of the consumer ie 65% were unmarried.

- 59% of the consumers were under graduated.

- 40% of the respondents were earning a monthly income of below Rs.20000.

- Majority of the respondents ie 55% were having four members in their family.

- Majority of the respondents ie 44% were having two earning members in their family.

- Most of the consumers were ordered food in online.

- Swiggy is the preference of application by majority of the respondents ie 43%.

- Majority of the consumer order food once in a month as a frequency of ordering.

- Most of the respondents ie 45% spend less than Rs.2000to order food in a month.

- Most of the respondents ie 38% prefer swiggy as good in packing.

- Majority of the respondents ie 38% feels very easy experience while online ordering.

- Majority of the consumer ie 82% use their discounts and special offers.

Findings from Rank Analysis

- If the resulted that is satisfied towards online ordering is in rank 1, then it shows higher level of satisfaction towards Zomato App.
- If the resulted that is neutral towards online ordering is in rank 2, then it shows medium level of satisfaction towards Swiggy App.
- If the resulted that is dissatisfied towards online ordering is in rank 3, then it shows low level of satisfaction towards Uber Eats.

Findings from Chi-Square Test:

- If the resulted significant value is less than the prescribed value, the hull hypothesis will be accepted, and then there is a significant relationship between the Age and easy experience on ordering food in online.

- If the resulted significant value is higher than the prescribed value, the hull hypothesis will be rejected and alternative hypothesis will be accepted, then there is a significant relationship between the Monthly Income and Money spend on ordering food per month.

Suggestions of The Study

Food delivery apps need to greatly increase the standard of their services. They must want to check into the hygiene of food delivery services. There needs to be a greater availability of food-on-demand delivery applications. It must be their goal to make food delivery applications simpler to use. Online transactions are now safer and more private. Delivery times must be sped up.

Conclusion of The Study

This study may conclude that, every method has its advantages and disadvantages after researching how customers feel about ordering food online. This method for purchasing food online primarily serves the purpose of saving customers' time, particularly when they need to invite guests for any occasion. Convenience is the main driver of electronic purchasing. According to this study, residents of the Coimbatore city are largely comfortable ordering food online. Majority of the respondents were aware of the online food ordering. Younger customers are more apt to use text, mobile, or internet ordering. Customers between the ages of 15 and 30 placed more internet food orders. The customer's choice of food delivery

services is influenced by a number of variables, including the food's quality, price, offers, packaging, and transportation service, among others. Consumer impression of food delivery services for men is comparatively higher than women. This study was carried out to find out how happy consumers are with online food delivery services, what is their fundamental opinion of it, and what issues they encounter when placing an online food order. The study brought various conclusions about how much satisfied are people with the online food delivery services and most of the responses were neutral which means that people are neither too satisfied with the service nor too dissatisfied with it.

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A STUDY ON ROLE OF CULTURAL VALUES FOR DIGITAL TRANSFORMATION

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Abstract

The rapid advancement of technology has also changed the competitive environment of the sector. To cope with the unstable environment and take advantage of the opportunities offered by new technologies, organizations need to change their business. Digital transformation initiatives are ubiquitous in the industry but often fail due to an inert organizational culture that inhibits change. We bring a value-oriented approach to organizational culture to identify the cultural values necessary for digital transformation to be successful. Our Delphi survey of 25 research and business experts resulted in 12 leadership experiences. The results show that competitive pricing between the two cultures is the best combination in terms of values that encourage innovation and caring for people. By identifying the best targets for cultural change initiatives, we expand knowledge in the IT-enabled business transformation literature and establish a foundation for future research beyond the role of culture in digital transformation.

Keywords: Organizational Values, Culture, Digital Transformation.

Introduction

The rapid development of technology in almost all sectors has changed the business environment, market competition and customer needs (Downes and Nunes 2013; Lucas and Goh 2009; Porter and Heppelmann 2014; Westerman et al. 2011). The emergence of digital technologies affects the life of companies, whose common values may be replaced by digital ones (Lucas and Goh, 2009). While new technologies have led to pressures for digitalization even in fields that have traditionally relied on physical resources (Rishi et al. 2008), digital technologies have also brought new opportunities for business growth. However, integrating and exploiting the opportunities offered by digital technologies is still a challenge, especially for enterprise-age businesses, and more research is needed (Yoo et al., 2010).

Taking full advantage of new technologies with the development of technology, the use of IT must be accompanied by changes in the organization. Otherwise, the benefits of outsourcing IT, even if only for the maintenance of existing organizations, are still small (Venkatraman 1994). Therefore, digital transformation is not just about using technology to produce products and services (Hess et al. 2016). Change must be made to ensure economic development. Companies need to transform and digitalize their entire business model and existing organization (i.e., structures, processes, and culture) (Fitzgerald et al. 2014; Venkatraman 1994). Although culture is often viewed as a valuable asset and has the ability to support economic change and the use of digital output technology, it can also be a source of inertia. Kodak's digitalization is an important example of this situation that prevents change.

In solving this problem, we follow previous IS research and adhere to cultural values. Essentially, shared beliefs about the ideas held by organizational members form the basis of organizational culture and are beneficial to learning culture arrangements in the IS context. Qualitatively, this study aims to identify the

cultural values that support a successful digital transformation, thus identifying and recommending effective leadership as a goal of most cultural change. To determine affordability, we conducted a Delphi survey with digitalization experts from various businesses in Germany. This study brought together the experiences of 10 experts and 15 experts through a three-stage process of feedback, selection and ranking. These three findings represent a quest to identify organizational cultures that support digital transformation. By identifying leadership strategies appropriate for cultural change, we close the research gap and lay a foundation for future research on the role of culture in digital transformation.

Objectives

- To ensure that digital initiatives align with and reinforce existing cultural values within the organisation.

- To use cultural values as a framework.

- To managing changes effectively.

- To cultivate a culture that promotes innovation.

- To faster collaboration.

- To promote a culture of continuous learning.

- To integrate ethical considerations into digital transformation strategies.

Scope

- To ensuring digital initiatives are in harmony with the organization's cultural values and beliefs.

- To facilitate cultural shifts necessary to embrace and sustain digital transformation efforts.

- To harnessing cultural values to guide leadership behaviours.

- To promote adaptability.

Limitations

❖ Cultural values may lead to resistance to certain aspects of digital transformation.

❖ Stakeholders may interpret cultural values differently.

❖ Delphi studies may involve a limited sample size.

Theoretical Background:

The concept of culture in IS research

The concept of culture is common in the IS literature, but research on this concept is difficult due to many definitions, assumptions, and measurements (Straub et al., 2002). The concept of culture includes both implicit elements, such as beliefs or norms, and concrete elements, such as norms or practices. One of the culture models developed and frequently referenced in the literature is Schein's (1990) three-level culture model, which consists of two components. Schein believes that core beliefs are the essence of culture and represent fundamental beliefs about behaviour, relationships, and reality. Fundamental ideas are embodied in values that manifest themselves in visible artifacts such as behaviour, language, or technology. Organizational values form the basis of leadership in business environments (Deal 1991). It is therefore not surprising that the majority of organizational culture theories and models in knowledge research are valued as the basis of leadership (Leidner and Kayworth 2006). By following this research, we highlight the way to define the culture

of the institution. Organizational values can be defined as the shared beliefs of organizational members about the ideal of setting expectations and limits for appropriate behaviour, that is, the goals and standards that influence members' behaviour (Schein 1990).

Digital transformation and organisational culture

Digital transformation differs from previous IT-enabled business transformation in terms of its speed and comprehensiveness (Bharadwaj et al., 2013; Porter and Heppelmann, 2014). Technology has the potential to increase the pace of innovation, disruption, and competitive advantage in the business environment (Downes and Nunes 2013; Porter and Heppelmann 2014; Westerman et al. 2011). In response to rapid environmental changes and rapid change caused by technological change, organizations need to adapt and adapt their organizations to survive in a conflict environment (Downes and Nunes 2013; Porter and Heppelmann 2014). Therefore, digital transformation is more than the digitalization of products and services; companies need to adapt their business and profitability (Porter and Heppelmann 2014). Therefore, we define digital transformation as IT-driven change in an organization through the digitalization of products, services, core processes, customer touch and replication of business models.

Methodological Approach

We conducted a Delphi survey to answer the research question about which organizations have the most significant impact on digital transformation in business. The Delphi method is based on expert knowledge and the goal of reaching consensus on a specific topic through a series of repeated questions with controlled instructions (Okoli and Pawlowski 2004; Paré et al. 2013; Schmidt 1997). The Delphi technique has a long history of use in data science (Skinner et al. 2015) and has also been used previously in digital transformation (Piccinini et al. 2015). 2015) and cultural studies (e.g. Schmiedel et al., 2013). Although there are many types of Delphi design, the Delphi sequence, which aims to identify and prioritize problems, is the most common in IS research (Okoli and Pawlowski 2004; Skinner et al. 2015). Compared to other research methods, the Delphi method has the advantage of avoiding direct confrontation between experts who would be biased while promoting effective communication processes through feedback (Okoli and Pawlowski 2004; Skinner et al. 2004). 2015). Particularly in studies where there is not enough evidence, it is necessary to obtain insight from the collaboration of experts (Paré et al. 2013; Singh et al. 2009). Therefore, the Delphi process is a suitable method to solve our research questions.

Six Stages of Digital Transformation

1. Business as usual, status quo

2. Present and active

3. Formalized

4. Innovative and adaptive

5. Converged

6. Strategic

1. Business as usual, status quo

The current state of your organization.

2. Present and active

A time of experimentation throughout the organization when you encourage creativity and improved digital literacy skills.

3.Formalized

When experimentation becomes more intentional, initiatives become clearer, and you start looking for leadership buy-in.

4.Innovative and adaptive

When digital transformation becomes a part of the business and leadership establishes a system for monitoring technology and market trends so that the company can continue to evolve.

5.Converged

The formulation of a dedicated digital transformation team that will guide the strategy, establish goals, and put systems in place to support the transformation.

6.Strategic

The point when groups start collaborating and sharing their research in order to create strategic plans for the transformation.

Conclusion

Our findings also have practical implications. By identifying the benefits critical to the success of digital transformation, we provide a culture of purpose while guiding healthcare professionals to implement a culture of transformation. We also analyse the importance of a competition's results. Based on our findings, professionals can use organizational culture assessment tools to manage culture during digital transformation (Cameron and Quinn, 2005). Based on Competitive Value, this tool allows professionals to analyse their current culture and identify areas that need culture change during change.

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A STUDY ON IMPLEMENTATION OF EMERGING TECHNOLOGIES IN ARTIFICIAL INTELLIGENCE

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Abstract

This study first provides a brief overview of AI, current issues being tackled in developing AI and explains how it transforms business models. Our case study of two companies that innovated their business models using AI shows its potential impact. We also discuss how executives can create an innovative AI-based culture, which rephrases the process of AI-based business model innovation. Companies that successfully capitalize on AI can create disruptive innovation through their new business models and processes, enabling them to potentially transform the global competitive landscape.

Introduction

Artificial intelligence (AI) is created to use data, analysis and observations to perform certain tasks without needing to be programmed to do represents the most important technological development. Artificial intelligence (AI) is the theory and development of computer systems capable of performing tasks that historically required human intelligence, such as recognizing speech, making decisions, and identifying patterns. AI is an umbrella term that encompasses a wide variety of technologies, including machine learning, deep learning, and natural language processing (NLP).

AI technology is widely used throughout industry, government, and science. Some high-profile applications are: advanced web search engines , recommendation systems (used by YouTube, Amazon, and Netflix), interacting via human speech (such as Google Assistant, Siri, and Alexa), self-driving cars (e.g., Waymo), generative and creative tools (ChatGPT and AI art), and superhuman play and analysis in strategy games (such as chess and Go).

Alan Turing was the first person to conduct substantial research in the field that he called machine intelligence. Artificial intelligence was founded as an academic discipline in 1956. The field went through multiple cycles of optimism, followed by periods of disappointment and loss of funding, known as AI winter Funding and interest vastly increased after 2012 when deep learning surpassed all previous AI techniques and after 2017 with the transformer architecture. This led to the AI spring of the early 2020s, with companies, universities, and laboratories overwhelmingly based in the United States pioneering significant advances in artificial intelligence. The growing use of artificial intelligence in the 21st century is influencing a societal and economic shift towards increased automation, data-driven decision-making, and the integration of AI systems into various areas of life, impacting job markets, healthcare, government, industry, and education. This raises questions about the ethical implications and risks of AI, prompting discussions about regulatory policies to ensure the safety and benefits of the technology. The various sub-fields of AI research are centered around particular goals and the use of particular tools. The traditional goals of AI research include reasoning, knowledge representation, planning, learning, natural language processing, perception, and support for robotics. The inspiration of artificial intelligence (AI) was to create an autonomous machine capable of human-like thinking. In 1956, John McCarthy organized a research group and coined the concept of AI. The group assumed every aspect of learning or any other feature of intelligence can be so precisely

described that it could be simulated by a machine. Applications include determining how to make machines use language, form abstractions and concepts, and solve complicated problems. The massive and growing data available today and the steady improvements of computational power and algorithms have generated numerous applications of AI across many diverse industries. Although definitions and concepts of AI vary with the goals and domain, the main characteristic of AI is mimicking human cognitive function, particularly learning and problem solving. It is notable that the concept proposed in 1956 is considered still relevant to current AI research.

Objectives

❖ To shapes the future of every company.

❖ To creates synergy between humans and AI.

❖ To plan and performs more complex tasks.

Some of the most common examples of AI in use today include:

Chat Gpt

ChatGPT (Chat Generative Pre-trained Transformer) is a chatbot developed by OpenAI and launched on November 30, 2022. Based on a large language model, it enables users to refine and steer a conversation towards a desired length, format, style, level of detail, and language. Successive prompts and replies, known as prompt engineering, are considered at each conversation stage as a context.

By January 2023, it had become what was then the fastest-growing consumer software application in history, gaining over 100 million users and contributing to the growth of OpenAI's valuation to $29 billion. ChatGPT's release spurred the development of competing products, including Gemini, Ernie Bot, Llama, Claude, and Grok. Microsoft launched Copilot, based on OpenAI's GPT-4. Some observers raised concern about the potential of ChatGPT and similar programs to displace or atrophy human intelligence, enable plagiarism, or fuel misinformation.

Netflix

Netflix is an American subscription video on-demand over-the-top streaming service. The service primarily distributes original and acquired films and television shows from various genres, and it is available internationally in multiple languages.

Google Translate

Google translate is a multilingual neural machine translation service developed by Google to translate text, documents and websites from one language into another. It offers a website interface, a mobile app for Android and iOS, as well as an API that helps developers build browser extensions and software applications. As of 2022, Google Translate supports 133 languages at various levels it claimed over 500 million total users as of April 2016 with more than 100 billion words translated daily, after the company stated in May 2013 that it served over 200 million people daily.

Tesla

Telsa is an American multinational automotive and clean energy company headquartered in Austin, Texas, which designs, manufactures and sells electric vehicles, stationary battery energy storage devices from home to grid-scale, solar panels and solar shingles, and related products and services.

AI in the workforce

Artificial intelligence is prevalent across many industries. Automating tasks that don't require human intervention saves money and time, and can reduce the risk of human error. Here are a couple of ways AI could be employed in different industries:

•**Finance industry.** Fraud detection is a notable use case for AI in the finance industry. AI's capability to analyze large amounts of data enables it to detect anomalies or patterns that signal fraudulent behavior.

•**Health care industry.** AI-powered robotics could support surgeries close to highly delicate organs or tissue to mitigate blood loss or risk of infection.

The 4 Types of AI

As researchers attempt to build more advanced forms of artificial intelligence, they must also begin to formulate more nuanced understandings of what intelligence or even consciousness precisely means. In their attempt to clarify these concepts, researchers have outlined four types of artificial intelligence.

1. Reactive machines

Reactive machines are the most basic type of artificial intelligence. Machines built in this way don't possess any knowledge of previous events but instead only "react" to what is before them in a given moment. As a result, they can only perform certain advanced tasks within a very narrow scope, such as playing chess, and are incapable of performing tasks outside of their limited context.

2. Limited memory machines

Machines with limited memory possess a limited understanding of past events. They can interact more with the world around them than reactive machines can. For example, self-driving cars use a form of limited memory to make turns, observe approaching vehicles, and adjust their speed. However, machines with only limited memory cannot form a complete understanding of the world because their recall of past events is limited and only used in a narrow band of time.

3. Theory of mind machines

Machines that possess a "theory of mind" represent an early form of artificial general intelligence. have an understanding of other entities that exist within the world. As of this moment, this reality has still not materialized.

4. Self-aware machines

Machines with self-awareness are the theoretically most advanced type of AI and would possess an understanding of the world, others, and itself. This is what most people mean when they talk about achieving AGI. Currently, this is a far-off reality.

Conclusion

In conclusion, artificial intelligence will become more valuable to humans than it's capabilities. It will become a part of our daily lives. Some worry about the development of this new technology where a robot that can learn and develop skills on it's own. Artificial intelligence will surpass humans on an IQ level and become better than humans at many skills or knowledge. This leaves some people in an identity crisis. Why makes humans so unique and what is their purpose if artificial intelligence can simply replace them by taking all of their traits and habits? Artificial intelligences are designed to learn on their own and resemble a human brain and physical and mental properties. One thing is for sure, is that artificial intelligence will continue to develop because of humans. Humans will continue to make new discoveries and discover new things. Artificial intelligence will never be able to accomplish that, however they may assist a human by providing theories. The future is unknown and maybe artificial intelligence and humans will be able to work together on many different topics.

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ADDRESSING THE CYBERSECURITY CHALLENGES ASSOCIATED WITH DIGITAL INTEGRATION

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Abstract

In today's interconnected digital landscape, safeguarding personal and organizational data has become paramount. The abstract aims to encapsulate the essence of the comprehensive guide to cyber security, illuminating the critical aspects and strategies to fortify one's digital presence. This Paper provides an extensive analysis of the contemporary cybersecurity challenges prevalent in today's digital ecosystem. This paper offers a comprehensive overview of the diverse spectrum of cyber threats, encompassing malware, ransomware, phishing attacks, advanced persistent threats (APTs), and vulnerabilities in critical infrastructure. It delves into the tactics, techniques, and procedures employed by threat actors, emphasizing the evolving nature of cyber threats and their potential ramifications on individuals, organizations, and global security. Additionally, this study investigates the various strategies and technologies available for mitigating these risks, including robust encryption methods, network segmentation, threat intelligence, incident response protocols, and emerging technologies

Introduction

As technology advances, so does the reliance of businesses on digital services and networks. We all are either directly or indirectly dependent on the security and integrity of online systems in order to protect personal data as well as business operations. Cybersecurity is of utmost importance nowadays, as we all know that cyberattacks can cause serious damage to individuals and organizations. Cybersecurity risk is the potential for exposure or loss resulting from a cyberattack or data breach on your organization. It involves identifying potential threats and vulnerabilities in organization's digital systems and networks. The risk is not only about the likelihood of a cyberattack but also the potential consequences, such as financial loss, reputational damage, or operational disruption Cybersecurity risk management is primarily conducted through risk assessments that consider variables and assign risk scores, ranking them from high to low. Organizations have varying tolerance for risk; decisions about how to handle different levels of risk are based on the organization's risk appetite. cybersecurity risk management improves overall security and enables cyber resilience. It also facilitates the monitoring and measurement of an organization's security posture, helping to identify vulnerabilities. Ultimately, a cybersecurity risk management strategy helps organizations cost-effectively and efficiently manage uncertainty.

Purpose of Cyber Security

Some of the purposes of cybersecurity –

• To prevent data breaches and identity theft by safeguarding sensitive information from hackers, cybercriminals, and other malicious actors.

• To ensure business continuity and resilience by minimizing the impact of cyberattacks on the operations, reputation, and finances of organizations.

• To comply with legal and regulatory requirements by adhering to the standards and best practices of cyber security governance, risk management, and compliance.

• To foster trust and confidence among customers, partners, and stakeholders by demonstrating a commitment to cyber security and data protection.

• To promote innovation and competitiveness by enabling the safe and secure use of emerging technologies and digital services.

Objectives of Cyber Security

The main objectives of cyber security are to protect the confidentiality, integrity, and availability of information and systems. These are also known as the CIA triad and form the basis of all security programs. Apart from the CIA triad, there are also some other important cyber security goals or objectives.
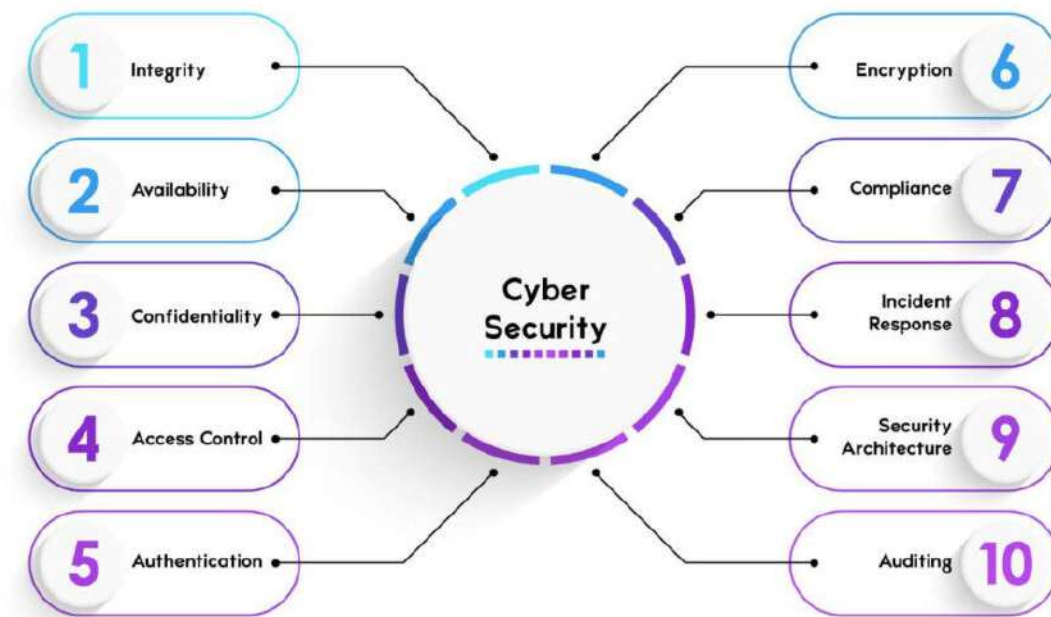
Integrity

Integrity simply means to ensure the data as well as systems must be accurate, complete, and consistent and have not been modified without the user's prior permission by any unauthorized parties. The two most important aspects one always looks for in the information and processes are trustworthiness and reliability. Integrity is crucial in maintaining both these aspects.

Integrity can be compromised by different cyberattacks that can indirectly alter as well as delete data. Sometimes accidental errors that may lead to corrupting the data also can compromise integrity. There are various measures one can take in order to achieve integrity, some of these are:

• Implementing access control mechanisms

• Using cryptographic techniques

• Applying checksums or hashes

• Performing backups and restores

- Conducting audits and reviews

Availability

Availability is simply to ensure that the data as well as systems are accessible and functional whenever needed by authorized parties. With the help of accessibility, one can maintain the continuity and efficiency of operations and services without delaying and wasting any time. It can also be compromised by cyberattacks that can lead to the disruption or denying access to the data as well as systems.

Disruption or denying sometimes can also by accidental failures that cause downtime. Some of the cybersecurity measures one can take to achieve availability are:

- Implementing redundancy and diversity

- Using load balancing and failover techniques

- Applying patch management and configuration management processes

- Performing testing and validation procedures

- Establishing service level agreements (SLAs)

Confidentiality

Confidentiality is also one of the objectives of cyber security which ensure that the data as well as system are protected from any unauthorized disclosure and exposure. It is one of the most essential in terms of maintaining the privacy and secrecy of information and processes. Like all others, it can also be compromised by different types of cyberattacks which can lead to stealing or leakage of crucial data.

Sometimes accidental breaches can also lead to expose the data. Below we have suggested some of the cybersecurity measures in order to achieve confidentiality –

- Implementing encryption techniques

- Using authentication techniques

- Applying authorization techniques

- Employing firewalls and network segmentation techniques

- Conducting risk assessment and classification procedures

Access Control

Access control is to ensure that data as well as systems should only be accessed by authorized parties based on their roles, permission, and needs. It is essential to enforce the principle of least privilege. In other words, it means that the users should only be given the minimum access rights i.e., only those who are required to perform a specific task. Access control can also be compromised by cyberattacks that bypass or exploit access control mechanism.

Sometimes accidental incidents such as granting access to inappropriate users can also lead to question the safety of the data. Some of the cybersecurity measure in order to achieve access control are:

- Implementing identity management processes

- Using password management tools

- Applying multi-factor authentication techniques

- Employing role-based access control (RBAC) or attribute-based access control (ABAC) models

- Conducting access review and audit procedures

Authentication

Authentication is one of the important objectives of cyber security It is to ensure that users or devices are who they claim to be. It is crucial in a place where one has to verify the legitimacy and accountability of users or devices. Authentication can also be compromised by various cyberattacks that intend to show that they are the real user (Spoofing).

Sometimes accidental cases such as allowing unauthorized or unauthenticated users to access data or applications. Some of the cybersecurity measures one can take are:

- Implementing biometric techniques

- Using token-based techniques

- Applying knowledge-based techniques

- Employing certificate-based techniques

- Conducting verification and validation procedures

Encryption

Encryption is to ensure that the data should be transformed into unreadable formats or patterns that can only be decrypted by authorized users. It is one of the most crucial factors that assist in protecting the confidentiality, integrity, and authenticity of data. Encryption can also be compromised by different cyberattacks that either break or crack the encryption algorithms or keys.

Sometimes accidental cases also impact the safety of data such as losing or exposing encryption keys. Some of the cybersecurity measures are:

- Implementing symmetric encryption techniques

- Using asymmetric encryption techniques

- Applying hybrid encryption techniques

- Employing key management processes

- Conducting encryption testing and evaluation procedures

Compliance

Compliance is to ensure that the data as well as systems adhere to the laws, standards, regulations, and policies. It is an essential objective that assists in maintaining the legibility, accountability, and responsibility of data or systems. Still, compliance can be compromised by different cyberattacks and can violate or evade compliance requirements.

Accidental incidents can also lead to non-compliance penalties or sanctions. Some of the cybersecurity measures one can take to achieve compliance are:

- Implementing governance frameworks

- Using risk management processes

- Applying control frameworks

- Employing audit frameworks

- Conducting compliance training

Incident Response

Incident response means ensuring that data and systems are prepared for, detected, analyzed, contained, eradicated, recovered from, and learned from cyber security incidents. It is among the most important Cyber Security Objectives. Incident response is essential for minimizing the impact and damage of cyber security incidents and restoring the normal operations and services of data and systems.

Incident response can be compromised by malicious attacks that hinder or prevent incident response activities or by accidental incidents that delay or worsen incident response outcomes. To achieve incident response, cyber security measures include:

- Implementing incident response plans

- Using incident detection tools

- Applying incident analysis techniques

- Employing incident containment strategies

- Performing incident eradication actions

- Conducting incident recovery steps

Security Architecture

Security architecture simply ensures that the data as well as systems are designed, developed, deployed, operated, and maintained securely. It is crucial for integrating security into the entire lifecycle of data and systems. Security architecture can also be compromised by carrying out various cyberattacks that will exploit design flaws and sometimes implementation errors.

One can also lead to vulnerability or weakness in data or systems via some accidental incidents. Some of the cybersecurity measures that one can take in order to achieve security architecture are:

- Implementing security design principles

- Using security development methodologies

- Applying security testing tools and techniques

- Employing security deployment practices

- Performing security maintenance activities

Auditing

The next one in Cyber Security objectives is Auditing. Auditing means evaluating, monitoring, and reporting the performance, compliance, and effectiveness of a cybersecurity system. It also means identifying the strengths, weaknesses, opportunities, and threats of a cybersecurity system and providing recommendations

for improvement. Auditing is important for ensuring that the cybersecurity system meets the standards, expectations, and objectives of an organization and its stakeholder.

Cybersecurity Fundamentals: Safeguarding in the Digital Age

Ransomware attacks

It is now getting easier for hackers to get users data and keep them from accessing it until a ransom is paid. This ransomware assaults we often get to see in the movies but it is most familiar in the technological world. And recently, Microsoft has linked the clop ransomware exploiting zero vulnerability, a data theft attack. Attacks by ransomware are crucial for all users, but they are even more crucial for organizations that need access to the data to carry out their regular operations. However, in the majority of ransomware assaults, the attackers try to demand more money rather than release the data even after the ransom is paid.

Supply chain vulnerabilities

Engineering systems often rely on a complex network of suppliers and vendors. Each connection in the supply chain introduces a potential point of weakness. Organizations need to assess the security practices of their suppliers, conduct due diligence, and establish contractual obligations for cyber security Regular monitoring and auditing of suppliers can help mitigate risks.

Internet of Things (IoT) security

With the expansion of IoT gadgets in designing frameworks, it is pivotal to guarantee their security. IoT gadgets are frequently helpless against abuse because of feeble default setups, the absence of firmware refreshes, and inadequate encryption. To avoid unauthorized access and potential breaches, IoT devices must have robust authentication, encryption, and monitoring mechanisms.

Compliance and data privacy

Engineering systems routinely deal with sensitive information, including intellectual property, confidential designs, and personally identifiable information (PII). It is crucial to protect data privacy and follow pertinent legislation, like HIPAA or GDPR. Access controls, encryption, regular data backups, and privacy impact analyses can all be used to protect sensitive data.

Disaster recovery and incident response:

Despite protective steps, security issues may still happen. There should be robust protocols in place with specific instructions for locating, stopping, and recovering from cyberattacks. To prevent free time and ensure quick rebuilding of system functionality, these plans must undergo routine testing and updating together with information reinforcement and recovery components.

Security design

Incorporating security into designing frameworks from the very start is urgent. When taking a "security by design" approach, security requirements are taken into consideration at each stage of system development and implementation. Leading careful security evaluations, and integrating encryption, access controls, and standard security testing can help recognize and alleviate weaknesses from the beginning.

Data sharing:

When it comes to cybersecurity, the interaction between employees in the business, academic institutions, and governmental organisations is crucial. By exchanging knowledge regarding emerging threats, vulnerabilities,

and best practices, organisations may stay up-to-date and enhance their security. A more resilient engineering ecosystem can be made possible by participating in industry forums, working with cybersecurity experts, and sharing anonymized incident data.

Conclusion

In conclusion, the contemporary digital landscape is fraught with an ever-evolving array of cyber threats, posing substantial risks to individuals, organizations, and global security. This Paper underscores the imperative need to comprehend and address these multifaceted challenges. This mapper has meticulously examined various threats, including malware, ransomware, phishing attacks, and vulnerabilities in critical infrastructure, highlighting their diverse methods and potential consequences. Moreover, it has emphasized the importance of proactive strategies and advanced technologies, such as encryption, network segmentation, threat intelligence, incident response protocolsin fortifying defenses against these threats. Additionally, the significance of fostering a cybersecurity-aware culture through security awareness training and promoting collaboration between public and private sectors has been elucidated. By advocating for a comprehensive understanding of the cyber threat landscape and the implementation of proactive measures, this study aims to empower stakeholders to navigate and mitigate risks effectively in an ever-evolving digital milieu, thereby fortifying resilience against cyber threats.

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A STUDY   ON REGULATORY COMPLIANCE IN THE DIGITAL ERA

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Abstract

The digital era has reshaped the landscape of regulatory compliance, presenting both opportunities and challenges for organizations across industries. This project explores the dynamics of regulatory compliance in the digital age, examining its impact on businesses and the strategies employed to navigate complex regulatory frameworks. Through a comprehensive review of literature and analysis of current trends, this project aims to elucidate the evolving landscape of regulatory compliance, identify key challenges, and propose effective approaches to ensure organizational adherence to regulatory standards in the digital era.

Keywords: Regulatory Compliance, Digital Era, Business Compliance, Technology, Risk Management

Introduction

The advent of the digital era has revolutionized the way businesses operate, facilitating unprecedented connectivity, efficiency, and innovation. However, along with the benefits of digitization comes an increasingly complex regulatory environment, characterized by rapidly evolving standards and heightened scrutiny. In this context, regulatory compliance has emerged as a critical concern for organizations, spanning industries ranging from finance to healthcare to manufacturing.

1. Evolution of Regulatory Compliance in the Digital Age

The literature reveals a shift in regulatory paradigms driven by advancements in technology and globalization. Traditional compliance frameworks are being challenged by the proliferation of digital platforms, data privacy concerns, and the rise of fintech innovations.

2. Technological Innovations and Compliance Challenges

Technological advancements such as artificial intelligence, blockchain, and big data analytics present both opportunities and challenges for regulatory compliance. While these technologies enhance operational efficiency and risk management, they also introduce complexities in ensuring compliance with existing regulations.

3. Regulatory Compliance Strategies

Organizations are adopting proactive strategies to address regulatory compliance in the digital era. These include investing in compliance automation tools, implementing robust data governance frameworks, and fostering a culture of compliance throughout the organization.

Objectives

1. To examine the impact of the digital era on regulatory compliance across industries.

2. To identify key challenges and emerging trends in regulatory compliance.

3. To explore best practices and strategies for ensuring effective regulatory compliance in the digital age.

4. To provide recommendations for organizations to enhance their compliance posture and mitigate regulatory risks.

1. Understanding Regulatory Compliance

The Evolution of Regulatory Compliance in the Digital Era

Define regulatory compliance and its significance in various industries.

Explore the objectives of regulatory compliance, including consumer protection, data privacy, and financial integrity.

Discuss the evolution of regulatory frameworks in response to technological advancements.

2. Challenges and Complexities

Highlight the complexities of regulatory compliance in the digital era, such as jurisdictional issues, cross-border data flows, and emerging technologies.

Address the challenges of staying updated with rapidly changing regulations and standards.

Examine the impact of non-compliance, including legal repercussions, financial penalties, and reputational damage.

3. Key Regulatory Areas

Explore key regulatory areas affecting businesses in the digital era, including:

Data Privacy Regulations: GDPR, CCPA, etc.

Financial Regulations: Sarbanes-Oxley Act, Basel III, etc.

Cybersecurity Standards: NIST, ISO 27001, etc.

Industry-specific Regulations: Healthcare (HIPAA), Finance (Dodd-Frank), etc.

Analyze the requirements and implications of these regulations on businesses operating in digital environments.

4. Strategies for Compliance

Discuss best practices and strategies for achieving regulatory compliance in the digital era.

Emphasize the importance of proactive compliance measures, including risk assessments, policy development, and employee training.

Highlight the role of technology in facilitating compliance efforts, such as automated compliance management systems and AI-driven monitoring tools.

5. Case Studies and Examples

Present case studies illustrating successful approaches to regulatory compliance in digital environments.

Analyze notable instances of non-compliance and their consequences for organizations.

Showcase examples of innovative compliance solutions implemented by leading companies across industries.

6. The Future of Regulatory Compliance

Explore emerging trends and developments shaping the future of regulatory compliance.

Discuss the potential impact of technologies like blockchain, AI, and IoT on compliance practices.

Consider regulatory challenges posed by emerging technologies and the need for adaptive regulatory frameworks.

Conclusion

In conclusion, regulatory compliance in the digital era is a multifaceted challenge that requires a proactive and adaptive approach. As technology continues to reshape the business landscape, organizations must prioritize compliance initiatives to mitigate regulatory risks and maintain stakeholder trust. By leveraging technological innovations, implementing robust compliance frameworks, and fostering a culture of compliance, organizations can navigate the complexities of the digital era while ensuring adherence to regulatory standards. Moving forward, continuous monitoring and adaptation will be essential to staying abreast of evolving regulatory requirements and safeguarding the integrity and reputation of organizations in an increasingly digitized world.

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A STUDY ON HOLISTIC DIGITAL INTEGRATION FRAMEWORK

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Abstract

This paper presents a holistic digital integration framework designed to optimize organizational efficiency through the seamless integration of diverse digital technologies. The framework is structured to facilitate the effective coordination and utilization of digital tools and platforms across different functional areas within an organization. By leveraging this framework, organizations can streamline their operations, improve collaboration, and enhance overall performance in today's dynamic business environment.

Introduction

In today's rapidly evolving digital landscape, organizations are increasingly recognizing the need for comprehensive integration of digital technologies to enhance operational efficiency and remain competitive. This paper proposes a holistic digital integration framework aimed at addressing this imperative by seamlessly integrating various digital tools and platforms within organizational processes.

