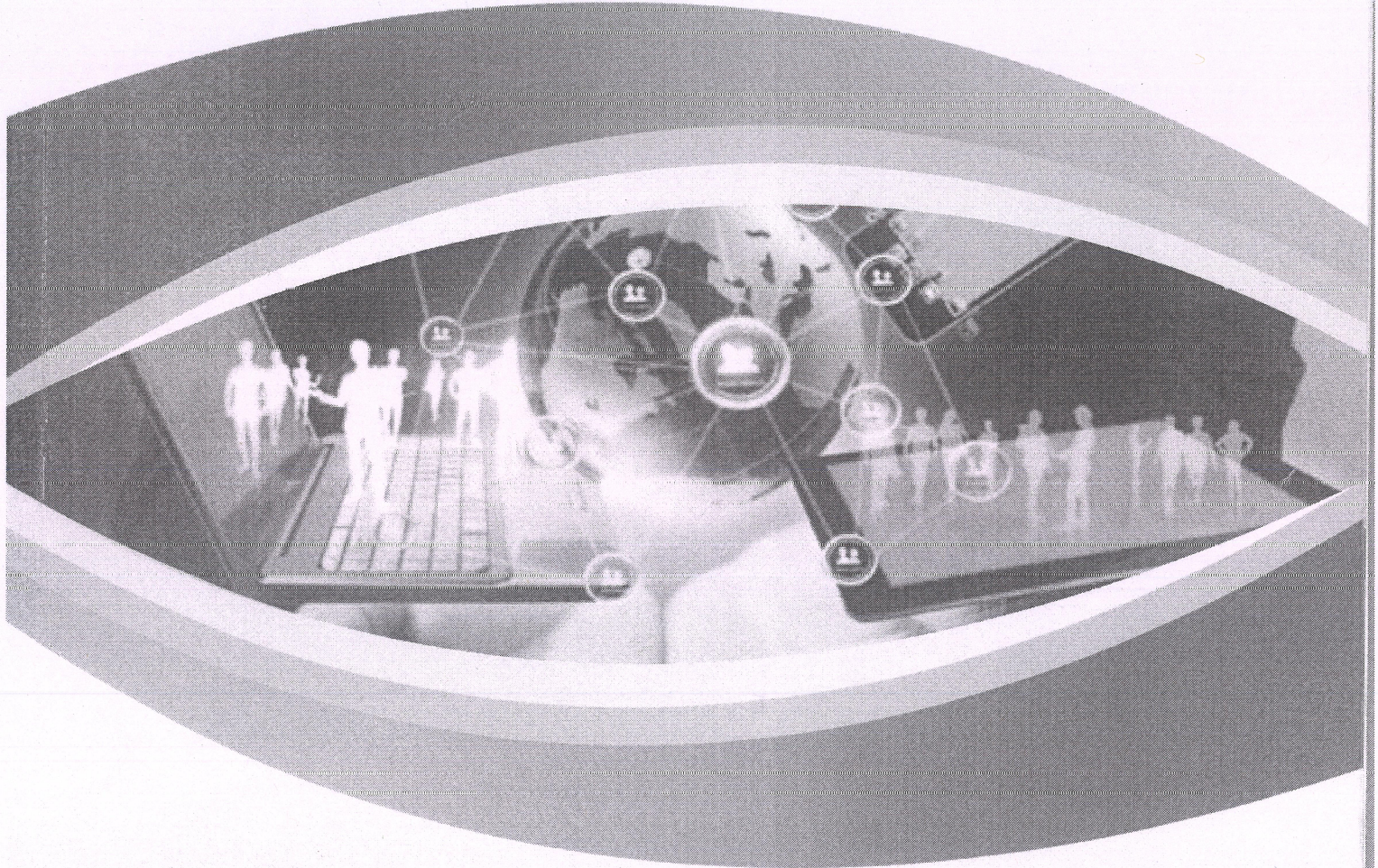


DIGITALIZATION AND ORGANISATIONAL EFFECTIVENESS

- Dr. S. Devarajappa
- Dr. P. Paramashivaiah
- Dr. G. Sudarsana Reddy
- Dr. B. Shekhar
- Dr. S. Madhu



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ABOUT THE EDITORS



Dr. S. Devarajappa is working as Assistant Professor, Department of Commerce, Tumkur University, Tumakuru (Karnataka), Deputy Finance Office, Co-ordinator M.Com. (Information Systems) Tumkur University. He has obtained B.Com., M.Com. and Ph.D. degree from Karnatak University, Dharwad. He has more than 12 years UG and PG teaching experience in the area of Taxation, Finance and Accounting. Presently, he is working as Coordinator of M.Com. (Information Systems). He has published 5 books and 50 research articles in national and international journals, and also presented more than 50 papers in national and international conferences. He is also the Member of Board of Studies and Board of Examination in Tumkur University.



