

STUDENTS PERCEPTION TOWARDS USAGE OF DIGITALISED ELECTRONIC TOOLS IN COMMERCE EDUCATION

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Abstract

Today is the world of digitalization of various things. So everyone in the world is participating in sharing and exchange of information, knowledge, data and goods and services with the help of digital media. So now a days the educational tools are also digitalized and the students are doing their innovative works with the help of digitalised electronic tools . This will increase their innovative skills, reduce the effort for doing activities and also save the time and cost. Digitalisation is one of the essential processes of technological change, changes that affect every day to day process. . Interactions between digital technology and electronic products can produce a tremendous change in commercial field. When this mixed domain gets structured in electronic space we call it a digital formation .This type of electronic services will diminish traditional learning risk and in due course of time it will make ease for improving learning process. This study shows how this innovations help the students perceive digitalised electronic tools and help to improve their learning skill and global electronic activist networks.

Keywords : Electronic market, Digitalization, Technology.

INTRODUCTION

The crisis due to the COVID-19 pandemic 2019 had a great impact on the education sector especially to the learning process. However the students faced a lot of problems, the pandemic situation totally imbalanced their activities and learning process. Digitalisation and use of electronic tools are an important platform through which students can overcome their subordination within the classroom and the learning process as a whole. Now a day, the global awakens regarding the contribution in which the students make in academic and social development are in growth stage and can achieve full prosperity stage in coming years. However at present the students face some crucial problems such as lack of confidence. lack of classroom manners, lack of training program etc. At present pandemic occasion the major problems they faced maybe direct learning interaction and discussion, sharing of knowledge and ideas, corporation with peers etc. At a great- extend we can solve these problem by using digitalised electronic tools.

STATEMENT OF THE PROBLEM

Digitalisation of electronic tools is of high topicality as technological developments and advances in infrastructure create various opportunities for the innovative students. The present world is rapidly changing especially in the field of Information and Communication Technologies (ICT). Digitalisation is a part of education which involves digitalization methods in the functioning of its activities. In the olden days all education process are done manually and in modern day the learning process are done through ICT enabled technologies. One of the major differences between digital and traditional learning is the workplace that is it would be a digital platform. The growth of digital electronic tools can also lead to inventions of new methods and technologies. Digital learning is one of the innovative models, which contributes to the educational qualities and economic growth. In this I studied about 120 students who use digitalised electronic tools for learning process in the Thiruvananthapuram District. So this study is conducted to summarize the effect of students perception towards usage of digitalised electronics tools in commerce education

REVIEW OF LITERATURE

Deepa, D and Lalitha V. (2020) The study tries to understand the present condition of the cashless economy in the Indian context. Due to impact created by the demonetization by the Indian government, the common people were forced to go digital with regard to their purchases. The government introduced the UPI in order to promote digital transactions in the Indian context. Though the move was initiated by the government, many private players have entered into the market and they have introduced their own apps in order to facilitate cashless transactions. But, the present study revealed that compared to other similar nations, India is still lagging behind in digital economy. Therefore, the government needs to further promote digital payments in order to increase the usage of digital transaction by the common people.

Rose, V. Josephine Lourdes De and Sureya S.J. (2020) . In this research, the researchers have analyzed the effectiveness of digital transactions using the mobile applications. The consumers are using the mobile applications for various purposes such as transferring money through various modes such as RTGS, NEFT, UPI and IMPS for paying utility bills, purchasing things and many other services. The researcher has chosen the four dimensions of perceived usefulness, credibility, tech savvy and compatibility and has said that all these variables influence the consumers in using the mobile applications.

OBJECTIVES OF THE STUDY

- 1) To study about the effect of students perception towards usage of digitalised electronics tools in commerce education
- 2) To find out the satisfactoral level of students while using digitalised electronic tools .