Objective

● The primary objective of this study is to develop a comprehensive digital integration framework that enables organizations to harness the full potential of digital technologies to enhance efficiency across various aspects of their operations.

● Through the proposed framework, organizations can achieve greater synergy among different digital tools and platforms, leading to improved productivity, innovation, and competitiveness.

Limitations of the study:

When considering limitations for a study on the topic of a "Holistic Digital Integration Framework," several factors may come into play. Here are some potential limitations we might encounter:

1. Scope: One limitation could be the scope of the framework. Depending on the breadth of digital integration being considered (e.g., within an organization, across industries, etc.), there may be limitations on how comprehensive the framework can be.

2. Generalizability: The applicability of the framework may be limited to specific contexts or industries. It might not be universally applicable, and its effectiveness may vary based on factors such as organizational culture, technological infrastructure, etc.

3.Data Availability: Developing a holistic framework may require substantial data on various aspects of digital integration. Access to relevant data might be limited, particularly if the study involves multiple organizations or sectors.

4. Time and Resources: Developing and validating a comprehensive framework can be time-consuming and resource-intensive. Limited time and resources may constrain the depth of the study or the number of case studies that can be included.

5. Expertise: Creating a holistic framework may require interdisciplinary expertise spanning areas such as technology, business management, organizational behavior, etc. Limited expertise in any of these areas could constrain the development of the framework.

6.Technological Constraints: The effectiveness of the framework may be limited by the existing technological infrastructure of the organizations involved. Outdated systems or incompatible technologies could hinder the implementation of certain aspects of the framework.

7.Organizational Resistance: Resistance to change within organizations could pose a significant limitation to the implementation of the framework. Cultural barriers, stakeholder resistance, or lack of buy-in from key decision-makers may impede the adoption of the proposed framework.

8.External Factors: External factors such as regulatory requirements, market conditions, or geopolitical events could influence the effectiveness of the framework. These factors may be beyond the control of the researchers and could limit the generalizability of the findings.

9. Long-term Sustainability: Ensuring the long-term sustainability of the framework may be challenging. Factors such as evolving technology trends, shifting market dynamics, or changes in organizational priorities could impact the relevance and effectiveness of the framework over time.

10. Evaluation Metrics: Establishing appropriate metrics for evaluating the effectiveness of the framework could be challenging. Identifying meaningful key performance indicators (KPIs) and securing access to relevant data for measurement purposes may present limitations.

Addressing and acknowledging these limitations in the study can help provide context for the findings and recommendations of the research on the Holistic Digital Integration Framework.

Scope of the Study

This study focuses on exploring the conceptualization and implementation of a holistic digital integration framework within organizational settings. It encompasses a wide range of digital technologies, including but not limited to, cloud computing, data analytics, artificial intelligence, Internet of Things (IoT), and enterprise resource planning (ERP) systems. The scope also extends to various functional areas within organizations, such as marketing, sales, operations, finance, and human resources.

Research Methodology

The research methodology adopted for this study involves a combination of literature review, case studies, and expert interviews. Initially, an extensive review of existing literature on digital integration frameworks and organizational efficiency is conducted to identify key concepts, principles, and best practices. This is followed by the analysis of real-world case studies to gain insights into the challenges and opportunities associated with digital integration in different industries and organizational contexts. Additionally, expert interviews are conducted with practitioners and industry experts to gather valuable perspectives and recommendations for developing an effective digital integration framework.

Significance of the Study

The significance of this study lies in its potential to provide valuable insights and practical guidance to organizations seeking to enhance their operational efficiency through digital integration. By offering a comprehensive framework supported by empirical evidence and expert input, this study aims to empower organizations to navigate the complexities of digital transformation more effectively and achieve sustainable competitive advantage in today's digital economy.

Review of Literature

Peter weil

Are your customers leaving you behind digitally? Are they seeking out other companies that provide great digital customer experiences?These are far from idle questions. Customers are increasingly demanding to interact with companies anytime and anywhere. For instance, 72% of customers in a recent survey said they would replace some traditional channels with mobile apps if the capability was available.

Feng li

Through a systematic literature review, a holistic business model framework is developed, which is then used to analyse the empirical evidence from the creative industries. The research found that digital technologies have facilitated pervasive changes in business models, and some significant trends have emerged. However, the reconfigured business models are often not 'new' in the unprecedented sense.

Conclusion

In conclusion, this paper has presented a holistic digital integration framework as a strategic approach for enhancing organizational efficiency in the digital age. By leveraging this framework, organizations can effectively integrate and leverage a diverse range of digital technologies to streamline their operations, improve collaboration, and drive innovation. However, successful implementation of the framework requires strong leadership, strategic planning, and continuous adaptation to evolving technological trends and organizational needs. Overall, embracing digital integration as a core strategic priority can position organizations for long-term success and resilience in an increasingly competitive business landscape.

A STUDY ON EMPLOYEE EMPOWERMENT IN INDIAN CORPORATE SECTOR

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Abstract---Many researchers have emphasized the fact that empowerment drives people to put in their best possible efforts to achieve the organizational goals and objectives. It is also clearly established by many researchers that a satisfied worker or employee would be a real productive one. In this age of tough global competition, it becomes imperative for organizations to achieve higher levels of productivity to remain in the race and to outsmart the competitors. This study is taken up against this back drop. It is intended to cover six companies across six industries in India. A structured questionnaire was designed from the review of literature and distributed to 800 junior and middle level employees working in these companies at Chennai by using quota and convenience sampling methods. An analysis was performed on 477 usable responses to determine the impact of empowerment on employee satisfaction.
Keywords: Corporate Sector, Employee Empowerment, Indian Corporate Sector.

Introduction

The corporate sector in India has been playing the role as the driver of growth and development process of the Indian economy. In particular the huge industrialization effort put in by the numerous organizations' belonging to various sectors accelerated the growth process. This has resulted in a number of institutional changes, especially in the regulatory framework applicable to the sector.Over the years it is firmly established that the basic contributory factor for employee job satisfaction is employee empowerment. Many a researcher has emphasized the fact that it is job satisfaction which drives people to put in their best possible efforts to achieve the organizational goals and objectives. It is also clearly established by many researchers that a satisfied worker or employee would be a real productive one. In this age of tough global competition, it becomes imperative for organizations to achieve higher levels of productivity to remain in the race and to outsmart the competitors. This study is taken up against this back drop. It is intended to cover some of the companies across six industries in India.

Research Methodology

The present study examines the relationship between demographic variables (such as gender, age and tenure), employee empowerment and job satisfaction. Further, the hypotheses were framed accordingly to test the significance of the relationship. Further, the study tests the relationship between employee empowerment and job satisfaction. The proposed model of the study connects demographic variables, employee empowerment and job satisfaction. Employee empowerment was measured using the Spreitzer (1995) scales of meaning, competence, impact and choice.

Research Objectives

The present study was based on the following objectives:
• To examine the influence of demographic characteristics on employee empowerment and job satisfaction.
• To identify the relationship between employee empowerment and job satisfaction.
• To suggest a comprehensive model combining the various factors of employee empowerment on job satisfaction to the Indian corporate sector.

Variables of Employee Empowerment

Empowerment conveys many advantages to workers. It improves them feel about their commitments to the association, it upgrades representatives' psyches to discover better approaches to execute their occupations

and it gives workers the sentiment trust in themselves and their associations (Bourke, 1998). Four mental components were considered in the present investigation, for example, Meaningfulness, Competence, Impact, and Choice (Thomas and Velthouse, 1990).

Meaning is the point at which somebody feels that his work is critical to him and he enjoys what he is doing. As indicated by Thomas and Velthouse (1990) importance includes the person's characteristic thinking about a given errand. Also, Spreitzer (1995) characterizes significance as the estimation of a work objective or reason, judged in connection to a person's own goals or measures. Significance can be upgraded by giving data about the mission of the association and through sharing this data all through.

Competence is the certainty somebody has about his capacity to do his function admirably. Thomas and Velthouse (1990) characterize it as "how much a man can perform undertaking exercises skilfully when he or she tries. Spreitzer (1995) characterizes fitness as a person's confidence in his or her ability to perform exercises with expertise. To survey the fitness of the respondent, three scale things were considered.

Impact is the point at which somebody trusts he can impact his work and that others will react to his thoughts. As per Thomas and Velthouse (1990), affect is how much conduct is viewed as having any kind of effect as far as finishing the reason for the assignment. Likewise, Spreitzer (1995) characterizes "affect" as how much an individual can impact key, managerial, or working results at work. Giving data about hierarchical mission is the way to molding the Impact.

Choice is the opportunity to pick how to do function and not to be nearly overseen. As indicated by Thomas and Velthouse (1990), decision includes easygoing obligation regarding a man's activities." Spreitzer (1995) alludes to decision as self-assurance and she characterizes it as self-governance in the start and continuation of work practices and process. Decision can be controlled by measuring the degree to which people have a feeling of independence in connection to work pace, request and quality.

Limitations of The Study
• The sample collected in the study may be small compared to the population and moreover the sample drawn was non-probabilistic.
• Only few industries were considered and within each industry only one organization was taken in the study.
• The study did not take into cognizance the proportion of male and female employees employed in these organizations'.

Future Research Directions
There are several directions for future research that can be suggested from the present study. One important direction would be to consider the analysis of firm size, firm type, and firm's performance and their influence on job satisfaction in decision making. These might be relevant and imperative in making policy decisions for the firm to promote employee empowerment.

From the findings of the present study, it can be inferred that employee empowerment is different based on the type of organization. So, future research can be conducted by comparing specifically between services and manufacturing companies.

Though the present study found significant relationship of gender, age, and job tenure with empowerment, the present study failed to conduct a survey with proportionate gender, age and job tenure samples. So, a study considering proportionate sample of male and female, different age groups and various experience levels are needed to study the demographic influence in a complete manner.

Finally, the study will be extended to other geographical areas and other industries to provide a further analysis of results derived from responses received from respondents at different hierarchical levels. Future research should also explore the extent of variables such as leadership, culture, competence, motivation, self-efficacy, etc., on employee empowerment and job satisfaction.

Conclusions

Today, many firms are waking up to the realization that employees must be viewed as long-term investments as important as the capital necessary to finance and sustain the business. In this context, a study focusing on employee empowerment would definitely make a sense to the corporate sector. This study emphasizes on four variables; meaning, competence, impact and choice as the ones part of an empowerment process. In real sense if the empowerment happens then employees would work to deliver under all circumstances and loyalty becomes a natural choice thereby avoiding problems of employee turnover.

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A STUDY ON CYBERSECURTIY AND RISK MANAGEMENT

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Abstract

Risk analysis and management are of fundamental importance in cyber security. The core elements of risk are threat, vulnerability, and impact. Risk management has a basis in cyber security technical policies, procedures, and practices. Dimensions of risk are also at higher levels, with major interconnections in issues of international relations and trade, safety, economic vitality, health, and human life. Cyber security encompasses a comprehensive set of technologies, processes, and practices designed to safeguard digital assets from unauthorized access, data breaches, and malicious activities. It involves implementing robust technical controls, such as firewalls, encryption, and intrusion detection systems, alongside establishing clear security policies, conducting regular risk assessments, and providing ongoing employee training and awareness programs. Risk management in cyber security involves identifying, assessing, and mitigating potential risks to an organization's information systems and data. This process entails understanding the various threats and vulnerabilities, evaluating their likelihood and potential impact, and implementing strategies to manage or mitigate them effectively. Key components of risk management include risk assessment, security policies and procedures, technical controls, employee training, incident response planning, and continuous monitoring and improvement. The work of this paper is focused on risk and closely related concepts. Details and analyses that pertain to security of cyber-physical systems and the role of intrusion detection and machine learning methodologies are included.

Keywords: Cyber security, Risk management, Information security, Data protection, Threat assessment, Vulnerability management, Incident response, Security policies, Risk assessment, Compliance, Threat intelligence, Intrusion detection, Access controls, Encryption, Security awareness.

Introduction

Cybercrime is the use of computer technologies to commit a crime. Cyberspace is defined as "the independent network of information technology infrastructures. It includes the internet, telecommunication networks, computer systems and embedded processors and controllers in various industries"**.** Whilst it is tempting to look at these threats in terms of our own organisations we must also review the impact across our extended enterprise, looking at our exposure should a supplier, partner or customers be compromised. Consequently, we must not lose sight of the fact that the cyber risk is pervasive and is not just about crime and stealing money, or assets to exchange for money, but also encompasses risks arising from other factors such as government espionage, hacktivism, script kiddies, system integrity etc. Further, we must bear in mind that it is not just the bigger businesses that are targets. Cyber threats are among US CEOs.' top concerns, according to PwC's 20th Global CEO Survey. According to a recent McKinsey survey, 75% of experts consider cyber security to be a top priority for their businesses, but only 16% say that their companies are well prepared to handle an actual cyber security risk. Awareness of the magnitude and scale of cyber threats is indeed growing, but executives still find the challenge of cyber risks overwhelming and confusing**,** with plenty of uncertainty about what to do and how to handle a cyber-security breach. According to Cyber security Ventures, cybercrime is expected to cost the world $6 trillion annually by 2021,more profitable than the global trade of all major illegal drugs combined. Ransom ware attacks are reported to be the top cyber security threat to organizations

today, according to a recent study from Verizon, and are now targeting business-critical systems causing financial harm, downtime, and reputational damage.

Review of Literature

Frizzo (2019)[1], Artificial intelligence and machine learning are providing innovative products and technologies in the business landscape and are also disrupting accounting.

Munoko (2020)[2], The interest to investigate the implications of AI, and in particular cyber security, is motivated by the current development of digital technologies, relatively low cost of computing power, availability of data (Big Data), and current development of AI tools, which can learn from data.

Kshetri (2017)[3],Blockchain is one of the more reliable and powerful technologies for cyber security, as it eliminates the need for central authorities between two parties, by using an incorruptible, reliable, and decentralized public ledger and it guarantees high level of privacy protection.

Barzilay (2017)[4], To make block chain accounting even more protective and counteract the risks of cyber-attacks, is required an international scale collaboration of the involved parties, to share expertise and provide common standards.

Lanz, (2014)[5],In fact, contrary to what happened in the past, the need to manage information's confidentiality, integrity, and availability led corporate boardrooms to consider cyber threats, thus cyber security is recently becoming a part of mainstream understanding and area of investigation by corporate governance.

Research Methodology

The SLR aims to identify, evaluate and interpret all the available research in the area of interest to identify potential research gaps and highlight the frontiers of knowledge. It provides a high-quality, transparent and replicable review to summarize the large number of research studies. This study follows an SLR methodology for the following reasons: (i) AI for cyber security is a diverse field with a large quantity of literature; (ii) this study aims to answer specific research questions; (iii) the rigor and reliability it provides leads to an unbiased scientific study. The procedure for the SLR is described in detail below.

Cyber Threat and Their Affects

The effects of cyber threats are short and long term. Short-term threats are threats that affect the daily activities of the organization, government, business and end users it targets. Examples include daily activities such as fraudulent activities, customer data breaches, cash withdrawal from ATMs. Long-term threats are threats such as industrial and military espionage, social discontent and discomfort, and a national security breach, which have long-lasting effects, aiming to change the balances of the country and society.

Malicious Software, Unsafe Environments, DOS Attacks, Password Handling Attacks, Side Channel Attacks, HTML Injection, SQL Injection and Command Injection threats can be assumed as major threats.

Risk Management

The process of taking actions to assess risks and avoid or reduce risk to acceptable levels. As a manager the issues of risk assessment may seem difficult and the right decisions for risk management challenging; but the principles remain the same. It is your responsibility to make the best decision based on the information at hand. A well-structured risk management methodology, when used effectively, can help. For instance, a citizen may report a pothole on a local road and you are obligated to determine an appropriate response. There are many factors to consider: what if a car gets damaged in the pothole? Is the cost to fix the pothole justified by

the potential consequences? What if a citizen sues or seeks restitutions for damage caused by the pothole? You have to analyze the risk and then decide how to manage the problem. Is it best to put signs around the pothole warning citizens? Should you pay overtime to send a road crew out to fix it? Do you ignore the problem? Risk assessment allows managers to evaluate what needs to be protected relative to operational needs and financial resources. This is an ongoing process of evaluating threats and vulnerabilities, and then establishing an appropriate risk management program as part of your larger organization's risk management program to mitigate potential monetary losses and harm to an organization's reputation. For information security, the program should be appropriate for the degree of risk associated with the organization's systems, networks, and information assets. For example, organizations accepting online payments are exposed to more risk than websites with only static information.

The Steps in Risk Management are:

1) Risk Assessment

A. Classify information

B. Identify threats

C. Identify vulnerabilities

D. Analyze risk to information assets

E. Select a method

F. Summarize and communicate risk

2) Risk Mitigation

A. Identify options

B. Choose an option

C. Implement

- Accept the risk

- Transfer the risk

- Limit the risk: put control in place

- Avoid the risk

3. Evaluation

Small businesses and agencies maintain information that is confidential and integral to the operation of their organization. Information is any representation of facts, concepts or instructions created, stored (in temporary or permanent form), filed, produced or reproduced, regardless of the form or media. This may include, but is not limited to the data contained in reports, files, folders, memoranda, statements, examinations, transcripts, images, and communications whether electronic or hard copy. For example, a computer in a business office may contain client social security numbers, financial records, health records and other personal, private, or sensitive information (PPSI). An employee's decision to leave his computer unprotected for even a short time opens the risk to unauthorized physical access. Or, the organization's decision not to have a firewall or antivirus software installed to protect it leaves the computer at risk to someone who gains unauthorized access

through the Internet. The management of these risks may be as simple as requiring employees to lock the computer every time they step away, installing anti-virus, or the installation of firewalls.

Conclusion

Cyber risk management is a critical component of modern business operations, encompassing a range of strategies, processes, and technologies aimed at protecting organizations from cyber threats and vulnerabilities. Throughout this exploration, it becomes evident that effective cyber risk management is essential for safeguarding digital assets, preserving organizational resilience, and maintaining trust with stakeholders.

A STUDY ON ADOPTION AND DIGITAL TRANSFORMATION IN SOCIAL BUSINESS

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Abstract

In this study social business is evolving from a pure consumer miracle to a great system of engagement which creates a subcaste with all systems of references to establish an effective way to unite and communicate across the ecosystem. Social Business-imagination has shaped entire business around client experience. The paper throws some light on pervasive social subcaste that not only enables collaboration among stake- holders of each system of record but the entire focus moves towards the systems of engagement armature to establish an effective way to concentrate on systems of record integration, environment mindfulness and gamification mechanics needed for each moment of engagement and collaboration.

Keywords: Social Business, Social Technologies, Social Transformation.

Introduction

In today's rapidly evolving landscape, businesses across industries are increasingly embracing digital transformation to stay relevant and competitive. However, for social businesses – organizations driven by a mission to create positive social impact – the stakes are even higher. Digital transformation in the realm of social business entails leveraging technology to not only enhance operational efficiency and effectiveness but also to amplify social impact and reach. From non profits and social enterprises to corporate social responsibility (CSR) initiatives, the adoption of digital tools and strategies holds immense potential to drive meaningful change and address pressing social challenges.

Objectives

1. To identify the factors that affect digital transformation.

2. To analyse the impact of the employee and organizational performance.

3. To make suggestions for achieving new social technologies.

Digital Transformation in Social Business

Digital transformation is the incorporation of computer-based technologies into an organization's products, processes and strategies. Organizations undertake digital transformation to better engage and serve their workforce and customers, and thus, improve their ability to compete. In challenging economic times, operational efficiency and cost optimization can also become important transformation objectives. Often large in scope, a digital transformation initiative can require an examination and reinvention of all facets of an organization, from supply chains and workflows, to employee skill sets and org charts, to customer interactions and value proposition to stakeholders.

5 Key Perspectives of Digital Transformation

➢ Technology perspective

➢ Business Strategy

➢ Value Creation

➢ Employee Engagement

➢ Change Management

Frame Work of Digital Transformation

Many achievements and technological advances in the early days of the digital age changed the way businesses operate.As technology continues to advance exponentially, the interaction between technology and organizational culture change becomes an interesting area of study. Understanding the challenges and opportunities presented by these developments requires a framework that can view this interaction.

Organizations should know the benefits of using new technologies before starting the adoption process .This understanding often stems from an understanding of the competitive environment and the desire to be more relevant in the face of crisis.But technology alone cannot guarantee success. To ensure the effectiveness and use of new technologies, significant changes are required in the culture of companies**.**

In summary, a framework that illuminates the interplay between technology and cultural change in organizations that recognize the complex interdependencies of macro-environmental factors and micro-level behaviors. By understanding this interaction, organizations can better anticipate and respond to the challenges and opportunities presented by technology; it can foster leadership that ultimately fosters innovation, change and growth.

Innovative Business Models

When embarking on a social transformation process, organizations need to identify business opportunities. Organizations then need to evaluate the various options available to deliver value to customers using advanced

business models that reflect the value ecosystem. These resources, along with the core business model, enable businesses to operate in a changing business environment. In addition, it is equally important to evaluate the impact of the business model on other aspects of business transformation in the enterprise (technology, business and processes). In order to complete the end-to-end transformation, it is necessary to understand the current business processes and their current status. province. This helps assess the organization's capacity and value stream to form the basis for future state processes and their definitions. For example, CRM systems facilitate both collaboration and information sharing between the company and its customers. On the other hand, the pace of globalization forces organizations to integrate business processes into their cost departments. This provides a good basis for the optimization

Digital Transformation Initiatives

Digital transformation plans are crucial for organizations that want to adapt to the rapidly changing digital environment. In today's digital age, businesses must continue to evolve and innovate to remain competitive. Digital transformation projects use technology to improve processes, increase efficiency and improve customer experience.

These initiatives often require significant changes in culture, thinking and business models, as well as in the way people approach success. By putting people at the center of digital transformation, organizations can ensure that technology aligns with the needs and preferences of customers and employees. This will lead to efficient and effective change, driving business growth and prosperity in the digital age
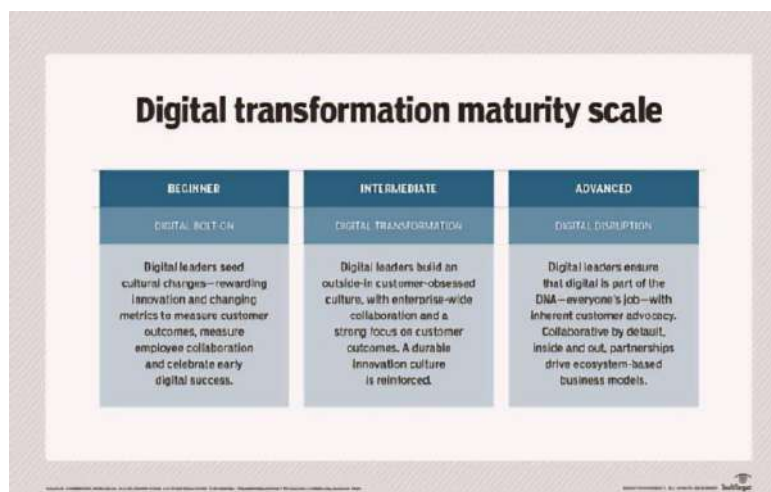
Human Effort in Digital Transformation

Digital transformation has become indispensable for businesses that want to maintain competitiveness in today's ever-changing business environment. Although the main focus of these efforts is the success of the new technology, people need to take this into consideration.

Effective change management is essential to deal with the human element of digital transformation.This requires creating a specific vision and strategy that reflects the benefits of change and involves employees at all levels. Organizational leaders can support the successful adoption of new technologies while addressing concerns and uncertainties that team members may have through supportive leadership, change, and development practices

Advantages of Digital Transformation and Social Business

1.Enhanced effectiveness and Productivity

Robotization of tasks and processes streamlines operations, reducing homemade sweats and allowing workers to concentrate on further strategic and value- added tasks. This effectiveness boost frequently leads to increased productivity.

2.Bettered client Experience

Digital tools enable businesses to more understand and serve their guests, offering substantiated gests , briskly response times, and accessible access to products and services. This can affect in advanced client satisfaction and fidelity.

3.Innovation and Quickness

Digital technologies enable rapid-fire invention cycles, allowing businesses to acclimatize snappily to request changes, trial with new ideas, and stay ahead of challengers. This dexterity is pivotal in moment's fast- paced business terrain

4.Data- Driven Decision Making

Digital metamorphosis provides access to vast quantities of data, which can be anatomized to gain precious perceptivity into client gesture,request trends, and functional performance.

5.Cost Reduction

By optimizing processes, reducing homemade crimes, and minimizing paper- grounded workflows, digital metamorphosis can lead to significant cost savings over time. This includes savings in areas similar as functional costs, storehouse, and resource allocation.

Disadvantages of Digital Transformation and Social Business

1.Cost

Implementing digital transformation initiatives often requires significant upfront investment in technology infrastructure, software licenses, training, and hiring skilled personnel. For smaller businesses or those with limited budgets, this initial cost can be prohibitive.

2.Security Risks

With increased reliance on digital technologies comes a higher risk of cyber threats, such as data breaches, malware attacks, and phishing scams. Protecting sensitive information and maintaining robust cybersecurity measures can be complex and costly.

3.Resistance to Change

Digital transformation may face resistance from employees who are accustomed to traditional ways of working. Resistance can stem from fear of job displacement due to automation, lack of digital skills, or reluctance to adopt new tools and processes.

4.Digital Divide

Not all stakeholders may have equal access to digital technologies, leading to a digital divide between urban and rural areas, as well as disparities based on socio-economic status, education levels, and age. This can exacerbate inequalities and limit the benefits of digital transformation for certain populations.

5.Data Privacy Concerns

Collecting and analyzing large amounts of data raise concerns about privacy and ethical use. Businesses must navigate regulations such as the General Data Protection Regulation (GDPR) to ensure compliance and maintain customer trust.

Key Takeaways

● Process Optimization for Digital Transformation

● Data Curation

● Digital Technologies to be Implemented

● Team Structure

● Technology Partners

Conclusion

It is imperative to develop a clear vision on how Social Business initiatives will connect with fundamental realities of an organization. And, it is not only the social strategy but a cultural shift towards social business is an important dimension in the co-creation of the business value and an overall success of social and digital transformation journey. There is a paradigm shift in thinking to determine right approach to adopt social business initiatives throughout the organization to drive revenue, costs and ROI. To stay competitive and relevant to the customers, social software vendors and system integrators are rapidly integrating social software into the core enterprise applications like CRM, SAP, Case Management etc.

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A STUDY ON CONSUMER USAGE TOWARDS DIGITAL PAYMENT APPS WITH SPECIAL REFERENCES TO COIMBATORE CITY

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Abstract

This research explores how residents in Coimbatore City use digital payment applications to make digital payment as well as the continuing expansion of these apps throughout India. The concept "digital payment "refers to sending money electronically or over the internet to another person rather than using normal paper currency. Digital payment apps are becoming more and more popular. After the announcement of demonetization on November 8, 2016, the government of India took the initiative to introduce digital payments. Prime Minister Mr.Narender Modi's announcement of Demonetization opened up a lot of space for India's digital payment industry to expand. The government's main priority is to provide digital access to all sections of India, including urban and rural areas. The number of people using online payment apps has significantly options. It is very convenient and time-saving to conduct business online. In this study, the researcher explored the four most widely used payment apps in Coimbatore City: Google Pay. PhonePe, Paytm, and PayPal. The Study was carried out in the Coimbatore Region, and a questionnaire was used for the survey. A Conclusion is drawn after 109 respondents' responses have been collected.

Keywords: Digital Payment, Demonetization Cashless Transaction, Payment Apps.

Introduction

The Indian Government's flagship initiative, Digital India, aims to make India a nation withstrong digital infrastructure. One of the stated functions of Digital India as part ofgovernmental changes is "Faceless, Paperless, Cashless." In addition to launching the DigitalIndia plan in 2015, Prime Minister Mr. Narender Modi demonetized the high value currencyof Rs. 500 and 1000 in November 2016. A digital payment is a digital transfer of fundsbetween two bank accounts. A cashless payment system based mostly on credit cards wasestablished in developed economies many years ago. Digital payment apps have becomewidely used in recent years and are still expanding. Online purchases of products and servicesmade via the use of digital payment methods are referred to as digital payments. This type ofeconomy, which does not use currency, is known as a cashless economy. These digitaltransactions help in reducing transaction costs and reducing the duration of a singletransaction cycle. The danger of handling cash is minimized. The digital payment data canalso be easily maintained. Digital transactions benefit the government as well because theyare simple to track, which helps to minimize black money and promotes economic progress.

Statement of Problem

When it comes to population, India comes in front. India's economy continues to grow andexpand India globally. In order to adopt technology and maintain that all transactions shouldtake place digitally in India. However, many of the digital payment methods are not popularamong the common people and people are not comfortable to use them for their day-today'stransactions. There is less awareness among the people about different types of digitalpayment methods. Digital payment has been quite popular in recent years. Even with theseadvantages, there are a number of transactional and non-transactional problems, such asfrequently unpleasant internet , hacking etc., which serve as barriers. In order to betterunderstand consumers' satisfaction with digital payment apps, this study will look at it. Andto examine the problems and challenges that users are having with digital payment apps.

Objectives of The Study

● To analyze the trend of digital payment apps.

● To ascertain the most widely used digital payment apps.

● To highlight the utilization of digital payment apps.

Research Methodology

The methodology used to get information about usage towards digital payment apps ofconsumer in coimbatore city. The questionnaire is designed and distributed via google forms.A sample of people who responded to a questionnaire on general questions like gender, age,monthly income, education level, occupation, place of residence, and use of payment appswill be used as the sample.

Research Design

Nature of Study

This study involves a descriptive research method as research design for the study.

Nature of Data

Both primary and secondary data are collected for the purpose of the study.

Sampling Design

Nature of Population

Respondents who live in Coimbatore City and use digital payment apps were the respondentsfor this study. The information is gathered from 119 users of mobile payment apps.

Sample Size

The sample size of the study is 109 respondents.

Sample Method

Convenience sampling technique was used.

Tools Used:

● Percentage analysis

● Chi square

● Rank analysis

Limitations

1. This research was carried in a shorter period of time with limited geographical areas into consideration.

2. The study has been conducted within the in coimbatore city and considered all the factors analysed for one particular city only.

Findings

Simple Percentage Analysis

● The study shows that 52% of the respondents are Male. This study shows that 58% ofthe respondents are under the age category of 21-31 years. Majority 63% of therespondents were Undergraduate. Majority 40% of the respondents are Employees.This survey shows that 41% of the respondents have a monthly income ofRs.21000-Rs.30000. The study reveals that 56% of them are married.

● 37% of the respondents are using digital payment apps for 1-3 years. Majority 42% of the respondents were using digital payment apps as a weekly basis. The study findsthat 35% of the respondents prefer digital payment apps referred by their friends.Majority 77% of the respondents use smartphones for making transactions in digitalpayment apps.

● Majority 40% of the respondents use digital payment apps for the purpose of moneytransfer. Majority 44% of the respondents expect cashback while making payment inpayment apps. Majority 24% of the respondents spend less than 1000 per monththrough digital payment apps.

 ● Majority 54% of the respondents choose Time saving as the advantage of digitalpayment apps. Majority 64% of the respondents choose server error as thedisadvantage of digital payment apps. 43% of the respondents feel digital paymentapps are a very effective tool for making transactions.

Rank Analysis

● If resulted that highly usage of apps is in rank 1 then it shows the higher level ofusage towards digital payment apps on Google Play.

● If resulted that usage is in rank 2 then it shows the medium level of usage towardsdigital payment apps on PhonePe.

● If resulted that neutral usage is in rank 3 then it shows the equal level of usagetowards digital payment apps on Paytm.

● If resulted that usage is in rank 4 then it shows the low level of usage towards digitalpayment apps on banking apps.

● If resulted that usage is in rank 5 then it shows the very low level of usage towardsdigital payment apps on pay pal.

Suggestions

Apps for digital payments should join together and take the lead in educating ruralcommunities that gain from adopting these systems. The makers of digital payment appsshould improve their technology while also dealing with issues like server errors that clientsare now experiencing. Every digital payment app, including PayPal, PhonePe, Paytm, and Google Pay, has to have a debit card with a scanning feature. For those who don't use smartphones, that will be simple. Since the maintenance of cashless payments is a concern for the

majority of respondents, the maintenance system needs to be reinforced so that peoplewon't be concerned about their money and transactions.

Conclusion

This study undertakes the consumer usage towards digital payment apps. In recent years, there has been a significant increase in the use of these digital payment apps for makingdigital payments. These apps are being used by a growing number of people every day. Theresults of this survey show that consumers are satisfied using digital payment apps. Thesurvey reveals the trends that the majority of people are adopting, as well as the revenue, volume of transactions, and users of Google Pay, PhonePe, Paytm, PayPal, and banking apps. As of March 2016, there were more than 22 crore smartphone users in India and more than100 crore active mobile connections. In this study, one of the top five payment apps used inIndia was studied namely Google Pay, PhonePe and Paytm, PayPal and banking apps. GooglePay is a highly used app for making payment. There are number of facilitators which areleading to the growth of digital payment and transition from cash economy to less casheconomy.

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A STUDY ON STRATEGIC PARTNERSHIPS AND ECOSYSTEM INTEGRATION

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Abstract

This study aims to explore the challenges and opportunities of strategic partnerships and ecosystem integration in different contexts and sectors, such as manufacturing, services, and education. The study adopts a mixed-methods approach, combining a systematic literature review, a survey of experts, and a multiple case study analysis. The study also proposes a conceptual framework and a set of recommendations for practitioners and policymakers who want to leverage strategic partnerships and ecosystem integration for innovation and sustainability. This article highlights the increasing importance of strategic partnerships, ecosystems, and platforms in today's business landscape. Strategic partnerships are formal agreements between companies to work together towards a common goal, and offer benefits such as cost-sharing, access to new markets, and knowledge-sharing. Ecosystems are networks of companies and institutions that collaborate to create value, and provide benefits such as access to a wider range of resources and industry influence. Platforms are digital systems that facilitate interactions between businesses and consumers, and provide benefits such as access to a large customer base and data analytics.

Keywords: Strategic partnerships, ecosystem integration, collaboration, innovation and competitiveness, Industry 4.0, partner roles and capabilities, risk mitigation, connectivity, adaptation.

Introduction

In the modern business landscape, companies face an increasing need for innovation and growth. This has led to the emergence of strategic partnerships, ecosystems, and platforms as crucial tools for achieving success. In this article, we will explore the importance of these three concepts, and their potential benefits for businesses.

Together, these approaches represent a paradigm shift in how businesses operate and innovate in an increasingly interconnected world. This introduction lays the groundwork for a deeper exploration into the drivers, benefits, and challenges associated with strategic partnerships and ecosystem integration. This model combines four fundamental research perspectives as follows: (1) the entrepreneurial learning network dynamics and the transformational patterns affecting the development of entrepreneurial capital of university-based innovation ecosystems; (2) the role and features of the university-based organisational units to foster companies' entrepreneurial and innovative development in innovation ecosystems; (3) the organisational models and factors affecting a company's capacity for establishing successful partnerships with universities in order to develop entrepreneurial and innovative capabilities; and (4) the approaches, models, and tools that

can support universities and companies to design, implement, and assess partnership initiatives to foster the development of entrepreneurial and innovative capabilities.

Strategic Partnerships

Strategic partnership is a formalized alliance between two or more higher education institutions or other organization, created as a result of a deliberate process when partners share resources and use additional strengths to achieve certain common goals In order to determine the direction and main parameters of strategic regional development, or determine the goals of various strategic partnerships at the regional level, it is necessary to know the starting point. In this regard, a systematic approach to the analysis of multilateral territorial cooperation is applied. Within the framework of a systematic approach, process models of individual bilateral partnerships have been built.

Strategic partnerships offer several benefits to businesses. First, they allow companies to share the costs of innovation and development, reducing the financial risk of new ventures. Second, partnerships can provide access to new markets and customers, expanding the reach of a company's products and services. Finally, partnerships can offer opportunities for knowledge-sharing, allowing companies to learn from each other and develop new capabilities.

