

A STUDY ON E-BANKING AND EMERGING TECHNOLOGY TOOLS IN INDIAN BANKING INDUSTRY

B. Kunte

ASM's Institute of Business Management and Research, Pune
bskunte@gmail.com

ABSTRACT

The main objective of this research paper is to study the present scenario of e-banking and emerging technology tools in banking sector. This research paper also aimed at studying opportunities and challenges in front of banking industry after adoption of e banking system and new technology tools. Electronic financial transfers have also become more popular. Banks have launched applications to provide banking services to their consumers, and the majority of educated customers, particularly the youth, have begun to use e banking services via mobile apps. Internet banking offers a variety of services to bank customers, including money transfers (RTGS, IMPS), bill payments, and more. The private banking industry is growing at twice the rate of the public banking industry. Because of the introduction of new technological developments, the banking sector has undergone a significant transformation. The present research will be helpful to Indian banks to understand awareness and usage of emerging technology tools amongst people and to design new strategies for better functioning of banks.

Keywords: E banking, emerging technology, challenges, opportunities.

Introduction

Electronic funds transfers have also grown in popularity. Banks have begun to employ mobile apps to deliver banking services to its customers, and the majority of educated customers, particularly the youth, have begun to use e banking services via mobile apps. Internet banking provides bank users with a number of services, including money transfers (RTGS, IMPS), bill payments, and more. In the last two decades, bank debit/credit card services have grown at the quickest rate in India. Plastic money has also made inroads into the Indian market, notably among customers of all socioeconomic strata. Debit and credit cards are used in almost everyone's daily activities; using a debit or credit card makes paying bills and purchasing items much easier. The usage of the internet in India is the most major banking breakthrough in the previous three decades.

E-banking has become an important aspect of the banking system, as it allows banks to work more efficiently. E-banking allows you to conduct banking transactions in a more efficient and effective manner. E-banking is a method of delivering banking services that has grown in popularity in India. In the not-too-distant future, information technology will play a significant role in banking operations. Mobile banking is now playing an increasingly important part in the banking industry. Services such as checking your balance, requesting a

cheque book, changing your password, requesting a Demand Draft, and so on. In India, bank debit/credit card services have grown at the fastest rate in the recent two decades. Debit and credit cards play a significant role in practically everyone's everyday activities; using a debit/credit card makes paying bills and purchasing things much easier. India's use of the internet is the most significant breakthrough in the banking sector.

India's financial sector is increasing at a rate of 8.5 percent. Artificial intelligence (AI) refers to the development of intelligent computers that function and react in the same way as humans do. A blockchain is made up of a growing list of records known as blocks that are linked together using cryptography. Payments banks are unable to provide loans or credit cards. ATM cards, debit cards, net banking, and mobile banking are all services that payments banks can provide.

Literature Review

Vijay M. Kumbhar (2011) analyses main elements impacting customer happiness in e-banking service settings in his research article. "Factors Affecting Customer Satisfaction in e-Banking: Some Evidences From Indian Banks."

In a research paper titled "Impact of information technology on Indian banking services," H.K. Singh and Amar Tigga (2012) identified that banking services in India are

underdeveloped. Industry has used information technology to improve customer service, CRM, data management, and human resource management, among other things.

In her research paper "Internet Banking-Benefits and Challenges in an Emerging Economy," Jayshree Chavan (2013) identified that IT has taken a critical role in the future expansion of financial services, with the banking sector being impacted more than any other financial provider group. She also stated that increased attention to e-banking security against fraudulent operations is required for banking transactions and international business.

Shannak, R. O. (2013) proposed that to improve the e banking sector, we should focus more on mobile functions and internet services in his study paper "Key Issues in E-Banking Strengths and Weaknesses: The Case of Two Jordanian Banks." He also stated that e-banking services must be trusted by their users in order to grow significantly.

Dr. Munish Sabharwal (2014) found that only private sector banks use AI based technological applications in his study paper "The utilisation of Artificial Intelligence (AI) based technological applications by Indian Banks."

In their research paper "The Impact of Big Data Analytics on the Banking Industry," Moody Amakobe (2015) found that big data analytics has a lot of untapped marketing potential in the banking sector.

In her research paper "Impact of Digital Marketing on Indian Rural Banking," Surabhi Singh (2016) found that digital marketing had no significant impact on the rural banking sector, but that more customer education about it could help.

