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## **A Case Study on Fraudulent Withdrawal by Cyber Offenders ATM Transactions : Cyber Security Issues**

### **Abstract :**

*A young techie visits an ATM in his vicinity. He attempts to withdraw money there from but the transaction is aborted in the mid way. He suspects some phishing there and rushes to another ATM in the locality. He successfully changes the PIN within about fifteen minutes but the fraudulent transaction occurred before the PIN is changed. An amount of ten thousand rupees stands debited from his account against the failed transaction. Later, he visits to police station too. It is clear from the CCTV footage that the fraudsters succeeded in withdrawing the amount of ten thousand from the account of the ATM holder. The police reveal that similar two more crime occurred in an only one week time. The bank denies to compensate the aggrieved customer. The police investigation is on the way. The ATM holder is waiting for relief against the loss incurred in the case. The cyber crime and consumer issues is an important area in digital business. The IT Act is already in existence for cyber security concerns. In January 2019, the RBI announced an exclusive Lokpal for digital transactions for payment and settlement system participants in the financial structure. The deployment of a guard at an ATM is quite costly affair for the bank. The case raises some genuine issues in digital banking from consumer protection dimension.*

**Key words:** cyber offenders, modus operandi, banking lokpal, credentials, grievance redressal

## On line Transactions: Security Concerns -A case study on digital banking and payment settlement system

*Dr. Subodh kumar*

### Abstract

*The case is on digital banking and payment settlement system. The PayPal is a premier participant in the system. A person receives a message from the PayPal but he is not even member of the PayPal. He reaches with his complaint to the bank and the police station as well. It is interesting in the case that the stakeholders missed the core facts in the matter. Further, multiple lapses were noticed in working of grievance redressal mechanism. The text from PayPal is produced in original as exhibit-1 and the letter from the complainant is also reproduced in the case as exhibit-2 for very clear picture before the viewers. Further, it is worth mentioning that the RBI appointed Digital Lokpal for payment and settlement system participants in Jan. 2019. Few moot questions are appended for the interest of scholars.*

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A mail notification appeared on the screen, Dr. Sahani viewed the mail. It is from PayPal. It is stated therein that the remittance of \$ 26,50 USD is acknowledged on the other end. He did not remit any amount to anybody in US dollar so far. Even, he has never been PayPal member/user. For getting more details, he clicked the given link but some alert appeared that the site ahead was not safe. He stopped himself. He kept churning for an hour or two. Then, he drafted a letter to the SHO and reached the police station. The officer listened him and told that he would send his complaint to the Cyber Cell Rishikesh office. He also talked to the Incharge, Cyber Cell and briefed the matter.

Dr. Sahani contacted the Branch Manager of the bank where his account stood. The manager knows him very well. He showed him the Email received from the PayPal and expressed his concern about the notified transaction which was not related to him at all. He is afraid of any probable future risk in the case. The manager assured him that nobody could access his account details. There is nothing to worry in this regard. The customers' data are quite protected in the banking system.

He tried to contact some official in cyber cell and succeeded to reach an official through his personal links. He warned him that now he would get messages for smaller amount and then it would be debited from his account because the quoted amount was not available in his account on the date. He is advised to tell the bank that any such payment should be stopped. Now, Sahani tries to keep only small amount in his account.



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## **Talent Management: Issues and Challenges**

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*Talent management is usually associated with competency based human resource development and management practices. Talent management refers to the process and strategy of developing new employees, developing and retaining current employees and attracting competent workforce to work for the organization. In this paper there are some issues and challenges related to talent management are discussed, that the different companies are facing today, if HR is to be perceived as an enabler of business strategies, they need to be seen to be making measurable contributions to the bottom line-through talent management.*

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## **Impact of ICT (Information and Communications Technology) in Innovative Banking Industries of India**

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*ICT (Information and Communications Technology) has taken the center stage in almost every aspect of human endeavor. ICT provide guidelines of communication & technology in today's competitive era for the entire Indian banking industries. ICT help banks to improve the efficiency and effectiveness of services offered to customers, and enhances business outsource processes, managerial decision making, and workgroup collaborations, which strengthens their competitive positions in rapidly changing and emerging economies. This paper considers the impacts of ICTs on the banking industry of the 21st century. In this innovative study regarding the ICT for banking industries of India have four parameters, namely: productivity, market structure, Innovation and value chain which were used for benchmarking. Case studies of the IT platform employed by Indian banks were included to for a more informed inference. Right information and communication is very important for uplifting the economic and social growth of any organization especially in Indian banking industries which is based on customer loyalty and reliability. Online banking, e-commerce, and internet banking is playing a very significant role regarding the customer satisfaction for Indian banking industries through the ICT. Business process outsourcing is also involved with the ICT for upgrading and improving the economic structure of innovative banking industries of*