Methodology of literature review

The study consists of systemic review of articles and reports on HR and Technology. The study has been taken

data of the five years from 2012 to 2017. Especially the author has taken only technology changes concepts

considered in the study. The author analyzed literature draw the findings and further research directions

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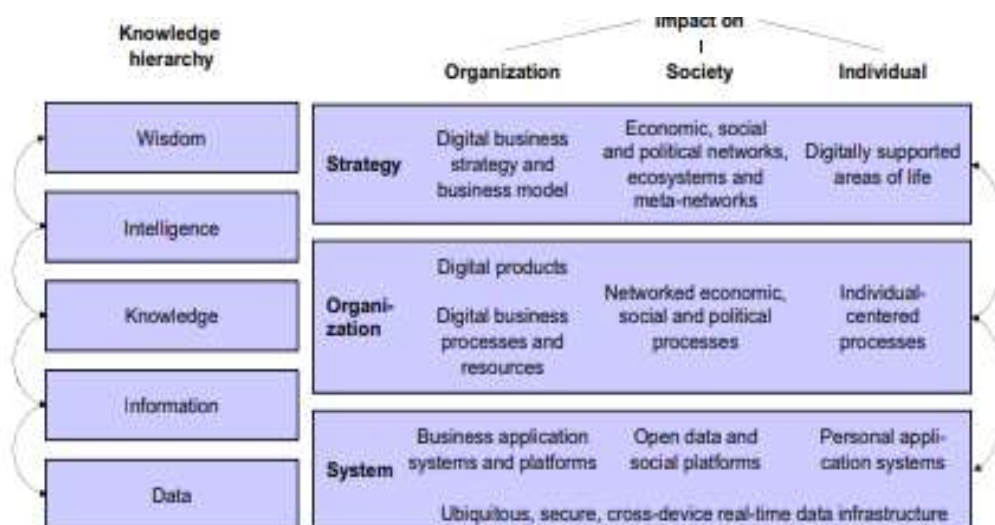
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RESEARCH METHODOLOGY

The data collected by conducting a sample survey. I collect 120 samples from the students through convenient sampling method. The data collected for the study is both primary and secondary in nature. The primary data were collected through the interview method and the secondary data were collected from various journals, books and websites. The data were selected with the help of statistical tools like percentage method and garrett ranking method.

DIGITALISATION ON ELETRONIC TOOLS

Technological digitalization refers to the process of transferring data from an analog into a digital (or binary) form of representation. Over time, the complexity of data that could be digitalized grew. While digital code, such as the Morse Code allowed only a very limited amount of data to be transmitted via telegraph lines, digitalization meanwhile encompasses all medial representations.. Nowadays, digitalization brings both views together and opens a broad field for research and innovation in academia and practice. Technological digitalization creates the basis for digitalization in all areas of application.. Data that is in a digital form of representation on digital data carriers leads to large Blakes or collections of unlabelled data without prior meaning. Effectiveness would include digital products and business models, such as car sharing, autonomous mobility, media streaming or hospitality services. Finally, on the larger level of society, public open data platforms as well as social media offerings enable networked processes that not only improve the sharing of information and the emergence of knowledge, but which also shift the power bases within the social system.



REASON FOR PREFERRING DIGITALISED ELECTRONIC TOOLS

India was depicted to be the fastest growing digitalised communications nation in Asia. Presently, education industry of India has engaged the use of Information and Communication Technology (ICT) as a platform for effective and efficient means of conducting teaching learning process. So in-order to making learning process effectively, students prefer using digitalised electronic tools. With the help of this system, users of these tools can perform functions conveniently and securely from their own space.

- 1 .Security: It is very secure, risk free and safe with user-friendly technology and helps you access variety of information .
2. Speed: with the help of 4G technology, the students can access information in the fraction of second.
3. Less expensive: When compared to other modes of learning, digitalised electronic tools are economical.
4. Convenient: It provides the students to use the tools anywhere, anyplace and anytime with the help of digital services. This service is very fast, easy and convenient by high-tech technology.
5. Save time: Usage of electronic tools help speedy and easy access of information, thus it save time.
6. Scholastic development: More students in India can attain scholastic development by using digitalised electronic tools and it help to improve their ability and skill, thus paved the way to academic achievement.

REASON FOR PREFERRING DIGITALISED ELECTRONIC TOOLS.

To ascertain the reason for preferring digitalised electronic tools, the students indicate their choice of reason according to their preference. It help to analyse the reason for preferring this tools and the obtained information is analyzed with the help of garrett ranking techniques and it is presented in the table below.

