

IMPACT OF ONLINE EDUCATION ON EMPLOYMENT OPPORTUNITIES

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Abstract

Purpose: The purpose of the research is to identify the impact of online education in case of employee opportunity.

Theoretical framework: The theoretical framework that has been implemented in this research articles is technological acceptance model.

Approach: The methodological approach selected for this research is primary quantitative method. Survey design has been incorporated by including 25 respondents.

Findings: From the survey, it has been identified that online education has a positive effect on the employment opportunities.

Research, practical and social implications: The implications of this research lie within analyzing the importance of online education which is beneficial for the students for their future.

Originality/value: The value of the research article is significant as it has been performed by maintaining the ethical aspects.

Keywords: Online education, opportunities, employability, improved interaction, increase

knowledge.

INTRODUCTION

In this present article, the impact of online education on employment opportunities has been discussed. The background of the chosen article has been addressed in this study. The objective of performing this article has been discussed in this article. The aim of this article has been addressed by providing some supportive and argumentative insights regarding the article subject. The materials and methods selected for gaining relevant information for this study have been mentioned. The results have been discussed and analyzed which helps to formulate the research objective.

Background

Online education can be defined as the process of gaining knowledge and skills through electronic devices such as laptops, computers and mobile by utilizing the internet. As per the opinion of Kawinkoonlasate (2019), online education is a flexible approach that allows teachers and mentors to reach students and provide them with knowledge and skills. Online education is beneficial for those students who cannot attain regular traditional classes due to several reasons. It has been identified that currently, online education has been preferred by students all around the world. As stated in the works of Van Wart *et al.* (2020), students prefer online education as it is available 24/7 for the students which are beneficial for them. The students can learn knowledge and skills according to their convenience. This makes the education system more flexible as the students can learn anything from anywhere. Hence, it has been identified that online education is an advantageous approach to learning skills and knowledge which is beneficial for students.

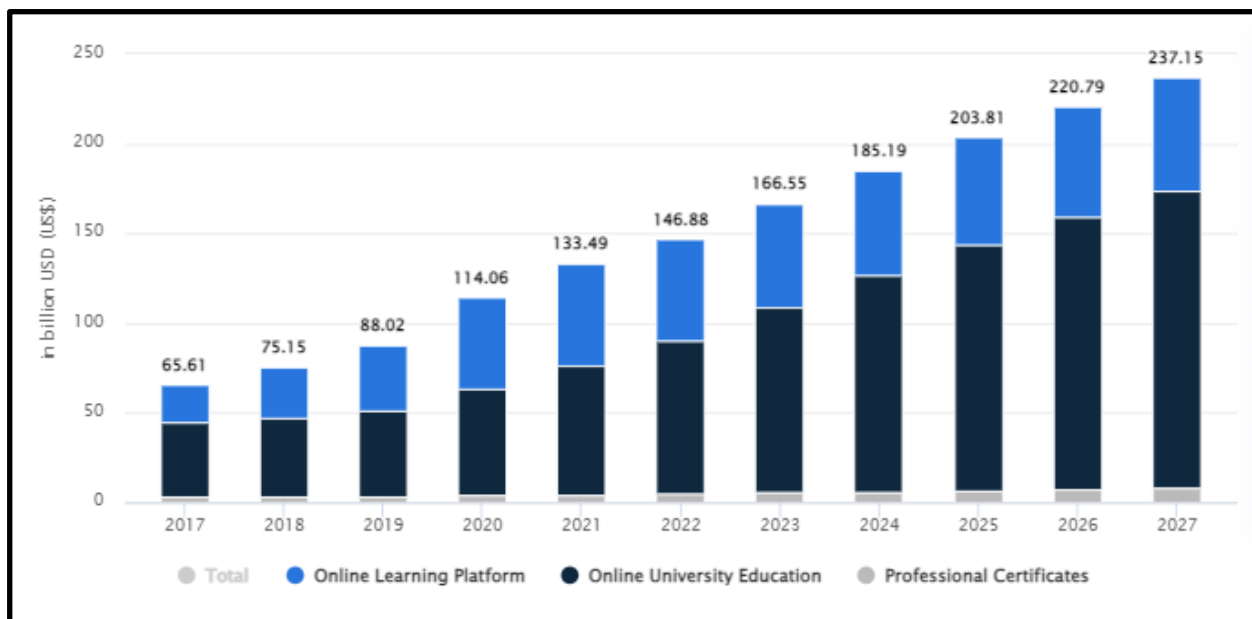


Figure 1: Revenue gained from the online education platform and Universities

(Source: Statista, 2022)

In this above figure 1, the revenue generated from the universities and online platforms from online classes has been identified. It has been observed that in 2022 the revenue gained from online education was US\$ 146.88 billion (Statista, 2022). On the other hand, it has been also forecasted that the revenue generated from online education will be increased over years. It has been predicted that, in the year 2023, the revenue generated from online education by online platforms and universities will reach US\$ 166.55 billion (Statista, 2022).