## Microfinance A satisfactory Tool for the Members of SHGs in Today's Digital Era: A Case Study of Uttarakhand (India)

<sup>1</sup>Dr. Neeraj Kumar

<sup>2</sup>Professor K.S. Ramola

### Abstract

*Financial inclusion is working like a bridge of availability and equality between the financial institution and beneficiaries who are not able to adjust the working capital to start their small business. Commercial banks are playing a very crucial role in providing the satisfaction to the member of self help groups (SHGs) through their services and also maintain their socio-economic development in Uttarakhand. Micro finance is focusing at a new trend as a socio-economic development under the ministry of finance provided by the commercial bank, co-operative banks and RRB becoming very helpful steps under the ministry of government. Perception of beneficiaries that they are getting the immense help after joining the SHGs. Beneficiaries have reported about their participation in SHGs and getting more respected in their own families and society in general. Perception of beneficiaries regarding the micro finance means they are not only getting the finance from the bank like commercial, co-operative and RRB etc but also they are getting economic and social development due to the training and promotion programme from the NGOs at time to time. The aim of commercial bank regarding the SHGs are to remove the poverty from the root and making themselves to fight against the poverty because there is a need to require the proper finance to come in the existence for the rural people. Hence, the SHGs programmer, although primarily aimed at poverty alleviation, is resulting in even more fundamental and desirable change in terms of social empowerment of women, empowerment of their families through higher incomes and better choices and finally in the betterment of community life regarding the poor rural people. Few analyses were being done on the bases of beneficiaries for SHGs and banks officials of the commercial bank in District Dehradun, Nainital, and PauriGarhwal of Uttarakhand. This analysis was done for knowing the economic condition of the beneficiaries of SHGs and micro-financing, which they were receiving from the commercial banks, were helping to fulfill the employment opportunity in today's era. Financial inclusion is turning into digital era on behalf of quality, access, usage, education, social, and infrastructure. The main objective of financial inclusion is to making financial services accessible at very adjusted and affordable cost to all the rural beneficiaries with keeping all things in digital way.*



ISBN: 978-93-5473-518-9

Title of the Book  
**COVID -19, Human Health  
and Nutrition**

## **A Study of The Impact of Covid-19 Pandemic on Women's Lifestyle**

**Shreya Bhardwaj\***, **Prof. S.K. Sharma\*\***, **Dr Preeti Sharma\*\*\***

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\*\*\* Assistant Professor, Department of Home Science, Government P.G.College, New Tehri.

### **Abstract**

This paper aims to study the impact of COVID-19 pandemic on Women's lifestyle. The Novel corona virus outbreak severely affect the lifestyle of Women's, who are the main pillar of the family. In our study I have taken help of digital platform (google form) for filling the questionnaire. The questionnaire contains 22 questions. The 100 questionnaires were sent to related women but only 83 women responded. By using Mean & Standard Deviation some positive and negative impact of pandemic on Women's lifestyle is shown. Along with, the suggestions have been provided to overcome the problem.

**Keywords:** Pandemic, Outbreak, Women's lifestyle.

### **Introduction**

Women are not only the pillars for a family but also for the society. Throughout all the era of civilization the status of the Women's in the society is significant. Most of the Women in India are financially dependent on their male counter parts (father, brother, husband) which is the major drawback for the socio-economic development. In this difficult phase of COVID - 19 Pandemic, especially during lockdown phases Women are the major losers in their major aspects. The Women had extra responsibilities on their shoulders like cooking, taking care of kids and families, other professional work (teaching online,



# Impact of ICT on Education in India During Covid-19 Pandemic: A Study of Adoption of ICT in Education Sector

Mohd. Adnan<sup>1</sup>, Rashika Kumari<sup>2</sup> and Dr J.D.S Negi<sup>3</sup>

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**Abstract:** *The Covid-19 catastrophe has utterly disrupted the Education Sector in an unprecedented manner, more than one billion learners spanning in 190 countries and more has been affected. The crisis has brought into light the existing cracks in education system affecting poor children, students of every age group and teaching fraternity. It halted nearly every economic activity worldwide and it is witnessed that India is among the hardest hit countries where 247 million primary and secondary school students were out of the school overnight. But the educational varities in India as well as abroad left no stone unturned by making persistent efforts to reach out to students of all grades. To continue the academic sessions in educational institutions, teachers and students are impelled to adopt and adapt to digital teaching platforms viz. Google Meet, Zoom Class, Webex etc. novel to the education sector. The present study attempts to assess the adoption of digital methods involving teaching and learning by making the use of Technology Acceptance Model, at the same time incorporating the constructs of Theory of Planned Behaviour. Data was collected from over 150 respondents through Questionnaires via Google forms, keeping in mind the strict social distancing regulations followed by Covid-19 pandemic. Structural Equational modelling was used to test the relation among different exogenous and endogenous variables. The authors further uncover the challenges confronted by pupils while accessing different edtech platforms. The authors further give suggestions for future utilisation of ICT in education sector.*