Dr. P. Paramashivaiah is working as Professor and Chairman, Department of Studies and Research in Commerce, Tumkur University. He has been an outstanding academic and educationist. As distinguished teacher and scholar, Dr. Paramashivaiah has presented 139 papers in National Conferences and 76 papers in International Conferences. He chaired technical sessions including "International Symposium on Business and Social Sciences" in 2013, Tokyo University, Japan, and "International Conference on Sustainable Development" in 2016, Kualabumpur; a conference in Oxford University, London 2018; and "The 14th International Conference on Sustainable Development" in Canada, Ottawa in 2020. He has published research articles in 59 journals, besides publishing 19 books and 78 edited books.

He has worked in various capacities such as former Vice-Chancellor of Tumkur University, Student Welfare Director, Syndicate Member, Dean, Finance Officer and NACC Coordinator. His contribution to BoS, both UG and PG, is immense.



Dr. G. Sudarsana Reddy is working as Professor and Dean, Department of Studies and Research in Commerce, Tumkur University, Tumakuru (Karnataka). He has obtained M.Com., M.B.A., M.F.M., DEM., and Ph.D. (Finance). He is one of the certified Entrepreneurship Educators by Stanford Technology University (Venture Program) in Association with IIMB and NEN. He has been teaching Post-Graduate subjects for two decades in the areas of Financial Management, Strategic Financial Management, International Financial Management, Project Appraisal and Finance, Security Analysis and Portfolio Management, Indian Financial System, and Entrepreneurship Development. He has published four books: Essentials of Financial Management, Advanced Financial Management, Financial Management –

Principles and Practices, and Strategic Management. He co-authored eight books: Strategic Management – Text and Cases, Management and Behavioural Process, Management and Organisational Behaviour, Business Environment for Strategic Management, Business Law, Production and Operations Management, Organizational Behaviour and Business Environment. He has published 100 research papers in national and international journals. He has also presented 60 papers national and 20 papers in the international conferences.



Prof. B. Shekhar is presently working as Professor in the Department of Studies and Research in Commerce, Tumkur University, Tumakuru. He is an M.Com., M.Phil., MBA, Ph.D., UGC-NET (JRF) and SLET. Presently, he is also serving as University Placement Officer in Tumkur University since 3 years. He is the founder Chairman of Department of Commerce and served in the same position for more than 10 years for the development. He has served as Dean of Faculty of Commerce and Management for two terms, Syndicate Member and Member of Academic Council, Deputy Registrar in Academic Section, Chairman and Member of BOS and BOE of Tumkur University and various universities in Karnataka and outside the state. He has authored many text books, edited books and also published more than 70

papers in national and international journals. He was also a recipient of Outstanding Research Paper Award for his research paper from **University of Mumbai** in 2011. He has got a National Level Golden Aims Award, i.e., "**Most Impactful Educational Leader Award**" in September 2020 for the Excellence and Leadership in Education. He has also got **Best Professor of Commerce Award** in 2021 from the same organisation.



Dr. S. Madhu had his primary and higher education in Bengaluru. He obtained M.Com., MBA and Ph.D. He is specialized in the areas of Information Technology, Business Analytics, Forensic Accounting, Accounting Information System, Research Methodology, SPSS, etc. Along with academic and research experiences, he has more than 19 years of industry experience. He has co-authored 12 books in Commerce and Management area, 2 edited books and published more than 12 research papers in reputed journals. He is a Resource Person on Information Technology, Research Methodology, SPSS, Advanced Excel, etc. He is also a research and academic consultant. He is also the member of Board of Studies and Board of Examination in Maharani Cluster University and The National College. Presently, he is

working as a Visiting Professor in Department of Studies and Research in Commerce, Tumkur University, The National College, Jayanagar and various other B-Schools in Bengaluru.