Research Methodology

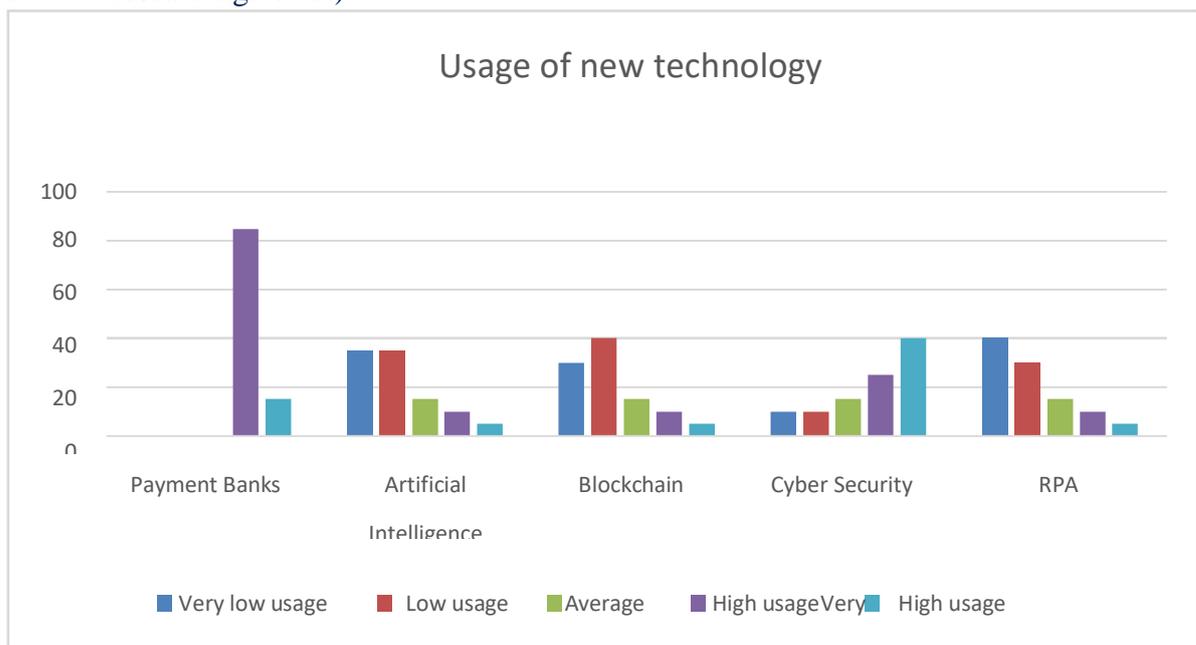
The foundation of this research article is secondary data. News stories, research papers, journals, official websites, and other useful blogs and secondary data sources are used to compile the information. This research paper focuses on how the rise of big tech in finance is affecting the banking industry.

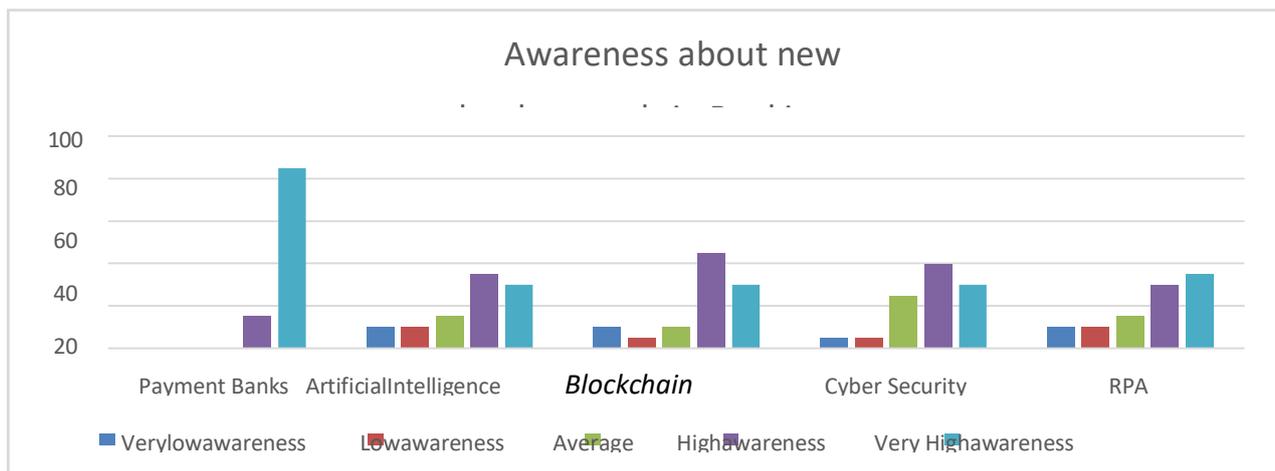
Research Objectives:

1. To study the concept of e banking and emerging technologies.
2. To study the scenario of e banking and emerging technologies in Indian banking sector.
3. To study the opportunities and challenges in Indian Banking sector wrt e banking and emerging technologies.