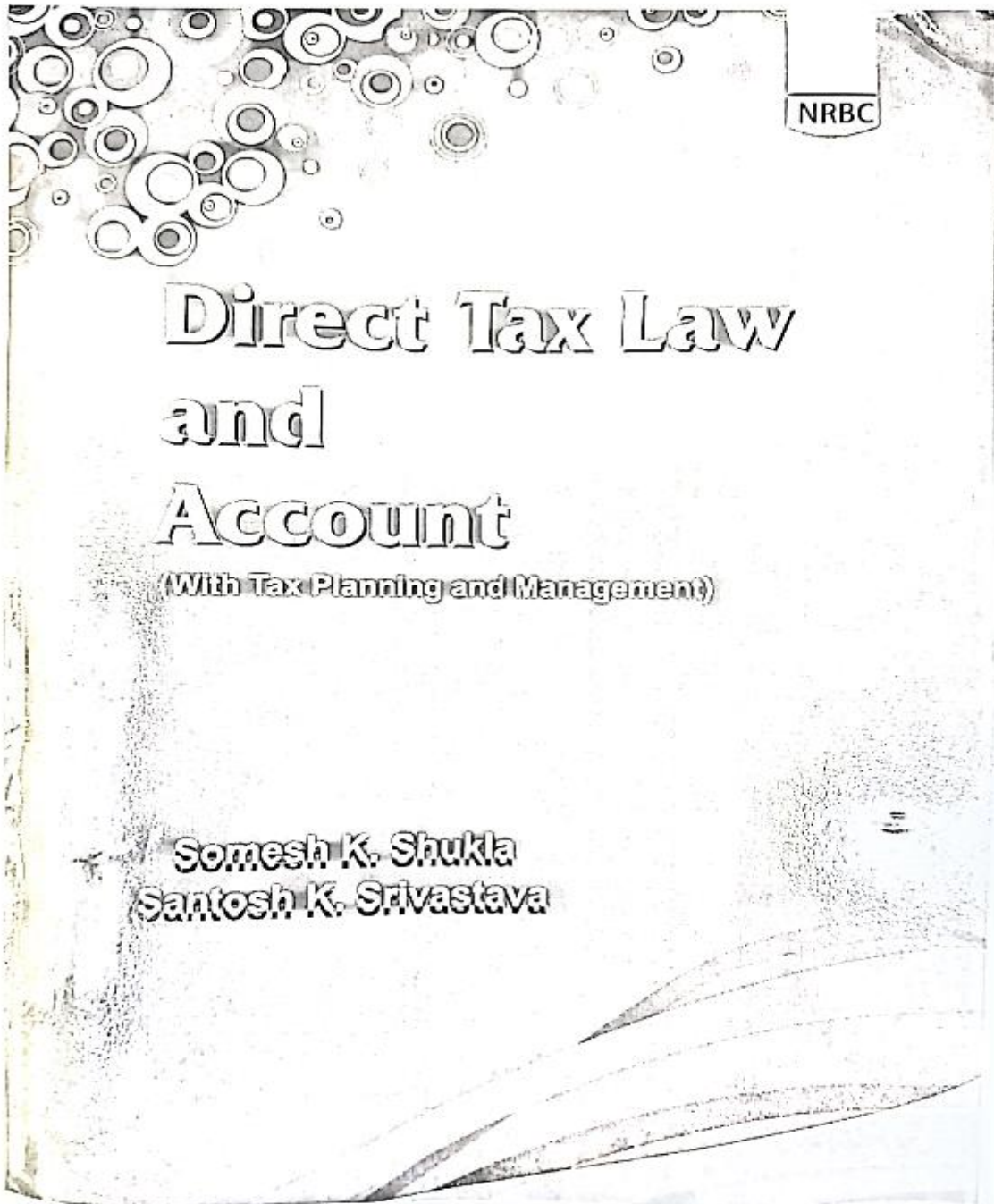
**Keywords:** *Digital Learning Platforms, ICT, TAM, and Covid-19*

## INTRODUCTION

"Education is what remains after one has forgotten everything he learned in school."  
(Albert Einstein)

