

The Role of E-learning practices in the banking sector

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Abstract

Advancement of Technology is the main reason for the revolution in the way of learning. E-learning is the use of electronic devices in learning including teaching and training. It refers to the utilization of modern tools such as computer digital technology, internet, electronic media, social media, etc. nowadays the internet is very essential in digitalization and has become a utility which is available at workplaces, home public places, banks, etc. With the paucity of time at the hands of the managers to go for structured courses, the internet is becoming a popular media to deliver courses. The aim of this paper is to focus on the need of understanding e-learning in the banking sector, current practices and how it will reflect in the employee's performance and improving bank services.

Keywords: concept e-learning and development, Indian Initiatives, e-learning practices in the bank.

Introduction

The concept of E-learning is very broad. It was coined in the late 90s as the technology-enhanced learning mechanism through the internet. Now it captures a broad range of electronic media like internet extranets, satellite broadcast audio/video tape, interactive TV and CD-ROM to make the learning procedure more flexible and user-friendly. Because of the flexible nature of E-learning, it has got more demand among the people of our country and the demand is increasing day by day. As a result, e-learning has implemented in all industrial sectors including banking, transcending the traditional idea of distance education. E-learning environment is utilized in an organization to train and educate the employee in their professional roles and organizational strategies and policies. The technological environment is more dynamic so that it has created many challenges to keeping up with all the update technologies that are taking place in the corporate world. In the fast-growing world, it is essential to obtain the required upgrading knowledge and skills to be effective in the workplace. The ratio of technological usage is high in the service sector; banking sector is one of them. The today banking sector is digitalized in its all aspects to attract the customers, improve the service quality for the customer satisfaction, for providing quick service, and expansion of their business and getting more profit, for this purpose banking sector adopted the latest technology in banking operation. E-learning in the banking sector is an online based training that gives an opportunity to create a harmonious labor force with new technology and to increase

the efficiency of banking service and offers to bank employee's individual learning regardless of time and space. E-learning provides opportunities for learning without interfering with the flow of work for the staff working at the appropriate time and space, by providing an economic advantage to both the bank and its employees.

Concepts of e-learning

E-learning, therefore, is an approach to facilitate and enhance learning through and based on both computer and communications technology (salmon, Gill 2002)¹. Such devices can include personal computers, CD-ROMs, Digital Television, P.D.A.s, and Mobile Phones. Communications technology enables the use of the Internet, email, discussion forums, collaborative software, and team learning systems.

Components of e-learning

E-Learning components include a learning management system (LMS) or learning content management system (LCMS), content, collaboration, testing and assessment, skills and competency, e-commerce, and Internet video-based learning. (Alavi, Maryam 1994)². A complete e-learning portal represents the total integration of multimedia, instructor-led, and real-time training - in a human, collaborative environment, organizing the content

E-learning in the banking sector

Due to the progression of the rapid development of information technology, banks do not have enough time for training on how to use it and how to be productive with this technology. Therefore, e-learning has important functions in terms of capturing developments in the personal sector. Information and communication technologies have led to revolutionary changes in both in-company and intercompany communications in today's increasingly global competitive environment. An important part of the business is visibly increasing investments in information technology day by day. Using IT systems in enterprises enables the task project teams of managers of functional units to be interconnected via networks regardless of geographic location (Tekin et al., 2005)³.

IT in a competitive structure is one of the important competitive tools the banks have used. Since the Internet has radically changed the concept of business, banks uses have also shown a change in this process. At the beginning of the use of the Internet on the web, banks began their products to promote internet banking to customers via Internet banking (Ileri& Ileri, 2011)⁴. Though there is no limitation of time and space, they perform training services through the web in order to work with more qualified personnel. Thus, using speed tracking technology banks have made a profit in terms of time and cost. Therefore, since investments have paved the way to

develop e-learning in the field of education, numerous companies are carrying out their training in the virtual environment. In order to carry out economic training in the workplace, it should maximize the ratio between income and investment. The business investment includes a financial contribution to training software, learning management systems, training hours, for the workplace to the costs allocated to the workers (Moon et al., 2005)⁵.