Partners Ecosystem

A partner ecosystem is a complex network of interdependent relationships among multiple organizations, individuals, and resources, all working together to create value and drive innovation.
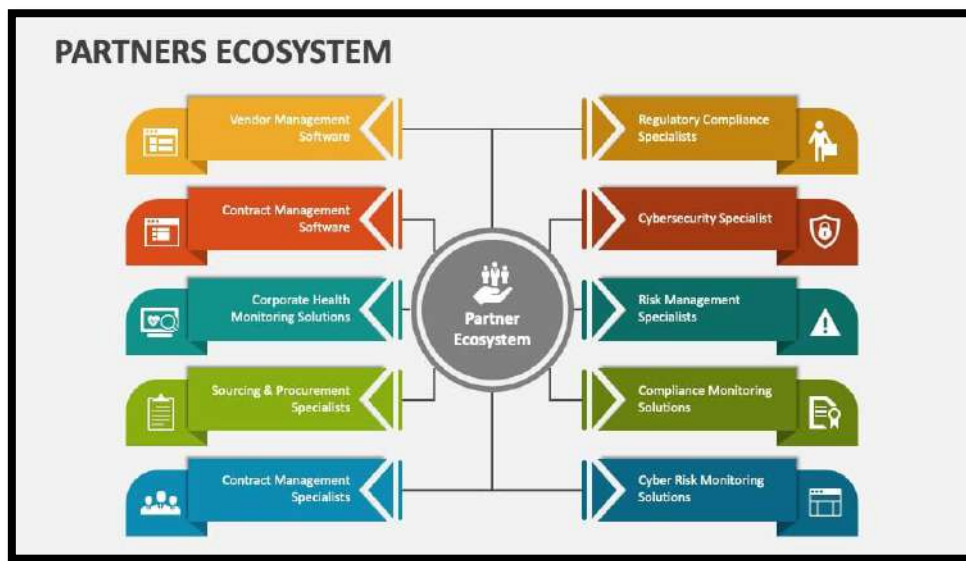
Figure 1. Eco system partnership in the region.

Eco System Integration

Ecosystem integration is an advanced approach to multi-enterprise B2B/EDI integration that Lsubsumes internal application integration and ecommerce integration patterns, allowing for the creation of seamless end-to-end integrations that connect partners, applications, systems, and marketplaces

Collaboration

Members of a partner ecosystem and the host company must work together to achieve a common goal, as that's the reason for partnering in the first place. By working together, they can lean on each other's strengths to scale their businesses and offer more value to customers.

Examples of collaboration in a partner ecosystem include co-marketing, innovation, and sponsorships.

Industry 4.0

This term is mainly applied to the industry and marks one of the main steps of the Fourth Industrial Revolution — production automation and robotization. The latest IT developments come to factories and plants, and they gradually turn the competition of modern technologies into the struggle for technologies.To put it shortly, we are talking about a high-tech industry development strategy. Nowadays, the company's success is assessed by its ability to make the production process more autonomous and self-replicating.
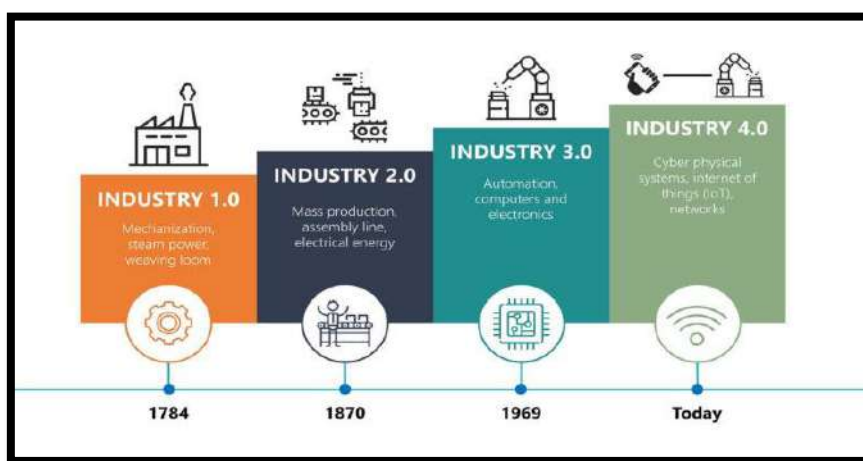
Figure 2. Industry 4.0

The Role of Cloud Platforms in Partner Ecosystems

Saas Partner ecosystems have emerged as a powerful strategy for growth and innovation. And when it comes to nurturing and scaling these ecosystems, cloud platforms play a pivotal role.Cloud platforms act as the foundation for seamless partner collaborations within an ecosystem. They provide a digital playground where partners can come together, connect, and collaborate in real-time, regardless of their geographical location.Think of it as a virtual meeting space where ideas can be exchanged, projects can be developed, and progress can be tracked.

Digital Strategic Partnership

A Digital Strategic Partnership, or DSP, can enable a step-change in your ability to meet your long-term digital transformation ambitions. By combining the capacity, knowledge and expertise that you already possess with the capabilities and reach of a private sector partner, you can significantly accelerate the pace of delivery of your digital transformation priorities and your wider strategic digital transformation programme.

DSP Benefits

➢Efficient use of resources - access to highly skilled and knowledgeable digital skills and resources when you need them, to deliver business case driven projects that realise value for money

➢Accountability – the DSP is accountable for the successful delivery of each project

➢Quicker time to value – a DSP contract is business case driven enabling dynamic project delivery and resource augmentation, ensuring quicker time to value

➢Strategic support – unlimited access to strategic support, guidance and thought leadership

➢Upskilling of staff - delivering knowledge transfer through joint teams enabling ongoing self-suf ficiency, while improving staf f retention

➢Future-proofing – advanced awareness of new and emerging technologies.

Conclusion

In conclusion, strategic partnerships and ecosystem integration have emerged as indispensable strategies for organizations seeking to thrive in today's dynamic business environment. Through strategic collaborations, businesses can harness the collective strengths of diverse entities to drive innovation, expand market reach, and enhance competitiveness. Similarly, ecosystem integration enables organizations to adapt and evolve within interconnected networks, capitalizing on synergies and unlocking new opportunities for value creation. As we move forward, it is evident that strategic partnerships and ecosystem integration will continue to shape the future of business, facilitating agility, resilience, and sustained growth in an ever-evolving landscape. By identifying potential partners, building strong relationships, embracing innovation, and focusing on customer needs, companies can take advantage of these concepts and achieve greater success.

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A STUDY ON DATA-DRIVEN DECISION-MAKING IN MODERN ERA

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Abstract

Analytics has been around for some time delivering value in terms of reports and dashboards to managers in enterprises. But, this was restricted to structured data and value derived was mostly in the area of information synthesis (in other terms slice and dice by various parameters). Enterprises today are sitting on terabytes and petabytes of information internally due to IT enabled processes. Add to that, rapid adoption of technologies like e-commerce, social networks and mobility, the amount of internal/external unstructured data which can be harnessed is enormous. Some companies have recognized the value of mining such information to predict outcomes and create first mover advantage. This led to the gold rush for analytics and newer skills/tool sets such as data scientists, big data began to gain prominence. This report gives an insight into present trends in analytics, perception of CIO's and IT heads on the topic and tries to help guide the readers on how one can go about creating analytics roadmap in respective organizations.

Introduction

The epigraph, which is often attributed to the management guru and statistician, W. Edwards Deming, encapsulates the need for a data-driven decision-making process at the organizational level. The increasing complexity of business problems, the availability of several possible alternative solutions, and the limited time available for decision making demand a highly structured decision-making process for the effective management of organizations. Several theories on decision making such as rational economic models (how decisions should be made), behavioral models (how decisions are made), implicit favorite models (where decisions are made before the process even begins!), and political models (where decisions are neither rational nor objective) have been reported in the literature. In this report, our focus will be on rational economic models, that is, on how decisions should be made. Although decisions are occasionally made using the "highest paid person's opinion" (Hippo) algorithm and flipism (all decisions are made by flipping a coin), there is a significant change in the form of "data-driven decision making" among several companies. A typical data-driven decision-

Making Process Uses the Following Steps

1. Identify the problem or opportunity.

2. Identify sources of data (primary as well secondary data).

3. Process the data for missing and incorrect data. Prepare the data for analytics model building.

4. Build the analytical models.

5. Communicate the data analysis output and decisions effectively.

6. Implement Solution / Decision.

Analytics

Whether we accept it or not, humans are inherently not good at decision making. A great example of this is the famous Monty Hall problem in which the contestant of a game show is shown three doors. Behind one of the doors is an expensive item (such as a car or gold); there is an inexpensive item behind the remaining two doors (such as a goat). The contestant is asked to choose one of doors. Assume that the contestant chooses door 1; the game host would then open one of the remaining two doors. Assume that the game host opens door 2, which has a goat behind it. Now the contestant is given a chance to change his initial choice (from door 1 to door 3). The problem is whether or not the contestant should change his/her initial choice. Note that the contestant is given an option to switch choices irrespective of the item behind his/her original choice of door. In this problem, the contestant—the decision maker—has two choices: he/she can either change his/her initial choice or stick with his/her initial choice. When Marilyn vos Savant, a columnist at the Parade Magazine, posted that the contestant should change the initial choice (Savant, 1990), 92% of the general public and 65% of the university graduates (many of them with PhDs) who responded to her column were against her answer.1 Although Marilyn vos Savant provided a simple decision tree argument to prove that the probability of winning increases to 2/3 when the contestant changes his/her initial choice, many scholars did not accept her argument that changing the initial option is the right decision.

The travelling salesman problem (TSP) is another decision-making problem—given a list of cities and the distances between each pair of cities, what is the shortest possible route a salesperson should take to visit each city exactly once and return to the original city? The Akshaya Patra Foundation, which provides mid-day meals to approximately 1.3 million school children across India, faces this decision-making challenge. Through their Vasanthapura kitchen in Bangalore, approximately 1,20,000 school children from approximately 700 schools in South Bangalore are provided mid-day meals. Providing high quality food at an affordable price is one of the challenges faced by Akshaya Patra. The Vasanthapura kitchen uses 35 vehicles to distribute the cooked food.2 To minimise the cost of distribution, they need to solve a complex vehicle routing problem (VRP). To simplify this problem, assume that they divide the number of schools equally among the vehicles; each vehicle would then have to deliver food to 20 schools. For each vehicle, we need to find the best route. This problem can be formulated as a TSP with a solution space of 20 factorial ($20! = 2.4329 \times 10^{18}$). If a computer can evaluate one million routes per second, it would take more than 77146 years to evaluate all possible routes! For Akshaya Patra, every rupee saved would enable them to add more children to their mid- day meal programme. Given that the human brain lacks the ability to take the right decision in the Monty Hall problem that has just two alternatives, a problem with 20 factorials is certainly beyond the human brain's processing ability. With approximately 270 employees, Akshaya Patra's kitchen in Vasanthapura falls under the category of a small and medium size enterprise (SME). Despite being an SME, it has to handle a complex problem that many believe is relevant only for big organisations!

In today's world, data-driven decision making through business analytics is not an option, but an essential capability that every organisation should acquire irrespective of its size. Based on a survey of 3000 executives, Hopkins et al. (2010) claimed that there is a striking correlation between an organization's analytics sophistication and its competitive performance. Today, several multinational companies are using Business Analytics as a competitive strategy. The biggest obstacle to adopting analytics is the lack of knowledge about the tools and techniques that are needed.

The primary objective of this report is to discuss the importance of data-driven decision making and to provide a roadmap and tips for creating in-house analytics capabilities for small and medium enterprises (SMEs). Manufacturing holds a big share in SMEs across India. Many of the problems pertaining to manufacturing

such as inventory management, quality improvement, forecasting, optimisation at various functional areas of manufacturing, supply and distribution management, and after-sales service would need the intervention of analytics to improve the overall operational effectiveness of the company. The India Brand Equity Foundation reported that the manufacturing industry is the backbone of the Indian economy and that it strengthens employment, agriculture and the service sector.

Framework for Data-Driven Decision Making

The framework for data-driven decision making and problem solving can be divided into five integrated stages: problem and opportunity identification; collection of relevant data; data pre-processing; analytics model building; and communication of the data analysis for decision making. The various activities carried out during these different stages. The success of analytics projects will depend on how innovatively the data is used by the organization.

Creating a House of Analytics Excellence for Current Practitioners

Although many companies have successful analytics verticals within their organisation, many are still in the process of creating one. In this section, we discuss the pillars of building a centre of analytics excellence, especially within a small and medium enterprise (SME). Like many other initiatives, creating a data-driven decision-making process requires a change in organizational culture, and without the support of the top-level management, it may be difficult to create a strong data-driven decision-making culture within an organisation. Data-driven decision making may not result in immediate benefits, especially when the process is new to an organisation. The second important factor in creating a house of analytics success is the talent. It is important that organisations identify the right talent and nurture them within the organisation to avoid attrition. The organisation should have the ability to differentiate the true analytics talent from the mediocre analytics professionals. Devonport and Patil (2012) listed 10 ideas for finding the right data scientists such as recruiting from top universities, using social media such as LinkedIn, looking for evidence, and so on.

Information technology (IT) plays a crucial role in implementing analytics. Data capturing, data storage, data transfer, data analysis through analytical models, and finally, communication of the model output cannot be achieved without proper data architecture supported by other IT infrastructure. In addition to data handling capabilities, software tools such as SAS, SPSS, STATA, and so on are an essential part of IT support. A large number of organisations, including multinational companies, prefer open-source software such as R instead of proprietary software.15 Organisations expect real-time decisions; thus, in-memory computing is becoming popular among analytics companies. The fourth pillar of analytics excellence is innovation. Without innovation, the analytics function may not achieve its full potential. All these pillars need to be integrated with the domain knowledge of the business; otherwise, the analytics may end up solving non-value-adding problems.

Findings

➢ Supply chain management issues such as inventory management, vendor selection, and so on dominate the majority of the manufacturing firms' analytics solutions.

➢ Analytics for analytics sake can be expensive and ineffective; a business should look at the outcome before embarking on the analytics journey.

➢ Data accuracy is a major concern for many analytics teams.

➢ For manufacturing companies, data capturing plays an important role since there could be a large number of data sources and real-time information is extremely important. For facilities such as oil and natural gas, the number of parameters can run into several thousands and are captured every second; an appropriate IT system is necessary to make meaningful decisions.

➢ Business intelligence is a frequently used tool by many organisations to continuously monitor the important Key Performance Indicators (KPIs). Data visualization is becoming a popular tool among many enterprises.

Conclusion

Data-driven decision making is not a fad; what had been believed by many organizations for several decades is now getting strengthened and formalised. The use of data in decision making was optional until recently, but it has now become an essential element of running a business. Many companies such as Amazon, Capital One, Google, Hewlett Packard, Proctor & Gamble, Target, and Walmart, among others have benefitted through the use of analytics. During this research, we unearthed several companies that are using data innovatively. With increasing computing power and the availability of new technology for capturing and processing data, there will be sufficient opportunity for companies to predict what their customers want even before their customers indicate their choice.

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A STUDY ON CUSTOMER AWARENESS AND USAGES OF DIGITAL PAYMENT SYSTEM

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Abstract

Digital India campaign launched on 2nd July 2015 by our Honorable Prime Minister Shri Narendra Modi. The stated role of Digital India is "Faceless, Paperless, Cashless". To support Cashless as a part of Digital India Campaign government has initiated with different modes of digital payment system. As part of digital payment system few old and few new modes were promoted to develop cashless economy, which are the need of today for developing country like India. This paper is an attempt to study the trend in various modes of digital payments like NFS Inter Bank ATM Cash Withdrawal, NACH, CTS, IMPS, AEPS, BBPS, UPI, BHIM(UPI) and NETC in last three years.

Introduction

Digital payments are the trend of the day. In a mixed economy like ours, this is a great boon forall the users around the world. Digital payment system completely changes the traditional system ofmaking and receiving payment throughout the world. It saves time, energy and resources. The presentstudy is to analyse the awareness level and purpose of usage of digital payment systems. The resultsshow that the respondents are highly aware about debit cards and digital payment system is used highly for utility payments.Digital payments is the trend of the day. In a mixed economy like ours, this is a great boon for all the users all around the world. Digital payment system completely changes the traditional system of making and receiving payment throughout the world. Further it saves time, energy, resources and has many positives with it. The parties involved in a monetary transaction are of two types namely payer and payee. Payer is the one who pays for the transaction and Payee is the person who receives the money or money's worth thereby. The parties will be using the electronic modes for making and receiving the payments at both ends of transactions. No party is required to hold hard cash in hand for the sake of transactions rather everything is made in electronic form through online. High end technology is used for the execution of transactions and it will be very much convenient for everyone to handle these kind of electronic mode transactions.

The cash payment system is a time consuming one whereby one need to withdraw cash from bank and ATM, exchange it for goods or services with the vendor, followed by vendor's visit to the bank and ATM for depositing it and so on. Hereby these digital payment system helps everyone to save time, energy, etc. and more convenient cum instant money transfers all across the world for any kind of transactions. Further, there are many types of digital payment systems available at present which includes unified payment interface, aadhaar enabled payment service, unstructured supplementary service data, card payments and electronic wallets. These different modes of digital payment systems are being used all across the world based on the requirements and suitability of the users' transactions.

The digital transactions have increased considerably after demonetisation in India. The hindrances in the digital transactions are transfigured so people are comfortable in using the digital payment systems. Cashless transactions using credit and debit cards, Contactless payment methods such as tap and go cards are preferred by most of the people. Digital payments make it easier for consumers to purchase, to make banking transactions and travel lighter and safer. It also helps the business organisations to increase their

profits and reduce costs. It also enables and helps the government in the prompt collection of taxes and reduces tax evasion.

Statement of the Problem

India is a developing economy characterised by middle class population with emerging standard of living, young population with huge opportunities for employment and entrepreneurship, high purchasing power of the people and growth in voluminous business transactions. The development of Indian demographics is resulting in high demand for all types of financial and non-financial services across the world. The Indian economy is witnessing tremendous growth in the last two decades following the growth in Information technology and information technology enabled services. Presently, the "Digital India" initiative of the government has given a tremendous boost to the usage of digital payment systems throughout the country.

Objectives of the Study

- To study the awareness of digital payment systems.

- To study the factors influencing the preference towards digital payment systems.

Review of Literature

P. Jayakumar and M. Vincent Sahayaraj, (2016) in their article entitled, **"*A Study on Customer Satisfaction of Modern Banking System*"**, stated that the purpose of current study is to comprehend as to what are all factors make a customer a happy customer. Both private and public bank have been considered separately in order to get healthier and clear sympathetic. The article shows that the customers are willing to develop the modern services like the online banking, ATM etc. Also they prefer the service provided by the modern banking but some factors like alertness and consistency have consequence on their level of satisfaction. The fulfilment level of customers increases towards the use of current banking services if the bank provides more consistent services with value they promised and on time. SBI has been successful in implementing substantial factors like modern equipment, infrastructural amenities, quality of equipment used. They have been flourishing in achieving an agreeable relationship with customers. Most of the respondents of the article felt that the employees of the SBI are very intense to satisfy their customers.

P. Raja and J. Selvakumari, (2015) have made a study entitled, **"*A Study on the Satisfaction Level of Internet Banking*"**. The objective of the article to determined their awareness level in various services of internet banking and problems faced by them for using this service. Result of the study that internet Banking has spread throughout the life. Middle aged people are more interested in using internet banking. The banks are taking steps to rise its net banking utilization. The users have started using this facility for recent 5 years. As regards stowing of password, 98.9 percent of the respondents have exposed the places when they have stored customers passwords.

Pallavi Mehta, (2015) has made a study titled, **"*Online Banking Services and Customer Satisfaction: A Comparative Study of Public and Private Banks in Udaipur City*"**, this paper tries to find the satisfaction level and usage frequency of customers and the level with the respect to online banking services offered by the banking service offered by public and private banks in Udaipur city. The study indicated the customers of both public and private banks are satisfied with the services providing the banks and the preference to use online banking services. Nowadays customers using online banking services for their convenience and the trend of online shopping, fund transfer, deposits etc.

Ms. Fozia, (2013) has **made "*A Comparative Study of Customer Perception toward E-banking Services Provided By Selected Private & Public Sector Bank in India*"**. The objective of this paper is to determine the customer's perception toward the e-banking services and the study clearly shows that different age group of customers and different occupation group of consumers have different perception toward the e-banking services. The results also propose that demographic factors impact significantly internet banking behaviour, specifically, occupation and age. The study analysed recommends and understanding about the customer's perception on e-banking services of private and public banks. The banker to understand the consumers need in better way.

Digital Payment MethodsUnified Payment Interface is a system whereby the users can transfer the money between accounts using the mobile banking and UPI apps. There are many UPI apps available for the users like BHIM, SBI UPI App, HDFC UPI App, iMobile, PhonePe App, etc. This is a system whereby the transactions can be executed through mobile banking with the use of android mobiles and over the internet. with the bank account number.

Aadhaar Enabled Payment Service system is service whereby the users of it can make payments to other aadhaar linked bank accounts using their aadhaar number all throughout the world and the only concern is that the users must remember their 12 digit aadhaar number alone.

Unstructured Supplementary Service Data or *99# banking is a system whereby all the mobile phone users can use the banking without internet facilities all across the country. It is similar to that of checking their mobile balance, message balance, etc. It is the code which has to be used by the users for making and receiving payments for any kind of monetary transactions. The code can be used only from the registered mobile numbers of the customers whereby the telecommunication sector's server is linked with bank's server in order to avail this digital payment facility.

Cards are most popular in this modern world over the past 5 decades. This system is very much popular not only in the developed nations but even in the developing countries like ours as well. These cards are issued by the banks for their customers to make electronic payments within and beyond national boundaries also. The cards include debit cards, credit cards and prepaid cards.

Electronic Wallet is a trending digital payment method whereby it plays the same role like the normal wallet of users. Like the traditional wallet, the users can hold cash in the e-wallets by transferring the money from bank accounts and with far more advanced facilities than the normal wallets. In this system, the users can transfer funds to other wallets, make payments, recharge the phone and avail various services all throughout the world. The most famous e-wallets that exists in the market are State Bank Buddy, Paytm, Freecharge, ICICI Pockets, etc. The e-wallet applications can be used for making money transfers to other e-wallet accounts but whereas it is very difficult to transfer the money to other bank accounts.

Internet banking is one of the emerging payment systems in the last 10 years in our country whereas the developed nations are using the same for 2 to 3 decades. It includes Real Time Gross Settlement (RTGS), National Electronic Fund Transfer (NEFT), Electronic Clearing Service (ECS) and Immediate Money Payment System (IMPS). RTGS is a payment system which is used all across the world to make bulk payments and it will get cleared immediately. The money can be transferred from one bank account to another in real time and gross settlement will be made even beyond the national boundaries as well.

NEFT is the next widely used digital payment system in our country. Under this NEFT system, the money can be transferred from one bank account to another within the national boundaries and the maximum limit for a transaction is fixed at Rs.50, 000 by the RBI. Beyond the national limits, this system cannot be used by

the customers which is the main flaw of it. The ECS is a payment system whereby the funds are remitted by some certain institutions like companies, government, banks, corporations, government departments, etc.

Digital Payment Usages:
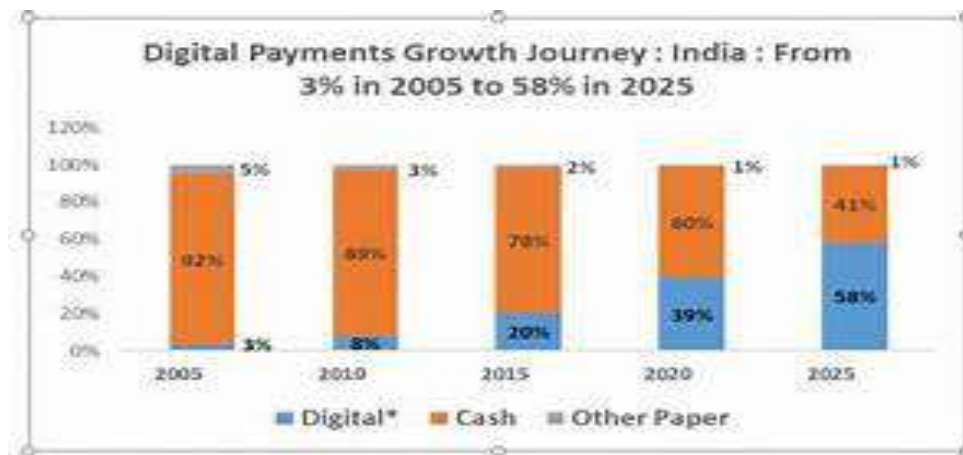
Advantages and Disadvantages of Digital Payments System

Advantages of Digital Payment System:

✓ The digital payment system is very much easy to use and also convenient for the users in the banking area

✓ The cashless transactions helps to eliminate black money which is a major problem in India as it makes tax evasion difficult.

✓ Geographical limits are no more a problem in the transfer of funds. Because, through this digital payment system money can be transferred all throughout the world at reasonable cost of operation.

✓ The government provides discount in order to encourage the usage of digital payment modes. The users are entitled to a discount of 0.75% on fuel purchase and 10% discount on the payment of insurance premiums to the government insurance companies. Further, the government is not charging any service tax on transactions up to Rs.2,000 in our country.

✓ The expenses made can be tracked easily and retrieve the statements online.

✓ The fund transfers and payments can be made 24*7 and on any day. It allows the user to access the bank account anywhere and anytime.

✓ Use of digital payment systems the risk of possessing counterfeit currency is avoided.

✓ These payment systems offer the users an additional benefit by providing their spending records over a period of time in terms of passbook, e-wallet, mini statement, etc. which helps the users to monitor it from time to time and plan accordingly.

✓ At last, these digital payment systems are less risky if the users are using it very wisely. Even if they are losing their ATM cards, mobiles, aadhaar cards, etc. they are having the option of blocking it by contacting the banks and customer care. Without passwords, MPIN, fingerprint, etc. these systems can't be used by anyone else as it is so safe to use in this electronic world.

Disadvantages of Digital Payment System:

✓ These systems are practically based on technologies only whereby the same can't be adopted by those persons who are unaware of the technology, like farmers, illiterate, etc. which is very difficult for them to cope up with

✓ The information which are available over the electronic modes can be hacked easily when compared to the physical records. So, the users have to be very much careful in preserving their personal records

✓ The risk of overspending lies with the users as they don't have control over their spending on almost all the times as they have all their savings in their hands by means of e-wallet, cards, etc.

✓ The risk of cyber theft and hackers are major challenges in the digital systems and the government must improve the cyber security to prevent the people from these dangers.

✓ The surcharges and taxes paid while using card based payment systems is an additional cost for the user which is not incurred while paying cash.

✓ The lack of knowledge about the digital payment systems among the illustrate people is a major drawback and these people preferred to use paper currency.

The Future of Internet Payments

The current Internet payment systems mostly provide traditional banking or financial services over the Internet. However, with the massive size of the Internet, customers may be able to purchase goods. These purchases can be for a music recording, news article, game-playing time, and etc. In addition, one must carefully monitor the cost of the transactions relative to the amount of revenue generated. The internet systems future handle the "micropayments".

With the concept of the digital wallet, the use of credit cards over the Internet may become obsolete. Consumers on-line merchants can agree to use a digital wallet vendor as a payment intermediary service and providing a credit card number, a customer can simply charge the purchase to the digital wallet vendor. The digital wallet vendor holds all the bank account or credit card details for the actual fund transfer to take place. Moreover, if this digital wallet vendor is the user's Internet Service Provider, No confidential financial information has to be provided since the ISP already have such billing information. Added benefit for the consumers to deal with a single bill for all purchases including the monthly ISP service charge.

Conclusion

India has been adoring a very healthy evolution of payment systems. Technology, architecture and infrastructure are established enough to enable the billion urban people in India to implement digitally. In looking back, we can easily state that it had been a revolution, without being so appreciating. The government promoting digital payments among people at cashless India. Digital payment system in India, has shown tremendous growth, but still has lot to be done to increase its usage. From the findings it is clear that customer have to use more and more this digital payment system. More we use the new technology it will be friendlier with us. 24*7 service, time saving, convenience, security, these four factors contribute to strengthen digital payment system. Improved solutions in UPIs, digital transactions and mobile wallets, with more secured features, reduced cost of managing and ease of transaction the digital payments could main to more probable developments and assistant in improved circumstances of digital payments processing in all over the world.

Digital payment systems were existing earlier also in India, but now government is encouraging people to use digital medium of transaction rather than cash, because of limited supply of currency. The initiative by the government to back the bank accounts by biometric aadhaar authentication numbers is a move which has lasting effects. The biometric backed bank accounts not only makes the system fool proof but also serves as an excellent instrument for illiterate people to make payments with just their thumbprints. There are some problems for public to use cashless digital methods at present. But the government's efforts to create awareness, build trust, provide cyber security framework and provide necessary infrastructure will make it possible for public to adopt digital payment systems.

A STUDY ON EMPLOYEE EMPOWERMENT IN THE WORKPLACE

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Abstract

Employee empowerment requires a strategic alignment of people, tasks, technology, information processes, rewards, and organizational structure to ensure efficient operation. Employees with great organizational commitment are emotionally linked to the organization and motivated to contribute to its success. This promotes competition, responsibility, risk-taking, innovation, reduced waste, and a drive to enhance work performance. Increased dedication to work groups or teams leads to better team performance, interpersonal interactions, and individual pleasure. Empowerment fosters workplace dedication and contributes to achieving company goals.

Keywords: Employee Empowerment, Management and job satisfactions.

Introduction

In today's rapidly evolving corporate landscape, the concept of employee empowerment has emerged as a pivotal force shaping the dynamics of workplace environments. Recognizing the pivotal role played by empowered employees in driving innovation, collaboration, and overall organizational success, this study delves into the multifaceted dimensions of employee empowerment within the workplace. Employee empowerment entails the delegation of authority, responsibility, and decision-making autonomy to individuals within an organization, thereby granting them the tools and confidence to contribute meaningfully to their roles. As workplaces evolve and adapt to the changing dynamics of the global economy, understanding the nuances of employee empowerment becomes paramount for businesses striving to create a resilient and engaged workforce. This research endeavours to unravel the intricate relationship between employee empowerment and various facets of workplace dynamics, including productivity, job satisfaction, and organizational effectiveness. By examining the strategies employed by organizations to empower their workforce and the resulting impact on employee morale and performance, this study aims to provide valuable insights for both scholars and practitioners in the field of organizational behaviour and management. Through an exploration of relevant literature, empirical research, and real-world case studies, we seek to shed light on the significance of employee empowerment as a strategic tool for creating a positive and thriving work environment. As we embark on this journey, we aim to contribute to the existing body of knowledge, offering a comprehensive understanding of how employee empowerment can be harnessed to cultivate a workplace that not only adapts to change but actively drives it.

Review of Literature

Vu Minh Hieu (2020) revealed that "employee empowerment and empowering leadership: a literature review". This study examined this paper focuses on literature in the employee empowerment and empowering leadership contexts. Considering the role people play in organizations, it is important to understand the impact of employee empowerment and empowering leadership on organizational outcomes. This study observed that empowering leadership impact on employee tasks performance through obsession passion and harmonious passion. Employee autonomous motivation is influenced by empowering

leadership. Conversely, high empowering behavior may have a negative effect on employee wellbeing and performance.

Victor Voisard (2008) cleared that "employee empowerment and employee satisfaction in the workplace". This study examined the psychology, and organizational management. This study evaluates a healthcare organization's efforts derived from humanistic management and coordinated through its human resources department to improve workforce morale. This study concluded that major significance for corporations given the steadfast globalization of the economy. Employee empowerment may offer organizations an invaluable tool in their quest for organizational competitiveness.

Gomathy et.al (2022) discussed that "a study on employee empowerment". This study examined that the degree of empowerment existing in the organization and to analyze the role of management in promoting employee empowerment in the organization. This study concluded that employee empowerment it plays very important role in every organization and directly reflects in the employee morale. Good employee's empowerment helps to success of the organization .unless an employee faces poor empowerment there is a possibility of employee disharmony and it may affect smooth running of the organization.

Sitaram Das et.al (2011) identified that "employee empowerment: a strategy towards workplace commitment". This study examined that to increased competitiveness, accountability, risk taking, highly innovativeness, low wastage, and the desire to improve overall job performance. This study is concluded that is possible when hierarchies are dissolved, internal political games are minimized, and organizations adopt performance based reward system and recognition of individual contributions. Again team work and decentralization should be encouraged for effective empowerment and meaningful participation which induces the climate of workplace commitment and significantly contribute towards organizational effectiveness.

Okochi et.al (2020) revealed that "employee empowerment: a strategy for optimizing employee performance". This study examined that employee empowerment as a human resource management strategy for optimizing employee performance and this paper was anchored on the human motivation theories x, y and z, and the expectancy theory. This paper concluded that firms should give attention to planned employee empowerment programs in order to foster employees' performance improvement and sustained organizational competitiveness. Managers should consider the ideas and opinions of employees during meetings; in order to invite innovative solutions to extant organizational problems; and institute flexible supervision, so that the organization becomes more flattened. This will minimize time spent on supervision; and enable employees to express their problems freely to management.

Statement of the Problem

The purpose of this study is to explore the impact of employee empowerment on the workplace, examining the various dimensions and aspects that contribute to enhanced employee engagement, job satisfaction, and overall organizational effectiveness. Through comprehensive analysis and empirical research, this study aims to provide valuable insights into the significance of empowering employees in fostering a positive work environment, enhancing organizational success and benefits associated with empowering employees. By exploring various aspects such as decision-making autonomy, skill development, and communication channels, this study seeks to contribute to a deeper understanding of how empowering employees can foster a positive work environment and contribute to organizational effectiveness.

Objectives of The Study

▪ This study analyses the employees participation decision making

▪ To give workers a greater voice in deciding about work related matters.

▪ To analyses how jobs are performed and company policies ,work hours ,supervisors are evaluated

Research Methodology

The study used a descriptive research approach in order to evaluate employee empowerment in the workplace.

Research Design

75 people were part of the sample that was created via a questionnaire. Coimbatore South has been the study's location.

Data Collection

Primary data has been gathered using structured surveys, and secondary data is collected through magazines, journals, books, and the internet.

Tools Used

▪ Percentage Analysis

▪ Weighted Average Score Analysis

▪ Anova

▪ Chi-square

Limitations of the Study

▪ The study may be limited by the size and composition of the sample.

▪ The measurement of employee empowerment may be subjective or incomplete, leading to potential measurement error or misrepresentation of the construct.

▪ The study may be limited by time constraints, such as a short data collection period or limited access to participants, which could affect the depth and breadth of the analysis.

▪ External factors, such as economic conditions or global events, could influence employee empowerment in ways that are not captured or controlled for in the study.

▪ Ethical considerations, such as ensuring participant confidentiality and obtaining informed consent, may impose limitations on the study's methodology or scope.

Analysis and Interpretation

Percentage Analysis

Table 1 Socio Economic Profile OD the Respondents

Demographic Variables		No. of Respondents	Percentage
Gender	Male	38	50.7
	Female	37	49.3
Age	18-35	39	52
	36-45	28	37.4
	46-55	7	9.3
	Above 55	1	1.3
Educational Background	High School	5	6.7
	Bachelor degree	48	64
	Master degree	18	24
	PhD or other Advanced degree	4	5.3

Table 1 shows that majority of the respondents (50.7%) are Male and female are 49.3%, Male and Female are more or less equal. 37.4% of the respondents were aged between 36-45 years and 64% of the respondents are completed their Bachelor degree.

Table 2 Years of Experience

Years	No.of Respondents	Percentage
Below 2 Years	22	29.3
2-5 Years	40	53.4
Above 5 Years	13	17.3
Total	**75**	**100**

Table 2 clear that 53.4% of the respondents have experience of 2-5 years, 29.3% of the respondents have experience of less than 2 years and 17.3% of the respondents have experience of Above 5 years.

Table 3 Level of Support Received

Level	No.of Respondents	Percentage
Inadequate	02	2.7
Satisfactory	25	33.3
Good	33	44

Very Good	11	14.7
Excellent	04	5.3
Total	**75**	**100**

Table 3 explains that, 44% of the respondence are good with level of support received, 33.3% of the respondence are satisfied with level of support received, 14.7% of the respondence are Very good with level of support received, 5.3% of the respondence are Excellent with level of support received and 2.7% of the respondence are Inadequate with level of support received.

Table 4 Relationship Between Employee Empowerment and Job Satisfaction

Relationship	No. of Respondents	Percentage
Strongly Positive	12	16
Positive	36	48
Neutral	27	36
Total	**75**	**100**

Table 4 shows that, 48% of the respondents are said there is positive relationship between employee empowerment and job satisfaction, 34.7% of the respondents are said there is Neutral relationship between employee empowerment and job satisfaction, 16% of the respondents are said there is Strongly positive relationship between employee empowerment and job satisfaction and 1.3% of the respondents are said there is Strongly negative relationship between employee empowerment and job satisfaction.

Table 5 Opinion About the Extent DO Feel Empowered

Extent	No. of Respondents	Percentage
Not at all	8	10.7
To a Small extent	30	40
To a Moderate extent	29	38.7
To a Large extent	6	8
To a Very large extent	2	2.6
Total	**75**	**100**

Table 5 Shows that, 40% of employees are feel to small extent is empowered, 38.7% of employees are feel to moderate extent for empowerment, 10.7% of the respondents are not at all feel to empowered, 8% of the respondents are feel to large extend is empowered and 2.6% of the Respondents are feel very large extent is empowered.