DEPARTMENT OF COMMERCE, HNB GARHWAL UNIVERSITY, SRINAGAR

Published Book Chapters



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# Direct Tax Law and Account

(With Tax Planning and Management)

Somesh K. Shukla  
Santosh K. Srivastava

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NRBC

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*Government of India*  
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Dimensions of  
**Consumer  
Decision-Making**

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Atul Dhyani  
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**Shreya Bhardwaj\***, **Prof. S.K. Sharma\*\***, **Dr Preeti Sharma\*\*\***

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# Advances in Business Management & Technology

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Department of Management Sciences  
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## CHAPTER 7

# A STUDY ON THE EFFECT OF INCREASING USAGE OF FINTECH IN FINANCIAL SERVICES SECTOR IN INDIA

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Anupama Gupta

Research Scholar and Faculty, Bharati Vidyapeeth Institute of Management and Research, New Delhi

### ABSTRACT

*Fintech, as the word suggests, has been made from two simple words (i.e. Financial and Technology). It refers to the services related to financial sector provided with the help of technology. It may be explained as: the services related to financial sector with the modern means and innovative technologies.*

*New technological innovations and process disruptions have recently emerged in the financial services industry. The entire industry and many fintech start-ups are looking for new ways for successful business models, for creating an improved customer experience and for approaches that lead to a service transformation. Industry and academic observers believe this is more of a revolution than a less influential series of changes, with financial services overall being driven by significant efficiency improvements. At stake is the longstanding dominance of large companies that cannot understand how to work effectively with the "fintech revolution". The primary objective of present research paper is to create an empirical study about the use of fintech in financial services in India and secondly to observe the change in the pattern of financial services adopted by introduction of fintech.*

*Keywords: Financial Services, Fintech Revolution, Operations, Payments, Technology Disruption and Innovation etc.*

### INTRODUCTION

We are living in 21<sup>st</sup> century, where we can get anything just on one click. Though, India is a developing economy, yet it has gained prime importance in the field of digitalization. Prior to 2016, though we were using technology but after demonetization, technology has reached to its great height and still it's increasing day by day. In order to be at the pace, we have to match the standards. On November 8, 2016, our Prime Minister Shri Narendra Modi announced the demonetization of 500/- and 1000/- rupees notes, due to which, though for a short time but there was a huge crisis of money in the economy. People used to stand in the long queues for the exchange of notes. But due to limited printing of 2000/- and 500/- rupee notes many of them has to go empty handed. But at that time of crisis, going digital was one of the blessings which had constructed and illusioned the gap between the men and the money. Many digital tools were introduced for payments and purchases like Paytm, Googlepay, Phonepe, UPI, BHIM etc. which helped the people and the government to overcome from this tough time. Now

# **MAKING THE LIVEABLE PLANET EARTH**

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**Conference on Sustainability – SUSCON VI**

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# Corporate Social Responsibility Disclosure of Chemical Industry in India

Preeti Sharma<sup>1</sup>, Prabhat Kumar<sup>2</sup>, Yesha Tomar<sup>3</sup>, R C Dangwal<sup>4</sup>

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<sup>4</sup>Dean, Department of Commerce, HNB Garhwal University (A Central University),  
Srinagar Garhwal, Uttarakhand

## Abstract

The purpose of this study is to construct a statistically tested Corporate Social Responsibility Disclosure (CSR D) index with the help of literature and GRI G4 index and to examine the level of Corporate Social Responsibility Disclosure (CSR D) of twenty Indian chemical companies listed on Bombay Stock Exchange in India. The CSR D index consist seven themes such as environment, energy, employees, community, product safety/customer, green initiatives and investors. This paper is empirical in nature based on the annual reports and website disclosure of selected companies for the period of 2014-15 and 2015-16. The findings of the study reveal that the level of CSR disclosure of selected companies was not very encouraging. There were a lot of variations in the level of disclosure scores between selected chemical companies.

## Keywords

corporate social responsibility, CSR D index, chemical companies, annual reports

## Introduction

Increasing stakeholders' attention in management pressures the corporations to consider their material environmental and social impacts. The concept of corporate social responsibility is related to corporate reputation and stakeholders' relation and now a day's corporations are paying substantial attention to these three key concepts (Argenti and Bares, 2009). The meaning of CSR rests on the ideology of give and take. Companies take various resources from the society and by contributing towards societies they are giving something back to the society. Nowadays 'enterprise-run society' in the time of well planned economy and the local enterprise took over the charge at the socialist market economy point. The phrase 'enterprise-run society' represents a society in which medical facilities, schools and other social services which are run and funded by the enterprises. Besides that companies are also investing in CSR activities to gain the competitive advantage in market place. They are exploring new areas where they can develop infrastructure and better institutional climate for their employees to sustain their profits in strong competition (Saeed and Arshad, 2012). In fact, the success of the corporate organisations depends upon the local environment