Along with this, in 2027 the revenue generated from online education has predicted to be US\$ 237.15 billion (Statista, 2022). From the above figure 1, it has been analysed that online education has been preferred by students and it has been forecasted that the demand for online education will be increased in future. As per the opinion of Teng *et al.* (2019), employability skills are an important aspect which has been considered by several companies while hiring new employees. Students learn many skills from online courses anytime which can help to increase their skills and increase their chances for their employment.

Objective of the research and research problem

The main objective of this research article is to identify the impact of online education on employment opportunities.

Justification

The objective of this research article helps to identify the impact of online education in the case of analysing the opportunities created for employment. Analysing the impact of online education is useful to understand the advantages of online education for gaining job opportunities in the present market. Hence, the selected objective is justified for this article to formulate the study.

LITERATURE REVIEW

The subject of the research article has been discussed in this section by providing several supportive and contrasting perceptions to achieve the research objective.

Concept of online education

Online Education can be referred to as a form of education that can deliver and administrate knowledge and skills using the internet. As per the statement of Ghazi-Saidi *et al.* (2020), online education is beneficial in the case of distance learning and it provides the opportunity for students to have 24/7 assistance from teachers and mentors through online platforms. Online education is a beneficial approach for students as it is cost-effective. With the help of the online education system, the student can learn many skills which can increase their capability. As per the opinion of Vlachopoulos and Makri (2019), online education is advantageous for students as they can learn vast knowledge in different subjects. Hence, it has been identified that online education helps to gain knowledge and skills through technological assistance.

Importance of online education in case of employment opportunities

It has been identified that online education provides the chance for students to take online courses that can help them to acquire knowledge and skills which is beneficial for their future. As per the opinion of Al Rawashdeh *et al.* (2021), the importance of online education lies in providing 24/7 assistance to students. In this way, the students can increase their skills by sitting at home which can save a lot of time. On the other hand, Huy and Thuy (2021) depicted that by pursuing online courses students can improve their skills which is beneficial in case of their employment. Nowadays several companies seek many skills to hire an employee and for this reason, online education can provide the chance to acquire these skills by pursuing the courses.

Challenges of online education

It has been identified that online education is beneficial in case of increasing the opportunities for employment. However, along with many advantages online education have some challenges which can create an obstruction in the case of getting acquiring knowledge and skills. As per the opinion of Lin and Gao (2020), online education can develop a feeling of isolation among the students which can create a distraction. On the other hand, as face-to-face interaction is not possible in the case of online education it can lack motivational aspects compared to traditional teaching methods. Online education is totally based on technologies such as mobile, computers and laptops. In this regard, Portuguez Castro and Gomez Zermeno (2020) stated that tech issues are a possible challenge that can create obstruction in the case of online education. Additionally, distraction and time management are the other challenges of online education.

Possible recommendation for mitigating the challenges of online education

In order to mitigate the above-discussed challenges feasible recommendation has been provided which can be beneficial for the students. As stated by Barbour *et al.* (2020) ***developing strong bonding between teachers and students*** can help to reduce distraction in the case of online classes. The teachers need to ***incorporate strategies which can be helpful to grab the attention*** of the students. As per the opinion of Almathami *et al.* (2020), a ***strong internet connection*** is an effective recommendation that can reduce obstruction in online classes. On the other hand, ***improving the interaction*** between the students and teacher can help to acquire knowledge and skills better which can help to mitigate the challenges.

Theoretical underpinning

In this case, the ***Technology Acceptance Model (TAM)*** has been incorporated which helps to understand the behavioural intentions of a person to use technology. It has been identified that online education is mainly based on technology. For this reason, students need to understand the importance of technology. As stated by Kamal *et al.* (2020), TAM model has two aspects such as ***perceived usefulness*** which helps to understand the degree to which a person thinks that technology can improve their performance. On the other hand, the ***perceived ease of use*** aspect helps to understand the degree to which a person understands that the use of technology is free from effort. This can help the students to understand that online education is free from effect and that it is beneficial for them to increase their skills and knowledge. Hence, the utilisation of TAM model is suitable for this article.