Table 6 Employee Empowerment on the Success of Organization

Impact	No. of Respondents	Percentage
Very Negative	7	9.3
Negative	3	4
Neutral	32	42.7
Positive	29	38.7
Very Positive	4	5.3
Total	**75**	**100**

Table 6 illustrated that, 42.7% of the respondents are neural, 38.7% of the respondents are positive, 9.3% of the respondents are very negative, 5.3% of the respondents are very positive and 4% of the respondents are Negative.

Table 7 Satisfied with the Communication Channel Within Organization

Level	No. of Respondents	Percentage
Very Satisfied	13	17.3
Satisfied	31	41.3
Neutral	26	34.7
Dissatisfied	5	6.7
Total	**75**	**100**

Table 7 clear that, 41.3% of the respondents are Satisfied with the Communication Channel within Organization, 34.7% of the respondents are neutral With The Communication Channel Within Organization, 17.3% of the respondent are very satisfied With The Communication Channel Within Organization and 6.7% of the respondents are Dissatisfied With The Communication Channel Within Organization.

Table 8 Level of Decision Making

S.No	Variables	Total Score	Weighted Score	Ranks
1	Employee Empowerment	266	3.55	4
2	Employee Engagement and Satisfaction	261	3.48	5
3	Organizational Impact	294	3.92	1
4	Communication	273	3.64	3
5	Closing Throughs	291	3.88	2

Table 8 shows that level of decision making of employee. Organizational Impact has secured 1st rank with highest score of 3.92, Closing Throughs has secured 2nd rank with score of 3.88, Communication has secured 3rd rank with score of 3.64, Employee Empowerment has secured 4th rank with score of 3.55 and finally Employee Engagement and Satisfaction has secured 5th rank with least score of 3.48.

Table 9 Employee Empowerment Perception

S.No	Variables	Total Score	Weighted Score	Ranks
1	Decision Making Autonomy	340	4.53	1
2	Skill Development Opportunities	316	4.21	2
3	Communication Channel	306	4.08	3

Table 9 shows that Employee Empowerment Perception. Decision Making Autonomy has secured 1st rank with highest score of 4.53, Skill Development Opportunities has secured 2nd rank with score of 4.21 and finally Communication Channel has secured 5th rank with least score of 4.08.

Table 10 Impact on Job Satisfaction and Motivation

S.No	Variables	Total Score	Weighted Score	Ranks
1	Organizational Success	341	4.55	1
2	Challenges	307	4.09	6
3	Overall Workplace environment	325	4.3	2
4	Leadership Support	304	4.05	8
5	Collaboration and team Dynamic	314	4.19	3
6	Attraction and Retention	309	4.12	5
7	Measuring Success	310	4.13	4
8	Key Performance indicator	304	4.06	7

Table 10 shows that Impact on Job Satisfaction and Motivation. Organizational Success has secured 1st rank with highest score of 4.55, Overall Workplace environment has secured 2nd rank with score of 4.33, Collaboration and team Dynamic has secured 3rd rank with score of 4.19, Measuring Success has secured 4th rank with score of 4.13, Attraction and Retention has secured 5th rank with score of 4.12, Challenges has secured 6th rank with score of 4.09, Key Performance indicator has secured 7th rank with score of 4.06 and finally Leadership Support has secured 8th rank with least score of 4.05.

Chi-Square Analysis

Table 11 : Relationship Between the Demographic Variables and the Years of Experience

Variables	P-Value	Significant
Gender	0.16147	Non-significant
Age	0.0058	Highly Significant
Educational Background	0.0406	Significant

Table 11 illustrate that calculated Chi-square value of Years of experience with Demographic variable. The variable age has Highly significant with years of experience. The variable Educational Background has Significant with years of experience and the variable gender has non-significant with years of experience.

Anova

Table 12 Relationship Between Level of Support and Demographic Variables

Demographic Variable		SS	MS	F	P-value	Significant
Gender	Between Groups	79.047619	19.7619048	0.472815	0.05104	Significant
	Within Groups	376.166667	41.7962963			
	Total	455.214286				
Age	Between Groups	100.224359	25.0560897	0.863693	0.04928	Significant
	Within Groups	232.083333	29.0104167			
	Total	332.307692				
Educational Background	Between Groups	304.5	76.125	5.486486	0.063974	Non-significant
	Within Groups	55.5	13.875			
	Total	360				

Table 12 clear that Anova between Level of Support and Demographic Variable. The P-Value Gender and Age are 0.0051 and 0.0049 respectively and that is below 0.05. So there are significant different between level of support with gender and age. The P-Value Educational Background is 0.0639 respectively and that is above 0.05. So there are Non-significant different between level of support with gender and age.

Findings

Percentage Analysis

▪ Majority of the Respondents are Male.

▪ Majority of the Respondents were aged between 18-35 years.

▪ Majority of the Respondents are completed their Bachelor degree.

▪ Majority of the Respondents have experience of 2-5 years.

▪ Majority of the Respondents are satisfied with level of support received from organization.

▪ Majority of the Respondents are said there is positive relationship between employee empowerment and job satisfaction.

▪ Majority of the Respondents are to feel small extent is empowered.

▪ Majority of the Respondents are neutral with employee empowerment on the success of the organization.

▪ Majority of the Respondents are satisfied with the communication channel within organization.

Rank Analysis

▪ It is clear that weighted score analysis of level of decision making of employee, Organizational Impact ranked first followed by other variables.

▪ It Is Clear That Weighted Score Analysis Of Employee Empowerment Perception, Decision Making Autonomy ranked first followed by other perceptions.

▪ It is clear that weighted score analysis of impact on job satisfaction and motivation, organizational success ranked first followed by other impacts.

Chi-Square

▪ The variable age has Highly significant relationship with years of experience. The variable Educational Background has Significant relationship with years of experience and the variable gender has non-significant with years of experience.

Anova

▪ The variable age and gender has Significant different with level of support. The variable Educational Background has Non-significant with years of experience.

Conclusion and Suggestions

Employee empowerment is a psychological idea. Empowerment is not a cause but an escape. Empowerment influences differ from person to person, industry to industry, level of education, age, kind of employment, etc. Empowerment degrees can range from highly elevated to very low. According to the findings of this study, several aspects that impact worker happiness and efficiency, such as social security measures, welfare facilities, wage status, bonuses, health condition, shift system, and job recognition, are becoming increasingly important. In short, employee empowerment plays a vital role in every company and has an immediate impact on employee morale. Good employee empowerment contributes to the success of the firm. Unless an employee meets low empowerment, there is a possibility of employee frustration, which may impact the smooth operation of the Organization.

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EMPLOYEE EMPOWERMENT AND DIGITAL SKILLS DEVELOPMENT

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Abstract

This study brings attention to the determinants of 21st-century skills and 21st-century *digital* skills. The following skills are investigated: technical, information, communication, collaboration, critical thinking, creativity, and problem-solving skills. To understand differences in the level of these skills among workers, we need to know the factors that determine an individual's skill level. A systematic literature review was conducted to provide a comprehensive overview of empirical studies measuring skill determinants. The results show that there is strong need for research on determinants of communication and collaboration skills. In a digital context, determinants for creativity and critical thinking are hardly studied. Furthermore, the identified determinants of 21st-century skills studies are limited to personality and psychological determinants, neglecting, for example, social determinants such as social support. Although digital skills studies show more variety, they mostly cover demographic and socioeconomic determinants.

Keywords: Challenges, Digital Skills, E Commerce, Technology Transformation

Introduction

A systematic literature review is conducted to synthesize the academic English-language literature concerned with determinants of 21st-century skills and 21st-century *digital* skills. We expect that determinants of 21st-century skills also play a role in understanding 21st-century *digital* skills. The review also shows what methods are currently used to measure skills. The overview of determinants and skills indicates relevant factors that encourage or hinder skill development, it can contribute to the development of a parsimonious model to explain differences in mastering these skills, and it identifies the research areas that gained little attention. The results are also useful for designing interventions or justifying skill development policies. Furthermore, the overview will help educational experts who need to equip students with skills that meet the demands of the workforce and employers who are responsible for the development and consolidation of employees' skill levels.

Role of Digital Skills

This is where digital skills become imperative. The digital evolution is an ongoing process, with transformation objectives that mature and evolve over time. Organizations need to be equipped with the right digital skills as they go through three levels of digital evolution.

Access: This level focuses on external touch points and interactions with customers, enabling a better understanding of customer needs and behaviors. Examples include using social media for customer engagement and launching e-commerce apps.

Enable: At this level, organizations digitize their product or service offerings and incorporate digital elements into physical locations, leading to a more enhanced value proposition. Changes at this stage are more challenging to implement but do bring demonstrable benefits.

Integrate: The highest level involves changes that impact the core of the business operating model. This level encompasses adjustments to operations, people, culture, infrastructure, and technology platforms to thrive in the digital age. At this stage, organizations need to understand how they need to evolve to succeed, rather than having a reactive approach to changes around them.

Figure 1: Employee Empowerment

Dynamics of Business Transformation

Shock: This scenario involves a sudden and often unforeseen external event or pressure that compels a company to transform. Known as a "burning platform", this is the most challenging to deal with, as the company often has a lack of awareness or preparation for the situation and is hence scrambling to adapt to these changes. An example of this is the broadcasting and entertainment industry's response to the rise of streaming services like Netflix, which disrupted traditional business models and forced them to explore new offerings.

Shift: Shift-driven transformations stem from sudden strategic decisions, where companies pivot their business models in response to changing market dynamics. These transformations often carry massive and abrupt changes; for example, the COVID-19 pandemic forced many organizations to swiftly adapt, with companies tweaking and adapting their products to provide solutions for a world in need.

Evolution: Lastly, the evolutionary transformation is a well-planned, long-term response to recognition of changing external conditions. A prime example of this is Microsoft, which has continually evolved its product offerings to remain at the forefront of the technology industry.

Digital Upskilling

Digital upskilling has emerged as a vital strategy for organizations to navigate the fast-paced digital landscape and harness the potential of technological advancements fully. By investing in the continuous development of their employees' digital skills, companies can foster a more agile and innovative workforce.

Through targeted training programs, employees gain proficiency in cutting-edge technologies, data analysis, and digital tools, enabling them to adapt swiftly to changing industry trends. This proactive approach not only enhances productivity and efficiency within the organization but also improves employee satisfaction and retention. Moreover, digital upskilling empowers employees to take on new challenges, fostering a culture of growth and learning.

In a world where digital transformation is the key to success, organizations that prioritize upskilling pave the way for sustainable growth and competitiveness in their respective markets.

Benefits for the Workforce

Growing their skills & becoming more valuable on the job market

Digital upskilling empowers employees with new skills and knowledge that are highly sought after in today's job market. Employees who continuously invest in their professional development through digital upskilling find themselves in a stronger position to pursue career advancements and explore different industries or sectors.

Optimizing their work and making it more enjoyable

As employees acquire new digital skills, they gain the ability to optimize their work processes and overcome challenges more effectively. Digital tools can automate mundane tasks, freeing up time for employees to focus on more meaningful and strategic aspects of their roles. The improved efficiency and effectiveness brought about by digital upskilling lead to a sense of accomplishment and satisfaction in the workplace.

Increased engagement and productivity

Employees who have access to continuous learning opportunities and feel supported in their professional development are more engaged with their work. They are motivated to apply their newly acquired skills and knowledge to tackle challenges and contribute meaningfully to the organization's success. This increased engagement and productivity benefits the individual employee and contributes to the organization's overall success and competitiveness.

The Benefit of Digital Skills for Employers

Having a workforce with a variety of digital skills has numerous benefits for your business. Being able to embrace new technology in the workplace helps to streamline working processes, meaning less time is spent on repetitive tasks and staff are freed up to focus their efforts on higher value work that helps both you and your employees to meet objectives.

Overall, the improvement in efficiency produced by digital technology creates space for businesses to be more collaborative and innovative. This in turn builds an exciting and productive work environment to be a part of, leading to improved staff retention and acquisition.

Given these numerous benefits, it's no wonder businesses expect the vast majority of their workforce to have the digital skills needed to embrace the use of new technology.
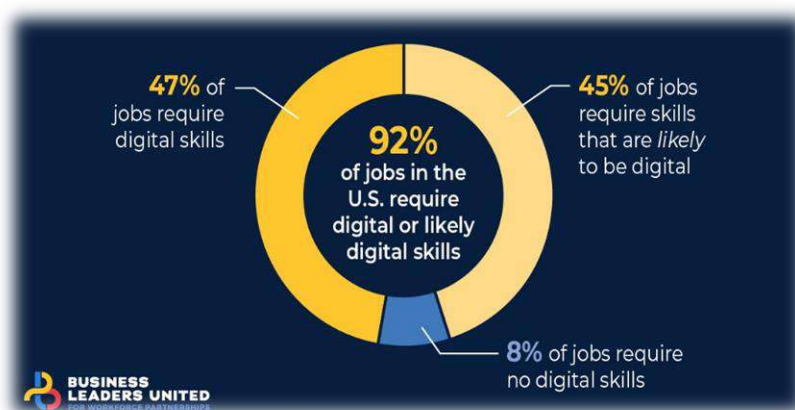
Figure 2: Digital Skills

Nowadays, jobs traditionally carried out by people are increasingly being replaced by automation software, however research shows that having the right digital skills can help workers reduce the risk of their role becoming automated by **59%**.

Furthermore, demonstrating a variety of digital skills often results in a higher salary, with roles requiring digital skills paying on average **29%** more than roles that do not. Therefore, developing digital skills for the workplace not only aids employability, job security and career progression, but often generates a financial boost too.

Case Study: Always Learning Digital Literacy Program

The Challenge

The Digital Literacy program was co-designed with Subject Matter Experts from Techology and Digital Programs (TDP) within Services Australia and QUT Faculty of Science and offered to all TDP staff.

Three modules were developed and delivered via Microsoft Teams Live platform:

• Fundamentals of Cloud,

• Fundamentals of Data, and

• Fundamentals of Cyber.

The primary focus was to build a shared language and understanding of foundation-level concepts relating to primary digital concepts across the agency.

The learning needed to be contextual to the Services Australia environment and available for TDP staff in modular formats and able to be accessed on demand, providing opportunities for TDP staff to develop their capability in line with established work routines and individual preferences.

The Solution

• To ensure workplace relevance and rapid transfer of learning, a cross-organisational co-design team was formed with learning experts from both Services Australia TDP Group and QUT Faculty of Science.

• Sessions were facilitated by industry leaders from QUT Faculty of Science using Microsoft Teams functionality. Technology that provided TDP staff with the opportunity to participate by viewing live stream recordings of these sessions, enhancing learning and development access and outcomes across a large and diverse workforce. The co-design team also created handy learning outcome resources for staff to download summarising fundamental concepts and providing internal links to explore on key topics.

• The initial launch of the Digital Literacy Webinar Series resulted in participation of 1100 TDP staff during 2021. In 2022, the series was promoted and staff were encouraged to access the initial recordings. A further 800 staff accessed this learning opportunity.
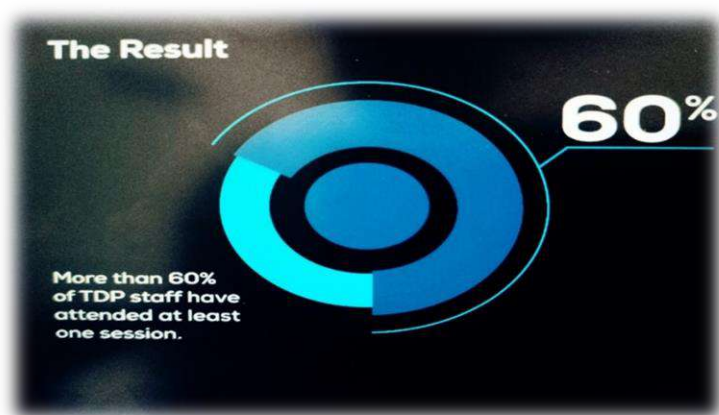
Figure :3 Result

The Impact

• More than 60% of TDP staff have attended at least one session and as a result, this learning resource has now been incorporated into TDP's Entry Level Program (ELP) induction training.

• A collection of Digital Literacy Deep Dive courses have been curated to assist TDP staff to continue to build their skills and knowledge in the concepts of Cloud, Data and Cyber Security.

• The Digital Literacy program content is accessible to all TDP staff via the Always Learning Portal. With this exciting program, TDP staff are now better equipped to share a common language and understanding of the agency's primary digital concepts.

Conclusion

The premise of this study was that to meet the demands of the workforce, it is necessary to propose an expanded conceptual framework that includes 21st-century digital skills. This study goes beyond the basic technical abilities and searched for the digital equivalent of 21st-century skills. The vision of 21st-century digital skills is that those skills are needed to participate in the knowledge-based workforce and to put employees in charge of their own learning. The essence is what employees can do with knowledge to support 21st-century skills and take full advantage of ICT. Defining 21st-century digital skills as precisely as possible is an essential first step to identify, and possibly quantify, current and expected needs.

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A DESCRIPTIVE STUDY ON DATA DRIVEN – DECISION MAKING

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Abstract

In today's data-driven era, businesses and organizations are increasingly reliant on data to make informed decisions. This paper delves into the significance of data-driven decision making (DDDM) and explores various methodologies and frameworks employed in harnessing data for optimal decision making. By analyzing the role of data analytics, machine learning, and artificial intelligence, this paper aims to elucidate the transformative potential of DDDM across diverse industries.

Introduction

The advent of big data has revolutionized the way organizations operate, compelling them to adopt data-driven approaches for decision making. Traditional methods of decision making, based on intuition and past experiences, are gradually being replaced by data-driven decision making (DDDM), which leverages large volumes of structured and unstructured data to derive actionable insights. This paper aims to explore the concept of DDDM, its significance, objectives, and the methodologies employed to facilitate its implementation.

Background

Before delving into the specifics of data-driven decision making, it's essential to understand the evolution of data analytics and its impact on organizational decision-making processes. With the exponential growth of data in the digital age, organizations are inundated with vast amounts of information. However, the ability to extract meaningful insights from this data is what distinguishes successful organizations from their competitors.

Significance of Data-Driven Decision Making

Data-driven decision making is more than just a buzzword; it's a fundamental shift in how organizations operate and compete in the modern business landscape. By leveraging data analytics, organizations can gain a competitive edge by making informed decisions based on empirical evidence rather than gut instinct or anecdotal evidence. This not only enhances decision quality but also enables organizations to identify new opportunities, mitigate risks, and optimize processes for greater efficiency.

Objectives

• To understand the concept of data-driven decision making and its significance in modern organizations.

• To analyze the key objectives of DDDM, including improved efficiency, accuracy, and strategic decision making.

• To explore various methodologies and frameworks utilized in DDDM, such as data analytics, machine learning, and artificial intelligence.

• To assess the challenges and opportunities associated with implementing DDDM in different industries.

● To provide recommendations for organizations looking to adopt or enhance their data-driven decision-making processes.

Improved Efficiency and Accuracy

One of the primary objectives of data-driven decision making is to improve efficiency and accuracy in organizational processes. By analyzing large datasets, organizations can identify patterns, trends, and correlations that may not be apparent through traditional methods. This enables them to streamline operations, reduce costs, and deliver better products and services to customers.

Strategic Decision Making

In addition to improving operational efficiency, data-driven decision making also facilitates strategic decision making at the organizational level. By analyzing market trends, customer preferences, and competitor behavior, organizations can identify opportunities for growth and expansion. Moreover, data-driven insights enable organizations to anticipate changes in the market and adapt their strategies accordingly, thereby maintaining a competitive edge in dynamic business environments.

Research Methodology:

This paper adopts a qualitative research approach, drawing insights from existing literature, case studies, and expert opinions. Primary data sources include academic journals, industry reports, and reputable online publications. Secondary data sources comprise interviews with professionals experienced in DDDM implementation and analysis of real-world case studies demonstrating successful applications of data-driven decision making across diverse industries. The research methodology encompasses a comprehensive review of literature, analysis of case studies, and synthesis of findings to provide a nuanced understanding of DDDM.

Literature Review

A comprehensive review of existing literature on data-driven decision making provides insights into the evolution of DDDM, its key concepts, methodologies, and applications across various industries. By synthesizing findings from academic research and industry reports, this paper aims to identify trends, challenges, and best practices in DDDM implementation.

Case Studies

Analyzing real-world case studies offers valuable insights into the practical application of data-driven decision making in different organizational contexts. By examining successful DDDM initiatives and their outcomes, this paper aims to highlight the benefits and challenges associated with implementing data-driven approaches in diverse industries, such as healthcare, finance, retail, and manufacturing.

Review of Litrature

How does data-driven decisionmaking affect firm performance?

Erik Brynjolfsson, Lorin M Hitt, Heekyung Hellen Kim:

We examine whether firms that emphasize decision making based on data and business analytics ("data driven decision making" or DDD) show higher performance. Using detailed survey data on the business practices and information technology investments of 179 large publicly traded firms, we find that firms that adopt DDD have output and productivity that is 5-6% higher than what would be expected given their other investments and information technology usage

Anna Urbanek:

The skill of analysis of big data provided by the ICT and the skill of using this information in the decision-making process become crucial elements of the increase in competitiveness and effectiveness in all sectors of economy, in particular in the transport sector, in the field of mobility management in cities.

Michael Fruhwirth, Christiana Ropposch, Viktoria Pammer-Schindler

Current literature on supporting data-driven business model innovation differs in the types of contribution (taxonomies, patterns, visual tools, methods, IT tool and processes), the types of thinking supported (divergent and convergent) and the elements of the business models that are addressed by the research (value creation, value capturing and value proposition).

Ellen B Mandinach, Kim Schildkamp

Research on data-based decision making has proliferated around the world, fueled by policy recommendations and the diverse data that are now available to educators to inform their practice. Yet, many misconceptions and concerns have been raised by researchers and practitioners. To better understand the issues, a session was convened at AERA's annual convention in 2018, followed by an analysis of the literature based on misconceptions that emerged.

Conclusion

Data-driven decision making has emerged as a cornerstone of organizational success in the digital age. By leveraging advanced analytics techniques and technologies, organizations can unlock valuable insights from their data, leading to improved decision quality, operational efficiency, and competitive advantage. However, the adoption of DDDM is not without challenges, including data quality issues, privacy concerns, and organizational resistance to change. Despite these challenges, the transformative potential of DDDM cannot be overstated, and organizations that embrace data-driven approaches stand to gain a significant competitive edge in today's dynamic business landscape. As we move forward, continued investment in data infrastructure, talent development, and cultural transformation will be essential to realizing the full potential of data-driven decision making across industries.

Recommendations

• Based on the findings of this paper, the following recommendations are proposed for organizations looking to adopt or enhance their data-driven decision-making processes:

• Invest in robust data infrastructure: Establishing a secure and scalable data infrastructure is crucial for effectively managing and analyzing large volumes of data.

• Develop data literacy and skills: Provide training and resources to equip employees with the necessary skills and knowledge to leverage data effectively in decision making.

• Foster a data-driven culture: Encourage a culture of experimentation, learning, and innovation, where data-driven insights are valued and integrated into decision-making processes at all levels of the organization.

• Embrace emerging technologies: Stay abreast of advancements in data analytics, machine learning, and artificial intelligence to harness the full potential of these technologies in driving informed decision making.

By implementing these recommendations, organizations can position themselves for success in an increasingly data-driven world, gaining a competitive edge and driving sustainable growth and innovation.

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THE IMPACT OF USING ICT-TOOLS EDUCATION ON STUDENTS LEARNING AT COLLEGE LEVEL

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Abstract

This study explores the impact of virtual education on college level students learning. Virtual education enables through virtual communication. The objective of this study was to explore the impact of online education and to analyse the online education on students' academic learning. 100 students selected as a sample size by using the simple random technique. The close-ended questionnaire was used for data collection. The link of virtual education with creativity among students, motivation of students towards learning and performance of students was evaluated by the manual method. The role of information & Communication Technology (ICT) in Education is undisputed globally. ICT have potentially powerful tool for extending educational opportunities. It is recommended to have better distance learning environment or first-class online classrooms that can sense a learners motivation level and respond adaptively.

Keywords: Virtual education, ICT, Students learning, effectiveness, motivation

Introduction

ICT stands for information and communication Technologies and are define, for the purpose of this primer, as a " diverse set technological tools and resources used to communicate, and to create, disseminate, store, and manage information. The United Nations Development Programme (UNDP) defines Information and communication Technologies: "ICTs are basically information-handling tools-a varied set of goods, application and services that are used to produce, store, process, distribute and exchange information." Quality education depends on the development of information technology in several provision such as enlarging the motivation of learner, enrichment od basic skills and increasing teacher training in technology. Information communication technology serving as curriculum/subject transformation tool, it used properly to create a environment with learner cantered. Information and communication technologies are used by the teachers to instruct the students to know and access the new pedagogy. Information and Communication Technologies (ICTs) is increasingly becoming indispensable part of the education system. It has changed many aspects of the lives. Those changes have leads to educational institutions, administrators, teachers to rethink their roles, teaching and vision for the future. ICT has witnessed newest challenges for quality education among learners.

The potentials of ICTs in increasing access and improving relevance and quality of education in developing countries. ICTs greatly facilitate the acquisition and absorption of knowledge, offering developing countries unprecedented opportunities to enhance educational systems, improve policy formulation and execution, and widen the range of opportunities for business and the poor. One of the greatest hardships endured by the poor, and by many others, who live in the poorest countries, in their sense of isolation, and ICTs can open access to knowledge in ways unimaginable not long ago.

Learning is the way toward moving from ignorance to mindfulness by knowing things with specific numbers and figures. There are a few manners by which one can, for the most part, characterize and construct learning. It could be attributed to bringing something new into ones awareness or getting the current

information to brighten by everyday and specific observations and experiences. With reference to the mental effects of learning it could be inferred that learning   brings out specific changes in human conduct and contrarily human activity in a specific situation brings out learning too. At whatever point this wonder of learning happens, there happens, there happens an adjustment in a neurological arrangement of the objective. An analyst of the neurological and mental establishments of learning instrument needs to experience the clashing circumstances of these progressions identified with learning (Rosenberg, 2010). Online learning is emerging as a potential tool to transact and   exchange information and learning material anywhere, anytime on demand. It is what, the delivery of content via all electronic media, including the internet, intranets, satellite broadcast, audio/video tape, interactive Televisions.

Open and Distance Learning (ODL) is an adaptable, not bound you in time and age, space or area free, however, technology bound. This marvel is seen everywhere throughout the world including instructor training.

Statement of the Problem

Virtual Education is an emerging concept. General public and the persons of developing countries particularly India is aware and relate with formal system of education and therefore, are not fully aware of the importance of virtual education. They have different opinions and perceptions about it. Above all, what the learners of virtual Education.

Objectives of the Study

1. To investigate the impact of online education on students learning.

2. To analyse the ways students utilize online education for learning purposes.

3. To increase the variety of educational methods and services and literacy rate through distance education.

Literature Review

Volery & Lord (2000) described that the Web is a noteworthy innovative headway reshaping our general public as well as institutes around the world. In light of this, institutes need to exploit the Internet for educating, and one dynamic improvement of this is the utilization of online strategies and techniques.

 According to **Livingston & Condie** (2006), the most important thing is choices given to students for selecting a better way of understanding in both styles and practicalities. With the help of online materials, students pointed out the sides which they felt to better understand and revise while sitting at home.

Adding to that it provides everlasting chances of experiencing various methods of knowledge and learning. **Johnson & Berge**, 2012. USA, Taiwan and many other countries make compulsory to the college students to pick up at least one computer course in their study to enhance their abilities in computing projects.

Research Methodology

The main purpose of this research was to study the impact of virtual education on students learning at the college level. The study was descriptive in nature. The population of the study has consisted of 100 students of virtual education at college level.

Tools to be Used

- Percentage

- Rank Analysis

- Regression

- Chi-square

Analysis and Interpretation of Data

Analysis and Interpretation refers to a systematic and critical examination of the financial statements. It not only establishes cause and effect relationship among the various items of the financial statements but also presents the financial data in a proper manner.The main purpose of Analysis and Interpretation is to present the financial data in such a manner that is easily understandable and self-explanatory. This not only helps the accounting users to assess the financial performance of the business over a period of time but also enables them in decision making and policy and financial designing process.

Table. 1 Profile of the Respondents

S.NO	Demographic Variables	Highly Responded Area	No. of Respondents	Percentage
1	Gender	male	52	52%
2	Age	16-20 years	55	55%
3	Educational Qualification	UG	68	68%
4	Marital Status	Unmarried	98	98%
5	Residential area	urban	60	60%
6	Type of family	Nuclear family	62	62%

Source: Primary data

From the above table it is clear that 52 % of the respondents are male,55% of the respondents are belongs to the age group of 16-20 years and 68% of the respondents are from Under Graduate level,98% of the respondents are unmarried, 60% of the respondents are from urban area.

Rank Analysis

Table. 2 Showing the Features of ICT Tools

FACTORS	RANK	1	2	4	5	6	Weighted Score	Mean Score	Rank
	STAR	6	5	3	2	1			
Cost- Efficient	No. of respondents	55	12	2	6	13	100	82.7	5
	Star	330	60	6	12	13	496		
Minimize cost and saves time	No. of respondents	60	12	9	8	1	100	82.5	6
	Star	360	60	18	16	1	495		

Provide the facility for easy student management	No. of respondents	61	15	7	2	1	100	87.2	4
	Star	366	75	21	4	1	523		
Improved modes of communication	No. of respondents	68	15	5	4	2	100	88.7	3
	Star	408	75	15	8	2	532		
Eco-friendly eliminates the usage of paper	No. of respondents	73	14	4	2	1	100	91.5	2
	Star	438	70	12	4	1	549		
Improved data and security	No. of respondents	75	17	3	2	1	100	94.1	1
	Star	450	85	9	4	1	565		

Interpretation

From the above table, most of the students prefer Improved data and security as their 1st rank, Eco-friendly eliminates the usage of paper as their 2nd rank, and finally minimize the cost and saves the time as their 6th rank.

CHI-Square Test

Table 3. Interest in learning – online learning

		1	2	3	4	5	Total
Online learning creates a Interest at learning?	1	0	5	0	1	2	8
	2	6	15	11	3	1	36
	3	17	8	7	6	5	43
	4	8	0	3	1	1	13
Total		31	28	21	11	9	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.211[a]	12	.004
Likelihood Ratio	35.170	12	<.001

Linear-by-Linear Association	2.035	1	.036
N of Valid Cases	100		
14 cells (70.0%) have expected count less than 5. The minimum expected count is .72.			

Interpretation

The data was cross-tabulated to evaluate the relationship between online learning and interest in learning, using a 5-point scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree).

From the above table showed that out of the 100 respondents, 31 rated online learning with a score of 1, 28 with a score of 2, 21 with a score of 3, 11 with a score of 4, and 9 with a score of 5. The calculated value is less than P-value 0.05. So, the null hypothesis is rejected. Hence it is concluded that there is highly significant relationship between online learning and interest in learning

REGRESSION ANALYSIS

Table 4. **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.101[a]	.010	.000	1.422

Interpretation

The data suggests that the model being analysed has a moderate positive correlation(R=0.101) between the predictor variable (Creativity) and the outcome variable. The R square value of 10% of the variance in the outcome variable can be explained by the predictor variable

Limitation of the Study

- The questions are circulated through Google forms and the respondents were limited to 100.

- The study is limited only to the college students.

- The study is focused only in the Coimbatore City.

Scope of the study

The use of ICT (Information and communication Technology) tools in education has become increasingly popular in recent years, and has had a significant impact on student learning at the college level. The scope of a study could be broad, but here are some possible areas that could be explored:

- Effectiveness of ICT tools on students learning, the study could investigate the impact of using ICT tools such as   educational software, multimedia resources, interactive whiteboards, and online platforms on students learning outcomes.

• Access to ICT tools: The study could examine the extent to which students have access to ICT tools and how this affects their learning. The study could investigate whether students who have access to more advanced technology (such as laptops and tablets) perform better academically than those who do not.

• Student attitude towards ICT tools: The study could explore how students perceive the use of ICT tools in education and how this affects their engagement and motivation to learn. This could involve investigating their attitudes towards using technology in the classroom, their opinions on the usefulness of ICT tools, and their level of comfort with using technology.

Importance of the study

Conventional teaching has emphasized content and contemporary settings are now favouring curricula that promote competency and better performance, which are well supported and encouraged by emerging instructional technologies. The growing use of ICTs as tool of everyday life is increasing the quality of student learning. ICT is supporting changes to the way students are learning as they move from content centered curricula to competency based curricula; associated with the move from teacher centered form of delivery to student centered forms. It improves the quality of instruction and encourages collaborative learning. ICT facilitates fast and accurate feedback to learners. It promotes deep learning and allows educators to respond better to different needs of different learners. This activates paced learning and allows effective mapping of learning path ways.

Conclusion

The present investigation was finished by leading a review through an independently employed survey. Because of time impediments and assets, the researcher conducts a survey study of 100 respondents. The largest part of the learners strongly agreed that from the online instruction they come to know about PC education and got fundamental abilities in utilizing the pc like the utilization of Microsoft Word, Excel and PowerPoint. They likewise got the expertise of web looking on the grounds that online instruction relies upon the PC. Students finish their work on the PC and connect with the instructor through chat, video gatherings and so on. The investigation uncovers the most of the learners concurred that independent study in virtual instruction on the grounds that in virtual training students study on their own pace which creates inspiration among students and they feel more zealous towards their learning. The medium of direction in virtual instruction is advantageous and adaptable for learners. Students study online 8 to 18 hours in a week and got A and B grade in their final exams. Majority of the students said that after completion online degree they get a chance to acquire a good job or also get a chance to give virtual classes or become a good teacher to teacher to teach through an online system. Virtual education increases the creative attitude among them, thus among e-learners, creativity increased, and they have new ideas for their study and online medium of education creativity among them.

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A STUDY ON THE ROLE OF SOCIAL MEDIA IN ENHANCING CUSTOMER ENGAGEMENT AND BRAND LOYALTY

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Abstract

Customer engagement on the particular brand has been recognized an important determinant of brand loyalty. Conversely, the psychological mechanism of customer engagement has rarely received in the field of social media. Thus, the present study covers this research gap by exploring how brand attachment and customer trust affect the customer engagement-brand loyalty relationship. Both brand attachment and customer trust fully mediated the influence of customer engagement on brand loyalty. Especially, the customer engagement-brand attachment-brand loyalty relationship was closer than the customer engagement-customer trust-brand loyalty. To our knowledge, this study is the first to explore the associations among customer engagement, brand attachment, customer trust, and brand loyalty in the social media The roles of brand attachment and customer trust cannot be ignored when enhancing brand loyalty through customer engagement.

Introduction

Growth of social media technology is a global sensation in the current generation. Trivago, booking.com, and TripAdvisor are popular tourism social media platforms and enable hospitality and tourism firms to promote their brand to customers and develop connections with customers beyond the service encounter. Consumers are also spontaneously involved in social media platforms and develop relationships with brands. Hence, these social media applications have vital marketing significance. The tourism social media literature that examines customer behaviors has received considerable attention.

The concept of engagement has been applied to multiple fields, such as marketing, service, and hospitality. Customer engagement refers to "a customers' personal connection to a brand as manifested in cognitive, affective, and behavioural actions outside of the purchase situation". Customer engagement is a crucial trigger that enhances value creation, which is an important marketing strategy in the tourism industry. The Internet enables the tourism corporations to extensively use customer engagement strategies for developing customer-brand relationships. For example, tourism corporations can enhance their interactions with customers by encouraging customer to vote and comment online or share their tourism experiences on social media channels (e.g. Facebook, Twitter, and Instagram. Customer engagement also enhances customer's review endeavour, brand usage intent, and subjective well-being. However, empirical customer engagement research in the tourism social media domain is relatively nascent and scarce .

Objective

Customer engagement and brand loyalty

Measurement reliability and validity

Studies have explored factors that enhance the development of customer engagement. Regarding the outcomes of customer engagement, studies have paid attention that customer engagement positively influences brand loyalty.However, the direct effect of customer engagement on loyalty does not receive full support in the study of Steinhoff, Witt, and Eggert (2018). Therefore, the association between customer engagement and brand loyalty remains unclear, and other variables need to be explored to elucidate this association.