6<sup>th</sup> Annual International  
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pp.99-114



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## Facebook Advertising in the Era of Digital Economy

Sharma Megha, Dangwal Chandra Ramesh &amp; Masih Jolly

Conference paper | First Online: 29 May 2021

1220 Accesses | 1 Citations

Part of the [Lecture Notes in Networks and Systems](#) book series (LNNS, volume 239)

### Abstract

The present study explores the various drivers of Facebook advertising that influence the purchase intention of young consumers in digital economy. Further, the effect of demographic and usage variables on purchase intention is also ascertained. Both online and offline questionnaire survey of 241 Facebook account holder students were conducted. Data were analyzed using GLM ANOVA and Structural equation modeling. The study results suggest that Informativeness and Credibility of Facebook advertising have a significant impact on purchase intention young consumers whereas Entertainment showed no significant influence on purchase intention. No significant influence of usage characteristics, login frequency and mode of access as well as the demographic influence of gender, age and education on the perception of Facebook advertising driven purchase intention were found in the study. The study adds to the growing literature on Indian youth consumers by examining the effect of Facebook advertising on purchase intention. It also provides practitioners with some guidance on the types of advertising strategy they should employ when posting on Facebook in the digital era.

### Keywords

**Internet usage**   **Facebook advertising**   **Purchase intention****Digital economy**   **Young consumers**



# Green and Sustainable Software Model for IT Enterprises

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**Abstract**— The present study is based on developing a Green and Sustainable software because in the present-day computing devices are used for all kinds of purposes and they consume a lot of energy to perform these services. The ICT sector itself consumes a lot of energy so there is a need to think of alternatives that can reduce the level of energy consumption, thus, green ICT practice can be a good option. There is, however, a scarcity of researches that explains how the maintenance of green knowledge in ICT software development may be implemented. Since we recognize that software development process (SDL) plays an essential role in enabling the ICT community, uncontrolled green knowledge in developing software that would lead to the dilemma of failing to satisfy both the community's business and environmental requirements. Therefore, this research will concentrate on presenting a methodology applying an innovative model for managing the green software development and implementation. Keeping this concern in mind the present paper is going to provide a Green and Sustainable software model which can be used in green ICT practices and will be helpful in reducing the energy consumption used by computers.

**Keywords**— Green software, Green IT, Sustainable software, Energy consumption, Green computing, Software development.

## I. INTRODUCTION

Environmental degradation is one bitter truth that the world is facing now days [1]. Green Computing accentuates the need to lessen the natural effects of Information and Communication Technology (ICT) arrangements by decreasing their energy utilization. The use of computer power is intended to create the planet more durable[2]. Wisdom gain can solve the response to the ecological issue. Model builders and analysts must be involved in developing feedback information. Green Computing is about the green utilization of PCs and related advances. Preservation of ozone layer is one issue that greatly concerns the environmentalists. Exhaustion of normal assets prompts expansion in CO<sub>2</sub> emanations, contamination and misuse of assets. Because of the immense measure of fossil fuel byproducts from different sources, the ozone layer is getting more slender which is hazardous for the human body. Green registering can be accomplished by making it energy-cognizant by enlarging the product with an energy enhancer [2]. These screen the energy utilization of the product during its execution and enhance it

as needs be. To lessen the energy utilization of software, it is important to distinguish the useful segments that utilization energy straightforwardly or in way to recognize the use examples of these parts, and in this manner these use examples to diminish the energy utilization. There are an assortment of procedures and systems to make software green [3,4]. Green IT is fundamentally an investigation and practice of planning, assembling, utilizing and discarding IT related equipment items in a proficient feasible way with negligible or no effect on the climate.

Though, 'Green Software Engineering' is an endeavor to apply these 'Green' standards known from equipment items to software items, software improvement measures and their basic software measure models too. These outcomes from a decrease in energy use and consumables, which incorporate equipment, power, fuel and paper among others. On account of these decreases, Green IT drives produce cost investment funds in energy use, acquisition, the executives and backing notwithstanding natural advantages. The discoveries from these evaluations can be utilized for adjusted advancement of the item to keep up with consistency alongside software quality. Likewise, software measurements are additionally needed to assess the soundness of software items as far as memory prerequisites and processor time [5]. This paper gives a knowledge into the Green and Sustainable Software Model for Sustainable Software Engineering. In this day and age, figuring gadgets are huge for some reasons. Notwithstanding decreasing energy utilization, they devour a great deal of energy. PCs are generally utilized while creating software. Current computer software models don't give a lot of consideration to green registering which centers around successful utilization of normal assets [6]. Support-ability of assets is the key.