Sl. No.	Reason for preferring digitalized electronic tools	Mean Score	Rank
1	Easily communicable of knowledge	55.53	III
2	Can make effective utilization of creative thinking	57.03	II
3	Easy of understanding	42.04	X
4	Provide vast amount of knowledge	50.32	IV
5	Helps learning process very effective through graphical and digital presentation of ideas.	62.55	I
6	Quick and effective updation regarding topics	43.37	VIII
7	Very economic mode of learning	47.31	V
8	Any time updations	42.26	IX
9	Services are safe	46.48	VI
10	It provide anywhere security at any time	45.84	VII

Source : Primary Data.

It is inferred from the above table that shows classification on the basis of students perception towards using electronic tools by Garrett Ranking Technique . Helps learning process very effective through graphical and digital presentation of ideas.ranks first with a mean score of 62.55, Can make effective utilization of creative thinking ranks second with a mean score of 57.03 and Easily communicable of knowledge ranks third with a mean score of 55.53.

LEVEL OF SATISFACTION OF STUDENTS WHILE USING DIGITALISED ELECTRONICS TOOLS

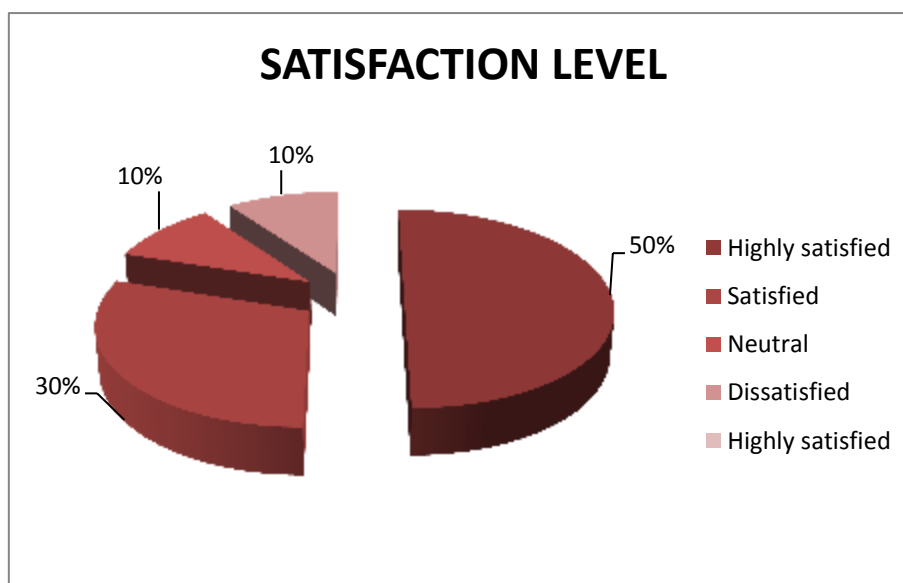
Sl. No.	Level of satisfaction	No. of respondents	percentage
1	Highly Satisfied	60	50
2	Satisfied	36	30
3	Neutral	12	10
4	Dissatisfied	12	10
5	Highly Dissatisfied	Nil	Nil
	Total	120	100

Source: Primary data

Table above shows classification on the basis level of satisfaction of various services done in a digitalized environment. Among the 120 respondents 50% of respondents were highly satisfied , 30% of respondents were satisfied,10% of respondents become neutral and 10% of respondents were dissatisfied.

DIAGRAM

LEVEL OF SATISFACTION OF VARIOUS SERVICES PROVIDED BY ELECTRONIC TOOLS



INFERENCE

The majority (50 percent) of the respondents are highly satisfied of various services done through digitalized electronic tools.

FINDINGS

1. Analysis of purpose of taking the reason for preferring digitalized electronic tools with the help of Garrett ranking techniques shows that Helps learning process very effective through graphical and digital presentation of ideas ranked first with the mean score of 62.55.
2. Majority (50%) of the respondents are satisfied with the various services provided by the this platform

SUGGESTION

It should be suggested that more students should come towards to do the digitalised electronic tools. So the Government should take necessary step to motivate to start new start-up by using digital platform

CONCLUSION

There is an evidence to note that the digitalisation of learning is a different field and has its own socio-economic importance. The knowledge about digital technologies are very important to become a digital learner. The variations between traditional and digital way of learning is highly focused as this is very important for every students to justify their learning process. It can help a new way of thinking about internet and digital platform. Finally the digitalisation is very important phone in the present situation. Because it gave greater contribution towards the national income this it helps in the growth of economic development of the country and creative development of students.

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