Companies provide from technology, sales, marketing for the staff to personal skills training opportunities in every field of e-learning. While e-learning is workplace learning, job performance is a development tool (Bershin, 2002)⁶. By increasing human resources, knowledge is increased and contributes to employees' career development. Due to the frequent use of the virtual environment in employees' work routines, e-learning and the ability to repeat the information presented, individuals' enhanced performance forms due to the ease of access to information which can be taken from what you find as soon as the possibility of applying. Individuals who need information when they need to work and co-operation by establishing an e-learning method allow them to interact anytime and anywhere able to meet these requirements (Sambata, 2000, Zhang & Nunamaker, 2003)⁷. Learning technology in workplace learning is focused on technical matters, not required learning points to design effective e-learning of adult (Williams, 2002)⁸. Distance learning opportunities are important not only for fixing the shortcomings of personal information but also in the process of the elimination of the obstacles encountered and in the service and support of banks

Research objectives

The central propose of this paper is to understand the nature and concept of E-learning, to examine the e-learning implementation in the banking system in India, and to describe the significance, advantages, and barriers of development and adoption of e-learning in the banking sector

The methodology of the study

The paper is based on the secondary data collected from different sources. In this method, the researcher found out the information by referring various book, research paper, journals, web sites magazines, newspapers, online concerts, websites and through general observation on the whole. For the study, the researcher had decided to follow a qualitative approach and therefore the research methodology included a theoretical study. The study is based on the secondary sources also collected from different sources like Ebsco, Emerald, Scopus Jstor, Thomson Reuters and Google scholar. And articles that aid study sustainable development and its justify this paper

History of e-learning

In 1924, the first testing machine was invented. This device allowed students to tests themselves. Then, in 1954, BF Skinner, a Harvard Professor, invented the "teaching machine", which enabled schools to administer programmed instruction to their students. It wasn't until 1960 however that the first computer based training program was introduced to the world. This computer-based training program (or CBT program) was known as PLATO-Programmed Logic for Automated Teaching Operations. It was originally designed for students attending the University of Illinois but ended up being used in schools throughout the area.

With the introduction of the computer and internet in the late 20th century, e-learning tools and delivery methods expanded. The first MAC in the 1980s enabled individuals to have computers in their homes, making it easier for them to learn about particular subjects and develop certain skill sets. Then, in the following decade, virtual learning environments began to truly thrive, with people gaining access to a wealth of online information and e-learning opportunities.

In the 2000s, businesses began using e-learning to train their employees. New and experienced workers alike now had the opportunity to improve upon their industry knowledge base and expand their skill sets. At home, individuals were granted access to programs that offered them the ability to earn online degrees and enrich their lives through expanded knowledge. Today, e-learning is more popular than ever, with countless individuals realizing the benefits that online learning can offer.

Table 1: The history of E-learning

HISTORY OF E-LEARNING		
YEAR	CONTENT	DEVELOPMENT
1924	The first "testing machine"	Ohio state university professor Sidney Pressey introduce the first testing machine was invented. This device allowed students to tests themselves
1954	The first "testing machine"	BF Skinner, a Harvard Professor, invented the "teaching machine", which enabled schools to administer programmed instruction to their students
1960	Computer-based training	The first computer-based training program was introduced to the world. This computer-based training program (or CBT program) was known as PLATO-Programmed Logic for Automated Teaching Operations.
1966	C.A.I in schools	Stanford University psychology professor Patrick Suppes and Richard c Atkinson began using the computer-aided instruction (CAI) to teach math and reading to young children in polo Alta elementary schools. Bernard Luskin worked with Stanford University to install the first computer in a community college for instructional use
1969	Arpanet heralds internet	US Department of defense commissioned ARPANET to Creole the internet
1970	Computer mouse & G.U.I	Computer mouse and the GUI are in entered helping to define 'modern computing.'" Computer-based training(CBT) being of the new jersey

		institute of technology
1980	PC's begin with the first MAC	The personal computer begins with Macintosh online communities being sharing information, slowly paving the way toward e-learning
1990	The first "Digital Native	The first "Digital native" is born, Email takes off. It's the dawn of a new are in learning virtual learning environment begin and " E-learning "
2000	Businesses adopt E-learning	Businesses begin rolling are e-learning courses as a central way to train workers. Authoring tools are more accessible than ever and a wide range of online learning opportunities are available
2010+	Social, online learning	A new vibe of E-learning inspired by social media builds momentum. YouTube, Twitter, massive open online courses (MOOCs), scoopt. iTunes U. Skype. Opportunities to conned, share information, and learn from each other are found everywhere