The Green and Sustainable Model of Software Engineering proposes a technique that utilization green IT rehearses, which will decrease the energy utilization of PCs while creating software. The overall insight about software is that it is naturally green and the product has minimal ecological effect which probably won't be valid by any means. So the significant inquiry is - would software be able to be greener than any time in recent memory. As more examination is being done on the subject of green software, it has been discovered that product greenness and green software vary from what have consistently been. The fundamental point has

# Cloud Computing and E-Commerce Based Entrepreneurship

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**Abstract**—Because of the likely advantages of e-commerce, entrepreneurs' visionaries have a splendid chance to extend their business and target market of their choice to the world. The goal of the presented study is to examine the significant components affecting the selection of e-commerce by business people. The said paper incorporates an investigation of the impact of e-commerce on business. The study also discussed about the e-commerce models that are available. The investigation illuminates the administration data frameworks of software engineering on e-commerce, money and book-keeping, showcasing and business. Also, this research paper discusses how can entrepreneurs use cloud computing that can be prove a good option to start a start up. Despite knowing that it is somewhat new idea, it can possibly supplant the customary a particular type of monetary action. Joining e-commerce and doing online business will see a renaissance in advertising potential. As it gives the freedom to the client to get closer to the client to bring them inside the organization, test out new item ideas and mine them against real clients. The current examination is done to dissect the patterns in e-commerce, to depict the scene of e-commerce. The investigation further looks at barrier in e-commerce that are needed to eliminate for the accomplishment of the e-commerce plan of action.

**Keywords**—Cloud Computing, Entrepreneurship, E-Commerce, Business models, Online sales, Management Information, Potential Benefits, Innovation, Marketing strategy

## I. INTRODUCTION

Significant advances in information technology in recent years (for e.g., Internet communications, virtualization, system resource management, etc.) have created a new computer model called cloud computing. The name "Cloud Computing" or "Cloud" comes from the Internet, literally called the cloud. Cloud computing is the real-time sharing of many computers connected to a network (usually the 'Internet'). However, currently the term "cloud computing" can be too strange to understand the benefits and opportunities for various businesses or organizations [1]. Cloud computing research experts say that customers have only seen the tip of the iceberg on the benefits of cloud computing, whereas, as a new media and cloud state, cloud computing is creative in many areas. E-commerce in this regard is a broad industry that is inherently influenced by the nature of cloud computing.

Businesses, especially small and medium-sized enterprises (SMEs), are benefiting from cloud computing [2]. Additionally, the advance in security and reliability of the technology and infrastructure forms the basis for exchanging goods and services over the internet. With the help of Cloud computing the organisations which are functioning in the E-commerce become independent of many things few of them are complex architectural planning as well as the complex designs[3]. These advances in innovation have made large enterprises more competitive in their products and services despite their large infrastructure. The business benefits of investing in cloud computing technology, such as flexibility, reliability, increased accessibility, and lower e-commerce costs, are widely recognized and largely benefited entrepreneurs in the last few years. It is significant to note here that the Software-as-a-Service (SaaS) stand to be the leading cloud computing business[4].

## II. BACKGROUND OF THE STUDY

With the significant advances of technology in the Information Communication and Technology (ICT) sector in the past few decades, there is a perception that computing will become the fifth utility (after water, electricity, gas and telephony) in the future.