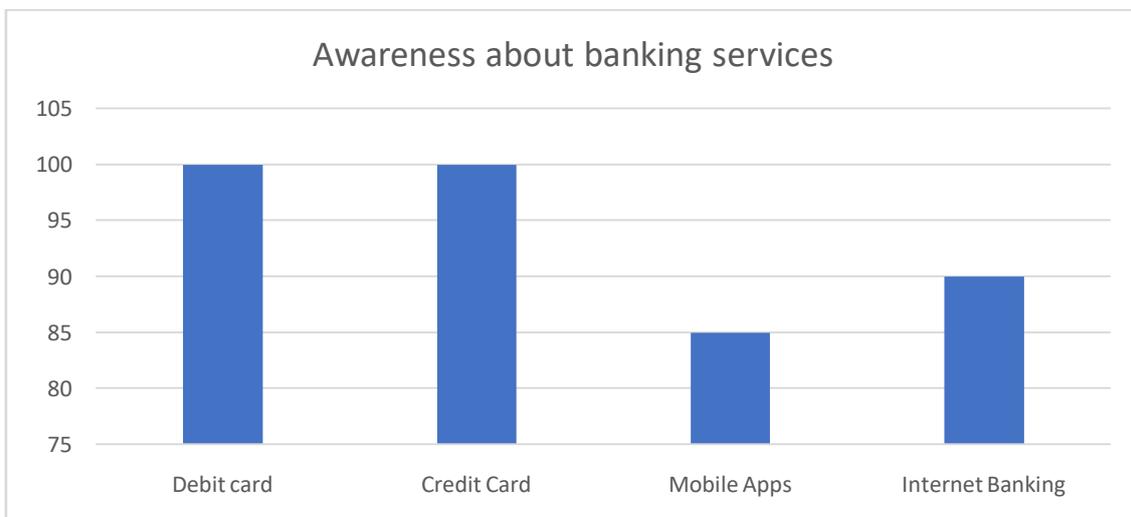
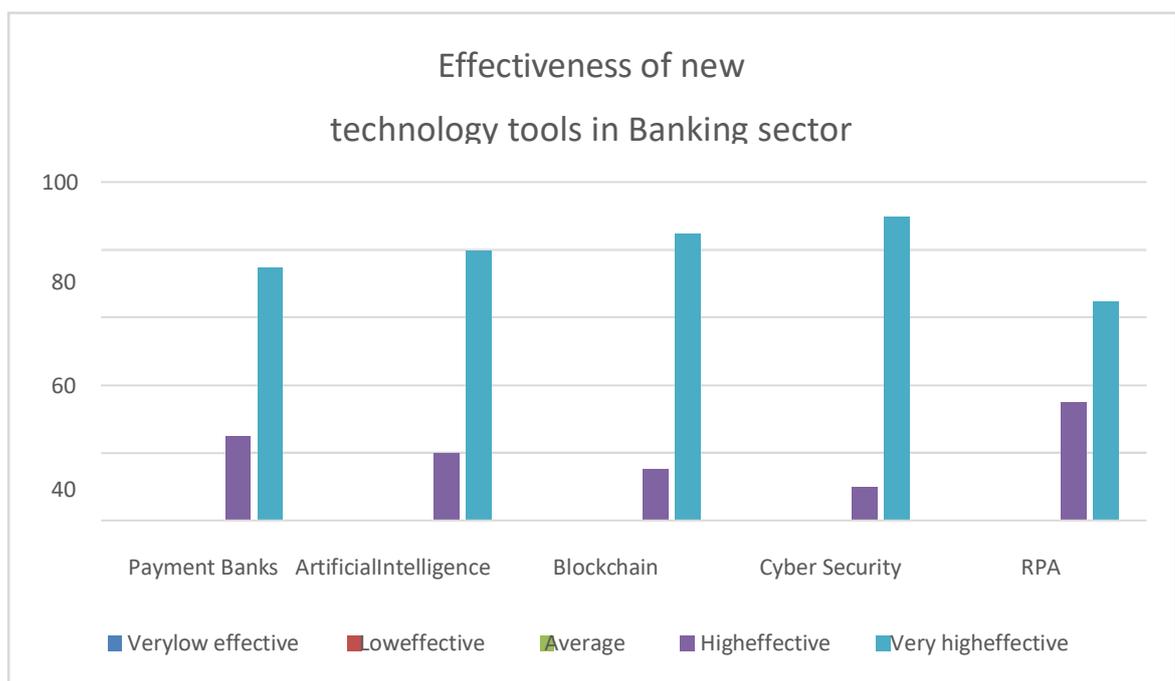
Secondary Data Analysis