Source: efrontlearning.com

Process of e-learning to become effective knowledge management tools

E-Learning can be taken outside of company firewalls can be used to educate firm partners, customers, and suppliers, in addition to the organization employees. In return, organizations can generate new knowledge through the use of chat rooms, surveys. Etc. Knowledge partner's benefit from the information gained through E-learning, while the firm, in turn, benefits from the capture of new information from knowledge partners. Once information is captured and categorized as useful knowledge, its sources become irrelevant in terms of value (Swanson, 2000)⁹. The various studies have been conducted relating to the effectiveness of e-learning. To the date, there are only a few studies are argue the learning in the online environment is not to or better than traditional classroom instruction (Institute for Higher Education policy, 2000)¹⁰ but still, e-learning is not meant to replace the classroom setting, but to enhance it, taking advantage of new content and delivery technologies to enable learning. Several considerations must be taken into account for e-learning to be a lucrative investment and an effective knowledge management tool.

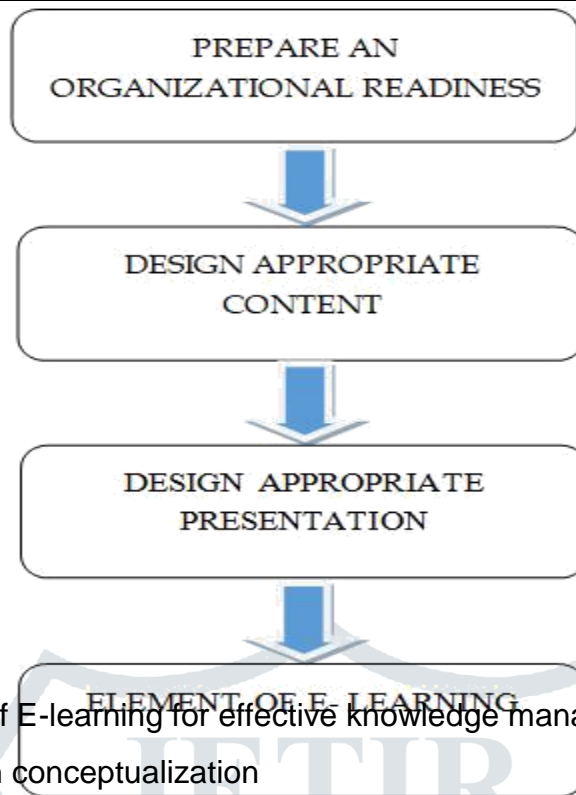


Fig 1: The process of E-learning for effective knowledge management

Source: Author's own conceptualization

The above figure represents an e-learning value chain that depicts the e-learning planning process, which can be directly linked to the knowledge management value chain. The elements of the e-learning planning process include. Assessing and preparing organizational readiness (factor to consider before going online), determining the appropriate content (content that ties into the consideration of knowledge management) Determining the appropriate content (considering factors contributing to effective e-learning), Implementing e-learning (content and technology infrastructure considerations)

Organization readiness is directly tied to the first two processes in the knowledge management value chain, i.e. it requires the determination of strategy knowledge requirement and an assessment of the current organizational knowledge gap. (Salmon, Gill 2002), the last two processes in the knowledge value chain (Closing the knowledge gap and disseminating the knowledge acquired) are aligned with the last three phases of the e-learning value chain. The design of knowledge content and presentation and the subsequent e-learning implementation are intended to close the knowledge gap and disseminate the knowledge required to promote organizational survival and improve its competitive position

Reasons for the use of e-learning in the banking sector

E-Learning is the very essential for today banking sector due to the competitive environment and professional achievement by employees, bank employees are typically a diverse set of people they come from different educational backgrounds and often hold different professional experiences. Moreover, they have different demographic characteristics as well. One can easily find a very young and very old employee working in the same bank. Needless to say, the IT capabilities of these people are different therefore E-learning was making a platform to update the knowledge to the employee in their level of designation.