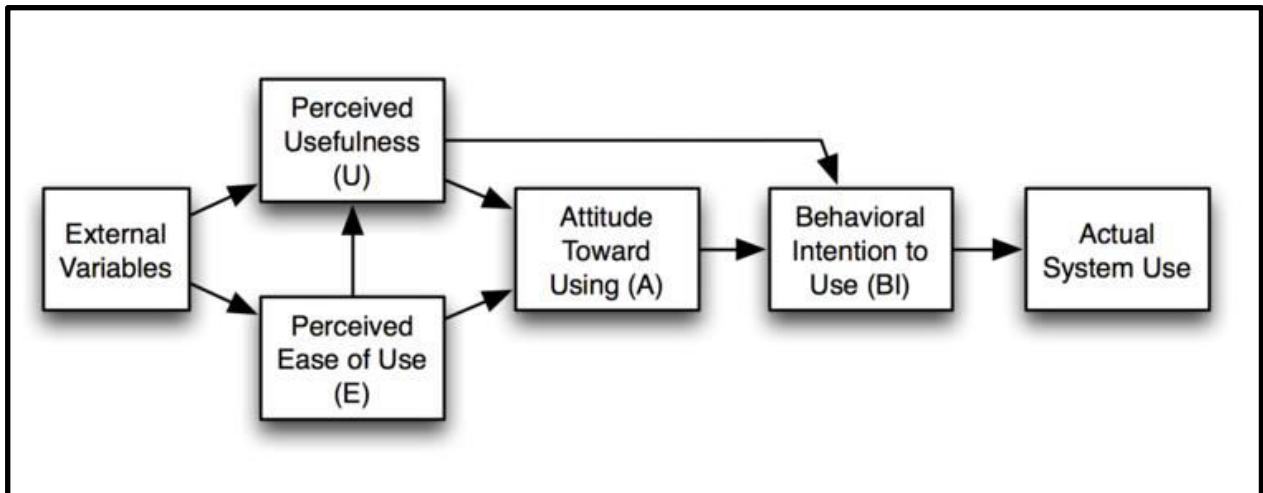


Figure 2: TAM model

(Source: Kamal *et al.* 2020)

MATERIAL AND METHODOLOGY

The materials and methodologies are the several approaches that have been collected by the researcher to acquire relevant information which is related to the research topic. As stated in the works of Pandey and Pandey (2021), it is important to select suitable materials and methods that can help to formulate the research accurately. In this present research article, the researcher has selected the primary quantitative method which has been beneficial for gathering information by performing a survey. The survey has been performed in this study by incorporating 25 participants and developing a questionnaire having seven questions. The research has sent a consent letter to the survey participants to seek their permission for participating in this study.



Figure 3: Different types of survey methods

(Source: Pandey and Pandey, 2021)

The researcher has selected the survey method as it has several benefits which can be advantageous for achieving the research objective. As per the suggestion of Imlach *et al.* (2020), the geographical barrier can be mitigated with the help of the online survey method. On the other hand, online surveys can save a lot of time which can be beneficial for research. As per the notion of Lau *et al.* (2019), the interview method is relatively costly compared to the survey method and it can also take a lot of time. For this reason, the researcher chose an online survey method that can help to gain insights into the survey participants and analyse the impact of online education on employment opportunities.