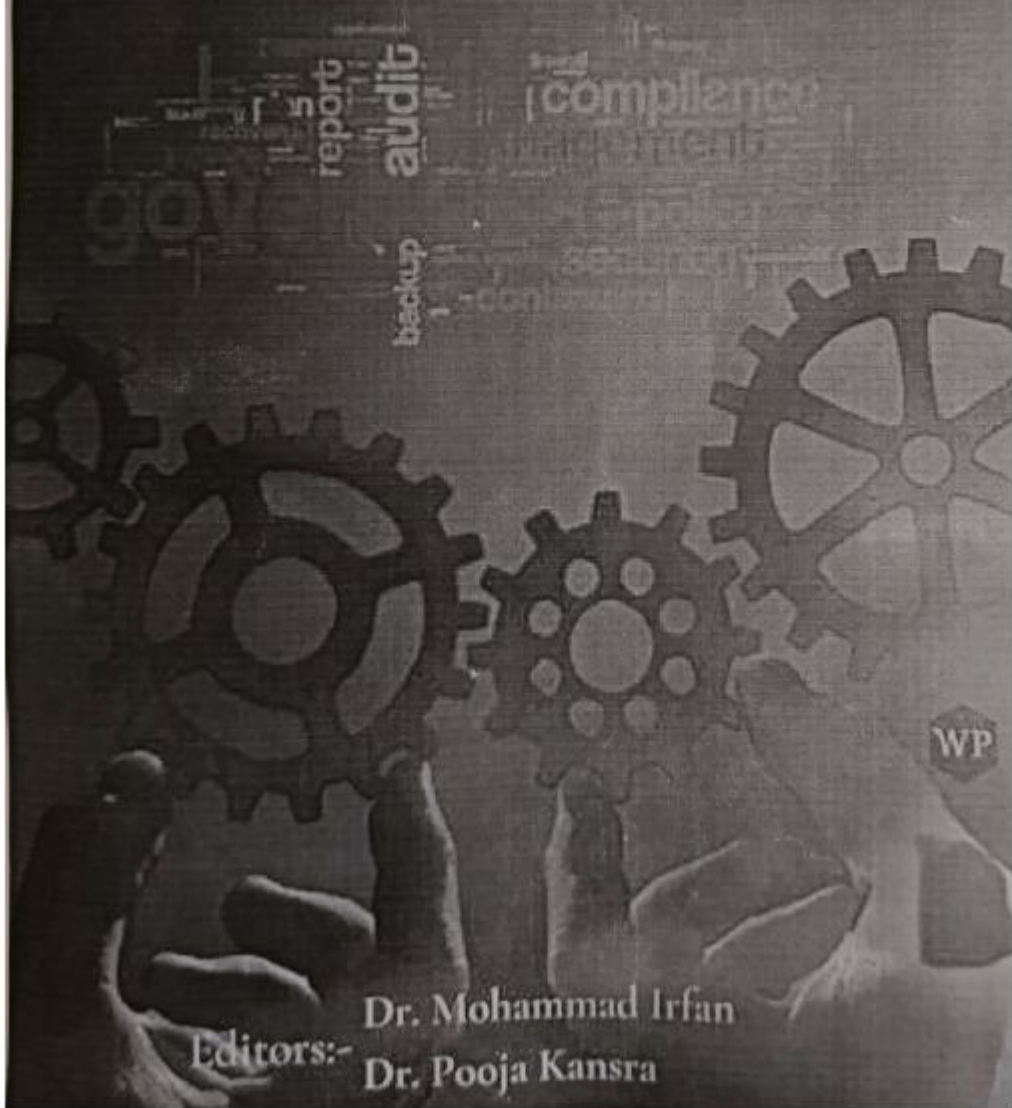
With the rapid ingress and implementation of cloud computing and e-commerce in several areas, the task of e-commerce business in economic improvement has drawn in much consideration and discussion among policy and strategy makers. E-commerce altogether affects business costs and productivity [8]. Electronic business extends the commercial center to the general public and internet-based e-commerce, which may be linked to a PC, tablet or mobile phone, are often considered a sophisticated variety of shopping requested through e-mails.

### A. E-commerce

E-commerce, accessed through a computer, tablet, or phone, is a form of electronic retail business in the form of online shopping platforms. Almost all available resources and organizations, including books, music, tickets, IT services and financial terms such as online banking, are handled through



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# Digital Transformation:

Progressive Business Management,  
Entrepreneurship & Social Security

*Editors*

**Dr. Aparna Mishra**  
**Dr. Vikas Dahiya**  
**Dr. Deepali Saluja**  
**Priyanka Chaddha**

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# Effects of Online Payments on the Acceptance Behaviour of Semi-Skilled Workers

Anoop Pandey<sup>1</sup> and Anupama Gupta<sup>2</sup>

**ABSTRACT:** Green banking is a process through which banking institutions are trying to contribute towards mother nature. It helps in lending in those areas where any positive efforts can be made for cleaning and safeguarding the environment. Green Banking entails banks to encourage environment friendly investments and give lending priority to those industries which have already turned green or are trying to go green and, thereby, help to restore the natural environment. There are various products of the banks which help in making the environment green. Green Loans: means giving loans to a project or business that is considered environmentally sustainable. Green Mortgages: refers to type of mortgage that provides you a money-saving discount or a bigger loan than normally permitted as a reward for making energy-efficient improvements or for buying a home that meets particular energy-efficiency standards. Green Credit Cards. Be it in form of environment friendly rewards or using biodegradable credit card materials or promoting paperless banking, credit cards are going green. Mobile banking and online banking. These new age banking forms include less paperwork, less mail, and less travel to branch offices by bank customers, all of which has a positive impact on the environment. The paper is going to understand the behaviour of the semi skilled workers towards the online payment methods. This paper is based on secondary data available.