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E-learning Adoptability in Present Scenario and its Effectiveness in Organisational Productivity – A Study

Dr. Rekha D M

Assistant professor

Sri Jagadguru Renukacharya College of Science, Arts and Commerce

Race course Road, Bengaluru – 560 009.

Reshma B

Research Scholar

Mysore University
Mysore.

ABSTRACT

E-learning means technology based learning which is adopted in today's scenario of developmental processes and better approaches. Today it is the world of technology and it is not so easy to accomplish the task without any technological support at the same time the technical adoptions has become inevitable for efficient performance.

The smart work through the utilization of technology is saving more time and cost and also even efforts of the business when it comes to development. This paper focus on how e-learning network enabled transfer of information, ideas, skills and knowledge is effective in today's for business development and to increase productivity of the company and the same is transferred to large number of required people for various reasons.

When e-learning is adopted the difference and change in the positive sense has been felt by many business organisation and institutions in the recent times. Earlier it was completely neglected or rejected due to lack of human interactions and human involvement in each and every process of learning.

E-learning has gained importance in the form of training people as it is very important in the organisation development. Without proper training the organisation growth is not possible in growing trend

The present research has been conducted to study the E-learning adoptability in present scenario and its effectiveness in organisational Productivity to conduct this research work an extensive reviews was conducted to understand and collect the sufficient data for analyzing the capital market behaviour during the pandemic.

Based on the research study the discussions, findings and conclusions were drawn to throw some lights on the E-learning scenario in recent times and it is the major implications on productivity and deciding factor of the organisation growth in any business industry.

Keywords: E-learning, Effectiveness, Organisational Productivity.

INTRODUCTION:

A learning system requires a formalized teaching process if this is adopted systematically through electronic means then it is an E-learning process. In case of organisation the teaching, training process and other developments can be possible with the technological changes that can be adopted for the growth and upliftment of the outcomes in the organisation. E-learning is also about transfer of ideas, opinions, skills, knowledge, information and the education of certain aspects of business.

E-learning can be described as learning online through internet which is regarded as computerized electronic learning, internet learning or any other forms. E-learning is coursed delivered online from different places by the experts for transferring the required information to make the better outcomes from the desired tasks. The given information may be on live or recorded by the experts and others according to their convenience and recipients can also receive such information and knowledge according their convenience. It can also be interactive learning in which learner can communicate with the trainer and others and it can be real time learning and sometimes due time and technical barriers it may be prerecorded

The learner can obtain information through communication, interaction and also taking as course where proper participation is there where tests, evaluation and assignments are done for better results. E-learning has been proved to

be a successful method of training and education as it is becoming a part of their life for many populations in our economy. Through e-learning adoption farmers are getting educated, adults also get trained for their continuous learning process, children youths and professionals and academicians learn better through e-learning process.

In the business organisation the requisitions may be in any form and in any manner and further it can in different situations and in different times where large number of recipients can access for the information and other knowledge whenever it is feasible. Traditional method of learning and training was widely adopted as a conventional way of applications and most of the organisations still rely on such methods. Many of the organisation's wholeheartedly was not ready to accept the e-learning system because the acceptable range by the learners and at the same time absence of humans was treated as one of the major drawbacks in case of e-learning

E-learning activities are more important for economic growth of any country. In modern era all are expecting for the growth and development now with the rapid progress in technology and the advancements in the learning concepts leads to mass progress and applications. The introduction of computers into any systems is an revolution and with the pace of new developments and innovations like smartphones, tablets, i-pad and other devices are playing a major role in today's learning world.

Gone of those days where people use to visit libraries in search of books, using dictionaries, encyclopedias, study materials etc., now all these have been replaced by optical discs, internet or pen drives, I phones where all these are accessible anytime, anywhere 24/7 without any disruptions.

In today's world e-learning has become an important wheel of educating and updating ourselves, this holds good for organisation because organisation learning is a continuous learning and for individual it is lifelong learning so it becomes very important to adopt technological changes and innovations to business to attain the competitive advantage and attain expected outcomes. This in turn results in highly literate populations.