RESULTS AND DISCUSSION

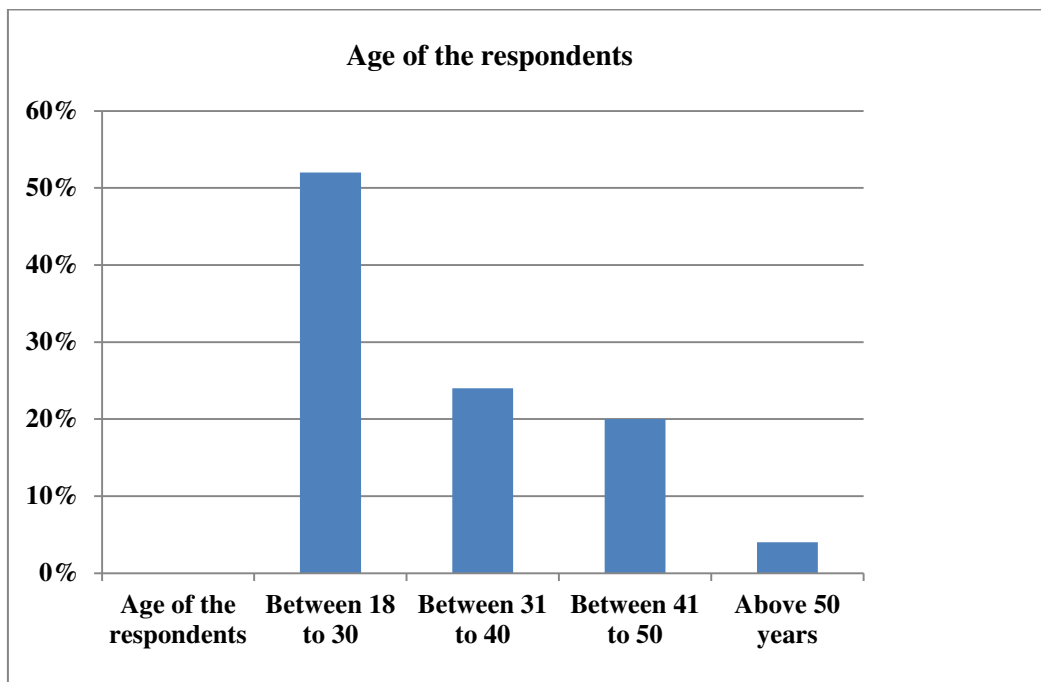


Figure 4: Age of the respondents

From the above figure 4, it has been analysed that 52% of the respondents are from the age group of 18 to 30 years of age along with 24% who belong to the 31 to 40 years age group. 20% are between 41 to 50 years of age which reflects that people from every age group participated in this survey.

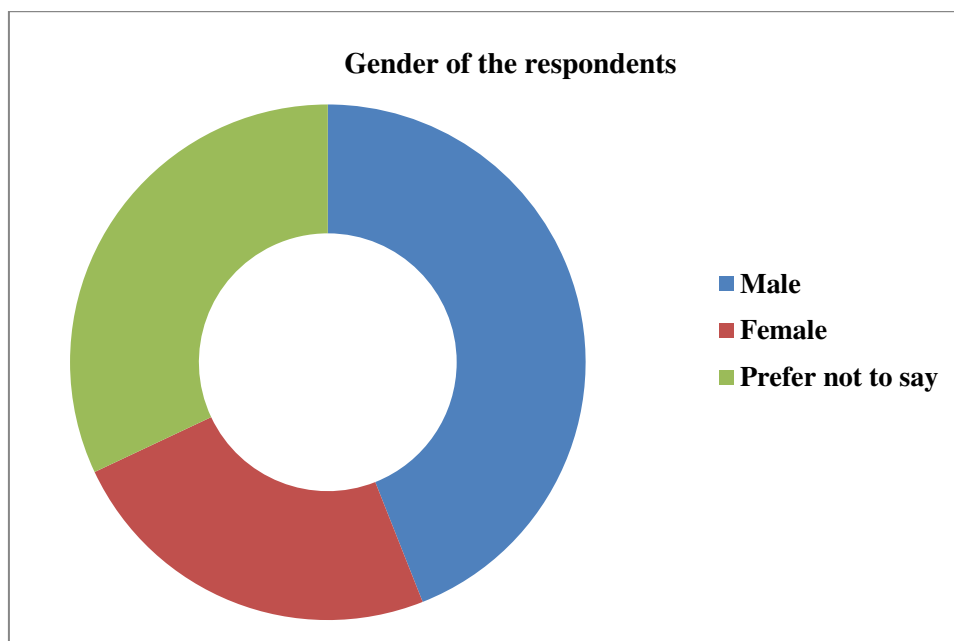


Figure 5: Gender of the respondents

From figure 5 it has been identified that 44% of the participants are male along with 24% of female participants. The other 32% of the respondents do not prefer to disclose their gender.