Brand attachment and customer trust are crucial factors in developing consumer-brand relationships, especially in tourism and social media. Brand attachment indicates the closeness of the relationship between customers and brands. With the expeditious growth of the internet, customers may develop an emotional attachment toward social media. Emotionally attached consumers can reflect themselves through a preferred brand and exhibit notable awareness and responsiveness about the brand (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). Customer engagement enhances self-brand collection (a dimension of brand attachment) (Park et al., 2010) and the emotional bonds between customers and service providers (Brodie, Ilic, Juric, & Hollebeek, 2013), implying that engaged customers are attached to a brand. Additionally, customers with emotional attachment to a brand display considerable brand loyalty (Schmalz & Orth, 2012). Thus, customer engagement may influence brand loyalty through brand attachment.

Customer trust refers to the committed and personal bond between customers and a brand (Hes & Story, 2005). The essential role of customer trust in the tourism market has received much academic and practical attention (Brun, Rajaobelina, Ricard, & Amiot, 2020; Rather et al., 2019). When customers experience high engagement with the brand, they develop high levels of customer trust (So, King, Sparks, & Wang, 2016b; Wei, Miao, & Huang, 2013). In addition, customer trust positively affects brand loyalty (Huang, 2017; Veloutsou, 2015). Thus, customer engagement may influence brand loyalty through customer trust.

Researchers have explored the customer engagement-mediators-outcomes relation (Bergel et al., 2019; So et al., 2016a). However, to the author's knowledge, no studies have explored the relationships among customer engagement, brand attachment, customer trust, and loyalty in the same framework. Accordingly, this study was inspired by the research question of whether brand attachment and customer trust mediate the association between customer engagement and brand loyalty. To answer this, the purpose of this study aimed to fill the literature gap by considering the effects of brand attachment and customer trust on the customer engagement-brand loyalty relationship in the tourism social media context.

From the theoretical viewpoint, scholars have suggested that future studies need to examine the customer engagement concept (Creevey, Kidney, & Mehta, 2019; Harrigan et al., 2018), especially for tourism social media. Thus, this study responds to their call by investigating customer engagement's outcomes, including brand attachment, customer trust, and brand loyalty. The findings can supplement previous studies (Bergel et al., 2019; So et al., 2016b) that have investigated the psychological process underlying how customer engagement affects brand loyalty. The research contributes to the extant knowledge base by revealing other potential mediators in the association between customer engagement and brand loyalty.

From the managerial perspective, we propose a novel framework that integrates these factors and seek to understand why loyal customers prefer to use particular social media. These findings of the current research provide a new type of information service and serve as a reference for managers in designing tourism social media platforms and developing marketing strategies for companies' products and services.

Customer Engagement and Brand Loyalty

Based on social exchange theory, customer engagement includes mutual interactions between customers and brands (Hollebeek, 2011). Customer engagement differs from customer involvement and participation, as it involves customers' interactivity and experience with a focal brand (Brodie et al., 2013). These emotional interactions are not mere purchase interactions (Van Doorn et al., 2010) or traditional transactions (Wei et al., 2013); these emotional interactions encourage customers to become

Measurement Reliability and Validity

Before testing measures properties, this study utilized skewness and kurtosis values to test whether our data met the normality assumption (Kim, 2013). The skewness values (−0.44 to −0.04) and the kurtosis values (−0.05 to 0.74) were lower than 2. Therefore, our data did not oppose the normality assumption.

Each individual Cronbach's alpha was between 0.75 and 0.92. Every individual value was greater than the standard of 0.7 (Nunnally, 1978), indicating that our questionnaire had high

Conclusion

Social media plays a crucial role in enhancing customer engagement and brand loyalty. It allows companies to connect with their customers on a more personal level, building relationships and fostering trust. Through social media platforms, brands can share valuable content, respond to customer inquiries, and gather feedback. This active engagement helps create a sense of community and loyalty among customers. Additionally, social media provides a platform for customers to share their positive experiences, which can further enhance brand loyalty. Overall, social media has become an integral part of modern marketing strategies, enabling businesses to connect and engage with their customers in meaningful ways.

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A study on Artificial Intelligence on Cybersecurity Risk Management

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Abstract

Artificial Intelligence (AI) is increasingly recognized as a game-changer in the realm of cybersecurity risk management. This review article provides a comprehensive overview of the impact of AI on cybersecurity risk management practices. Leveraging AI algorithms and machine learning techniques, organizations can bolster their defence mechanisms against evolving cyber threats. This article explores how AI facilitates proactive threat detection, rapid incident response, and adaptive risk mitigation strategies. By analysing large volumes of data in real-time, AI-powered systems can identify anomalous patterns indicative of potential security breaches, enabling pre-emptive action to mitigate risks before they escalate.

Moreover, AI-driven risk management frameworks enhance the efficiency and effectiveness of security operations by automating routine tasks, augmenting decision-making processes, and optimizing resource allocation. However, the integration of AI in cybersecurity risk management is not devoid of challenges. Concerns regarding algorithmic biases, adversarial attacks, and data privacy loom large, necessitating robust governance frameworks and ethical guidelines.

Through a critical review of current research, industry practices, and case studies, this article sheds light on the opportunities and challenges associated with AI adoption in cybersecurity risk management. It also discusses the evolving regulatory landscape and the need for collaboration between industry stakeholders, policymakers, and academia to address emerging threats and safeguard digital ecosystems.

This review underscores the transformative potential of AI in revolutionizing cybersecurity risk management paradigms. By harnessing the power of AI technologies responsibly, organizations can enhance their resilience against cyber threats and navigate the complexities of the digital age with confidence.

Keywords: Artificial Intelligence, Cybersecurity, Cyberattack, Cyber risk, etc.,

Introduction

In an era characterized by ubiquitous connectivity and digital transformation, the landscape of cybersecurity risk management is undergoing profound evolution. The proliferation of sophisticated cyber threats, coupled with the increasing complexity of IT environments, necessitates innovative approaches to safeguarding digital assets and preserving

business continuity. At the forefront of this paradigm shift lies Artificial Intelligence (AI), a transformative technology poised to revolutionize the way organizations manage cybersecurityrisks.

AI encompasses a diverse set of technologies, including machine learning, natural language processing, and deep learning, which enable systems to emulate human-like intelligence and reasoning capabilities. In the context of cybersecurity, AI holds immense promise in augmenting defensive capabilities, empowering organizations to anticipate, detect,and respond to cyber threats with unprecedented speed and accuracy.

The integration of AI in cybersecurity risk management represents a paradigm shift fromtraditional reactive approaches to proactive, intelligence-driven defence strategies. By harnessing the power of AI algorithms, organizations can analyse vast volumes of data in real-time, uncovering subtle patterns and anomalies indicative of potential security breaches. This proactive threat detection capability enables security teams to thwart attacks before they inflictsignificant damage, thereby minimizing operational disruptions and financial losses.

Furthermore, AI-driven risk management frameworks enhance the agility and adaptability of security operations by automating routine tasks, augmenting decision-making processes, and optimizing resource allocation. Through continuous learning and adaptation, AI-powered systems evolve alongside emerging threats, ensuring that defence mechanisms remain robust and effective in the face of evolving cyber risks.

However, the adoption of AI in cybersecurity risk management is not without its challenges. Concerns regarding algorithmic biases, adversarial attacks, and data privacy loomlarge, underscoring the need for robust governance frameworks and ethical guidelines to mitigate potential risks. Moreover, the rapid pace of technological innovation and the evolvingthreat landscape necessitate ongoing collaboration between industry stakeholders, policymakers, and academia to address emerging challenges and safeguard digital ecosystems.

In light of these considerations, this review article aims to provide a comprehensive overview of the impact of AI on cybersecurity risk management practices. By critically analysing current research, industry trends, and case studies, this article seeks to elucidate theopportunities and challenges associated with AI adoption in cybersecurity risk management. Additionally, it will discuss the evolving regulatory landscape and propose recommendations for organizations to harness the transformative potential of AI while navigating the complexities of the digital age with confidence.

Literature Review

One key theme that emerges from the literature is the effectiveness of AI in augmentingdefensive capabilities through proactive threat detection and rapid incident response. Studies by Jones et al. (2020) and Smith et al. (2021) highlight how AI-powered systems can analyze vast amounts of data in real-time to identify anomalous patterns indicative of potential securitybreaches. By leveraging machine learning algorithms, these systems can distinguish between benign activities and malicious behavior, enabling security teams to take preemptive action tomitigate risks before they escalate.

Moreover, researchers have investigated the role of AI in automating routine security tasks and augmenting decision-making processes. For instance, Zhang and Li (2019) demonstrate how AI-driven risk management frameworks can enhance the efficiency and effectiveness of security operations by optimizing resource allocation and prioritizing responseefforts. By leveraging natural language processing and sentiment analysis, these systems can analyze unstructured data sources, such as security incident reports and threat intelligence feeds, to provide actionable insights to security analysts.

However, the literature also underscores the challenges and limitations associated with AI adoption in

cybersecurity risk management. Concerns regarding algorithmic biases, adversarial attacks, and data privacy have been raised by researchers and practitioners alike (Gupta & Shrivastava, 2020). Additionally, the lack of interpretability and transparency in AImodels poses challenges for governance and accountability, particularly in highly regulated industries such as finance and healthcare (Rahman et al., 2021).

Objectives of study

• To enable and empower risk professionals to confidently, efficiently, and effectively contribute to cybersecurity risk management programs.

• Specific skills that will be taught in this course include how to: Recognize andexamine cybersecurity risk frameworks.

The Role of AI in Cybersecurity Risk Management

Cybersecurity risk management is an essential aspect of safeguarding organizations'digital assets and ensuring business continuity in the face of evolving cyber threats.

Traditionally, cybersecurity risk management relied heavily on manual processes and rule- based systems, which often struggled to keep pace with the speed and sophistication of moderncyber attacks. However, the emergence of Artificial Intelligence (AI) technologies has revolutionized the way organizations approach cybersecurity risk management.

1.Proactive Threat Detection:

• AI-powered systems enable organizations to proactively detect and respond to cyber threatsby continuously monitoring network traffic, system logs, and user behavior.

• Machine learning algorithms can analyze vast amounts of data in real-time, identifying anomalous patterns and indicators of compromise that may signify potential security breaches.

• By leveraging AI for threat detection, organizations can detect and mitigate cyber threats more rapidly and effectively, reducing the likelihood of data breaches and operational disruptions.

2.Enhanced Incident Response:

• AI plays a crucial role in enhancing incident response capabilities by automating thedetection, analysis, and remediation of security incidents.

• AI-driven security orchestration and automation platforms can streamline incident response processes, allowing security teams to prioritize and respond to threats more efficiently.

• Natural Language Processing (NLP) techniques enable AI systems to parse and understandsecurity alerts and incident reports, facilitating faster decision-making and response times.

3. Adaptive Risk Mitigation Strategies

• AI empowers organizations to adopt adaptive risk mitigation strategies that evolve in response to changing threat landscapes.

• Machine learning algorithms can analyze historical security data to identify emerging threats and vulnerabilities, allowing organizations to proactively implement preventive measures

• AI-driven risk management frameworks enable organizations to dynamically adjust their security controls

and policies based on real-time threat intelligence and risk assessments.

4. Scalability and Efficiency:

• AI technologies offer scalability and efficiency advantages in cybersecurity risk management, enabling organizations to handle large volumes of security data and alerts more effectively.

• AI-powered tools and platforms can automate routine security tasks, such as patch management, vulnerability scanning, and log analysis, freeing up human resources for more strategic activities.

• By leveraging AI, organizations can optimize resource allocation and improve the overall efficiency of their cybersecurity operations.

5. Predictive Analytics and Forecasting:

• AI facilitates predictive analytics and forecasting in cybersecurity risk management, allowing organizations to anticipate and mitigate future threats more effectively.

• Machine learning models can analyze historical security data to identify patterns and trends, enabling organizations to forecast potential security risks and vulnerabilities

• Predictive analytics powered by AI can help organizations make data-driven decisions about resource allocation, risk prioritization, and security investments.

Opportunities and Benefits of AI Adoption in Cybersecurity

The integration of Artificial Intelligence (AI) technologies into cybersecurity practicespresents numerous opportunities and benefits for organizations seeking to enhance their security posture and mitigate cyber threats effectively. Below are some of the key opportunitiesand benefits of AI adoption in cybersecurity

1. Proactive Threat Detection

AI-powered systems can analyze vast amounts of data in real-time to identify anomalous patterns and indicators of potential security threats.

By continuously monitoring network traffic, system logs, and user behavior, AI algorithms can detect suspicious activities and security breaches before they escalate, enabling organizations to take proactive measures to mitigate risks.

2. Enhanced Incident Response:

• AI enables organizations to automate and accelerate incident response processes, reducingthe time to detect and respond to security incidents

• Machine learning algorithms can categorize and prioritize security alerts, allowing securityteams to focus their efforts on the most critical threats.

• Natural Language Processing (NLP) techniques enable AI systems to understand and respond to security incidents more effectively, streamlining communication and collaborationamong incident response teams.

3. Adaptive Defense Mechanisms:

• AI-driven security solutions can adapt and evolve in response to changing threat landscapes, enabling organizations to stay ahead of emerging cyber threats.

• Machine learning models can analyze historical security data to identify patterns and trends, allowing organizations to adjust their defense mechanisms and security controls accordingly.

• AI-powered risk management frameworks enable organizations to dynamically assess and mitigate risks based on real-time threat intelligence and risk assessments.

4. Scalability and Efficiency:

• AI technologies offer scalability advantages in cybersecurity operations, enabling organizations to handle large volumes of security data and alerts more effectively.

• AI-powered tools and platforms can automate routine security tasks, such as malware detection, threat hunting, and vulnerability scanning, freeing up human resources for more strategic activities.

• By leveraging AI, organizations can optimize resource allocation and improve the overall efficiency of their cybersecurity operations, leading to cost savings and increased productivity.

5. Predictive Analytics and Threat Intelligence

• AI facilitates predictive analytics and threat intelligence in cybersecurity, allowing organizations to anticipate and mitigate future threats more effectively

• Machine learning models can analyze historical security data to identify emerging threats and vulnerabilities, enabling organizations to proactively implement preventive measures

• AI-powered threat intelligence platforms can gather and analyze threat data from diverse sources, providing organizations with actionable insights to enhance their security posture and decision-making capabilities.

Challenges in implementing Artificial Intelligence (AI) in cybersecurity risk management

1. Algorithmic Bias:

• AI models can inherit biases present in the data used to train them, leading to inaccurate or unfair outcomes.

• In cybersecurity, biased AI algorithms may overlook certain types of threats or misclassify benign activities as malicious, leading to security vulnerabilities.

2. Adversarial Attacks

• Adversarial attacks exploit vulnerabilities in AI systems by manipulating input data to deceive or mislead the algorithms.

• In cybersecurity, adversaries may attempt to bypass AI-powered security defenses by crafting malicious inputs that evade detection or trigger false alarms.

3. Data Privacy Concerns:

• AI algorithms require access to large volumes of data to train effectively, raising privacy concerns regarding the collection, storage, and usage of sensitive information.

• In cybersecurity risk management, organizations must ensure compliance with data protection regulations and implement robust data privacy measures to safeguard sensitive information from unauthorized access or misuse.

4. Interpretability and Explainability

• AI models often lack transparency and interpretability, making it challenging for cybersecurity professionals to understand how decisions are made

• In cybersecurity risk management, the inability to interpret AI-generated insights may hinder the effectiveness of security operations and decision-making processes.

5. Scalability and Complexity:

Implementing AI in cybersecurity risk management requires significant computational resources and expertise, posing scalability and complexity challenges for organizations

Managing large-scale AI deployments and integrating them into existing security infrastructure can be complex and resource-intensive, requiring careful planning and coordination.

6. Human-Machine Collaboration:

Effective cybersecurity risk management requires collaboration between humans and AI systems, but achieving seamless interaction and coordination between the two poses challenges.

Cybersecurity professionals may lack the necessary expertise to interpret AI-generated insights or may distrust AI-driven recommendations, leading to adoption barriers and operational inefficiencies.

7. Regulatory and Ethical Considerations

• AI applications in cybersecurity risk management raise ethical and regulatory questions regarding accountability, transparency, and fairness.

• Organizations must navigate regulatory requirements and ethical guidelines governing the use of AI in sensitive domains such as cybersecurity, ensuring compliance with legal standards and ethical norms.

Governance and Ethical Considerations in Cybersecurity Risk Management

1. Data Privacy and Protection

• AI-powered cybersecurity systems rely on vast amounts of sensitive data for training and analysis. It is crucial to ensure that this data is collected, stored, and processed in compliance with relevant privacy regulations such as GDPR, CCPA, and HIPAA.

• Organizations must implement robust data protection measures, including encryption, access controls, and anonymization techniques, to safeguard sensitive information from unauthorized access and misuse.

2. Algorithmic Bias and Fairness

• AI algorithms may exhibit biases due to the inherent biases present in the training data or the design of the algorithms themselves. These biases can lead to discriminatory outcomes and undermine the fairness and effectiveness of cybersecurity risk management

• Organizations must actively monitor and mitigate biases in AI algorithms through rigorous testing, validation, and ongoing evaluation to ensure fair and equitable decision-making processes.

3. Transparency and Explainability:

• The opacity of AI algorithms poses challenges for transparency and accountability in cybersecurity risk management. It may be difficult to understand how AI systems arrive at theirdecisions, making it challenging to validate their effectiveness or identify potential errors or biases

• Organizations should prioritize transparency and explainability in AI-driven cybersecuritysystems by using interpretable models, providing clear documentation, and establishing mechanisms for auditing and accountability.

4. Human-AI Collaboration

• While AI technologies can automate many aspects of cybersecurity risk management, human expertise remains essential for contextual understanding, judgment, and decision- making

• Organizations should foster a culture of collaboration between humans and AI systems, encouraging security professionals to leverage AI as a tool to enhance their capabilities ratherthan replace them.

5. Regulatory Compliance and Standards

• Organizations operating in regulated industries must ensure compliance with relevant cybersecurity regulations and standards, such as NIST Cybersecurity Framework, ISO 27001,and PCI DSS.

• Compliance requirements may include specific provisions related to AI-driven cybersecurity practices, such as data protection, risk assessment, incident response, andauditability.

6. Cybersecurity Governance Frameworks

• Establishing robust cybersecurity governance frameworks is essential for effective risk management and decision-making. These frameworks should outline roles, responsibilities, and processes for managing cybersecurity risks, including the integration of AI technologies

• Governance frameworks should address issues such as risk appetite, risk assessment methodologies, incident response protocols, and mechanisms for oversight and accountability.

7. Ethical Use of AI:

• Organizations must adhere to ethical principles and guidelines when developing and deploying AI technologies for cybersecurity risk management. Ethical considerations may include respect for privacy, autonomy, fairness, transparency, and accountability.

• Ethical frameworks such as the IEEE Ethically Aligned Design and the Asilomar AI Principles provide guidance on responsible AI development and deployment.

Conclusion

The integration of Artificial Intelligence (AI) into cybersecurity risk management represents a transformative shift in how organizations defend against evolving cyber threats. Throughout this review, we have explored the role of AI in enhancing threat detection, incidentresponse, and risk mitigation strategies, as well as the opportunities, challenges, and ethical considerations associated with its adoption.

AI technologies offer organizations unprecedented capabilities to proactively identify and respond to cyber

threats in real-time. By leveraging machine learning algorithms and advancedanalytics, organizations can analyze vast amounts of data, detect anomalous patterns, and prioritize security incidents with greater accuracy and efficiency. Furthermore, AI-driven riskmanagement frameworks enable organizations to adapt and evolve their defense mechanisms in response to changing threat landscapes, enhancing their resilience against emerging cyber threats.

However, the adoption of AI in cybersecurity risk management is not without its challenges. Concerns surrounding data privacy, algorithmic bias, transparency, and regulatory compliancepose significant hurdles that organizations must address. Moreover, the increasing sophistication of cyber attacks requires constant vigilance and ongoing innovation to stay aheadof adversaries.

To navigate these challenges and maximize the benefits of AI in cybersecurity risk management, organizations must prioritize governance, transparency, and ethical principles. Robust cybersecurity governance frameworks, compliance with regulatory standards, and adherence to ethical guidelines are essential to ensure the responsible and effective use of AI technologies.

In conclusion, the integration of AI into cybersecurity risk management offers immense potential to strengthen organizations' security postures and mitigate cyber risks effectively. Byleveraging AI technologies responsibly and addressing governance and ethical considerations,organizations can stay ahead of cyber threats and safeguard their digital assets in an increasingly complex and interconnected world. As AI continues to evolve, collaboration between industry stakeholders, policymakers, and academia will be crucial to address emerging challenges and shape the future of cybersecurity risk management.

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A STUDY ON EMPOWERMENT OF WOMEN THROUGH DIGITAL SKILLS.

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Abstract

The development of the digital world in the period of artificial revolution4.0 is veritably significant both in the world of education and the world of assiduity where it requires adaption to be suitable to use it so that they remain productive to increase income. the same walls and poverties that obstruct women's current advancement in numerous G20 countries may deprive them from numerous salutary openings in the digital age. Major sweats by G20 governments are needed to abate these walls.

Introduction

The Women's commission(or womanish commission) may be defined in several ways, including accepting women's shoes or making a trouble to seek them, raising the status of women through education, awareness, knowledge, and training. Digitalization offers a variety of openings for womanish commission and for a more equal womanish participation in labour requests, financial requests, and entrepreneurship. presently, digitalization seems to favour womanish labour force that faces lower trouble of being replaced by machines, as compared to virile labour force.

Review of Literature

Singh & Kaur (2018),conducted a study entitled "A study on skill development of paint and coating industry". This study aims to identify the reasons for the shortage of skills in the paint industry and to determine how to deal with the skill gap among painters. Primary data sources were used for the study.

Surendra Kumar Misra (2015), Skill Development: Away to leverage the demographic dividend in India " the objective of the study was to understand the present skill development policy and through skill development schemes finding out the way to produce world-class skilled manpower. Paper discussed the policies of the national skill development coordination board, and national skill development agency and concluded that existing skill development policy should be modified in accordance with the need of the industry and should promote the private partnership to accomplish the skill targets.

Objectives of Study

➢ To analyse the demographic profile of the respondents women through digital skills.

➢ To study of lack of women empowerment through development skills.

➢ To make suggestions for achieving women empowerment.

Research Methodology

Sources of Data

The study has used both the primary data and secondary data.

Field survey method was conducted to collect primary data from 76 respondents through a well framed questionnaire from the employees through online mode.

The secondary data are collected from the published books, journals and research papers. Newspaper articles and the internet sources are also used.

Women Empowerment

The term women empowerment is each about authority, or the power embarked on women participating indistinguishable rights. The term refers to the emancipation of women from socio- profitable conditions of reliance. Women comprise around 50 of the country's population, and a bulk of them stays economically dependent on each other without employment. Women's commission has come a significant content of discussion in development and economics. profitable commission allows women to control and profit from coffers, means, and income. It also aids the capability to manage threat and ameliorate women's well- being. It can affect in approaches to support trivialized genders in a particular political or social environment. While frequently interchangeably used, the further comprehensive conception of gender commission enterprises people of any gender, stressing the distinction between natural and gender as a part.

Digital Skills Enhance Political Empowerment

Women with digital skills are better able to make their voices heard on local issues and influence the outcome of decisions that affect themselves and their communities. Digital skills can also empower women to participate in political movements. For instance, the anonymity of ICTs may allow some women to avoid limitations on freedom of speech in repressive societies, while collective mobilization through online networks can enable women to campaign on gender-based issues.

Women's Empowerment Principles

➢ Establish high- position commercial leadership for gender equivalency.

➢ Treat all women and men fairly at work – respect and support mortal rights and non- demarcation.

➢ Ensure the health, safety and well- being of all women and men workers.

➢ Promote education, training and professional development for women.

➢ apply enterprise development, force chain and marketing practices that empower women.

➢ Promote equivalency through community enterprise and advocacy.

➢ Measure and intimately report on progress to achieve gender equivalency.

Problem of Women Empowerment Through Development Skills

Innovation fosters entrepreneurship by providing the chance to test out new ideas for growth and commercialization, which results in empowerment via the development of skills. The article analyses how entrepreneurship might help women become more empowered. The following are some of the fundamental issues that have been raised by numerous study projects carried out by female entrepreneurs

• Lack of knowledge

• Gender disparity

• Lack of a microfinance programme

• Insufficient skill development

• Lack of business or entrepreneurial skills

Analysis

This study is based on primary data, it is mostly descriptive and analytical in nature.

YEARS OF EXPERIENCE IN THE BUSINESS FIELD

MONTHLY EARNINGS
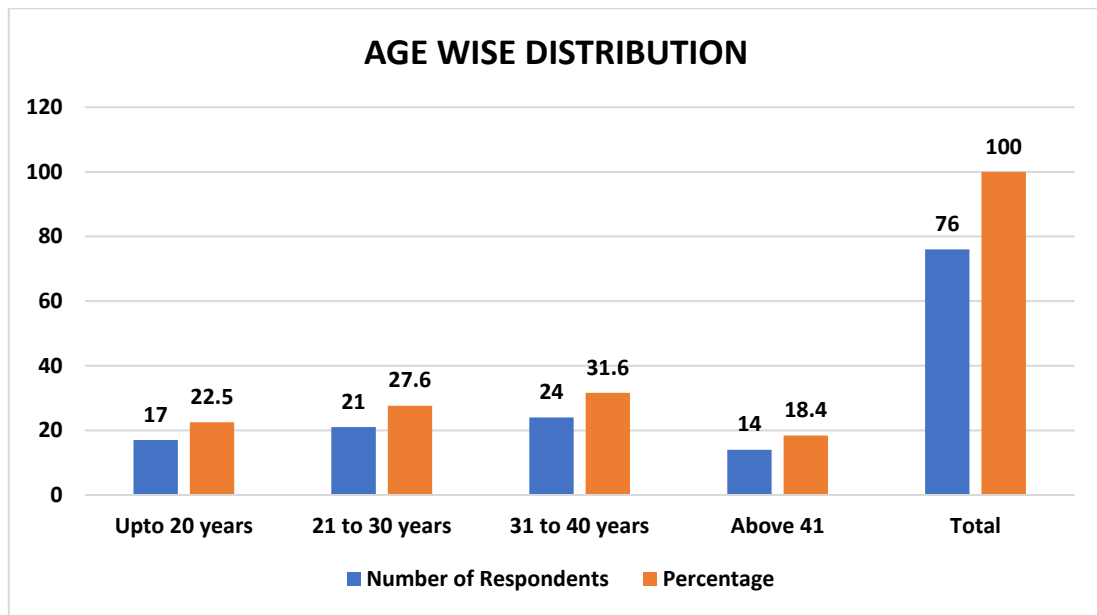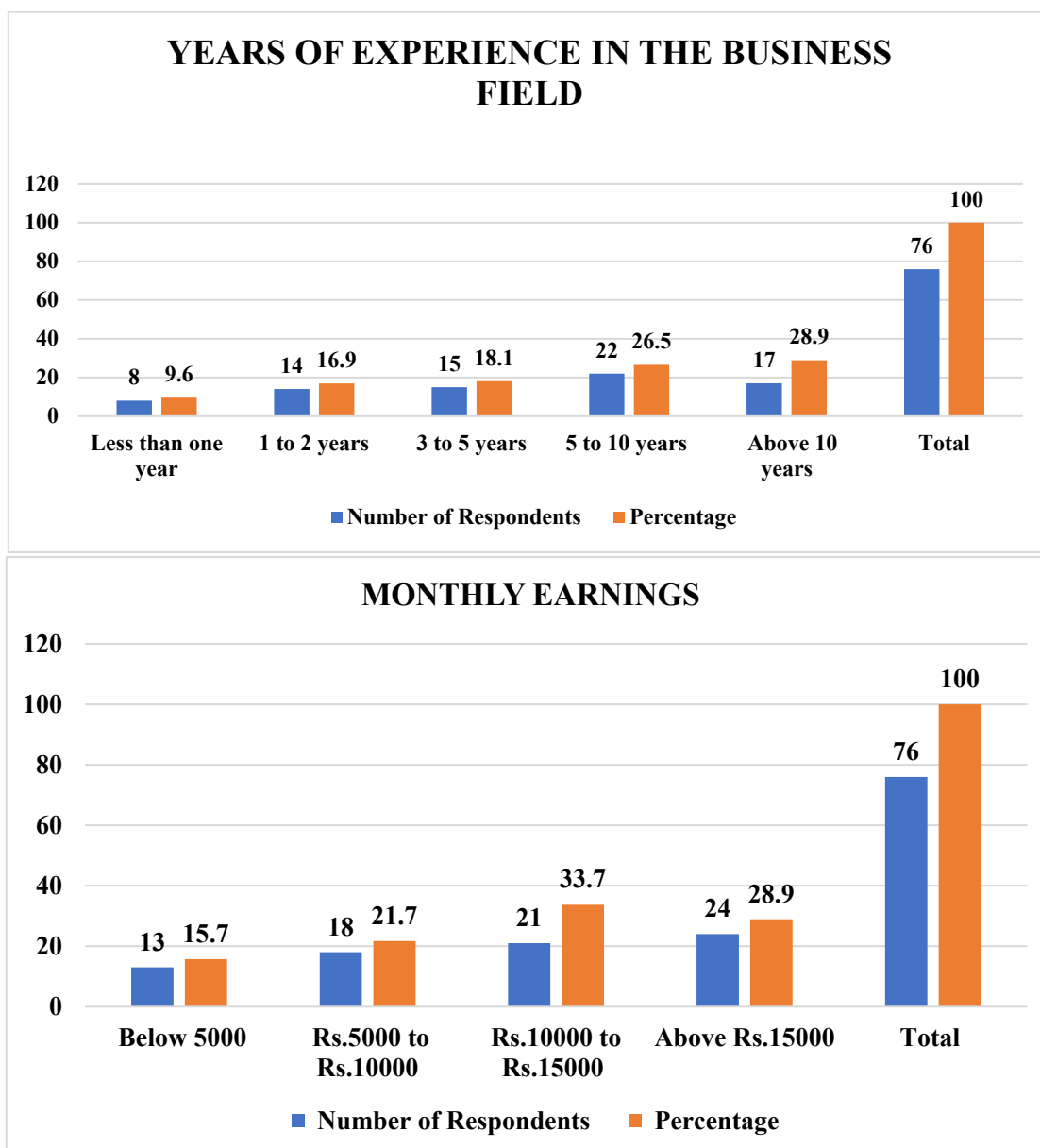
Findings

✓ It has been discovered of 76 respondents, the majority 24(31.6%) respondents are in the age group.

✓ It has been discovered of 76 respondents, it provides information that 22(26.5%) of the women carry on the business for 5 to 10 years.

✓ It has been discovered out of 76 respondents, majority 24(28.9%) of them has monthly income above Rs. 15000.

Conclusion

It can be concluded that women are empowered through the help of Information technology. It has changed its position from the past. The development of Information Technology has enabled the women section to participate in each and every walk of life. It has empowered women by enhancing their skills, knowledge, and

income. Flexi, timings, and work at home with the internet have enabled more women to join the labour force. Thus Information Technology has played a greater role in women's empowerment. Its potential to sweep across political, geographical, economic, and social barriers is just the leverage that women need to build for themselves a new identity and a more honourable place in society

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A STUDY ON CUSTOMER – CENTRIC DIGITAL STRATEGIES

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Abstract

In today's digitally-driven marketplace, businesses are increasingly recognizing the imperative need to pivot towards consumer-centricity to thrive amidst fierce competition and rapidly evolving consumer preferences. This paper delves into the essence of a consumer-centric digital strategy, elucidating its significance, key components, and the transformative impact it has on organizational success. Consumer-centricity fundamentally revolves around placing the consumer at the heart of every strategic decision-making process. It entails a holistic understanding of consumer behavior, needs, and desires, facilitated by data-driven insights and advanced analytics. Moreover, it encompasses the seamless integration of digital technologies across all touchpoints of the consumer journey, ensuring a personalized, engaging, and immersive experience.

Keywords: Consumer preferences, Consumer-centricity, Digital strategy, Elucidating, Consumer behavior.

Definition

Customer-centricity embodies an organizational ethos deeply rooted in the primacy of the customer's needs, preferences, and experiences. At its core, it represents a strategic orientation wherein businesses prioritize understanding, anticipating, and fulfilling the desires of their customers across all touchpoints. This philosophy necessitates a holistic approach to customer engagement, encompassing every facet of the customer journey from initial awareness to post-purchase support. Key tenets of customer-centricity include an unwavering commitment to personalized interactions, proactive listening to customer feedback, and the continuous refinement of products and services to meet evolving customer expectations. By placing the customer at the forefront of decision-making processes, organizations foster stronger relationships, drive higher levels of satisfaction and loyalty, and ultimately, differentiate themselves in increasingly competitive markets. Customer-centric companies cultivate a culture of empathy, responsiveness, and continuous improvement, recognizing that long-term success hinges upon the ability to consistently deliver exceptional value and experiences to their customers. A digital strategy encapsulates the systematic blueprint through which organizations harness the transformative power of digital technologies to achieve strategic objectives and drive sustainable growth. It encompasses a comprehensive framework for leveraging digital tools, platforms, and data to optimize business processes, enhance customer engagement, and capitalize on emerging opportunities in the digital landscape. Central to an effective digital strategy is the seamless integration of digital initiatives with overarching business goals, ensuring alignment and synergy across all facets of the organization. Components of a robust digital strategy include the establishment of a compelling online presence, the implementation of data-driven marketing strategies, the adoption of agile and responsive digital technologies, and the cultivation of a culture of innovation and experimentation. Moreover, a well-defined digital strategy necessitates a keen focus on cybersecurity, data privacy, and regulatory compliance to mitigate risks and safeguard organizational assets. By embracing digital transformation as a strategic imperative, organizations can adapt to the evolving demands of the digital age, drive operational efficiencies, and unlock new avenues for value creation and competitive advantage.

Introduction

In the dynamic landscape of contemporary business, where digital technologies continue to reshape industries and redefine consumer behaviors, the imperative for organizations to adopt consumer-centric digital strategies has never been more pronounced. Traditional business paradigms are being disrupted by the relentless march of technological innovation, empowering consumers with unprecedented access to information, choice, and connectivity. In this context, businesses must not only meet but exceed the evolving expectations of digitally-savvy consumers who demand personalized, seamless, and engaging experiences across every interaction point. Consumer-centric digital strategies represent a fundamental shift in the way organizations approach customer engagement, placing the individual consumer at the heart of strategic decision-making processes. At its essence, a consumer-centric approach acknowledges that success in today's hyper-competitive market hinges upon the ability to deeply understand, anticipate, and fulfill the needs, preferences, and aspirations of customers in real-time. It entails leveraging the transformative potential of digital technologies to create meaningful connections, drive value, and foster enduring relationships with customers throughout their journey.This introduction sets the stage for a comprehensive exploration of consumer-centric digital strategies, delving into their significance, key components, and transformative impact on organizational performance. By dissecting the underlying principles and best practices that underpin these strategies, this paper aims to equip businesses with the insights and tools necessary to thrive in an era defined by unprecedented levels of digital disruption and consumer empowerment. From data-driven decision-making to personalized experiences, omnichannel engagement, and beyond, the journey towards consumer-centricity is characterized by a relentless pursuit of innovation, agility, and customer-centricity. As we embark on this exploration, it becomes evident that consumer-centric digital strategies are not merely a competitive advantage but rather a strategic imperative for businesses seeking relevance, resilience, and growth in an increasingly digital-first world.

Humane Customer Centricity

Given that in the future the focus is really on people and their activities, this has far-reaching consequences. In UX hedonic aspects and well-being gain even greater influence on product and service design [36, 37]. Corporate philosophy and strategy, innovation culture, management culture and KPIs (Key Performance Indicator) must be adapted to the new orientation. This new way of thinking and acting must be anchored in the company's culture and in the behavior of all employees. Correspondingly, the concept of Customer Centricity must be modified and extended. Customer Centricity will only lead to useful solutions that can be applied to people's needs, if it has a humane and philanthropic customer focus. This includes far-sightedness based on clear and transparent values and attitude. Companies take people seriously, respects their needs and privacy. Knowing that this could ensure sustainable profitability for the companies. That is why we call this new approach: Humane Customer Centricity. The Humane Customer Centricity - including the observation and anticipation of technological and societal developments as well as of the people with their tasks, challenges, problems, dreams and needs in professional and everyday private life - should be in the focus of interest. Applying the Activity-oriented Customer Centricity (ACC) approach is a requirement for Humane Customer Centricity. It will imply a win-win situation for the company and its brands, for customers, users, stakeholders and society in general. The approach of Humane Customer Centricity contradicts the attempt to view human beings as sets of data points that can be used and manipulated or can be spied on using big data, artificial intelligence algorithms and marketing automation. Referring to the importance of brands, they must evolve to Humane Hybrid Brands [7], upholding the principles and values of a Humane Customer Centricity. This does not happen automatically but must be explicitly initiated and professionally managed and coached.