The banking industry is a vertical market, where the adoption of innovative technology plays a central part in distinguishing the leaders from the rest of the players in the market. A 'Single Customer Relationship View' is the key to success for BFSI companies as this enables them to 'cross-sell' and 'up-sell' their offerings. E-learning can be an effective way to bring a diverse set of people onto a common platform:

Innovative e-learning solution can give participants of the bank employee E-

learning can be used to enhance the IT skills of banking employees

E-learning can help in the rapid induction of employees as well as create a mechanism for regular assessment to maintain the quality of human resources.

E-learning enables banks to launch new products or improve the existing ones quickly.

New information is applied immediately as it reaches the sales force swiftly.

E-learning can also create a framework for sharing best practices and customer handling success stories

E-learning provides and promoting a shared learning culture throughout the organization. E-

learning can allow banks to expand to new geographical locations while bringing employees to a common location for training.

e-learning is a very effective medium to provide regular compliance training,

Advantages/ benefits of e-learning in the banking sector

Education content development companies: in India are developing a new curriculum and way to provide training to new bank employees who come from diverse academic backgrounds. E-learning can really help new bank employees because one single easy way to impart knowledge benefits, everyone, even if they have a different academic background.

Important in professional emergence: Developing their skill is very important so that during any time of professional emergence in the bank one can adjust well with that and provide service to the customer in every way possible. For that kills along with practice in

necessary and e-learning help the employees to practice and train themselves all the time 24*7 accesses in anywhere and update knowledge for their career development

Comfort to use: There is a chance for learning everything even from the comfort of your own bedroom. Physical presence is always not necessary all about your banking job can be done from anywhere you want to

Less cost: E-learning is very cheap and it is affordable for everyone. It is for this very reason beneficial for both the trainers and the trainee.

E-learning or virtual learning can prove to be very good for introverts because it doesn't hamper their privacy and they can learn everything without having to interact with people they don't want to interact with

E-learning for banking helps to meet the demand for always changing compliance. Proper compliance training is very essential for the proper management of the banking industry. Tracking

Barriers to implementing e-learning in the banking sector

Technological aspect: E-Learning requires a reasonable technological infrastructure.

Social aspect: Learners tend to feel isolated. Trainers are worried that they will lose their jobs. Learners and trainers need to pick up skills for On-line learning and training.

Pedagogical aspect: It is imperative to Familiarize Learners and Trainers with a new way of learning because education will become more learner-directed than instructor-directed.

Mindset aspect: E-Learning requires a total change of mindset. In any organization that wants to implement E-Learning, strong support from senior management is extremely important.

Limitation of e-learning

e-learning also has some limitation such as lack of face-to-face interaction with a learning peer group, equipment, software, and support needs, maintenance and updating of content, program development costs, and learner drop out, etc

Conclusion

E-learning is the boom to the society and it can reach any part of the world. it involves the training, delivery of knowledge and motivates bank employees to interact with each other, as well as exchange and respect different point of views. E-learning effectively delivers product information and customer service training, that the employers have done a good job at building awareness and support for the strategy and have tied corporate objectives to the strategy. And enhance the customer relationship management, and it saves them lots of time and money of the employee and organization will perform improved in delivering quality services to the customers. E-learning should

be sought by the employers and acted on. Performance reviews should factor in e-learning participation because it relates to the delivery of quality customer service through product knowledge; however, consideration must be given to staff on an individual basis for their levels of success. Individual learning plans with realistic goals and support may be required to mitigate barriers. If a banking organization is focused more on E-learning training method to the employees they will enhance in their work and service delivery to the customer and they improve in professional achievement and with self-satisfaction. This is possible by understanding the way employee learn and providing a well-managed total learning environment

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