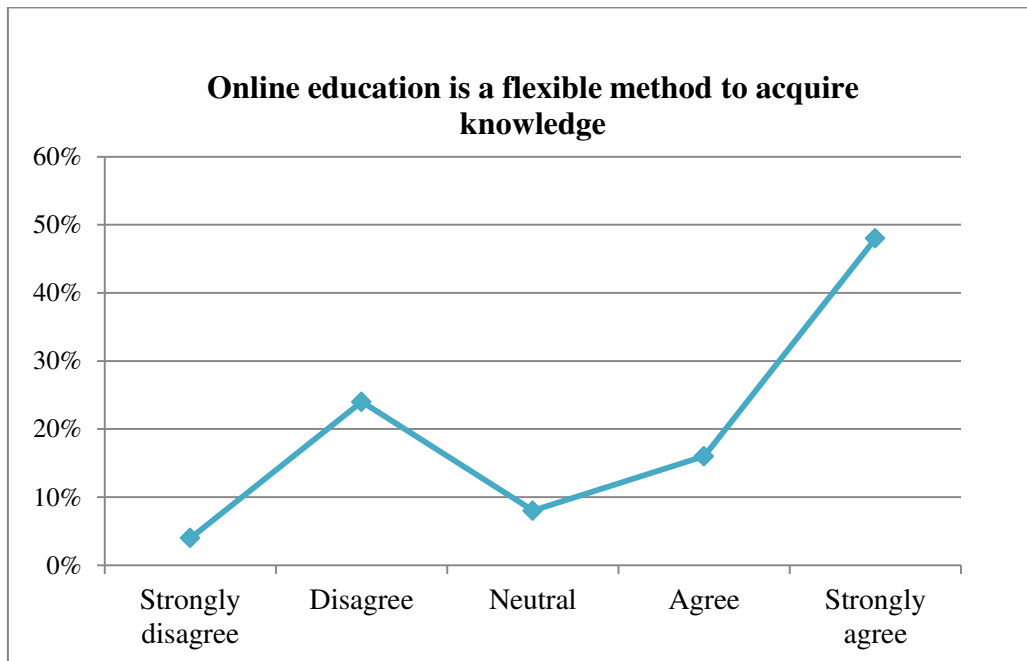


Figure 6: Response to Online education is a flexible method

From the above figure 6, it has been observed that 48% and 16% of the participants gave their support and agreed that online education is a flexible process. 8% of the survey respondents gave their neutral response in this case.

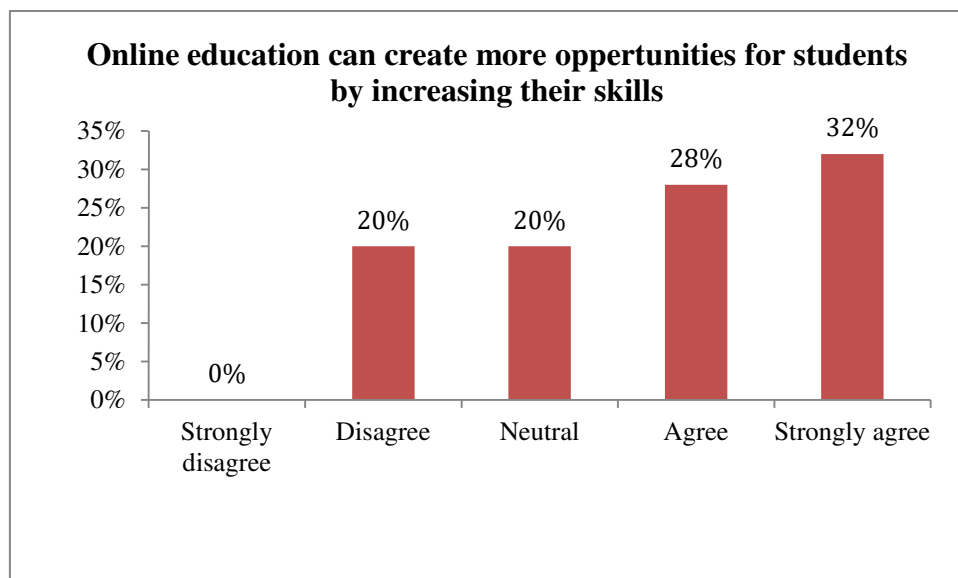


Figure 7: Response to online education can create opportunities for the students

Figure 7, represents that 32% and 28% which is the maximum number of participants have agreed that online education can create opportunities for students and allow them to increase their skills.