According to Albert Einstein "Education is what remains after one has forgotten what one has learned in school." This says that the good humor is intended to bring education is constant and always evolving and a sea change over from conventional to modern way of learning as education has metamorphosed into instant learning today. With several milestones in case of learning adoptability one of the e-learning model has also been focused to the core for better learning ability of people.

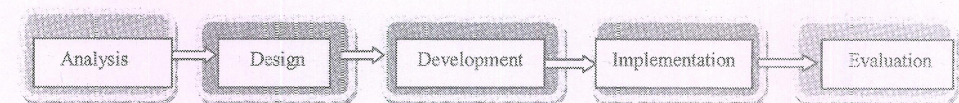


Figure - 1

In the real sense, the figure – 1 is one of the learning models which bring lot of new growth in stages of learning. In this the every 1st stage is analysis because we as learners need to learn about required data for development and further it is designed to understand the way of learning which tells the path to follow any aspects, further the developing of these plans and procedures becomes necessary and also after this implementation is very much in progress to execute it effectively. Any new aspects which are implemented should be evaluated to bring in proper control and needs to have a track on it. This helps in knowing the situation whether the plan executed is successful, feasible, and viable for individuals, business organisations or not. Therefore careful introduction of learning model to learning process becomes necessary.

STATEMENT OF PROBLEM:

The new scenario of E-learning is not only a gift from the technological development but also difficult in certain aspects and situations as it has some issues relating to implementation. The method of learning which is adopted today is it really serving the purpose of learners and learners are truly gaining the knowledge and whether they are focusing at their goals or they are getting deviated to the different world. Is it really worth implementing the organisation all these analysis becomes essential before implementation or adopting any new aspects into the economy. No doubt technology adoptions shows that it is a kind of development but it is at what cost and how it is more advantageous matters a lot in today's scenario.

Human interaction, brain storming, face to face conversation, understanding the expressions, gestures, mentality all these becomes very much necessary when it comes to learning process but these are not existing in case of e-learning and further it is not giving complete benefits to learners are the major issues to be addressed before going for e-learning. Many a times with the gadgets all the problems will not be solved. The problem solving techniques lies with human beings. Therefore careful analysis of any plan will give better decision making ability to organisations.

NEED OF THE STUDY:

Any new development that is introduced in the economy needs lot of attention and proper evaluation before welcoming it or adopting it as it leads to dangerous situation if it is not evaluated properly without any proper hold and control on the aspects. E-learning as a technological advancement can be introduced and implemented as easily as it results in career advancements, professional growth, individual development, higher standards and so on but the values are retained or not needs to be analyzed.

Addition to technologies can also results in too much of distances between human beings where there is not interactions and proper understanding. This might result in differences of opinions in terms of decision making, better management, proper control, proper applications and so on forth. If E-learning are not properly implemented then it results in difficult situations and disastrous situation for any business organisations and even individual. Careful study of this can be done to design it, to bring to proper tracking process and control it on a continuous basis.

OBJECTIVES OF THE STUDY:

1. To know the e-learning applicability and adoptability for individuals and the organisations.
2. To identify the effectiveness of the e-learning in today's scenario.
3. To understand the e-learning contribution and its impact on the learners in the organisation.
4. To analyse the e-learning results in overall productivity of the organisations.

LITERATURE REVIEW:

According to f Laurillard's (2006) research "e-learning as the use of any of the new technologies or applications in the service of learning or learner support", and it has been considered as operational definition of e-learning.

According to Marc Prensky's research different learning outcomes are best learning through particular types of learning activities. He says that we all learn -a) behaviors through limitation, feedback and practice. b) creatively through playing c) facts through association, drill, memory and questions d) language through imitation, practice and impression e) reasoning through puzzles, problems and examples [4]. These studies focus on the changing era and the implications of E-learning in near future.

According to Stephen Downes is a senior researcher with the National Research Council of Canada based in Moncton, New Brunswick at the Institute for Information Technology. In the world of learning, what this means is having learning available no matter what you are doing. Jay Cross captures this idea in the concept of "workflow learning." Sam Adkins writes, workflow learning is "a deep integration with enterprise applications assembled from Web Services into composite applications" with "task and work support fused into the aggregated business processes that make up the real-time workflow" and supported by "contextual collaboration with people and systems" and "design and modification achieved by modeling and simulation.