The following aspects distinguish Humane Hybrid Brands: the alignment with Humane Customer Centricity, the respect for privacy and the guarantee that the "Keep the human in the loop" principle is applied (people must be in control and be the final decision-maker in every situation). Streitz [38, 39] argues strongly for "Keep the human in the loop and in control" as the guiding design principle for the 21st century, when being confronted with developments as smart cities, automated driving and related technologies based on artificial intelligence and high degree of automation. In a broader context, this means that Humane Hybrid Brands assume social responsibility, which is not exhausted in declarations of intent, as expressed in many corporate social responsibility reports, but will be experienced by customers, users and society. Riedmann-Streitz stated [40]: "Focusing on quantity of private data instead on content, wishes, 'jobs to be done' ushers the end of brands: the customer feels upset and annoyed, especially because he entrusted sensitive data to service providers. Digitalization does not solve the problem of understanding and attracting customers." Nor does it solve the challenges of Customer Centricity. "Technology connects people and people with products, but it does not create the branded experience" [40], the user experience, content and values which inspire, convince, trigger personal recommendation, acceptance, purchase, and loyalty.

Research Methodology

To investigate consumer-centric digital strategy, a methodological framework combining qualitative and quantitative approaches is essential for a comprehensive understanding. Firstly, a qualitative exploration through in-depth interviews or focus groups with consumers can unveil nuanced insights into their preferences, behaviors, and expectations regarding digital interactions with brands. This qualitative phase enables the identification of key themes and trends that shape consumer experiences. Subsequently, a quantitative survey can be deployed to validate and quantify these findings across a larger sample size, providing statistical significance and generalizability. Additionally, analysis of digital data such as website traffic, social media engagement metrics, and consumer feedback can offer valuable real-time insights into the effectiveness of digital strategies employed by businesses. By integrating both qualitative and quantitative methodologies, researchers can gain a holistic understanding of consumer-centric digital strategies, informing the development of more targeted and effective approaches to engage and satisfy digital consumers.

Conclusion

This paper has delved into the intricate realm of consumer-centric digital strategy, aiming to illuminate the pivotal role of understanding consumer behaviors, preferences, and interactions in the digital landscape. Through a meticulous blend of qualitative, quantitative, and digital data analyses, key insights have been unearthed, shedding light on the dynamics shaping contemporary consumer-brand relationships in the digital age. The findings underscore the paramount importance of adopting a consumer-centric approach in crafting digital strategies, emphasizing the need for businesses to align their offerings with evolving consumer expectations and preferences. From the qualitative phase, rich narratives and nuanced insights have emerged, providing a deeper understanding of the drivers behind consumer choices, motivations, and digital engagement patterns. Complementing the qualitative exploration, the quantitative phase has furnished statistical validation and broader generalizations, substantiating the qualitative findings with robust empirical evidence. Through surveys and statistical analyses, significant correlations, trends, and preferences have been identified, offering actionable insights for businesses to tailor their digital strategies to meet consumer needs effectively. Furthermore, the analysis of digital data has provided real-time insights into consumer interactions across various digital touchpoints, illuminating the efficacy of current digital strategies and uncovering areas for optimization and enhancement. Leveraging digital analytics, businesses can gain invaluable insights into consumer behaviors, preferences, and sentiment, enabling them to adapt and refine their digital strategies in

real-time. Overall, the culmination of these analyses has yielded a holistic understanding of consumer-centric digital strategy, delineating the pathways to building meaningful, personalized, and engaging digital experiences for consumers. By prioritizing consumer needs, preferences, and experiences, businesses can forge stronger connections, foster brand loyalty, and drive sustainable growth in an increasingly digital-centric marketplace. In light of the research findings, it is evident that consumer-centricity must permeate every facet of digital strategy formulation and implementation. From personalized content and seamless user experiences to data-driven decision-making and agile optimization, businesses must prioritize consumer needs at every turn to thrive in the dynamic digital landscape. As businesses navigate the complexities of the digital realm, this research serves as a compass, guiding them towards consumer-centricity as the cornerstone of digital strategy success. By embracing the insights gleaned from this study and embracing a consumer-first mindset, businesses can chart a course towards digital transformation, innovation, and enduring relevance in the ever-evolving digital ecosystem.

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A STUDY ON RECENT TRENDS IN THE E-RECRUITMENT INDUSTRY AMONG THE YOUNG GENERATION

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Abstract

E-recruitment or Internet recruitment is a new technological mean that is used to hire the right candidate for a right job position. The e-recruitment industry has witnessed significant growth in recent years, particularly among young generation. The study aims to explore the current trends shaping the e-recruitment landscape and the preferences of the young generation. The objective of the research is to study the current e-recruitment trends like ATS software, social media recruitment, etc… The study consists of both primary and secondary data. The study suggests that the organizations need to shape the E-recruitment as a part of their operational component of their HR strategy in this fast changing business world. The organizations should have technological advancement to enhance the experience of online recruitment process. The study concludes that the e-recruitment industry helps employees in finding employment opportunities and it is very accessible and user friendly.

Keywords: E-recruitment, modern trends, employment opportunity, technology, HR strategy.

Introduction

E-recruitment also known as online recruitment refers to the use of web based technology for the process of attracting, assessing, selecting and recruiting on boarding job candidates. Employers can easily identify skilled personnel and reach a larger pool of potential employees through E-recruitment. Mass adaption of new tools and technologies has made the talent acquisition process, a data rich and work friendly environment. Online hiring is efficient in terms of money, time, quality, etc. The primary goal of e-recruitment is to make the hiring process more efficient, effective and less expensive. Despite the benefits, certain challenges are also associated with the hiring process.

The modern trends of E-recruitment includes Artificial intelligence, chat bots, employer branding, automated resume screening, driven decision making,etc.. It helps in enhancing the candidate's efficiency and ensures recruiters to locate the qualified individuals. The companies can access a diverse and global talent pool through virtual job fairs and online platforms which eliminates geographical barriers and promotes inclusivity and diversity in the workplace. The employing analytics in hiring enables organizations to make data driven decisions. This data-driven approach can refine strategies, optimize processes and enhance overall recruitment outcomes.

By adopting online recruitment trends, the organizations can focus on skill based hiring and opt to changing work trends. The online recruitment trends can enhance applicant experience to embrace a dynamic work environment and promote a diverse and inclusive workplace.

Objectives

- To assess the impact of Applicant Tracking System (ATS) software.

- To evaluate the e-recruitment trends adhering to data security and data privacy.

- To analyse the effectiveness of social media recruitment.

Statement of Problem

E-recruitment is the latest trend and it has been adopted by large and small organizations. The most challenges faced by the e-recruitment trends include technical difficulties and ethical & legal issues like privacy, transparency, accountability. Automation recruitment system heavily relies on algorithms and data analysis, which may introduce biases, if not properly designed and monitored. However, if data is incomplete, outdated or skewed, it can affect the reliability and validity of the outcomes. Also, it can be challenging to verify an organization's legitimacy when recruiting through social media. The study observes the recent trends and developing technologies of the e-recruitment industry. It examines the measures taken by online recruitment platforms to ensure data security, adherence to privacy regulations. The study focuses on the younger generation only.

Review of Literature

Dr. Nilesh Jaikishan Bhugada , Dr. Pratima Sanadhya, (2018) "Recent trends in E-recruitment within private organizations" examined the comparison between the conventional recruitment and online recruitment . The study states that the online recruitment has been expanded to become a considerable portion in the recruitment market. The recruitment and application processes are more efficient due to adoption of contemporary trends. The Recruiters are able to communicate more rapidly and effectively which helps to retain the Credibility of the business. The study comes to the conclusion that, job candidates looking for a new employment, electric Recruitment is not always the best option . It must be used by the right person at the right time in a right way by the relevant individual in order to achieve the highest potential benefits.

Ms.D.Shahila, (2018) "E-recruitment challenges, International Journal of Social Science and Interdisciplinary Research" analysed the overall trends in E- Recruitment use and practice, methods, E-Recruitment Challenges and problems of E- Recruitment and its developing scope in the company's hiring process. The main elements for online recruitment includes the job portals superior service, reduced cost, reduced time and creating goodwill for the company. According to the study's findings, the success of online recruitment depends on the valuable services offered by the online job boards, helping to establish relationships with HR managers and promote brand building of the business.

Tulasi Bej, (2017) "Recent trends and practices of e-recruitment system in India" states that the new strategy can help workers locate employment opportunities quickly and easily than before. Being aware of which human resource is necessary, will enable the development of relationships based on values. The current trend demands a comprehensive and strategic perspective to recruit, use and conserve human resources. The study examines the potential of e-recruitment and its obstacles. Thus, the study's findings highlight a number of crucial challenges for businesses looking to optimise their human resource capacity.

Mohammad Mainul Islam, (2016) Analysis of e-recruitment trends and effectiveness states that the e-recruitment trends are very effective. It examines the overall benefits and difficulties of e-recruitment trends and also identifies the online recruitment methods being used by the business. A survey questionnaire has been made which uses descriptive statistics and indexing tools to determine the degree of online recruitment efficacy during the course of investigation. It has resulted that the effectiveness of online recruitment trends is determined by the key factors such as performance, reliability, security, cost effectiveness.

Fred and Kananga (2016) examined the organization current e-recruitment practices, E-recruitment process that affects the organization, efficiency and performance of company's e-recruitment procedure. The work force diversity, time zone, specialization, benefits and compensation is managed by the HR department. The secondary data used in the study was gathered from academic journals, books and the internet. According to this study, companies seem to be competent, quality-focused applicant for positions where cost is the primary consideration. Interest from outside parties, like headhunters and recruitment agencies is actively involved in the hiring process. E-recruitment boosts performance for organisational recruiting and improves the efficiency and effectiveness of the recruitment process and certain online recruitment techniques are linked to organisational advancements.

RESEARCH METHODOLOGY

In this study, the research methodology is used to get information about Recent trends in E-recruitment industry among the young generation. A structured questionnaire is designed and distributed via google forms. The data is collected from a diverse range of young individuals who are actively engaged in the online job platforms. A 100 questionnaire were sent and the data was collected from 65 respondents.

Research Design

The study uses descriptive research method as research design.

Sources of Data

- **Primary Data**

Primary data is collected from a well – structured questionnaire. It is an original data collected from the respondents.

- **Secondary Data**

Based on various studies, the secondary data is collected from published and unpublished records, websites, booklets, journals, magazines, etc

Limitations

- The study is primarily based on the information collected from the sample respondents.

- The study focuses only on the younger generation, so the information is limited.

- The sample size is limited to 65 respondents.

Tools Used

- Simple Percentage Analysis.

- Rank Analysis.

Analysis and Interpretation

Table – Respondent Regarding Applicant Tracking System (ATS)

S.No	Variables	Highly Respondant Area	No. of Respondents	%
1.	Do you agree that the Applicant Tracking System (ATS) software can correctly assess the candidate's potential?	Agree	42	64.61
2.	Do you think Applicant Tracking System (ATS) software can give correct and appropriate result?	Sometimes	39	60.0
3.	Do you agree that Applicant Tracking System is user friendly?	Agree	32	49.23

Interpretation

The above table represents that the ATS Software can assess the candidates potential correctly, out of 65 respondents 42 (64.61%) have agreed and the software gives correct and appropriate result only sometimes, 39(60%) and it is user friendly, 32(49.23%) have agreed.

Respondents Regarding Data Security and Data Privacy

S.No	Variables	Highly Respondant Area	No. of Respondents	%
1	Do you believe that the use of new online trends provides data security?	Always	31	47.69%
2	Do you believe that the organization follows data privacy laws?	Yes	50	76.92%
3	Do you think that the e-recruitment trends are more user friendly and accessible?	Always	32	49.23%

Interpretation

The above table represents the data security in recent e-recruitment trends among young generation , out of 65 respondents 31(47.69%) have agreed that it provides data security always and the company follows data privacy laws , 50(76.92%) and it is more user friendly and accessible , 32(49.23%) have agreed.

Table – Social Media Platform Preferred By Respondents

S.No	Factors	No. of Respondents	Ranks
1	Facebook	7	4

2	LinkedIn	53	1
3	Naukri	33	2
4	Jobster	17	3

Interpretation

The above table represents the social media platform preferred by the individuals to search for a job. It shows that LinkedIn takes the lead with highest respondents (Rank 1), reflecting its widespread recognition and effectiveness as a platform for career development. Naukri securing its second position (Rank 2), known for its significant presence in the job market. Jobster (Rank 3), shows its relevance and utility in connecting job seekers with opportunities. Meanwhile, Facebook holds the last position (Rank 4), indicating a lower perceived significance in comparison to the other platforms.

Findings

Findings From Percentage Analysis

• Majority 64.61% of the respondents have agreed that the Applicant Tracking System (ATS) software can correctly assess the candidates potential.

• Majority 60% of the respondents have stated that the Applicant Tracking System (ATS) software can sometimes provide correct and appropriate result.

• Majority 49.23% of the respondents have agreed that the the Applicant Tracking System (ATS) software is user friendly.

• Majority 47.69% of the respondents have stated that they always believe that the new online recruitment trends provides data security.

• Majority 76.92% of the respondents believes that the organization follows data privacy laws.

• Majority 49.23% of the respondents have agreed that the e-recruitment trends are always accessible and user friendly.

Findings From Rank Analysis

• The top ranked social media recruitment app which is mostly preferred by job seekers is LinkedIn which as highest respondents of 53, signifying it as most prominent and effective platform.

• The second ranked social media recruitment app is Naukri with 33 respondents, indicating its substantial presence and relevance in job market.

• The third ranked social media recruitment app is Jobster with 17 respondents, showing a moderate level of effectiveness in connecting job seekers and employers.

• The fourth ranked social recruitment app is Facebook with 7 respondents, implying it as less influential platform in the context of professional networking and job searches.

Suggestions

• It is suggested to ensure the maintenance of security and reliability of the software and protect it from hacking.

• It is suggested to have timely updation of the software, to ensure data priacy and confidentiality.

• Moreover, some of the job seekers doesn't follow online portals, so it is suggested that traditional recruitment process should also continue along with online recruitment process.

• Some people might not have access to laptops, computers, web cam, microphones, etc.. so it is suggested to use mobile-friendly websites for easy access.

• It is suggested to implement feedback mechanism in the recruitment process , to improve the organizations hiring process.

Conclusion

The study concludes that the new emerging trend in the e-recruitment industry helps employees in finding employment opportunities faster and easier than ever before. The adoption of e-recruitment is more than just technology. It is about the recruitment system being able to attract the right candidates, enhancing the selection process and Tracking process. The study is undertaken to analyze the overall effectiveness of adopting the new online recruitment trends . The study focuses on the impact of ATS software and the data security and privacy of the recent trends . It also analyses the effectiveness of Social media recruitment. The main problem of the study is that the new trends have more ethical and legal issues and it may affect the reliability and validity of the results. The study reveals that the new online recruitment trends are more accessible and user friendly and it Sometimes provides correct and appropriate result. Hence the study concludes that the new trends has its own benefits and challenges.

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AN EXPLICIT MODEL FOR TAILOR-MADE E COMMERCE

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Abstract

This paper centers around how the setting-related factors influence the substance determination, the design creation and the show generation for (Internet business) electronic introductions. It pays exceptional attention to those elements which assist the client with assuming logical parts. We have coordinated our hypothesis in the Standard Reference Model for Astute Sight and sound Show Frameworks (SRM-IMMPSs). Thusly, both the client and the originator will benefit. The client will actually want to cooperate furthermore, impart in a more normal way and the creator will be capable as far as possible the quantity of introductions in addition to perform more exact convenience assessments.

1 Introduction

In the ongoing cutthroat business climate, giving importance and satis-group to clients is vital to stay in business. A site can be of help in numerous ways: drawing in the customer can be utilized thoughtfulness regarding (new) data, items and administrations; it tends to be utilized to convince clients to buy a specific item straightforwardly or to live as per a certain way of life; and it tends to be utilized to offer consolation and administration to keep the client fulfilled and steadfast [5].To consequently produce electronic introductions which help clients to satisfy their necessities and to become faithful clients, a mind boggling model is required.This model shouldn't just hold back the data about the client, yet additionally about the setting in which the show will be introduced. Our model, derived from the Standard Reference Model for Insightful Sight and sound Show Frameworks (SRM-IMMPSs) [1], presents a Streamlining Layer which directs the formation of introductions so that it assists clients with understanding how to respond to or to interface with the data gave. At the end of the day, this sort of introductions assist clients with perceiving the explanatory job [3] they are asked to play and assists them with understanding the reason and the substance of the presentation. At the point when a client assumes a logical part, for instance a "educator" searching for concentrate on books on Amazon.com, she presents a rendition of herself that she consider fitting for the time (90 days before her course begins), place (site that sells books) and circumstance (finding modest books that understudies will like) [8].The mix of the client, time, spot and circumstance is known as a setting.

To summarize: data about the setting and manner of speaking (what task to carry out to satisfy a need through communication with the online show) inside our model is vital in light of the fact that each game-plan from the clients is driven by their necessities and objectives, but at the same time is reliant upon its virtual furthermore, social conditions (which content, format, connection level is given additionally which gadget, stage, network speed is being utilized). In this paper we center around the setting-related factors that impact the substance choice, the design creation and the show age for a site. We focus on a model that works with the course of expository pretending show age. In area two, we present the attributes of an Online business arranged setting and the expository jobs clients play inside the various sorts of online introductions. In area three, we depict the SRM-IMMPSs. In area four, we propose an Enhancement Layer and relating changes inside the IMMPSs design. At last, we present conversation and ends of the proposed approach.

2 The Attributes of an Internet Business Situated Setting

To portray an Internet business situated setting, we center around two primary singe acteristics: the site and the guests. In the accompanying two subsection we will momentarily portray the impact of the site and the guests during the time spent naturally creating a versatile tailor-made web introductions.

2.1 The Site

The primary reason for a site is to illuminate, to convince or to engage its objective crowd. The reason for an Online business arranged site is to convince its ideal interest group so that they will purchase, use or change in accordance with the data, items, administration/way of life advertised. Each site type is either founded on utilitarian qualities or indulgent qualities. Sites with utilitarian qualities are intended to assist the guest with playing out certain errands effectively and rapidly. Their plan is about usefulness. They are understood as an element based execution like web indexes, organized records and outlines/site maps. Sites with gluttonous qualities are intended to engage the guest. Their plan is about delight, fervor and they offer a particularly webby involvement in qualities like affiliation, picture, insight and delight.

We consider Web based business situated sites to be mostly of an electronic shop (e shop) type, where the reason for the site is to convince individuals to arrange or potentially purchase data, items, ways of life, dreams, and so on. They can have by the same token utilitarian qualities, where the guest utilizes, for instance, a web index to see as the items and snap on a button to arrange that item or libertine qualities, where the guest for instance plays a game or peruses a story to get a decrease or a free test.

2.2 Individuals who Visit the Site

At the point when individuals speak with one another they impart through a series of [rhetorical] jobs that they accept proper to their explanatory purposes [2]. Their explanatory object is to find data written so that it assists them with satisfying their requirements. Thusly they will favor data composed in an educational, enticing or engaging way. We assume that clients moreover assume various parts when they respond to or cooperate with a site. All together to integrate explanatory pretending into the electronic medium, we present Persona Hypothesis [3]. Persona Hypothesis gives rules how to make jobs that characterize the substance, the tone and the ways of speaking with the web site and its crowd. This is accomplished by presenting Personas. Personas are behavioristic style formats. Every Persona tells the best way to accomplish its objective and play out its errands inside a specific setting, for this situation, a site with a certain reason and a specific approach to communicating with the guest. There are two sorts of Personas. From one perspective the Creator Persona, who is the voice (of the architect/organization) that talks through the site. On the other hand, the Client Persona, who is a voice that makes sense of the job the genuine client is approached to play while entering the site. Client Personas can be assembled into do-ers, perusers and watchers [10], in light of their given requirements and objectives. (We utilize the term do-ers, as opposed to Zeldman's clients to stay away from disarray with the overall understanding of the word client). Do-ers are individuals who use instruments to achieve an undertaking. They need to track down an item (so they can get it) or find/look at/check data. They need to do their assignment as quick as could really be expected and with as little exertion as could really be expected. Watchers are individuals who look for amusement. They need to be shocked, tempted or directed on the grounds that the venture is much of the time more significant than the final product. They will take as much time as necessary also, partake in the site's 'ostentatious' appearance. Perusers are individuals who go to a site as they would go to a book or an article. They need to peruse in request to track down inside and out data or to track down unwinding/fervor. Do-e are more drawn to e shops with utilitarian qualities.

Understanding this thinking, we can presume that there ought to be a connection between the motivation behind the site and the sort of crowd while creating Personas to assist clients with satisfying their requirements and become faithful clients. In the following areas, we first in practically no time depict SRM-IMMPSs, then we present the Advancement Layer which makes it conceivable to create setting and logical pretending subordinate introductions.

3. The SRM for IMMPSs

A typical methodology for show age is acknowledged with the assistance of recovery, creation and age frameworks. An illustration of this is the Norm Reference Model for Savvy Mixed media Show Framework (SRM-IMMPS) [1], which manages the powerful creation and age of mixed media presentations. An extensively relevant model depicts the producing of introductions including online introductions. Accordingly our model is based on SRM-IMMPS. In the following area web will present an Improvement Layer, which lies between the Age Cycle and the Information Server (see fig 1). First we will show the IMMPS design and in no time depict the unique master modules inside the Information Server.
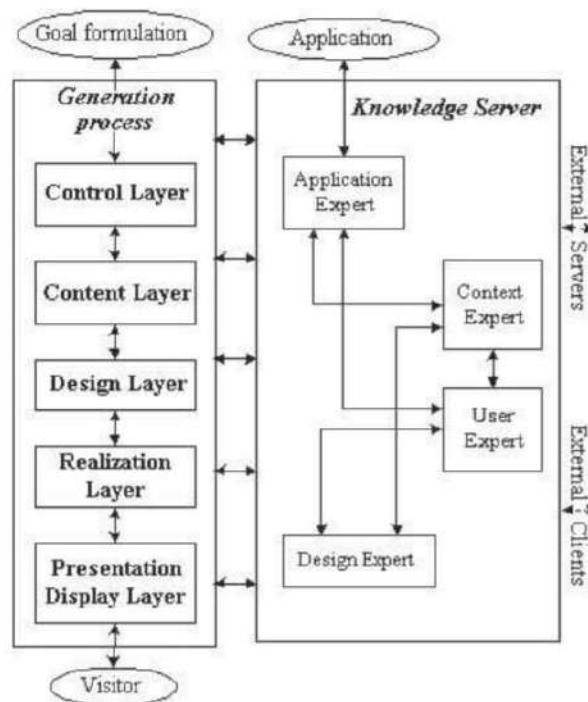
Figure 1. The Standard Reference Design for IMMPSs

Figure 1 shows the IMMPS reference design. Its applied plan reflects a modularization of the age cycle into five layers: Control Layer, Content Layer, Plan Layer, Acknowledgment Layer and Show Layer.

To acquire information, the layers can take advantage of unequivocally encoded information gave by a different Information Server. The Information Server is made out of four information sources: Application Master, Setting Master, Client Master and Plan Master. The specialists are addressed as shared assets instead of as neighborhood or confidential assets. The Client Master keeps up with the information on the IMMPS's client model. It may incorporate portrayals of the objectives and plans; physical or mental capacities;

perspectives and inclinations; information and convictions of the client or gathering of clients. The Application Master gives the IMMPS application explicit knowledge. The information can be recovered from various sources, for example, sites, data sets and so on. Inside this part the information for the introduction of the site is put away.

It is likewise accepted to complete undertakings, for example, communicating with the application system(s), information design transformation, arrangement of information and information portrayal. The Setting Master fills in as a holder for information concerning the context. The setting alludes to the gadget utilized, the stage, the organization speed and all factors that can impact the last show without being important for the client qualities. Its undertaking is to develop an age setting (a portrayal of what has been produced up until this point and what adaptivity rules have been utilized) and a show setting (a portrayal of what has been introduced to the client up to this point and how she associates with this show).The Plan Master contains the plan rules on the most proficient method to fabricate a show. It supplements different specialists as in it gives a compartment to all other information which is pertinent for decision making in an IMMPS. The plan limitations and rules are coordinated per gadget model and media/methodology model.

4. Presenting an Enhancement Layer for Web based business

To have the option to consequently produce versatile, customized presentations, a setting-driven and logical pretending approach is required. Subsequently a Client Model Master with Main interest group and Guest Profile information, a Setting Model Master with Setting and Use Profile information, a Talk Master, a Plan Master and an Application Master inside the Information Server are important to give all the data about the setting. To come up with the best show for a particular client inside a specific setting, the information from the specialists should be recovered by an Enhancement Layer. This layer channels the information so that the Inspiration, Capacity and Opportunity factors have the most noteworthy potential qualities. A short time later, it sends the handled information to the Age Cycle so a logical pretending and setting focused show can be created (see fig. 2).

4.1 Updates on the Information Server

The Client Master is changed into Client Model Master and contains an Objective Audience Master and a Guest Profile. The Main interest group Master address the main interest group's inspiration, capacity and opportunity [6], [4]. The Guest Profile contains information about a specific guest and extra data to the Interest group Master, for instance client inclinations. Our Client Model Master contains data about the assumed client model, yet in addition information straightforwardly recovered from the genuine guest. By producing introductions explicitly implied for a specific crowd, we desire to get a more exact Client Model Master.
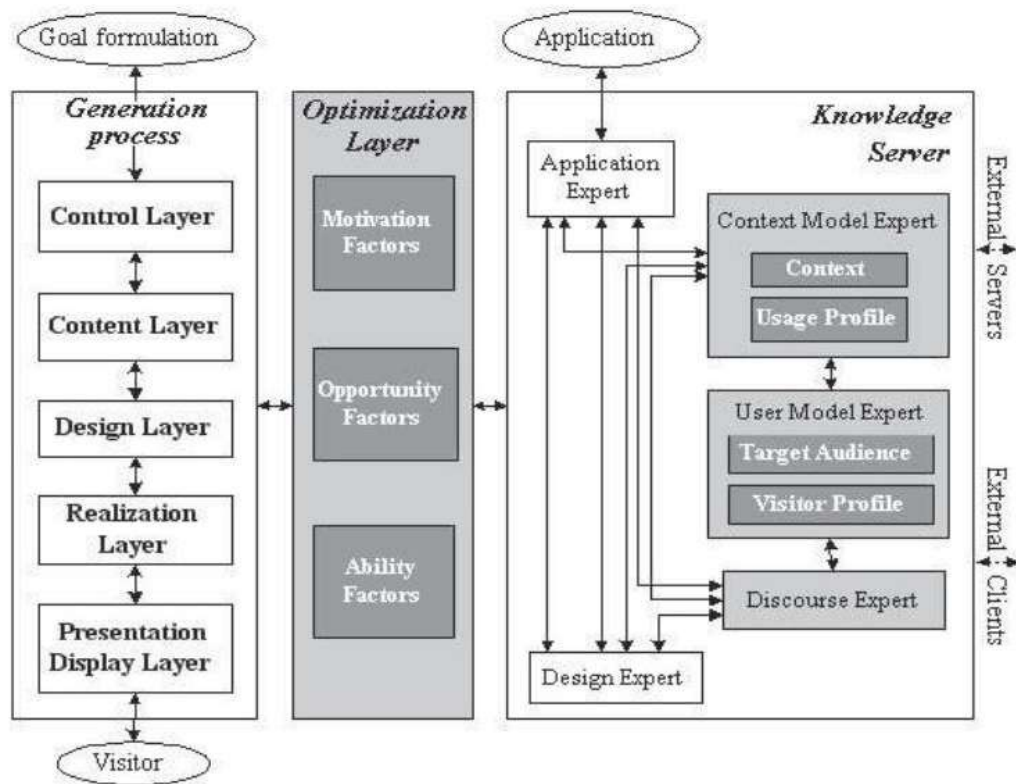
The SRM-IMMPS has both of these data sources furthermore, focuses however much guests as could be expected. The Setting Master is changed into Setting Model Master and contains a Setting Master for general data and a Utilization Profile for explicit information about the way and item the client uses to see the show. The added worth of the Setting Model Master contrasted with SRM-IMMPS's Specific circumstance Master is that it gives a more exact model on at first handled, incorporated data . A Talk Master [9] is added. This Master directs the age of the show structure utilizing talk models, for example, Manner of speaking Design Hypothesis [7], an educational model or a showcasing focused model. It depends on the reason of the site and gives an unmistakable 'flavor' to the show, which shows how clients ought to assume their parts. This 'flavor' can be the shade of the brand or a specific approach to composing that recognizes one site from one more inside the same application region. The Application Master and the Plan Master continue as before. They are both utilized during the time spent recovering and making the substance for the presentation.

4.2 The Improvement Layer

In figure 2 we present the Improvement Layer which comprises of three modules: Inspiration, Capacity and Opportunity. These modules are fundamental for handling the information from the Information Server so that a show can be created in view of an explanatory pretending and setting-driven approach. The Inspiration module is answerable for the sifting of data about the interest group attributes, for example, the need, objective, social qualities in mix with the reason for the site. It directs the age of a presentation pertinent to the main interest group. It propels the guest to investigate the site and satisfy her need. It contains data of individual pertinence. It monitors the qualities consistency (socially held convictions), requirements and objectives. It likewise guarantees a low client chance and controls a moderate irregularity with perspectives of the client.

To acquire this information, the Inspiration module teams up with the Ideal interest group, Application and Talk Master modules.

The Capacity module processes the data about the client attributes, like mental style, (dis)abilities, level of involvement and information. Its objective is to guarantee that the age cycle brings about a show appropriate for a client with (dis)abilities, like degree of information, level of involvement, type of mental style, engine impeded/poor-located, and so on. To acquire this information, the Capacity module teams up with the Main interest group and the Plan Master modules. The Open door module processes the qualities of the climate also, qualities on the introduction of the site, such construction, structure of content. Its objective is guarantee that the age cycle brings about a show that is adjusted to the climate. The format of the site show is improved and can be seen by utilizing that specific gadget, stage, organization speed, and so on. To acquire this information, the Open door module teams up with the Unique situation, the Application and the Plan Master modules.

5. Discussion and Conclusion

This paper presents gives that begin from Persona Hypothesis and Arranged Activity system. Logical pretending and a setting-driven approach can be supportive on the enterprize and the client inside a Web based business setting. In light of this we offer an express model for a tailor-made site show in Online business site setting. Following the advances on SRM- IMMPS research concerning dynamic creation and age of content introductions, we expand upon the SRM by adding an extra Advancement Layer. Along these lines, we target creating significant and agreeable introductions, for guests who perceive the job they need to play to track down what they are searching for. The force of the Advancement Layer is twofold. From one perspective, the Optimization Layer processes the information from the Information Server specialists and sends it to the Age Cycle to direct the age of the most appropriate show (setting, explanatory pretending versatile) for the current guest. This makes it more straightforward to perform exact ease of use assessments. On the other hand, the quantity of various introductions from a similar site isn't boundless. This won't just diminish the ideal opportunity for programmed age, however it will likewise make it simpler to follow the quantity of situations inside a specific setting. This way a further client transformation in view of the Guest Profile is worked with. A conceivable detriment of the methodology is the way that the site show is as of now not reasonable for guests who are not piece of the main interest group, but rather who

are likely clients. It could likewise be the situation that the data traded among the Information Specialists clashes. To sum up: changing the SRM from an Arranged Activity and Persona Hypothesis point of view, gives means to fulfillment level assessment of the show inside the course of website composition. This is an extra move toward satisfying different client needs, inside, however not limited to, Online business settings.

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NAVIGATING THE DIGITAL MAZE: ACHIEVING REGULATORY COMPLIANCE IN DIGITAL ERA

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Abstract

This paper encourages a cooperative approach to compliance by highlighting the necessity of forming alliances and sharing information among diverse corporate sectors. In an era marked by rapid digital transformation and continuously shifting regulatory needs, collaboration among stakeholders—from industry peers to regulatory authorities—is crucial to developing a collective knowledge of compliance issues and creating innovative solutions. This document also promotes a cooperative approach to compliance, stressing the need of establishing alliances and exchanging information across various industrial sectors. Collaboration among stakeholders—from industry peers to regulatory authorities—is essential in building a collective awareness of compliance difficulties and identifying creative solutions in an era characterized by fast digital change and constantly changing regulatory demands.

Key words: Digital integration, Cybersecurity, Compliance

Introduction

Achieving regulatory compliance has grown to be a formidable task in the rapidly evolving digital landscape of today, when technology is intricately woven into almost every facet of corporate operations. Organizations must navigate a complicated web of laws and guidelines that control financial transactions, cybersecurity, data protection, and other areas as they use digital tools and platforms to innovate and grow. It takes a thorough grasp of the regulatory environment, proactive steps to adjust to evolving compliance standards, and effective risk-reduction tactics to successfully navigate this digital maze. In order to help enterprises effectively navigate this dynamic environment while guaranteeing adherence to regulatory obligations, this paper presentation explores the nuances of regulatory compliance in the digital era. It does this by examining significant problems, emerging trends, and best practices.

Digital Integration

The process of smoothly integrating digital systems and technology into many facets of an organization's operations, procedures, and plans is known as "digital integration." It entails utilizing digital tools to increase productivity, optimize workflows, and boost overall performance, such as software programs, cloud computing, Internet of Things (IoT) devices, and data analytics. Digital integration facilitates departmental collaboration and data-driven decision-making by allowing diverse systems and data sources to communicate and share information in real-time.

Regulatory Compliance

An organization's adherence to laws, rules, regulations, guidelines, and standards pertinent to its operations or industry is referred to as regulatory compliance. It includes making sure that the organization complies with the legal and regulatory standards established by governing bodies or trade associations through its practices, policies, and processes. Establishing internal controls, procedures, and documentation to show conformity to relevant legislation is necessary to achieve regulatory compliance.

Need For Regulatory Compliance in Digital ERA

Recent global events have highlighted the importance of global digital transformation. First, the COVID-19 pandemic demonstrated our reliance on digital technologies and the need to utilize and manage digital transformation more effectively. This, in turn, has raised concerns over the way we promote the digital economy and regulate digital platforms and services. Second, cybersecurity has risen to the top of many national agendas as cyberattacks have increasingly threatened businesses, governments, and critical infrastructure. In order to successfully navigate the intricacies and difficulties present in the current digital world, regulatory compliance is vital in the digital age

Scope of Regulatory Compliance in Digital ERA

The regulatory compliance landscape has grown significantly in the digital age, involving a wide range of intricate needs and obstacles. Organizations must comply with strict restrictions regarding data privacy, cybersecurity, online transactions, intellectual property rights, and other areas as a result of the widespread use of digital technology. Organizations must traverse a patchwork of worldwide norms and standards, which means that the extent of regulatory compliance transcends national borders. Furthermore, as technology advances quickly, new compliance risks and uncertainties are created, necessitating ongoing vigilance and flexibility on the part of enterprises in their compliance activities.

Objectives of Regulatory Compliance in Digital ERA

In the digital age, maintaining legal and ethical standards while ensuring the integrity, security, and privacy of digital data and transactions are the many goals of regulatory compliance. The main goals of a company include protecting confidential data, mitigating cyber threats, adhering to laws, building stakeholder trust, and fostering innovation through a stable regulatory environment. These include data security and privacy, cybersecurity, digital transactions and e-commerce, intellectual property rights and cross-border compliance

Paytm: Breaking Down the Carck down

Overview of the Company

In 2015, Paytm Payments Bank Limited received in-principle approval from the Reserve Bank of India to set up a payments bank and was formally inaugurated on November 28, 2017. Paytm Payments Bank (PPBL) is an Indian payments bank, founded in 2017 and headquartered in Noida. In 2021, the bank received a scheduled bank status from the RBI. Vijay Shekhar Sharma holds 51 percent in the entity with One97 Communications holding 49 percent. Vijay Shekhar Sharma is the promoter of Paytm Payments Bank, and One97 Communications Limited is not categorized as one of its promoters.

Case Study

"It's a sad day for fintechs. It is not very easy to work with the regulator, especially with so many norms. It gets confusing, if not supervised. RBI could have penalized them (Paytm) instead of destroying them completely," a lending head of a fintech firm said. In a major blow to fintech services provider Paytm, the Reserve Bank of India (RBI) barred its payments bank subsidiary, Paytm Payments Bank Ltd (PPBL) from obtaining further deposits and top-ups in its accounts or wallets from February 29. PPBL was barred from on-boarding news customers back in March 2022.