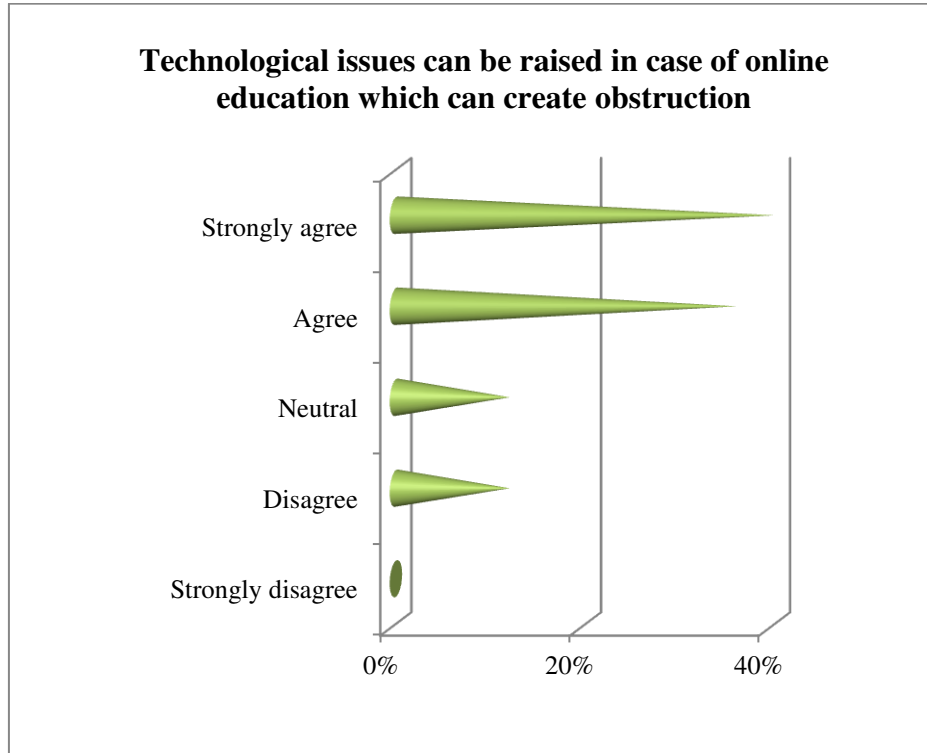


Figure 8: Response to the technological issues that can abstract online education

Figure 8 reflects that the majority of the participants which is 40% and 36% have supported the fact the technical issues can be raised in the case of online education which can obstruct the process.

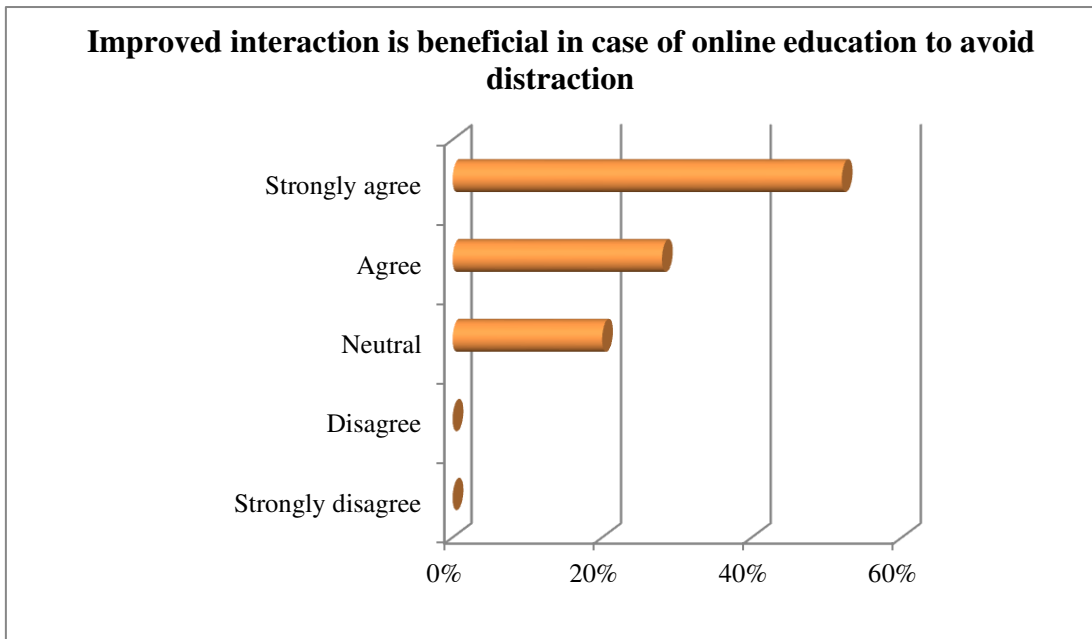


Figure 9: Response to improved interaction in the case of online education

Figure 9 depicts that, 52% and 28% of the respondents agreed that improved communication and interaction can help to avoid distraction in the case of online education. In this case, 20% of the participants give neutral responses.