According to A Molnar - The journal, 1997 - The history of computers in education has been variously characterized as an "accidental revolution" or "unthinking man and his thinking machines." Others have said that the computer revolution has changed the adage that "necessity is the mother of invention" to "is a computer world, invention is the mother of necessity." However characterized, it is clear that innovators in this field have created some of the most provocative and stimulating ideas in the history of education.

According to SY McGorry - The Internet and Higher Education, 2003 - Elsevier, His study investigates the distance education and information technology literature in an attempt to develop a model to measure quality and learning in online courses. The resulting model is the first proposed to address issues of flexibility, responsiveness, interaction, student learning, technical support, technology, and student satisfaction simultaneously. The reliability and validity of the model are explored with suggestions for future research. As Internet-based education continues to grow worldwide this aspects becomes necessity.

According to J Herrington, TC Reeves, R Oliver in the Journal of Interactive Learning 2005, In business and commerce, the concept of marketing myopia has been a useful tool to predict, analyze and explain the rise and fall of businesses. In this article, he has questioned whether the concept can also be used to predict the ultimate downfall of online learning in higher education, if universities continue to confuse their key mission education with the much more product-oriented aim of information delivery. The proliferation of information based online courses is examined within the context of the limitations imposed by widely accepted online databases.

According to KP King in The Internet and Higher Education, 2002 in Elsevier explains with the research study about identifying success in online teacher education and professional development, He is opinion that the rapid pace of technological innovation, along with the global fascination with the Internet, continue to result in a dominating call to

integrate Internet technologies into higher education. As this practice has evolved in recent years, the field has learned much. However, pressing questions remain as to how online and hybrid (online and face-to-face) classes may support quality and success in professional development, teacher education, and professional schools' programs.

According to F Mortera-Gutiérrez in the International Journal on E-learning, 2006 - Presenting a higher education case study from Mexico, describes faculty best and worst practices using a blended learning approach in e-learning and face-to-face instruction. The article comments on conceptual definitions of blended learning, its epistemological and pedagogical bases and foundations, and the technological and instructional problems, difficulties, constraints, and successes that ITESM-CCM faculty has to undergo to achieve the success. If it is very much necessary it needs to focused to greater height.

KA Papanikolaou, (M Grigoriadou, GD Magoulas (2002) - Elsevier) in his research study explains that Adaptive Educational Hypermedia Systems aim to increase the functionality of hypermedia by making it personalised to individual learners. The adaptive dimension of these systems mainly supports knowledge communication between the system and the learner by adapting the content or the appearance of hypermedia to the knowledge level, goals and other characteristics of each learner. The main objectives are to protect learners from cognitive overload and disorientation by supporting them to find the most relevant approach to study what they need.

According to MS Wiske, M Sick, S Wirsig - International Journal of Educational Research, 2001 - Elsevier In this era of rapid change, educators increasingly recognize that students must learn how to develop and apply knowledge creatively, not simply remember what they have been told. To meet these demands, teachers need professional development opportunities that support them in the transformational process. New technologies appear to hold promise in overcoming the traditional limitations of professional development. In this research, author described and analyzed a program designed to provide such professional development in today's upcoming trend. When the demand arises from the learner that needs to be focused to achieve their success and development then it becomes the major objective of the learner as well as the trainer. Here the learner and trainer as met with the objective of achieving.

From the above extensive review it has identified that many authors have given the e-learning from various perspective views and this shows that the different dimensions need to be analysed and focused carefully without neglecting it.