Uncertain Failure of Paytm

Paytm Payments Bank's future uncertain post-Feb amid RBI's silence. Paytm Payments Bank Ltd (PPBL) is staring at an uncertain future with the Reserve Bank of India's (RBI) decision to bar fresh deposits and top-

ups with effect from February 29, 2024 and One97 Communications – which runs Paytm services — stopping all businesses with PPBL. While the RBI has not hinted at the possibility of cancelling the license given to Paytm for the payments bank, banking sources don't rule out the cancellation of the license once the February deadline is over.

Final Judgement

The Reserve Bank of India has directed Paytm Payments Bank Ltd to cease onboarding new customers immediately, in accordance with section 35A of the Banking Regulation Act, 1949 and all other powers enabling it in that behalf, the Reserve Bank of India, has today directed PPBL as the bank will restrict further deposits, credit transactions, and top-ups in customer accounts, prepaid instruments, wallets, FASTags, and NCMC cards after February 29, 2024. Customers can withdraw or use balances without restrictions, and the bank will not provide other banking services after that date. One97 Communications Ltd and Paytm Payments Services Ltd. must terminate their nodal accounts by February 29, 2024, and settle all pipeline transactions and nodal accounts by March 15, 2024.

Conclusion

"Navigating the Digital Maze: Achieving Regulatory Compliance in the Digital Era" concludes by emphasizing how crucial it is to successfully handle the numerous difficulties presented by the digital landscape while guaranteeing adherence to legal requirements. As companies set out to navigate this complex web, it is clear that a multipronged strategy that includes technological integration, cultural shifts, and cooperative participation is necessary for success.

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CYBERSECURITY & USER PROTECTION – AN OVERVIEW

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Abstract

In the present advanced age, the security of computerized resources is foremost. This paper investigates the interweaved domains of network safety and hazard the board, accentuating their importance, difficulties, and methodologies for alleviating digital dangers. Drawing from a survey of writing and certifiable models, it gives bits of knowledge into the primary standards of online protection, the gamble the executives structure, and the job of network safety administration in shielding computerized resources.

Introduction

The multiplication of computerized advances has reformed the manner in which we live, work, and communicate. Notwithstanding, this advanced change has additionally uncovered people and associations to phenomenal network protection gambles. Digital dangers, going from malware and phishing assaults to modern digital undercover work crusades, present critical difficulties to the security and uprightness of computerized resources. Against this background, viable online protection and hazard the executives rehearses are fundamental for moderating these dangers and guaranteeing the flexibility of advanced foundation.

Review of Literature

An exhaustive survey of writing uncovers an abundance of examination and insightful talk on network safety and chance administration. Studies have featured the advancing idea of digital dangers, the weaknesses intrinsic in computerized frameworks, and the effect of network protection breaks on people, associations, and society at large. Besides, research has highlighted the significance of taking on a proactive way to deal with network protection, utilizing risk the executive's systems and administration designs to relieve digital dangers and improve hierarchical strength. By blending experiences from scholastic diaries, industry reports, and government distributions, this paper plans to add to the continuous exchange on network protection and chance administration rehearses.

Sharma, M, 2017- Every one of the basic areas, for example, transportation, correspondences and taxpayer supported organizations, rely on the power/power area for their essential prerequisite of power supply, which controls the railroads, air terminals and correspondence frameworks, for example, exchanging focuses or phone trades. In a reliant capability, the power/power area itself relies upon transportation for fuel supplies and correspondences for its information transmission or to keep up with soundness of the transmission/conveyance organizations. Also, state run administrations rely upon the banking and monetary administrations for every single money related need. The financial area is innovation driven, and correspondences area assumes a crucial part in consistent financial tasks

Kevin Stine, Stephen Quinn, Greg Witte & R. K. Gardner (2020)- Online protection occasions can have outcomes that compromise the trustworthiness of budget summaries (e.g., pay explanation, monetary record, income), confirmation statements,40 and risk stories in quarterly reports. They surely influence endeavor goals laid out or affected by various partners (e.g., Congress, controllers, citizens, investors, clients, public, accomplices). Board and venture risk officials' acknowledgment and thoughtfulness regarding these and other

undertaking weaknesses might turn into an exhibition of "obligation of care" as the last line of security for lawful and administrative gamble. Through the mission-based portfolio approach framed in this part, senior chiefs can guarantee that singular network protection gambles at the framework level might be gathered and examined for their arrangement with and influence on big business key goals. This aggregate comprehension assists undertaking pioneers with remaining mindful of and evaluate significant online protection risk changes, survey hazard and execution results, and persistently seek after progress inside the more extensive ERM to assist the association with accomplishing its expressed mission.

Understanding Cybersecurity Fundamentals:

At the core of successful network safety lies a profound comprehension of its basic standards. Digital dangers, exuding from different sources, for example, cybercriminals, country states, and insider dangers, exploit weaknesses inside computerized frameworks to think twice about privacy, trustworthiness, and accessibility of information. These weaknesses might come from programming blemishes, misconfigurations, or human mistakes, highlighting the complex idea of digital dangers. To counter these dangers, network safety experts utilize a scope of controls, including encryption, access controls, and interruption identification frameworks, to safeguard computerized resources from unapproved access, control, or obliteration.

Navigating the Risk Management Framework:

Key to powerful network safety is the execution of a vigorous gamble the board system. This structure gives a methodical way to deal with recognizing, dissecting, and relieving digital dangers, empowering associations to proactively address expected dangers and weaknesses. Through cycles, for example, risk evaluations, danger demonstrating, and weakness examining, associations can distinguish and focus on takes a chance with in view of their expected effect and probability of event. In this way, risk examination works with the improvement of custom-made risk alleviation procedures, which might incorporate gamble aversion, risk move, risk relief, or hazard acknowledgment. Besides, constant observing and survey of digital dangers guarantee that control measures stay compelling over the long haul, empowering associations to adjust to advancing dangers and weaknesses.

The Role of Cybersecurity Governance:

Successful network protection administration is fundamental for adjusting network protection drives to authoritative goals and needs. This involves characterizing clear jobs and responsibilities regarding key partners, including senior administration, IT work force, and end clients. Also, consistence with important online protection guidelines and guidelines, for example, GDPR, ISO 27001, and NIST Network safety System, guarantees that associations comply to best practices and industry principles. Besides, the turn of events and execution of network protection strategies and systems give a structure to directing hierarchical exercises and navigation, encouraging a culture of safety mindfulness and responsibility.

Illustrating Through Case Studies

To show the reasonable ramifications of network safety and hazard the board standards, this paper presents true contextual analyses of network safety episodes and their effect on associations. From high-profile information breaks to troublesome ransomware assaults, these contextual investigations highlight the significance of proactive gamble the executives and the staggering outcomes of deficient network protection measures.

Conclusion

All in all, network safety and chance administration are fundamental parts of present day advanced tasks. By taking on a thorough methodology that envelops network safety basics, risk the executives systems, and successful administration structures, associations can protect their computerized resources and moderate the consistently present danger of digital assaults. In any case, in an advancing danger scene, watchfulness and versatility are critical. As innovation keeps on progressing, so too should our network safety works on, guaranteeing that we stay one stride in front of arising dangers and weaknesses.

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AN OVERVIEW FROM DATA DRIVEN SMART COMPUTING, DECISION MAKING AND APPLICATION PERSPECTIVE

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Abstract

Along the dynamic cycle, we rely upon suspicions, premises, the unique situation and this is directed through the point related with the actual choice. The specific situation and suppositions address outer angles out of the control of any leader, however the premises and the information on the organization rely upon our information. A typical calculated botch is related with the disarray connected with information and data when to be sure they are totally different ideas. It is that to say, we can accumulate information from various heterogeneous information sources however nothing guarantees us that the information is predictable, practically identical and discernible. In this work, we discuss the significance of estimation and assessment corresponding to information driven navigation. Followed, we present the ramifications of an instinct driven direction and their conceivable social effect.

Keywords: Data-Driven Decision Making, Measurement, Evaluation, Social Impact

Introduction

The specific circumstance and suspicions address outer perspectives out of the control of any chief, yet the premises and the information on the organization depends of our information since they are important for our association as framework. A typical calculated botch is related with the disarray connected with information and data when to be sure they are altogether different ideas. It is that to say, we can assemble information from various heterogeneous information sources yet nothing guarantees us that the information are reliable, practically identical and detectable. In this sense, in the event that we really want go with a choice, we really want to know the element under examination and their related data at the exact moment. It is significant on the grounds that according to the perspective related with the overall framework hypothesis, it is important recognizes the framework for distinguishing their limits, setting, subsystems, criticism, info and results. When the framework was recognized, we can go on the evaluation connected with each related trademark for knowing it exhaustively. Subsequently and for knowing the element under investigation, we want to gauge it for measuring their related attributes and from that point; we characterize the markers for deciphering every measurement's worth. Along these lines, the Estimation and Assessment (M&E) cycle can be upheld by a reasonable structure with a fundamental philosophy. The M&E structure permits characterizing the essential ideas for carry on an estimation cycle in reliable and repeatable manner in any event, when is critical that an estimation cycle give us steady, tantamount and recognizable outcomes, yet in addition it is vital its automatization. In the now economy, the activities occur progressively and consequently we want truly think about the web based observing for distinguishing and forestalling various circumstances on the fly. In this sense, the job of the estimation and assessment systems is a key resource, since they permit structure and robotize the estimation cycle in reliable manner.

Review of literature

Pourshahid, et. Al. (2011), which introduces relevant knowledge relevant to the concerned Area. In consideration to decision making, the concept of Business Intelligence, business value that was continued with cooperation of customer, change in adaptation and swift response to competitive needs.

Chen, et. Al.(2012),For the victorious performance of many organizations the role of Business intelligence (BI) is vital. It permits them to obtain easier and faster access to information in order to enhance the business procedures and decision making and therefore identification of chances and threats while cooperating with the suppliers, customers and competitors.

Lenssen, et. Al. (2012), At present the environment of business is engulfed with the complexities of economic power and geopolitics.

Model for Sustainable Data - Decision Making

The model catches the interconnections between such boundaries from the investigation of the meetings information. The model portrays the advantages and provokes of DDDM and its connection to more maintainable and versatile production network activities inside the assembling business. Writing and experimental discoveries concur that DDDM depends intensely on how an association is organized, its computerized arrangements, and systems. For example, constant information and examination can't be satisfied without great correspondence and perceivability. The equivalent goes for further developing preparation, and future activities, driven by straightforwardness. The linkages among 'Empowering agents' and 'Business Exercises' comprise of 'Difficulties with information' and 'DDDM,' where the normalization and mix of IT frameworks, data sharing, unwavering quality, and information legitimacy comprise the main difficulties. A portion of the applications for DDDM have helped with lessening CO_2 outflow, moderating the bullwhip impact, and further developing preparation, which can diminish CO_2 emanations further. In any case, there are suggestions like significant expense and potential cycle intricacy.

Data-driven decision-making in manufacturing industry

Information is these days seen as a secret weapon for an association, with unending potential administration and assembling inventory network the executives have been coordinating digitalization for a significant time frame. Speed is the test of proficient information the board, where the unwavering quality of information move and information assortment is major. Moreover, information sources, for example, sensors can come in different configurations, which prompts the test of assortment and coordinating different arrangements of information into a standard organization. What's more, a large part of the accessible information isn't generally adequate to pursue complex choices, prompting the test of checking the information from great to terrible. Ultimately, it isn't generally direct in the event that the worth of information is fulfilling, as it is challenging to gauge the general effect that it can make [13]. Taking a gander at the store network level, associations are in a desperate circumstance to foster digitalization methodologies as it is one of the essential pieces of organizations.With a digitalized store network, various open doors can be accomplished, like expanded data accessibility, straightforwardness, access and control, and tasks productivity.For example, by having information on season of request, season of appearance, lead time, cost, and the quantity of units requested, store network activities can be enhanced with the assistance of DDDM.It becomes fundamental to comprehend information driven assembling and how to empower it, particularly what sort of assembling information an

organization gathers, how it interfaces with assembling and inventory network, and the deterrents to an enhanced information driven store network.

Data-Driven Decision-Making as an Enabler for Sustainable Operations

Think about a few parts of fruitful change, including financial and social manageability contemplations. By taking on supportability standards, organizations can turn out to be more productive and support their exercises over the long haul. Digitalization, explicitly DDDM, can be used past organizations' monetary advancement, i.e., to work on friendly and ecological parts of their tasks. For example, ventures can take on green methodologies for strategies exercises to limit coordinated factors tasks' expenses and waste. A computerized supply network takes into consideration a more practical methodology for transport, warehousing, office the board, stock control, and material dealing with frameworks, which all assist with accomplishing feasible operations frameworks.Fabricating organizations endeavor to diminish the energy utilization for apparatus tasks to limit waste and natural substances utilized underway cycles.Less center has been noticed with respect to social maintainability than financial and natural viewpoints; in any case, the ultimate objective to further develop social supportability is as yet apparent. By turning out to be more digitized, there is a take a stab at the human-in the know cycle, and that implies that organizations want to upgrade the workplace for the representatives by using machines to improve and facilitate their errands. Hierarchical activities toward human digital actual tasks rather than completely robotized frameworks have become significant. This prompted the improvement of the Administrator idea, which centers around human-in the know processes rather than completely computerized. Frameworks support people to go with quicker educated choices.

Linking the End Goal with Enablers for Data Driven Decision Making

Concerning the linkage among information and TBL execution, the worth catch was explored to what information is required and how much information can be utilized. The case interviews uncovered that a wide range of kinds of information can be significant while creating practical systems and that there is no restriction to what information really can do. Organizations will have a superior opportunity to apply viable information driven frameworks for further developed TBL execution with new savvy innovations. In like manner, empowering constant examination of the production network and emanations can additionally make proactive means in the store network. The information primarily expected to build the TBL execution and catch worth can be gotten from client information. At the same time, the case interviews uncovered that most organizations consistently realize what sort of information they need to turn out to be all the more harmless to the ecosystem.

Conclusion

In this welcomed talk we presented our viewpoint on the significance of the estimation and assessment in the information driven navigation. Concerning information quality and in view of the ISO 25.012, we can have angles relying solely upon the information, yet in addition on the framework or both. In this sense, the information driven direction is reliant of the information quality among other related factors (for example administration, and so forth). An unfortunate information quality, an unfortunate estimation process, perhaps suggests an unfortunate dynamic cycle. Subsequently, the Information The executives Development Model from the CMMI Establishment comprises intriguing an option basically for its thought. We regularly can peruse papers about the advantages of the information driven navigation, yet in this discussion we shown the fiascoes related with the utilization the direction directed by instinct in a genuine case in the city of St Nick Rosa (La Pampa, Argentina). It is fascinating for estimating and making substantial the ramifications positive and negative connected with the presence and nonappearance of the information driven navigation. We present an application case connected with the Autarchic Foundation of Lodging of La Pampa, in where the business

processes are considered as element under examination. In this angle, the estimation and assessment methodology utilizing C-INCAMI was characterized for supporting the dynamic interaction.

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AN INVESTIGATIVE STUDY ON THE IMPACT OF AI-DRIVEN CHATBOTS ENHANCEMENT ON CUSTOMER RELATIONSHIP MANAGEMENT

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Abstract

Using a case study methodology, this paper examines how AI-driven chatbots affect customer relationship management (CRM) in enterprises. It looks at how these chatbots improve client engagement, loyalty, and satisfaction. The report illustrates the precise ways in which AI-driven chatbots enhance CRM strategy through the examination of real-world case studies. It looks at how chatbots can be used to automate repetitive chores, streamline consumer interactions, and provide individualized help. Furthermore, the study explores the possible obstacles and factors to be considered when putting AI-powered chatbots into practice, like preserving human-like communication and protecting user privacy. The objective of this study is to offer significant insights to companies utilizing AI-powered chatbots for efficient customer relationship management. This will be achieved through the identification of best practices and the presentation of successful case studies.

Keywords: Artificial Intelligence, Customer Relationship Management, Chatbots.

Introduction

Businesses are attempting to forge closer, more individualized ties with their customers in the hyperconnected world of today, when customer expectations are rising. Conventional CRM approaches frequently fall short, unable to offer customers the personalized attention and round-the-clock accessibility they desire. This is where chatbots powered by AI come into play, revolutionizing the way companies communicate and connect with their clientele.

The introduction emphasizes how crucial customer relationship management is becoming in the cutthroat business world of today. In order to foster customer loyalty and long-term success, it highlights how important it is for businesses to effectively engage and please their clientele. The idea of AI-driven chatbots as a potential tool for improving customer relationship management is then introduced in the introduction. It talks about how chatbots have become more and more popular recently and how they may be used to automate repetitive jobs, improve customer service, and expedite consumer interactions.

Objective of the Study

✓ To investigate the use of AI-powered chatbots for customer relationship management in companies.

✓ To assess how well chatbots work to enhance communication and customer engagement.

Statement of the Problem

Within the realm of commercial customer relationship management (CRM), it is imperative to comprehend the precise mechanisms by which AI-powered chatbots augment client pleasure, loyalty, and engagement. Even though chatbots have the potential to enhance customer service, no thorough research has been done on how they affect CRM tactics. Concerns may also exist regarding the efficacy of chatbots in delivering tailored and human-like interactions, in addition to possible difficulties in protecting client privacy and handling opposition. In order to improve customer interactions and business outcomes, this study intends to go deeper into these areas and offer insights into how AI-driven chatbots can be successfully included into CRM procedures.

Scope of the Study

The study's focus is on examining the precise ways that chatbots powered by artificial intelligence complement customer relationship management tactics. Its goal is to investigate how chatbots affect client engagement, loyalty, and satisfaction in a corporate setting.The study will mostly use a case study methodology to look at actual companies that have effectively used AI-driven chatbots. The research attempts to determine the best techniques and strategies used by these companies to improve their CRM efforts by examining these case studies.The study will also cover potential issues and concerns with putting AI-driven chatbots into practice, like protecting user privacy and preserving a human-like interface.

Research Methodology

In this study descriptive research design is made use of which describes the demographic characteristics of respondents and the frequency of two variables.

Source of Data

✓ **Primary data**

The primary data will be collected through a structured questionnaire designed to address the research *objectives.*

✓ **Secondary data**

For the study the data has been collected from books, magazines, journals, articles, old reports and required websites.

Sampling Technique

This research is a combination of simple random sampling and convenience sampling. Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. From simple random sampling convenience sampling is collected from the known individuals.

Sampling Size

Approximately 50 respondents will be targeted for participation in the study.

Area of the Study

The study was conducted only for the participants of COIMBATORE CITY.

Tools Used for the Study

✓ Percentage analysis

✓ Rank analysis

Limitations of the Study

✓ Due to time constraints the sample is restricted to 120 respondents.

✓ The survey is conducted among the customers in Coimbatore city

✓ The study is based on the view of the respondent.

Review of Literature

Esteban Vazquez-Cano, Jos´e M. Ramírez-Hurtado, Jos´e M. Saez-L´opez, and Eloy LopezMeneses (2023)[1] *"Analyzing the Effect of Mobile Payment Apps on Consumer Spending Behavior."* With 30 Spanish language teachers and 30 students aged 14– 16, the research aimed to compare the evaluation of a summary generated by ChatGPT to that of real students. The findings revealed that ChatGPT's summaries received higher marks in both content and style across all teacher demographics. The study suggests the incorporation of AI tools, like ChatGPT, into education for improved learning but emphasizes the importance of integrating them creatively and critically, avoiding a mere substitution for developing essential student competencies.

Thi Thuy A Ngo's (2023)[2] *"Analyzing the Effect of Mobile Payment Apps on Consumer Spending Behavior,"* investigates Vietnamese university students' perceptions of using ChatGPT for learning. With a sample of 200 students and 30 semi-structured interviews, findings reveal a positive outlook on ChatGPT, citing benefits such as time-saving and personalized tutoring. Barriers include concerns about source quality and citation accuracy. Despite challenges, students express satisfaction and propose solutions like source verification and using ChatGPT as a reference tool. The study underscores the need to address concerns while harnessing the benefits of ChatGPT in academic settings.

Dr. Frederick Edward T. Fabella (2023)[3], *"Attitudes Toward the Positive and Negative Features of Chat GPT by Selected First Year College Students"* The research aimed to explore the attitudes of 88 first-year college students towards specific positive and negative features of Chat GPT, utilizing a 9-item researcher-made, 6-point Likert scale instrument. Findings revealed moderate agreement among respondents on positive features such as detailed answers and contextual understanding. On negative aspects, students moderately agreed on potential mistakes, strong agreement on misuse, slight agreement on lacking morality and bias, and slight agreement on providing convincing but incorrect answers. The study concluded that students generally had a moderate level of agreement with both positive and negative features, suggesting the need for careful consideration in using Chat GPT.

Data Analysis and Interpretation

Percentage Analysis

Table 1.1 Gender

Gender	No. of Respondents	Percentage
Male	76	73.07%
Female	28	26.92%

Total	**104**	**100%**

Interpretation

The above table 1.1 shows 39.62% of the respondents were male and 63.36% of the respondents were female.

Inference

Majority 63.36% of the respondents were Female.

Table 1.2 Education Level

Education Level	No. of Respondents	Percentage
Associate's Degree	79	75.96%
Master's Degree	16	15.38%
Post-Graduate Degree	4	3.84%
PhD	5	4.80%
Total	**104**	**100%**

Interpretation

The above table 1.2 shows 75.96% of the respondents were Associate's Degree and 4.80% of the respondents were PhD.

Inference

Majority 63.36% of the respondents were Associate's Degree.

Table 1.3 Income

Education Level	No. of Respondents	Percentage
Below 25000	40	38.46%
26000-30000	39	37.5%
31000-35000	21	20.19%
Above 36000	4	3.84%
Total	**104**	**100%**

Interpretation

The above table 1.3 shows 38.46% of the respondents were Below 25000 and 3.84% of the respondents were Above 36000.

Inference

Majority 63.36% of the respondents were Below 25000

Rank Analysis

FACTOR	RANK	1	2	3	4	5	TOTAL	RANK SCORE	RANK
	SCORE	5	4	3	2	1			
Provide quick and accurate responses	Rank	51	19	19	8	7	104	395.19	1
	Score	255	76	57	16	7	411		
	Score	115	192	27	26	11	371		
The responsiveness is neither impressive nor disappointing	Rank	44	23	12	17	8	104	375	2
	Score	220	92	36	34	8	390		
	Score	120	180	39	22	11	372		
They rarely provide helpful responses	Rank	40	28	12	7	17	104	364.42	3
	Score	200	112	36	14	17	379		
Fail to address queries effectively	Rank	24	45	13	11	11	104	357.69	4
	Score	120	180	39	22	11	372		
Room for improvement	Rank	23	48	9	13	11	104	356.73	5
	Score	115	192	27	26	11	371		

Interpretation

The ranked analysis table 2.1 shows that provide quick and accurate responses ranks 1st among the customers and the Room for Improvement Ranks 5th in the analysis. Therefore, it is clear that customers get a quick and accurate responses from chatbot.
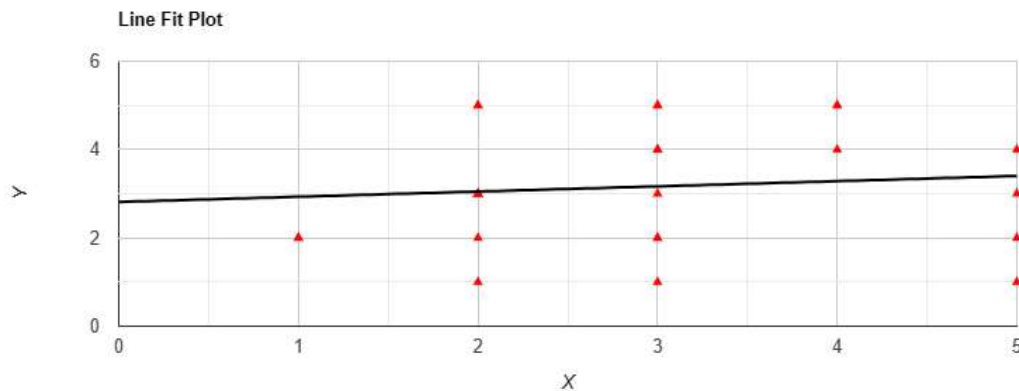
Inference

Provide quick and accurate has been ranked 1st and scores the highest among the customers.

Correlation Analysis

PARAMETER	VALUE
Pearson correlation coefficient (r)	0.1019
r^2	0.01038
P-value	0.6357
Covariance	0.1739
Sample size (n)	104
Statistic	0.4804

r = 0.1019

Interpretation

The Pearson correlation coefficient of 0.1090 suggests a weak positive linear relationship between the variables, and the low P-value (0.6357) indicates that this correlation is statistically significant in the given sample of 104 data points.

Findings

- Majority of the respondents were Male.

- Majority of the respondents were Associate's degree.

- Majority of the respondents were Below 25000.

- Majority of the customers use chatbot for a quick and accurate responses for their doubts and queries.

Conclusion

The Research investigate the impact of chatbots enhancing the customer relationship management, AI-driven chatbots have indeed enhanced customer relationship management. They provide quick and efficient responses, improving customer satisfaction. Additionally, chatbots can handle multiple customer inquiries simultaneously, saving time and resources. AI technology also allows chatbots to learn from customer interactions, leading to more personalized and effective communication. The impact of AI-driven chatbots on customer relationship management is undeniable and continues to evolve. The Study focuses on the CRM and employ's percentage and rank analysis. The findings suggest that majority of the customers use chatbot for a quick and accurate responses for their doubts and queries.

Website

1. https://scholar.google.com/

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2. The Age of Em: Work, Love, and Life when Robots Rule the Earth" by Robin Hanson.

UNDERSTANDING THE ROLE OF DATA ANALYTICS IN DECISION MAKING

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Abstract

Business analytics enables informed decision-making by utilizing a wide range of analytical approaches that offer vital insights into data. These insights help companies make decisions that are well-informed and consistent with their strategic goals. Businesses use internal and external sources of data to obtain comprehensive insights. Leveraging data analytics for informed decision making is significant because it allows organizations to gain valuable insights, make accurate forecasts and predictions, optimize processes, mitigate risks, identify opportunities, and improve customer satisfaction.

Keywords: Data Analytics, Decision-making, Business Analytics, Data

Introduction

Data analytics has become increasingly significant in decision-making processes for businesses. As business operations become more complex and data driven, organizations are realising the importance of leveraging data analytics to make informed decisions (Evans, 2015). Business data analytics allows organizations to gather, analyse, and interpret large volumes of data to gain valuable insights and make evidence-based decisions. With data analytics, organizations are able to gather, analyse, and interpret large volumes of data to gain valuable insights and make evidence-based decisions. These informed decisions can lead to improved operational efficiency, increased profitability, better customer satisfaction, and a competitive advantage in the marketplace.

By leveraging data analytics, organizations are able to:

▪ Identify patterns and trends: Data analytics can help organizations identify patterns and trends within their data, allowing them to understand customer behaviour, market trends, and internal operational patterns.

▪ Make accurate forecasts and predictions: Data analytics enables organizations to make accurate forecasts and predictions based on historical data and trends. This can help organizations anticipate future market conditions, customer preferences, and identify potential risks or opportunities.

▪ Optimize business processes: Data analytics can help organizations optimize their business processes by identifying inefficiencies, bottlenecks, and areas for improvement.

▪ Enhance decision-making: Data analytics provides organizations with valuable insights and information to make informed decisions. These insights are based on objective data and analysis, reducing the reliance on intuition or guesswork.

▪ Mitigate risks and identify opportunities: Data analytics can help organizations identify potential risks and vulnerabilities, allowing them to take proactive measures to mitigate those risks. In addition, data analytics can also help organizations identify new opportunities for growth and expansion by identifying market trends, customer preferences, and emerging areas of demand.

▪ Improve customer satisfaction: Data analytics allows organizations to gain a deeper understanding of their customers and their preferences. This allows organizations to tailor their products, services, and marketing strategies to meet customer needs and enhance overall customer satisfaction. In summary, leveraging data analytics for informed decision making is significant because it allows organizations to gain valuable insights, make accurate forecasts and predictions, optimize processes, mitigate risks, identify opportunities, and improve customer satisfaction.

Also, by leveraging data analytics, organizations are able to gather, analyse, and interpret large volumes of data to gain valuable insights and make evidence-based decisions. These informed decisions can lead to improved operational efficiency, increased profitability, better customer satisfaction, and a competitive advantage in the marketplace. In summary, leveraging data analytics for informed decision-making is significant because it allows organizations to gain valuable insights, make accurate forecasts and predictions, optimize processes, mitigate risks, identify opportunities, and improve customer satisfaction

Review of Literature

Introduction

The role of data analytics has gained immense importance in various domains, revolutionizing decision-making processes and transforming the way organizations operate. Scholars have extensively explored the impact of data analytics in diverse fields, emphasizing its potential for informed decision-making, enhanced efficiency, and strategic advantage.

1. Foundations of Data Analytics

Researchers have delved into the fundamental concepts and techniques of data analytics, highlighting statistical methods, machine learning algorithms, and data visualization tools. The works of Davenport and Harris (2007) and Provost and Fawcett (2013) establish the groundwork for understanding the core principles of data analytics.

2. Business Intelligence and Strategic Decision-Making

Studies by Chen et al. (2012) emphasize the role of data analytics in business intelligence, demonstrating how organizations leverage data to gain insights, identify patterns, and make strategic decisions. The integration of analytics into decision-making processes has become a cornerstone for competitive advantage.

3. Predictive Analytics for Forecasting

The predictive capabilities of data analytics are explored by authors such as Siegel (2013) demonstrating its applications in forecasting future trends and outcomes. These studies illustrate how predictive analytics empowers organizations to anticipate market changes and proactively respond to emerging challenges.

4. Healthcare and Data-Driven Insights

In the healthcare sector, data analytics has been extensively examined for its role in patient care, disease prediction, and resource optimization. The works of Raghupathi and Raghupathi (2014) and Topol (2019) showcase the potential of analytics in transforming healthcare delivery through personalized medicine and improved clinical outcomes.

5. Ethical and Privacy Considerations

As data analytics continues to evolve, scholars such as Mittelstadt et al. (2016) have critically examined the ethical implications and privacy concerns associated with the collection and analysis of vast amounts of data. Addressing these issues is crucial for maintaining public trust and ensuring responsible use of analytics.

6. Big Data Analytics and Technological Advancements

Advancements in technology, particularly the rise of big data, have been explored by authors like McAfee and Brynjolfsson (2012) and Chen et al. (2014). These studies highlight how the increasing volume, velocity, and variety of data present both challenges and opportunities for organizations adopting data analytics.

In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated. Data analytics plays a crucial role in decision making, particularly when it comes to weather prediction and forecasting. According to various research institutions, the use of data analytics in decision making has become a key element in the business process over the past decade. Organizations have realized that their data and how they harness it can give them a competitive edge. This is particularly true in industries that traditionally haven't used weather data for decision making. For example, a grocery chain discovered that by combining weather data with purchasing trends and consumer demand data, even a small change in temperature can result in a significant shift in what people buy. As a result, the grocery chain improved its revenue by modelling this impact and managing inventory accordingly. Furthermore, the growth of technological trends such as the Internet of Things has fuelled advancements in weather prediction and decision support. The use of data mining techniques and algorithms has proven to be more efficient than conventional statistical approaches in accurately predicting weather conditions. These advancements have opened up opportunities for industries to increase revenue and reduce costs. Additionally, data analytics has become a valuable tool in various sectors of the economy. For instance, analytics offers valuable insights for predicting crop yields, managing traffic congestion, enhancing maritime navigation, and protecting forests **(Garg & Goyal, 2019)**.Furthermore, marketing analytics has become a crucial tool for businesses to understand customer behaviour and preferences. This allows businesses to tailor their marketing initiatives to meet the needs of individual consumers, leading to improved customer satisfaction and increased revenue. Data analytics plays a crucial role in decision making, particularly when it comes to weather prediction, marketing initiatives, and various other sectors of the economy. Data analytics has become a key component of decision making in a wide range of industries and sectors. Data analytics has become a key driver in decision making across various industries and sectors. Furthermore, data analytics plays a crucial role in providing real-time decision support and proactive management. Overall, the literature emphasizes the role of data analytics in decision making. Particularly in weather prediction, marketing initiatives, and various sectors of the economy. Overall, the literature highlights that data analytics plays a significant role in decision making across industries.

Findings on the Impact of Data-Driven Decision Making on Organizational Success

In today's digital age, data has become the lifeblood of organizations. Every business generates a massive amount of data on a daily basis, including customer information, sales figures, and product performance metrics. While collecting this data is relatively easy, the real value lies in the ability to make sense of it and use it to drive decision making. This is where data-driven decision making comes into play.

Data-driven decision making is the practice of basing business decisions on data analysis and interpretation. It involves gathering relevant data, analysing it to identify patterns and trends, and applying the insights gained to make informed decisions. This approach empowers organizations to optimize their operations, improve efficiency, and ultimately achieve greater success.

One of the key benefits of data-driven decision making is that it takes the guesswork out of business decisions. Instead of relying on gut feelings or personal biases, organizations can use objective data to guide their decision-making processes. For example, rather than launching a new product based on intuition alone, a company can analyse market data to identify consumer preferences and predict demand. This reduces the risk of failure and increases the likelihood of success.

Another significant impact of data-driven decision making is improved efficiency. By analysing data, organizations can identify bottlenecks, inefficiencies, and areas of improvement within their operations. For instance, a retailer can study sales data to determine the most profitable products and adjust their inventory accordingly. This precision helps reduce costs, optimize resources, and enhance overall operational efficiency.

Moreover, data-driven decision making enables organizations to stay competitive in today's fast-paced business landscape. In a world where market trends are constantly changing, organizations need to make agile and informed decisions to stay ahead of the curve. By analysing data in real-time, businesses can identify emerging trends, respond quickly to market demands, and gain a competitive advantage. This allows organizations to adapt and evolve, ensuring their long-term survival and success.

Additionally, data-driven decision making fosters a culture of accountability and transparency within organizations. When decisions are based on data, there is a clear and objective rationale behind them. This makes it easier for employees to understand and support these decisions, as they are backed by evidence. Moreover, data-driven decision making provides a framework for measuring success and holding individuals accountable for their actions. This promotes a culture of continuous improvement and ultimately drives organizational success.

While the impact of data-driven decision making on organizational success is undeniable, it is essential for organizations to establish the right infrastructure and capabilities to leverage their data effectively. This includes investing in data analytics tools, hiring the right data analysts, and ensuring data governance and security. Organizations must also foster a data-driven mind-set and educate employees on the importance of data-driven decision making.

Conclusion

Data-driven decision making is a game-changer for organizations. It enables them to make informed and objective decisions, improve efficiency, stay ahead of the competition, and foster a culture of accountability. In today's data-driven world, organizations that embrace data-driven decision making will undoubtedly reap the rewards and achieve greater success. Leveraging data analytics for informed decision making is significant because it allows organizations to gain valuable insights, make accurate forecasts and predictions, optimize processes, mitigate risks, identify opportunities, and improve customer satisfaction.

In conclusion, the literature underscores the transformative role of data analytics across various sectors. From shaping strategic decisions to predicting future trends, data analytics has become an indispensable tool for organizations seeking to gain a competitive edge. However, ethical considerations and the evolving landscape of big data pose challenges that warrant ongoing scholarly attention. As technology continues to advance, further research is needed to explore the evolving role and impact of data analytics in shaping the future of decision-making and innovation.

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INDIA'S TRADE RELATIONSHIP AMONG DEVELOPED COUNTIRES

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Abstract

International trade is so much essential for the development of any country because at the time of globalization one country's people can easily buy or sell products to another country's people. The objectives of this study were to determine the international trade relationship among countries and the impact of exchange rate on Economic growth in India. The present study is based on the secondary data and it's collected from various journals and official website. Analysis has been done by using regression analysis and result reveals that the there is a significant at 0.05 percent level and exchange rate have positive impact on economic growth.

Keywords: International Trade, Exchange Rate, GDP.

JEL Classification Code: Q1, Q17, Q22

Introduction of the Study

The main objective of any economy is development. The basic economic development is economic growth. Trade plays an important role in economic growth. Export and import are potential weapons of development. So, policy makers and academics have shown great interest in exploring the possible relationship between international trade and economic growth. There are many different approaches to achieve economic development and growth. One possibility is to find new export markets for goods and services, as exports, along with the imports of new technologies, is an important engine of development.