**Keywords:** Fintech, Green Loans, Green Banking, Credit Cards etc.

## INTRODUCTION

We are living in 21<sup>st</sup> century, where we can get anything just on one click. Though, India is a developing economy, yet it has gained prime importance in the field of digitalization. Prior to 2016, though we were using digital technology but after demonetization, technology has reached to its great height and still it is increasing day by day. In order to be at the pace, one has to match the standards. On November 8, 2016, our Prime Minister Shri Narendra Modi announced the demonetization of 500/- and 1000/- rupees notes, due to which, though for a short period of time, there was a huge crisis of money in the economy. People stood in long queues for the exchange of notes. But due to limited printing of 2000/- and

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# Impact of ICT on Education in India During Covid-19 Pandemic: A Study of Adoption of ICT in Education Sector

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**Abstract:** *The Covid-19 catastrophe has utterly disrupted the Education Sector in an unprecedented manner, more than one billion learners spanning in 190 countries and more has been affected. The crisis has brought into light the existing cracks in education system affecting poor children, students of every age group and teaching fraternity. It halted nearly every economic activity worldwide and it is witnessed that India is among the hardest hit countries where 247 million primary and secondary school students were out of the school overnight. But the educational varities in India as well as abroad left no stone unturned by making persistent efforts to reach out to students of all grades. To continue the academic sessions in educational institutions, teachers and students are impelled to adopt and adapt to digital teaching platforms viz. Google Meet, Zoom Class, Webex etc. novel to the education sector. The present study attempts to assess the adoption of digital methods involving teaching and learning by making the use of Technology Acceptance Model, at the same time incorporating the constructs of Theory of Planned Behaviour. Data was collected from over 150 respondents through Questionnaires via Google forms, keeping in mind the strict social distancing regulations followed by Covid-19 pandemic. Structural Equational modelling was used to test the relation among different exogenous and endogenous variables. The authors further uncover the challenges confronted by pupils while accessing different edtech platforms. The authors further give suggestions for future utilisation of ICT in education sector.*

**Keywords:** *Digital Learning Platforms, ICT, TAM, and Covid-19*

## INTRODUCTION

"Education is what remains after one has forgotten everything he learned in school."  
(Albert Einstein)



Book Chapter I

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Book Chapter 2

# Advances in Business Management & Technology

Volume -II

*Chief Editor*

Prof. (Dr.) Pavnesh Kumar

*Editors*

Dr. Alka Lalhall & Dr. Svati Kumari



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## CHAPTER 7

# A STUDY ON THE EFFECT OF INCREASING USAGE OF FINTECH IN FINANCIAL SERVICES SECTOR IN INDIA

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Anupama Gupta

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### ABSTRACT

*Fintech, as the word suggests, has been made from two simple words i.e. Financial and Technology. It refers to the services related to financial sector provided with the help of technology. It may be explained as: the services related to financial sector with the modern means and innovative technologies.*

*New technological innovations and process disruptions have recently emerged in the financial services industry. The entire industry and many fintech start-ups are looking for new ways for successful business models, for creating an improved customer experience and for approaches that lead to a service transformation. Industry and academic observers believe this is more of a revolution than a less influential series of changes, with financial services overall being driven by significant efficiency improvements. At stake is the longstanding dominance of large companies that cannot understand how to work effectively with the "fintech revolution". The primary objective of present research paper is to create an empirical study about the use of fintech in financial services in India and secondly to observe the change in the pattern of financial services adopted by introduction of fintech.*

*Keywords: Financial Services, Fintech Revolution, Operations, Payments, Technology Disruption and Innovation etc.*

### INTRODUCTION

We are living in 21<sup>st</sup> century, where we can get anything just on one click. Though, India is a developing economy, yet it has gained prime importance in the field of digitalization. Prior to 2016, though we were using technology but after demonetization, technology has reached to its great height and still it's increasing day by day. In order to be at the pace, we have to match the standards. On November 8, 2016, our Prime Minister Shri Narendra Modi announced the demonetization of 500/- and 1000/- rupees notes, due to which, though for a short time but there was a huge crisis of money in the economy. People used to stand in the long queues for the exchange of notes. But due to limited printing of 2000/- and 500/- rupee notes many of them has to go empty handed. But at that time of crisis, going digital was one of the blessings which had constructed and illusioned the gap between the men and the money. Many digital tools were introduced for payments and purchases like Paytm, Googlepay, Phonepe, UPI, BHIM etc. which helped the people and the government to overcome from this tough time. Now