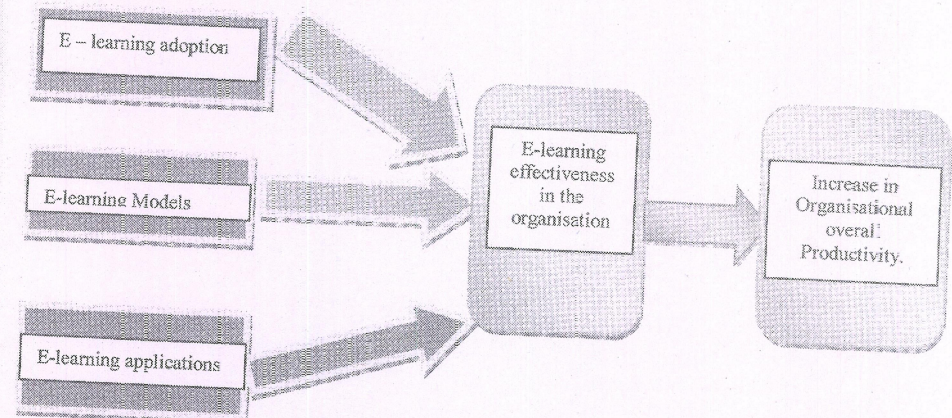


Figure 2 Conceptual model of the research study

The above conceptual model is developed to bring out the e-learning adoptability, its implications, its model development and its implementations are focused to evaluate its effectiveness in its applications and to also analyse the organisational overall productivity in adopting e-learning. The most of the reviews have paved way for analyzing its critical applications to reach the goals of the organizations.

ANALYSIS AND INTERPRETATION:

E-learning is not a planned way of application for learning either for individual or for organisation where it can takes place in any form with different time everyone can opt their own pace of learning through online processes. E-

Learning offers web conferencing and online chat for discuss it also gives various options and has a global reach where there is an easy access of people across the country as well. This reduces the cost, time and effort of what needs to be invested by the people. Online devices provide fingertip solutions to learners and give the best possible outcomes immediately where this results in smart work of individuals and others.

E-learning also provides various models such as Demand-Driven Model (MacDonald -2001), Strategic e-Learning Model, E-learning Acceptance model- Technology acceptance model, Unified theory of acceptance and use of technology, Instructional design model- Gagne's Nine Events of Instruction model, ADDIE model, Rapid Prototyping model, Community of enquiry model, E-learning Life -cycle model.

E-learning also provides the interaction support to learners as " the true uniqueness of e-learning which lies in multiple forms of communication and interaction process with simultaneous distance and intimacy. This also gives control and helps in evaluation of effectiveness and creates a required learning environment for learners. The adoption of e-learning methods motivates learners to participate in most of learning application and development process. Most of the organizations are early adopters and have sorted with the technology and infrastructure services this in turn are providing pedagogical solutions for the development of learners.

Educators on the other hand can design the learning materials in very attractive manner to attract the learners towards the concepts compared to traditional methods of learning. This learning experience encourages to gain in depth knowledge and understanding of the concepts. The community of inquiry model developed by Garrison and Anderson (2003) is an attempt where e-learning and direction and guidance to facilitate critical discourse and higher-order learning through the use of e-learning.

According to the authors, "institutions of higher education have slowly begun to adopt and appreciate that the e-content of an educational experience alone will not define quality learning but that the context how teachers or trainers design that learning experience, and the human interactions that drive the learning transaction - will ultimately distinguish each institution and the organisations." (Garrison & Anderson 2003).

Some forms of e-learning - online education and online training recreate the formal learning experience online. Online education provides adults with limited literacy skills with a safe and patient place to develop basic skills such as reading and mathematical skills. The only factor that separates online training from education is that the skills and knowledge taught through training are expected to be used immediately. E-learning allows us to explore the potential of informal learning such as Knowledge Management and Electronic Performance Support on a continuous basis. Knowledge Management is basically recorded pieces of corporate information such as policies, procedures and product information documents, reports, presentations and proposals expertise, often recorded in the form of documents like lessons learned, stories and case histories and online interaction with colleagues and can also include online chats, discussions and symposia during which participants can exchange information not yet been recorded. This helps in future learning and re-learning process for the learners.

Employee training is the most often used type of e-Learning where organizations utilize an LMS for training the employees. Organizations utilize employee training for numerous reasons, such as onboarding new hires and improving employee performance. Training employees using an LMS formalizes effective training delivery and makes it more efficient. Compared to traditional training, e-Learning more effectively encourages professional development by promoting knowledge and an e-Learning culture. Furthermore, these LMS should allow employees to create exams, run reports and gather feedback so that employer can be continuously assess and improve training performance.

Here employee's compliance training is also equally important to perform better in the organisation as they need to know how they are supposed to perform in the organisation with all the requisites and further they need to look into various developmental aspects of organisation to handle different situations and perform different task whenever the demand arises. Apart from this even the customer's needs to be trained for utilizing the online applications for better and ease access of products and services which also results in ease of transactions between the business and the customers. This also results in better sales and other outcomes and can also have customer relationship to understand the demands and information relating to products and services.