(Source: www.researchagete.net)

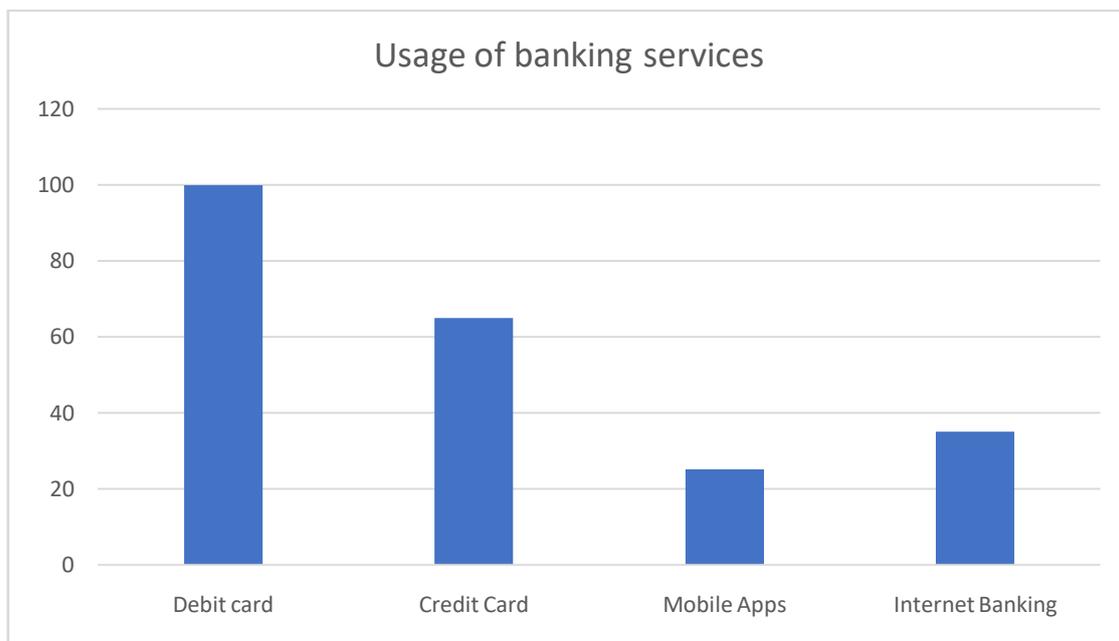




(Source: www.researchagete.net)



(Source: www.jmra.in)



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Opportunities in banking sector wrt e banking and emerging technologies

The advantages of e-banking have become possibilities for banks to better manage their banking operations. Competence: By offering Internet access to their consumers, banks may become even more efficient. The bank benefits from an almost paperless operation thanks to the Internet.

Embracing futuristic technologies has also gained traction in the banking and finance industries. In terms of tech deployments, streamlining services for clients as well as system updates are fast gaining acceptance. With the deployment of modern technologies such as Artificial Intelligence (AI), Machine Learning (ML), BlockChain, and Robotics, India's banking industry is poised for a revolutionary space.

Challenges in banking sector wrt e banking and emerging technologies

The issue of security has become one of the most pressing concerns for banks. Due to uncertainties and security concerns, a big number of clients refuse to use e-banking services. Because of security concerns, the majority of internet users in India do not use internet banking.

FinTech/non-bank firms are altering the competitive environment in financial services, compelling established institutions to rethink

their business models. Regulatory and compliance standards are becoming more stringent as data breaches become more common and privacy concerns grow. And, if that wasn't enough, customer expectations are changing as people demand customised service around the clock.

These and other banking industry issues can be fixed by the same technology that has created so much disruption, but the move from antiquated systems to new solutions hasn't always been smooth. However, if banks and credit unions are to not just survive but prosper in the current environment, they must embrace digital change.

Conclusion

Bank executives have a high level of knowledge of payment banks, followed by blockchain and cyber security, and an average level of knowledge about RPA and artificial intelligence. Payment banks are widely used in the Indian private banking sector, followed by cyber security systems, however RPA, artificial intelligence, and block chain are less often used. In the Indian private banking business, all new technology tools such as payment banks, artificial intelligence, blockchain, cyber security, and RPA have shown to be highly effective. Overall, there is a high level of awareness of all new technology tools utilised in the banking sector, although adoption is low.

In the private banking sector, the effectiveness of these instruments is very high.

Awareness about debit cards and credit cards is very high but still usage of credit cards is less as compared to debit cards. People are also aware about internet banking and banking

mobile apps but the usage of these two tools amongst people is very less. So there is a need that banks have to take some more initiatives to increase the usage of internet banking and banking mobile apps.

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