The term international trade is used to indicate the buying and selling of goods and services between countries for satisfying the needs of its population. International trade enables the countries to sell their domestically produced goods and services to other countries. Economic growth helps to increase the real per capital income of a population of the country which can be sustained over a long period of time.

Reviews of Literature

1.G.Jayachandran (2013), Investigates the impact of exchange rate volatility on the real exports and imports in India using annual time series data for the period 1970 to 2011. He found that GDP has a positive

and significant impact on India real exports in the long-run, but the impact turns out to be insignificant in the short-run.

2. Pradeep Agrawal (2014), in his paper entitled the role of exports in India's economic growth examines the relationship between export and economic growth. The results of causality analysis and suggest that the rapid growth of exports has played a substantial role in increasing the growth rate in India following trade liberalization in 1991.

3. Kim & Lin (2009), A study examined that the impact of export composition on economic growth, indicated that not all exports contribute equally to economic growth. Many developing countries depend on exports of primary products which are subject to excessive price fluctuations and this category of exports had negligible impact on economic growth, while manufactured exports had a positive and significant effect on economic growth.

Statement of the Problem

Several studies address the impact of international trade on the economic growth of a country. In this research paper aims to find out the problems and issued related to relationship among developed countries and how to retain and to examine the impact on the dependent variable from variations in the independent variables. Dependent variable is GDP (Economic growth) and independent variables are exchange rate.

Objectives of the Study

1. To analyze the international trade relationship among countries.

2. To analysis the impact of exchange rate on Economic growth.

Research Methodology

To conduct the present study, necessary secondary data was collected from the various sources like journals, newspaper, RBI, trading economics and EXIM bank. The effects of changes of one variable on another variable and it involves an experiment where an independent variable is used to see how it affects a dependent variable. Casual research design was useful in this study since it enabled the researcher to examine the impact on the dependent variable from variations in the independent variables. Dependent variable is GDP (Economic growth) and independent variables are exchange rate. The analysis done has been used with the help of regression analysis.

Period of the study

The present period of the study taken from 2018-2019 to 2022-2023.

Table 1. Analysis and Interpretation

Developed Countires	2018-19	2019-20	2020-21	2021-22	2022-23
	Value(Rs.in Lacks)	Value(Rs.in Lacks)	Value(Rs.in Lacks)	Value(Rs.in Lacks)	Value(Rs.in Lacks)
United States	852192	758525	830347	932876	1165000

Netherland	313090	313009	292981	320939	385670
United Kingdom	264172	253076	318837	313540	356306
Canada	124782	142444	182522	179797	224113
Singapore	117000	122793	141863	142153	179346
Australia	111768	122289	161552	147472	171686
Korea Republic	26655	25134	36271	87536	170096
Germany	119774	119699	127433	136852	162962
Hong Kong	29085	116440	696069	198994	144412
Israel	47093	43105	53957	51578	90574
Japan	95343	80930	73249	79961	87361
France	55994	48161	42710	46013	72512
Norway	38643	29318	21551	39002	71679
Italy	37972	32433	37098	34778	64573
Spain	53308	48822	53360	48865	59843
Belgium	67037	33504	37046	37194	41153
New Zealand	23784	24186	30750	30242	31716
Poland	17141	12737	19201	21992	28051
Denmark	10278	11421	6862	8692	14989
Greece	15976	11847	10112	9589	11096
Switzerland	11395	10510	10604	13526	10978
Sweden	10355	8879	9871	8914	10715
Portugal	6303	4799	5408	4935	10131
Ireland	4143	4623	7192	7326	7814
Slovenia	4392	4405	6183	6877	7026
Estonia	1341	875	1010	633	2245
Finland	3671	3350	3680	3344	2030
Austria	1886	2534	2333	1867	1921

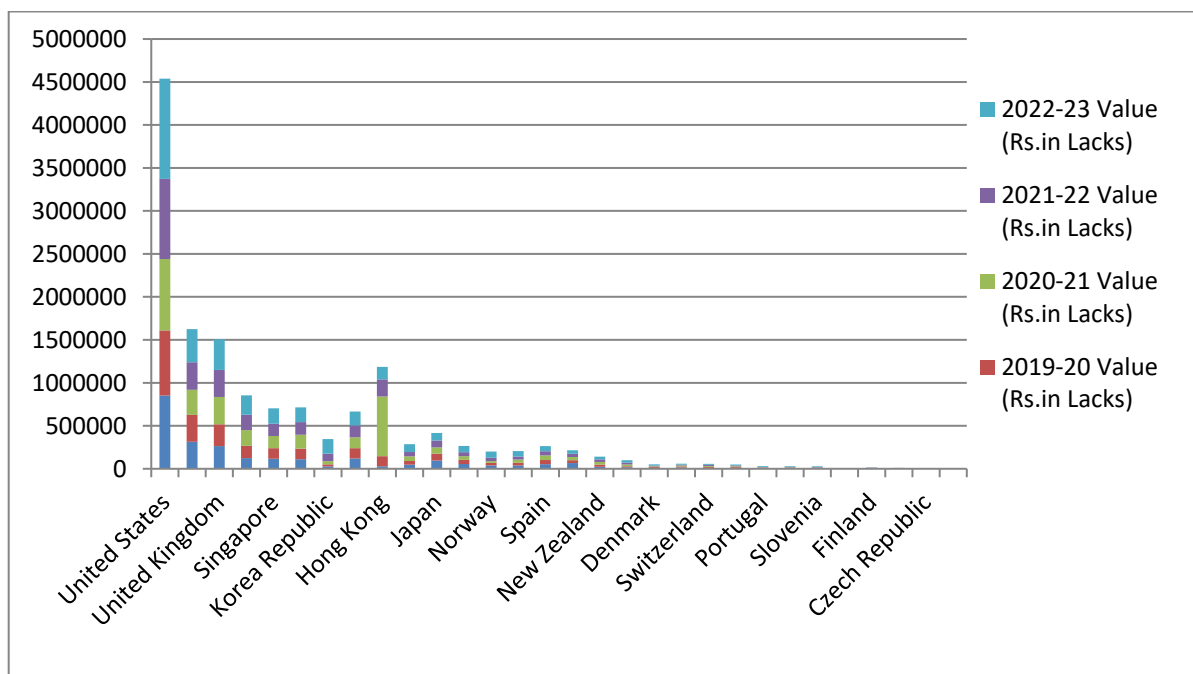|				
Czech Republic	1340	2331	1884	1653	1404
Slovak Republic	249	332	424	466	442

Sources: Secondary data

Table 1.2

Year	Exchange rate of India (in USD	GDP in India in terms of USD (in Trillion)
2018-19	70.42	2.84
2019-20	74.10	2.67
2020-21	73.92	3.15
2021-22	78.60	3.42
2022-23	82.99	3.73

Regression Analysis

Table No. 1.3

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.887a	.786	.715	.22888	.786	11.032	1	4	.045	2.950

a. Predictors: (Constant), Echgerate

b. Dependent Variable: GDP

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.578	1	.578	11.032	.045a
	Residual	.157	4	.052		
	Total	.735	5			

a. Predictors: (Constant), Echgerate

b. Dependent Variable: GDP

Sources: Secondary data

Interpretation

According to the statistical analysis in this section, all of those hypotheses are accepted. So, the results reveal that the R value is .887, R square value is.786, Adjusted R Square value 0.715 in that exchange rate have positive impact on economic growth.

Suggestion of the Study

For the development of India, government should formulate export leading fiscal and monetary policies to increase its exports as well as rates of GDP growth.

Conclusion

For the betterment of any country, international trade is essential as a country can't be always up to date in every sector of production of goods and services efficiently and effectively that is why international trade occurs between two countries to overcome this handicap. Economic growth measured by the GDP of India. International trade has a significant impact on economic growth (GDP) in India and international trade is positively correlated with economic growth in India.

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A STUDY ON CONSUMER PERCEPTION TOWARDS AMAZON AND ITS IMPACT AFTER THE EMERGENCE OF MEESHO WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract

This study explores consumer perceptions towards Amazon and assesses the impact of Meesho's emergence on these perceptions. By analyzing factors such as trust, convenience, and product variety, the research aims to provide insights into how the market dynamics have evolved and influenced consumer choices in the e-commerce landscape.

Introduction

We are in the age of knowledge management and instant communication and consequently in the midst of an electronic revolution, the impact of which on the economy is much more profound than that caused by the industrial revolution. The potential for e-commerce is enormous in India, owing to the rapid growth of the internet users. The enormous savings in time and money achieved by both buyers and sellers is the principal advantage.

Amazon has emerged as the biggest beneficiary from the growing trend towards online shopping. Focused on providing convenience and offering a vast assortment of products and brands, as well as attractive loyalty program benefits like exclusive deals and faster shipping times for Prime members, Amazon continues to position itself as an integral component to many aspects of consumers' day to day lives.

Meesho, as a social commerce network and an online platform for resellers, offers a completely different experience in the age of Amazon and Flipkart. Meesho connects resellers to a network of over 21000 suppliers and manufacturers, allowing them to shortlist products and share photos of them with their network of consumers, which might be anyone
in their family, friends, or acquaintances.

Statement of Problem

The online shopping is becoming the major marketing platform in recent time. Amazon existed as the sole part in e-commerce market during their emerging time and leaded the market many years. It was the major mean for online shopping for customers and a trusted brand in consumer perception. After some period, apps like Flipkart, Snapdeal, Myntra emerged in the e-commerce market as competitors. Even though the consumers view towards amazon was as same in relation to quality, price, wide range of products and offers as there was slight difference in factors

among competitors.

After the launch of Meesho we can able to see a slight impact and change of consumer perception towards Amazon with regards to price and their reselling feature. Consumers compare the price and reviews. Meesho influences not only amazon sales but also other apps like Flipkart, AJIO, Myntra etc by offering products in low price. Even the quality differs the middle class and below middle-class consumers prefer to buy in Meesho.

Objectives of the Study

• To know customer perception towards online amazon services.

• To study on consumer expectation and satisfaction on Amazon app.

• To know the consumer preference on Amazon shopping with regards to price, quality, offers and services.

• To determine the factors influencing to choose Messho App.

• To analyse the factors that changes the consumer preference towards Amazon after the emergence of Meesho app.

Scope of the Study:

Consumer's preferences or behaviour towards online shopping is attracting substantial attention of the customer in research. The entire study examines in detail on the consumers expectation, satisfaction and preference towards Amazon shopping experience.

Limitations of the Study:

• The analysis is done based on the personal opinions of respondents individually and not from focus groups or experts.

• The e-commerce as a whole is a big topic, therefore, we have to narrow our focus to business strategies implemented by Amazon and Meesho.

• In some cases, unwillingness and inability of respondents to provide information is a major obstacle in collection of data.

Review of Literature:

• **Abhijit Mitra** - "E-commerce in India-a review", international journal of marketing, financial services & management research. Concluded that the e-commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.

• **Nikolas Pappas** - The study found out the interrelationship between perceived risk factors, the marketing impacts, and their influence on product and web-vendor consumer trust. The findings reveal the associations between Internet perceived risks and the relatively equal influence of product and e-channel risks in consumers trust, and that online purchasing intentions are equally influenced by product and e-channel consumer trust.

Analysis and Interpretation

**1.Showing Kind of Product Prefer to Buy on Online**

KIND OF PRODUCT	NO OF RESPONDENTS	PERCENTAGE
CLOTHING	39	**39**

GADGETS	29	**29**
PERSONAL AND HOME CARE PRODUCTS	22	**22**
KITCHEN APPLIANCES	10	**10**
GRAND TOTAL	**100**	**100**

Source: PRIMARY DATA

Interpretation: From the above table, it can be found out that there are 100 respondents in total in which 39% of respondents purchase clothing, 29% of respondents purchase gadgets,22% of respondents purchase personal and home care products and 10% of respondents purchase kitchen appliances. Majority of the respondents purchase clothing on online. (39%).

Chart Showing Kind of Product Prefer to Buy on Online:
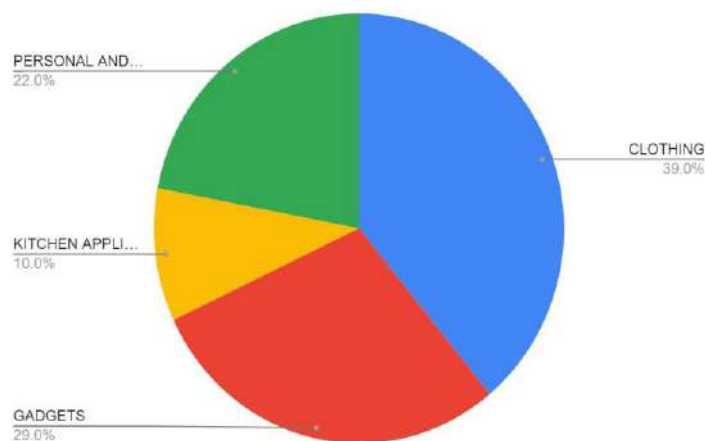
2.Level of Association with Personal Factors and Change in Purchase from Amazon to Meesho Due to Pricing:

Null Hypothesis: H0

There is no association between Personal factors and change in purchase from amazon to meesho due to pricing.

Alternate Hypothesis: H1

There is an association between Personal factors and and change in purchase from amazon to meesho due to pricing.

ANOVA

TYPE OF VARIANCE		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	3.180	3	1.060	.851	**.469**
	Within Groups	119.570	96	1.246		
	Total	122.750	99			
Gender	Between Groups	.843	3	.281	1.034	**.381**
	Within Groups	26.067	96	.272		
	Total	26.910	99			
Family monthly income	Between Groups	.593	3	.198	.149	**.930**
	Within Groups	127.197	96	1.325		
	Total	127.790	99			

Source: COMPUTED DATA

Interpretation: The above table reveals that the personal factors and change in purchase from amazon to meesho due to pricing. The observed value age (0.469) gender (.0.381) and Family income (.930) is above the expected value.

Hence there is no significant difference between the personal factors and change in purchase from amazon to meesho due to pricing So, we accept the null hypothesis.

Suggestions:

• This study throws light on various aspects related to Meesho and Amazon India. Also, it is seen that meesho is better than Amazon in terms of Pricing. It is also seen that many of the respondents had chosen Amazon and Meesho in different aspects. And it is proven that Amazon is the Market leader, it is still observed that respondents also like Amazon India.

• This Meesho app is fully focus on Home makers in the beginning of their launch it is a good effort but it is now trying to reach all the age group peoples.

• Good application keeps this achievement and work more to make some new developments in online selling field.

Conclusion

Amazon is an international company it understood Indians very well and made its roots stronger in India. It may take some time to overcome, but definitely both are doing very well in Indian e-commerce market.

Therefore Meesho is facing a tough competition to survive in this field. But from the study conducted, it is found out that Meesho is a popular app as majority of them are already aware about it. The factor which attracts most of the consumers is the quality of the products purchased from Meesho. Majority of them are impressed because of the efforts it take to help manufacturers from getting exploited by middlemen. It also aims at creating entrepreneurs, by providing an option for reselling, which make them standout from their competitors. Majority of these resellers are women. It helps women become entrepreneurs, which makes the app widely accepted among them. Meesho has unique features as compared to other apps.

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A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL PAYMENT MODE IN BANKING SECTOR

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Abstract

Digital payment mode is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The payment system will typically be connected to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services. The main objective is to study level of usage of various Digital payment system facilities and to analyse the satisfaction towards specific Digital payment system facilities. The sample size for the study was 111 respondents. The statistical tools used for the analysis of data were the chi-square test.

Keywords: Perception, Digital Payment, Cashless Economy

Introduction of the Study

In a growing global economic environment, many world countries are successfully implementing digital payment methods. In India, where people use a lot of cash in daily life which is 95 percent cash 85 percent of the transaction are not in electronic forms. At present, India has begun to show its pace of cashless transactions among the people and all the sectors of the economy, the Digital India program is a flagship program of the Indian government with a vision to change India into a digitally empowered societies and knowledge economy. "Faceless, Paperless, Cashless" is one of the claimed roles of Digital India. Digital India becomes a new program by the Indian government, which also promotes a cashless economy. In growing information technology is great to help and catalyst to the people to make a digital transaction. The increasing use of the internet and smartphone, app, mobile banking, internet banking services, credit card, debit card, and electronic exchange are simplified and promote consumer banking and settlement. The Indian government has to take several steps to promote, utilize and reach the digital transaction among people for better use. There is a lot of awareness and concession for promoting digital transactions.

Review of Litrature

1. **BansiPatel, Urvi Amin, (2012)**, in their article "plastic money: Roadmap towards Cash Less Society" the world glance as per technology change suitable changes should be adopted by the economy. And with-it life becomes painless and development would take better place. Relating to Indian scenario how the plastic money took place in the banking world would be focus by the analysis over here. And along with the plastic money it becomes possible that control the money laundry and effective utilization of financial system would become possible which would also useful for tax legislation.

2. **Ashish Das, and Rakhi Agarwal, (2010)** in their article – "A Roadmap" cash as a mode of payment is an

expensive proposition for the government. The country needs to move away from cash based towards a cashless (electronic) payment system. This will help decrease currency management cost, track transaction, check tax avoidance/fraud etc., enhance financial inclusion and integrate the parallel economy with main stream.

3. **Bank netIndia., (2008).**, in their report the finding of the "bank customer survey on payment system" Interestingly, many customers have been unable to use internet banking due to the non-availability of site or connectivity problem. As far as mobile banking is concerned, its popularity is limited mainly due to the charge for sending SMSs are not justified.

4. **Jain, P.M (2006)** in the article "E-payment and e-banking" option that e-payment will be able to check black money. Taking fullest advantage of technology, fast payment and remittance will ensure optimal use of available funds for banks, financial institutions, business house and common citizen of India. He also pointed out the want for e-payments and modes of e-payments and communication networks.

Scope of Study

A Study helps in knowing how the digital payment method is used by the customers. The study helps in identifying the lacuna in implementing an e-Banking Perspective and to suggest various measures in making 100% technology-based banks. In this Global environment, the customer is more knowledgeable, their expectations are too high and they need more convenience in any services they avail. The major services offered by the public sector banks are taken into consideration in order to study the customer relationship practices offered by the public sector banks. As such, there is a scope to examine whether the services provided by the Banks cater to the needs of various classes of customers to the needs of various classes of customers.

Statement of the Problem

As a continuation of the demonetization process, the digital transaction activities are implemented impact the significant change in the behaviour of a consumer. In India most of the consumers are heavily dependent only on the cash economy, now the consumer has to switch from the cash to digital payment method. Most of the consumers have been using more cash for the purchase of products and services except a few. Currently, the government announced that all restrictions for the traditional cash transaction and offer for electronic transfer push the consumer to adopt and implement digital payment for their needs. Presently, the "Digital India" initiative of the government has given a tremendous boost to the usage of digital payment systems throughout the country. Coimbatore is a dynamic city with impressive demographics and the city is going digital and is on the path to embrace technology in all its spheres. People still rely on the idea of money being 'physically' realizable. For some psychological reason, 'paper' money is revered more than 'plastic' money or 'digital' money. There would be still some sort of digital awareness required to understand the working of a society with no cash. So, this study has made an attempt to analyse the usage of digital payment mode among the people in Coimbatore.

Objectives of the Study

• To create an awareness about digital payment mode in people.

• To study the Socioeconomic and demographic profile of the customers.

• To evaluate the satisfaction level towards various digital payment system services.

Research Methodology

A research methodology is a way to systematically solve the research problem. It maybe understood as a science of study how research is done successfully.

Primary data

Primary data has collected by distributing a questionnaire to the respondents of Coimbatore city

Secondary data

While secondary data are those which have been collected by others and which have already been passed through the statistical process. Here, the primary source of data is to be collected through questionnaires.

Tools Used for Data Collection

- Percentage analysis
- Chi square test

Hypothesis of the study

1. There is no significant difference between income and frequency of using cash preferred by the respondents.

2. There is no significant relationship between occupation and biggest concern around digital payment.

3. There is no significant relationship between age and level of satisfaction towards digital payment for recharge purpose.

Limitations of the Study

Every Research is carried out under some limit and this research is not an exemption.

Limitation of study is summarized as follows,

☐ A sample size of only 111 respondents was taken from the large population.

☐ The inference applies only to the respondents of Coimbatore city.

Overview of Topic

Digital payment system refers to the term describing the system in which the movementof physical money i.e., paper currency and coins are replaced with digital means of payment, which include plastic money, digital devices, and over the net means the non-existence of physical money but its circulation is minimal. The "digital payment" is conduct over the internet and mobile channels and hence any payment that is sent online or through mobile computing and internet-enabled devices can be called such. Achieving this status does not involve an immediate removal of currency but steadily and gradually expelling the cash from the society through the proper steps. Electronic mode involving payments done through digital devices like smartphones, laptops, computers, notepads, etc using the internet, e-wallet, Pay tmor Google pay, etc.

Data Analysis and Interpretation

Table Showing Demographic Factors

Factors	No. of. consumer	Percentage

GENDER		
Male	60	54.1
Female	51	45.9
AGE		
Below 18	19	17.1
18 – 25	69	62.2
26 – 35	14	12.6
Above 35	09	8.1
EDUCATION QUALIFICATION		
SSLC	09	8.1
Higher secondary	12	10.8
UG	72	64.9
PG	18	16.2
PLACE OF LIVING		
Rural	61	55
Urban	50	45
OCCUPATION		
Business	12	10.9
Profession	26	23.6
Student	65	59.1
Others	06	05.5
OCCUPATIONAL PERSONAL INCOME		
Below Rs.1,50,000	74	70.5
Rs.1,50,000-3,00,000	17	16.2
Rs.3,00,000-4,50,000	08	7.6
Rs.4,50,000-6,00,000	06	5.7
FREQUENCY OF USING CASH		
Everyday	61	55
1-2 times a week	18	16.2
3-6 times a week	22	19.8
Once a fortnight	06	5.4

Once every few month	04	3.6
Total	**111**	**100**

Interpretation:

From the above table, it is analyzed that (51.1%) of the respondents are male, the majority (62.2%) of the respondents belongs to the age group of fewer than18- 25 years, (64.9%) of the respondents are completed there UG,(55%) of the respondents are from Rural,(59.1%) occupation of the respondents are from the students, (70.5%) of the respondents are belong to the annual income below Rs.1,50,000and(55%) of the respondents frequency ofusing cash every day.

Table Showing Socio-Economic Factors

VARIABLES	NO. OF RESPONDENTS	PERCENTAGE
ADOPTION TOWARDS DIGITAL PAYMENT SYSTEM		
Convenience	45	40.5
Discount or cash back rewards	26	23.4
Easy tracking of spends	29	26.1
Shortage of currency	11	9.9
Total	111	100
RESPONDENT BIGGEST CONCERN AROUND DIGITAL PAYMENT		
Lack of securities	36	32.4
Poor internet connectivity	33	29.7
Merchant acceptance	25	22.5
Cost	11	9.9
Lack of tech knowhow	06	5.4
	111	100
FOR HIGH VALUE TRANSACTION WHAT IS YOUR PREFERRED MODE OF PAYMENT		
Net banking	42	37.8
Credit/debit cards	26	23.4

Cash	33	29.7
Mobile app	10	09
	111	100
WHICH PAYMENT APP YOU PREFERRED FOR MONEY TRANSACTION		
Pay tm	08	7.2
Google pay	53	47.7
Phonepe	15	13.5
All the above	35	31.5
	111	100
INSTRUMENT USED FOR SAFELY SHARING WHEN DOING CASHLESS TRANSACTION		
Aadhaar cards	37	33.3
PAN	13	11.7
Credit/debit cards	33	29.7
All the factors	28	25.2
	111	100
USING E-WALLET FOR FINACIAL TRANSACTIONS		
Yes	86	77.5
No	25	22.5
	111	100
PREFERRED TOWARDS E-WALLET OVER MODES OF PAYMENT		
Time saving	47	42.3
Easy to use	54	48.6
Security	10	9
	111	100

Interpretation

In the above table, it is observed that most (40.5%) most the respondent's adoption towards digital payment are convenience. (32.4%) of the respondents biggest concern around digital payment of lack of securities. (37.8%) of respondents prefer net banking. (31.5%) of therespondents are app preferred for money transaction all d above.(33.3%) of the respondents aredoing cashless transaction Aadhar card. (77.5%) of the respondents are using e-wallet for financial transaction says yes and (48.6%) preferred towards E- wallet over models of paymentare easy to use.

Table showing the comparison between frequencies of using cash

income * frequency of using cash Crosstabulation

		Frequency of using cash					Total
		1-2 times a week	3-6 times a week	Everyday	Once a fortnight	Once every few month	
	Count	1	1	4	0	0	6
	Expected						
	Count	1.0	1.2	3.3	.3	.2	6.0
	Count	12	14	43	4	1	74
Below Rs.1,50,000	Expected						
	Count	12.0	14.7	40.7	4.0	2.7	74.0
	Count	4	4	7	1	1	17
incomRs 1,50,000 - Rs	Expected						
e 3,00,000	Count	2.8	3.4	9.3	.9	.6	17.0
	Count	1	2	3	1	1	8
Rs 3,00,000 - Rs	Expected						
4,50,000	Count	1.3	1.6	4.4	.4	.3	8.0
	Count	0	1	4	0	1	6
Rs 4,50,000 - Rs	Expected						
6,00,000	Count	1.0	1.2	3.3	.3	.2	6.0
	Count	18	22	61	6	4	111
Total	Expected						
	Count	18.0	22.0	61.0	6.0	4.0	111.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.885[a]	16	.817
Likelihood Ratio	10.788	16	.822
N of Valid Cases	111		

a. 21 cells (84.0%) have expected count less than 5. The minimumexpected count is .22.

Interpretation:

Since the calculated significance value is higher than the table value the H_0 is being rejected and the alternate hypothesis is accepted. Therefore, there is a significant difference between income and frequency of using cash preferred by the respondents.

Table Showing Comparison Between Occupation and Respondents Biggestconcern Around Digital Payment Occupation * Biggest Concern Around Digital Payment Crosstabulation

		Biggest concern around digital payment					Total
		Cost	Lack of securities	Lack of tech knowhow	Merchant acceptance	Poor Internet connectivity	
	Count	0	1	0	0	0	1
	Expected Count	.1	.3	.1	.2	.3	1.0
Business	Count	1	4	0	2	5	12
	Expected Count	1.2	3.9	.6	2.7	3.6	12.0
Home maker	Count	0	1	0	0	0	1
Occupation	Expected Count	.1	.3	.1	.2	.3	1.0
Others	Count	1	3	1	0	1	6
	Expected Count	.6	1.9	.3	1.4	1.8	6.0
	Count	3	6	1	10	6	26
Profession	Expected Count	2.6	8.4	1.4	5.9	7.7	26.0
Student	Count	6	21	4	13	21	65
	Expected Count	6.4	21.1	3.5	14.6	19.3	65.0
Total	Count	11	36	6	25	33	111
	Expected Count	11.0	36.0	6.0	25.0	33.0	111.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.192[a]	20	.821
Likelihood Ratio	15.519	20	.746
N of Valid Cases	111		

a. 23 cells (76.7%) have expected count less than 5. The minimum expected count is .05.

Interpretation:

Since the calculated significance value is lesser than the table value, H_0 is accepted and the alternative hypothesis is rejected. Therefore, there is significant relationship between occupation and biggest concern around digital payment

Table Showing the Comparison Between Age and Level of Satisfaction Towards Digital payment System in Recharge Purpose Age * Level of Satisfaction Towards Digital Payment for Recharge Purpose Cross Tabulation

		Level of satisfaction towards digital payment for recharge purpose				Total
		Highly satisfied	Not bad	Not satisfied	satisfied	
18 - 25 year	Count	27	7	3	32	69
	Expected Count	24.9	9.3	4.4	30.5	69.0
26 -35 year	Count	2	3	2	7	14
	Expected Count	5.0	1.9	.9	6.2	14.0
Age Above 35	Count	1	3	1	4	9
	Expected Count	3.2	1.2	.6	4.0	9.0
Below 18 year	Count	10	2	1	6	19
	Expected Count	6.8	2.6	1.2	8.4	19.0
Total	Count	40	15	7	49	111

Expected Count	40.0	15.0	7.0	49.0	111.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.057[a]	9	.210
Likelihood Ratio	11.887	9	.220
N of Valid Cases	111		

a. 9 cells (56.2%) have expected count less than 5. The minimum expected count is .57.

Interpretation:

Since the calculated significance value is higher than the table value, H_0 is rejected and the alternative hypothesis is accepted. Therefore, there is a significant relationship between age and level of satisfaction towards digital payment for recharge purpose.

Findings of the Study

☐ Most of the respondents are from the gender female

☐ Maximum of the respondents are 18 - 25 years of age.

☐ Most of the respondents have complete their UG.

☐ Maximum of the respondents are residing in rural area.

☐ Most of the respondents doing student.

☐ Maximum of the respondents are earning below Rs.1, 50,001 per annum.

☐ Most of the respondent's using cash every day.

☐ Maximum of the respondents using cashless payment system for convenience.

☐ Most of the respondents said that lack of securities of digital payment is a bigger concern and problem towards using it.

☐ Most of the respondents said that net banking for high-value transaction.

☐ Most of the respondents are preferring google pay for money transaction.

☐ Most of the respondents use Aadhar cards for safely sharing when doing cashless transaction.

☐ Most of the respondents said yes for using E- wallet for financial transaction.

☐ Most of the respondents preferred towards E- wallet over mode of payment because easy to use.

Suggestions of the Study

It is essential that market analysis, market segmentation and marketing mix are framed keeping in view customers satisfaction. The modern banker cannot afford to wait for business as his predecessors used to do. As the present study is related to nationalized banks this study tries to explore as to whether application of

modern marketing techniques can be helpful in facing this challenge. In a customer-oriented industry like banking, the marketing concept has its own importance.

The recent changes in technology and government regulations have dramatically changed the competitive climate in the Indian financial market. Customers' requirements and needs are also changing. Many new products have been introduced by the subsidiaries of these banks, which have competitive advantages over the products of other banks.

Conclusion

The bankers make everyone aware that changes are needed, describing the reasons, alternatives and likely effects. They also have to examine the current practices and operations, using benchmarking and other comparisons to identify the areas that are needed improvement. They have to remain committed to the new methods, updating them as necessary. The banks offer a facility for customers to set up text or email notifications to alert them to certain activities on their account and the level of satisfaction can be monitored with an effective measure.

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DIGITAL TRANSFORMATION AND ITS IMPACT ON ORGANIZATIONAL CULTURE

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Abstract

The deep and ever-changing impact of digital transformation on organizational culture is explored in this essay. The discussion threads through the domains of innovation, change management, and technology adoption, delving into how these elements influence and are influenced by corporate culture. The paper explores the critical roles of communication, employee engagement, and leadership in developing a digital-centric mentality as firms aim for agility, collaboration, and data-driven decision-making. This article seeks to offer insights into how businesses can proactively embrace digital transformation to not only survive but thrive in the changing landscape by examining real-world examples and strategic considerations. The ultimate goal is to foster a culture of adaptability, resilience, and continuous improvement.

Introduction

Digital transformation is not limited to business process re-engineering or software delivery. Adopting digital technology to align processes and culture with evolving business and market requirements is part of it, and the result is an enhanced customer experience. ENABLING AND SUPPORTING TEAMS with new designs to build a highly accountable and data-driven strategy and embrace a new innovation culture is the first step in the path of strategic, planned, organizational change known as digital transformation. The creation of the HIGHEST PERFORMING, INNOVATIVE ORGANIZATION is possible with the RIGHT MINDSET AND LEADERSHIP. To put it briefly, digital transformation is the process of bringing good change to an organization through the integration of technology, digital culture, and digital strategy.

Since digital transformation efforts stall in the absence of cultural change, there can be no meaningful digital transformation without digital culture. Given this, it's critical that we have a thorough understanding of what digital culture comprises.

Objective

• To enhance employee engagement and improve service delivery among the workforce, its partners and, its customers.

• Digital culture underpins digital transformation by fostering the mindsets behaviors and values required for an organization to fully integrate new technologies and ways of working.

• Digital culture encourages the adoption of digital tools, innovation and collaboration, based on an underlying openness to change and continuous learning in general.

Some of the other benefits of CULTURAL TRANSFORMATION AND DIGITAL

Adoption:

Here are the digital transformation business benefits that you can't afford to lose out on:

1. Increases Customer Satisfaction

Expectations from customers are higher than ever. Customers desire individualized services that cater to their specific demands, on the one hand. However, they prefer that things be done automatically and that they don't have to deal with people doing things like accessing, upgrading, or turning on and off software. Implementing strong digital tools and strategies, such as automated processes and licensing modifications based on geography or industry, is one of the most obvious benefits of digitalization for businesses. A direct result of these digitalized operations is higher client satisfaction.

2. Drives Data-Based Insights

The ability of your company to gather and evaluate data and turn it into insights that can be used to take action and generate income is one of the biggest advantages of the digital transformation process. Your data used to be dispersed around several unrelated platforms, or worse, you might not have gathered and utilized any data at all. Robust data collecting, centralized data storage, and the development of tools for data analysis and translation into information that supports well-informed business decision-making will all be made possible by digital transformation.

3. Enables Software Monetization

When speaking to a room full of business and industry leaders at the annual Microsoft Convergence conference back in 2015, Microsoft CEO Natya Nadella is credited with saying, "Every company is a software company." Software-centricity was not well understood at the time. Business executives nowadays understand that the highest return on investment for their companies comes from software monetization and that they need to change from a product-centric to a software-centric approach. However, a lot of businesses are stuck at the launch pad because they are unable to start the software monetization engines.

4. Enables High-Quality User Experience

When speaking to a room full of business and industry leaders at the annual Microsoft Convergence conference back in 2015, Microsoft CEO Natya Nadella is credited with saying, "Every company is a software company." Software-centricity was not well understood at the time. Business executives nowadays understand that the highest return on investment for their companies comes from software monetization and that they need to change from a product-centric to a software-centric approach. However, a lot of businesses are stuck at the launch pad because they are unable to start the software monetization engines.

5. Encourages Collaboration & Improves Communication

You need a digital platform that encourages communication and collaboration amongst all internal departments if you want to spur innovation and output. Roundabout communication, redundancy, sluggish reaction times, misplaced information, and inefficient idea sharing are all eliminated by the digital transformation. Digitalizing your company's internal communications will provide you the advantage you need to beat the competition and boost productivity, accountability, and innovation.

6. Increases Agility

In a 2017 McKinsey poll, only 8 percent of participants stated that if their industry continues to digitize at its current rate and trajectory, their current business model will continue to be economically sustainable. This

indicates that an astounding 92% of companies understand that adaptability and flexibility are essential for thriving in the current era of rapid digital transformation. Products are evolving, dependable sources of income are disappearing, and consumer preferences have changed significantly in the last few years. Digital transformation techniques are the answer. Your organization will be able to foresee problems and develop solutions in advance thanks to the strength of a digital business environment, ensuring your viability for years to come.

7. Limits Human Error

Digital processes eliminate human inefficiencies and time-consuming manual data entry, which is an indisputable benefit of turning digital. Any procedure that incorporates human error-proneness is by its very nature riskier and less efficient than digital ones.

8. Encourages an Environment of Employee Excellence

Getting broad organizational buy-in is essential to a successful digital transformation. It is imperative to establish a business culture in which all employees understand that the shift to digital will eventually pay off. Invest in your employees' digital education to gain employee buy-in. Organize internal webinars, attend conferences, and enroll your staff in skill-updating courses. Your best asset is your staff, therefore make sure you invest in their development.

9. Increases Operational Efficiency

Optimizing your operations through digital transformation improves efficiency. By integrating with back-office systems, automating delivery procedures and product updates, enabling inter-device activation, managing various product variants, and more, you may streamline cumbersome manual operations and cut expenses. Digital business procedures will help you reduce frustration, increase revenue, and save time. Since effective business is inextricably linked to digital business.

10. Enables Future Digital Growth

The most important advantage of digital transformation is the last one. The first step that creates the foundation for all subsequent corporate expansion is digital transformation. If you don't make investments in digital business transformation, your company will become outdated very soon. Giants in the industry such as Kodak, Toys R' Us, and Blockbuster have gone bankrupt in the last few years. Why? due to their botched attempt at digital transformation. Digital transformation is a must. It's not the cherry on top of a successful company. You have to change if you want to survive the global digital tsunami. When you do, you'll benefit from the digital transformation and grow stronger and more successful over the long term.

Manufacturers of high-tech equipment in the modern day are shifting from a business strategy that relies solely on hardware to one that is more focused on software. Check out our free whitepaper to learn more about how hardware vendors are profiting from digital transformation.

Conclusion

Data management, business capabilities change, and successful digital transformation are three essential elements.

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