Considering the next generation learning it is not the traditional method what the learners opt for as it consumes time and effort but now it is all about how they smartly perform in the organisation with earn and learn concept and perform accordingly which results in better productivity. In the today's world updating of information upgrading of knowledge has become very important for people who work in institutions, companies and industries because it the knowledge economy which is existed today. People are also enlightened with the new set of knowledge and information which is bringing tremendous changes to their life in terms of opportunities and growth. Such a situation will result in better productivity.

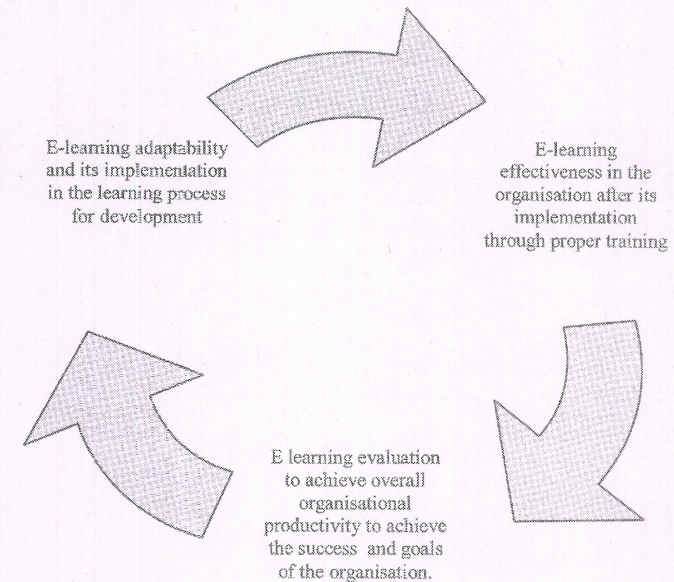


Figure 3: Cyclical model of E-learning in the research study

In the organisation most of the performances are cyclical in nature similarly even learning process requires continuous applications. Human and organisation needs continuous improvement and growth with different challenges which create interest to perform and contribute and also results in achieving competitive advantage. The only need here is proper application of E-learning process, its implementations and models. The above figure- 3 it shows that once the e-learning process is adopted and implemented with due care in the organisation it leads to better improvement but its effectiveness needs to be evaluated. If the e-learning is effective and progressive that leads to productivity in the organisation.

Many organizations focuses on attaining goals with stipulated time and allotted budgets such organizations goes for e-learning on a continual application to train their employees to focus on continuous improvement and development as it requires progressive nature in their trends.

CONCLUSION:

As per the above research findings it is concluded that there is a rapid increase in online and internet connectivity across the globe and today it is an important catalyst for the growth of e-learning to understand most of the unknown facts of the world. The robust internet ecosystem as developmental aspects and with a multitude connectivity of local and global players, will help e-learning make further inroads.

E-learning can bring tremendous change in underdeveloped and developing countries by brining in the literacy, employment opportunities, higher education, women education and rises in the educations level and so on which results in economic development through development of industries. The growth of the economy will increase due to the adoption of e-learning and e-commerce which help organizations to succeed with proper implementation of e-learning plan of actions.

It is proved that the cut of total population of Indian economy majority of the people are aspiring for e-learning as the best method to educate, grow and learn. This in turn increases the percentage of literacy which contributes towards the educational development as a wheel of growth in education and organisation. India as a developing economy has a connectivity world wide with great developments. E-learning provides tremendous opportunities that can provide speedy development of nation through human productivity.

Many of the organizations demand for progressive human resources and their contributions and help them in focusing on achieving the goals. Most of the developmental aspects are possible because of the implementation e-learning as people acquire more knowledge and information which helps them to perform in the right way as per the work demand.

In today's competitive world, every one wants to compete with each other and every organisation wants to give competition to other this has resulted in adoption of e-learning and its process to be more competitive by focusing on speedy acquisitions and performance on the immediate basis. Therefore in such a situation the e-learning will give in – depth benefits to both the individuals and the organizations in achieving that success.

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**Sri Jagadguru Renukacharya College
of Science, Arts & Commerce
Bengaluru-560 009.**