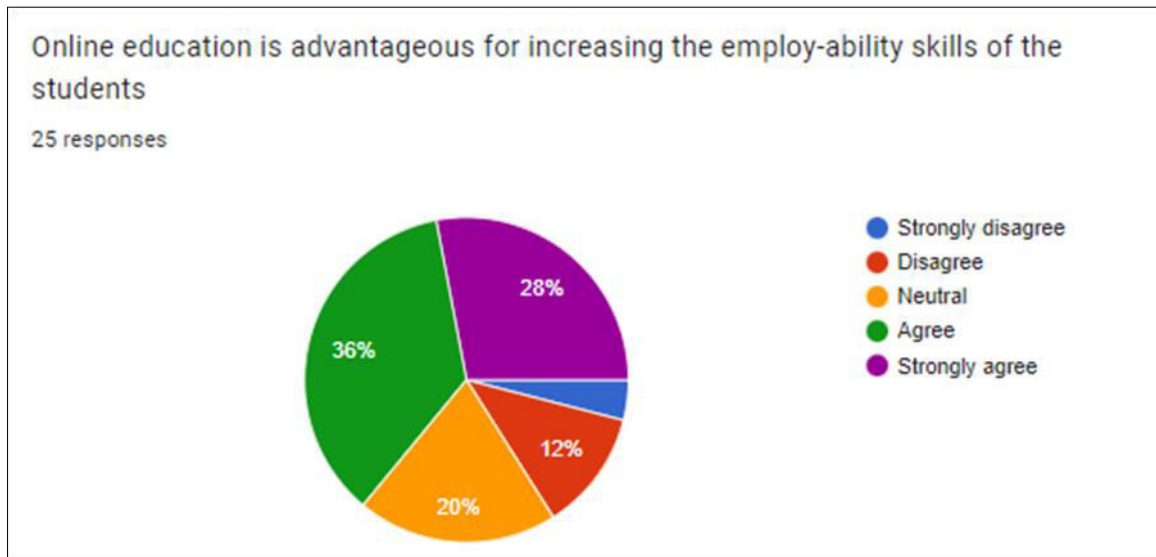


Figure 10: Response to online education for increasing employability

Figure 10, reflects that 28% and 36% of the participants agreed that online education can be advantageous for increasing the ability of the students in case of employment. In this case 20% of the participants gave their neutral response.

CONCLUSION

From the above analysis of the survey responses, it has been identified that online education can create an impact on creating opportunities for employment. The advantages of online education have been discussed in the research article. The reason why online education has been adopted in a huge manner currently has been explained in this research. It has been identified from the survey responses that online education has a positive effect on increasing the knowledge and skills of the students which has been advantageous for them in getting employment in the high competitive market.

LIMITATIONS OF THE STUDY

This study aims to analyse and identify the impact which can be created by online education on employment opportunities. The benefits of online education have been discussed in this research article. However, the researcher failed to provide detailed data regarding the benefits of online education in the case of creating opportunities for employment. More focus can be provided in analysing the ways in which online education can create an impact on increasing employment opportunities for students.

SUGGESTIONS FOR FUTURE WORK

This present research article has been performed by utilising the primary quantitative method which helps to formulate the research objective. However, for future studies, the researchers can incorporate secondary qualitative analysis by analysing previously done research which can be advantageous for the study by gathering the insights of the other researchers. Incorporating the secondary qualitative method can be also advantageous for identifying the impact of online education on employment opportunities in a more detailed way.

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APPENDICES

Survey questions

1. What is your age?

- Between 18 to 30
- Between 31 to 40
- Between 41 to 50
- Above 50 years

2. What is your gender?

- Male
- Female
- Prefer not to say

3. Online education is a flexible method to acquire knowledge

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

4. Online education can create more opportunities for students by increasing their skills

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

5. Technological issues can be raised in case of online education which can create obstruction

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

6. Improved interaction is beneficial in case of online education to avoid distraction

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

7. Online education is advantageous for increasing the employ-ability skills of the students

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree