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3.3.2 Number of research papers per teachers in the Journals notified on UGC website during the year 2023-2024

The Role of Digital Transformation in Education and Teaching Performance - A Conceptual View

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ABSTRACT: *Role of Digital technologies has shaping the existing teaching performance and creating more learning methods that produce new opportunities as well as challenges itself. By incorporating digital technologies into educational processes, institutions can enhance teaching performance and improve student outcomes through detail mode. Digital transformation in education facilitates personalized learning experiences, adaptive instruction, and collaborative learning opportunities. Teachers can utilize digital tools such as learning management systems, online resources, and interactive platforms to deliver engaging and customized lessons. By harnessing the power of data analytics and learning analytics, educators can make informed decisions that optimize teaching performance. Embracing digital technologies in education is essential for staying relevant and equipping students with the necessary skills to thrive in an increasingly digital society.*

KEY WORD: *Digital transformation in Education, Technologies and Teaching Performance*

I. INTRODUCTION TO DIGITAL TRANSFORMATION IN EDUCATION

Digital transformation in education involves the integration of digital technologies into teaching and learning processes, aiming to enhance the educational experience. This involves using computers, mobile devices, software applications, online resources, and digital platforms. As technology evolves, educational institutions worldwide are embracing digital transformation to meet the diverse needs of 21st-century learners. The process aims to revolutionize traditional teaching methods by incorporating innovative digital solutions that promote collaboration, engagement, and personalized learning experiences. By harnessing digital technologies, educators can create dynamic and interactive learning environments that cater to individual needs and learning styles. This technology-driven approach not only enhances teaching practices but also prepares students for success in an increasingly digital world. (Klopov et al., 2023) Today, digital technologies have become an integral part of our daily lives, and the trend of digital development is irreversible. The invention of the computer and the Internet is an extension of human intelligence that requires the expansion of cognitive abilities. The digitalisation of education is an unprecedented change in information technology and a new leap in the transformation of nature that has moved civilization to a new level. (Sinku, 2021) The education industry will witness the proliferation of small, medium and large-scale Ed-Tech start-ups who will offer a variety of innovative digital products to academic institutions in coming days.

CUSTOMER OPINION TOWARDS BANKING SERVICE IN CHENNAI BRANCH - AN EMPIRICAL STUDY

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ABSTRACT

This study was used to find the customer opinion on banking service in the Chennai branch. When the service is quality and reliable, the customer will be loyal otherwise, they will simply move. The methodology adopted in this study is a descriptive research design, framed a self-designed questionnaire with five five-point Likert scales and uses convincing sampling techniques to collect the samples of 100 respondents as Banking Service customers in the Chennai branch. The Correlation Analysis test revealed that, there is a high positive relationship between customer opinions on banking service in the Chennai branch. The researcher found that, employee behaviour on service facility is 95% of positive relation with bank provides the service facility. However, it also indicates that, the way of service given by the bank employees has impact both side the positive and negative customer response. It is also founds, that 86% of the customer satisfied with present bank facility and happy with bank service. The researcher suggests that, the branch manager has to give proper training to their bank employees to give right information to customers without any delay to avoid waiting time and to provide free Wi-Fi connections to customers. Therefore, they access the internet service to avoid the waiting time of banking process. The researcher concludes that, when the banks take care of the customer and give quality service, the customer will be loyal and reliable that improves the bank reputation.

Keywords: *Customer Opinion, Banking Service and Satisfaction*

INTRODUCTION

The customer is someone who has a bank account and who has repeatedly agreed to behave in this manner with the banker. The service is a mirror; the way you treat your consumer must reflect him. If a banking staff provides exceptional service to their consumers, it helps to satisfy them; otherwise, they switch to another service. The banking industry has changed due to continuous growth of technology up gradation, increasing customer base, evaluation of alternate banking channel and changed the way of banking services. Bank staff is gives most importance to retain their existing customers by providing quality services leading to customer satisfaction (Kumar T.S., Selvi and Vinothini -2020).

In the current world, competition is getting more intense than ever before. For these reasons, Banking industry's and commercial companies need to start paying due Attention to their Customer satisfaction and service quality, growing competitors, development of new technological aspects ever After. Companies should constantly anticipate the customers unlimited needs and expectations and try to address the gap Zenebe Honja Balcha (2021). The banking industry underwent significant changes in recent years, with digitalization becoming a major trend. Digital banking has become increasingly popular, offering customers the ability to perform financial transactions at their convenience and from anywhere in the world. However, the influenceof digital banking on customer's satisfaction and loyalty towards commercial banks remained unclear (Sintayehu Ermias Lolemo, Hemal B. Pandya -2024).

A REVIEW OF RELATED LITERATURE

Hussein Adnan Essa Alallq (2024). Found that, there is a positive and important association among the quality of banking services and customer satisfaction. As, a result of these challenges, it has become necessary for banking organizations to take into account the philosophy of customer satisfaction, which provides them with a competitive advantage that contributes to achieving high level of profitability.

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CHALLENGES FACED BY RESEARCHER - A HYPOTHETICAL VIEW

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ABSTRACT

Research involves finding existing information and redefining it in the current context. Researchers face challenges in choosing a research path without sufficient knowledge of the subject and supervisor, leading to negative attitudes, impatience, and confusion. In India, analysts encounter unique challenges such as estimating information needs, managing time and resources, dealing with budgetary and distributional issues. These challenges can limit the scope and quality of research projects, hindering progress in the country. Addressing these challenges is crucial for fostering a thriving research community in India and ensuring fair information dissemination. Choosing the right research direction is also important for project success, requiring investigative skills, access to procurement instructions, effective communication, and the ability to provide valuable feedback. Stay focused on your goals and vision, and be prepared to overcome any obstacles or challenges that arise during your studies. When selecting a contact person, seek suggestions from colleagues or inquire about advisors within your organization. Consider their experience, accessibility, communication skills, and consulting methods.

Keywords: *Lack of Knowledge about guide, lack of Time and lack of Publication knowledge*

INTRODUCTION

Research can be as simple as finding the answer to a question that already has one. For example, reading an article to understand why the sky is blue. (Deepali and Pisal 2022) Some studies can be unpredictable because the researcher may not be familiar with statistical tools and how to apply them to the data. Both quantitative and qualitative approaches may be necessary, and if not, methods like case studies and observations can be used instead. The challenges involved in research highlight the importance of thoroughly investigating the issues faced by Indian analysts. These challenges encompass various aspects such as legal, budgetary, infrastructure, and socio-cultural factors.

Researchers often encounter limited funding, assets, and the need for modern platforms to conduct impactful research. India's assistance in the socio-cultural fabric includes complexity, impact needs, collaborative design, and interpretation of real-world findings. Moreover, India's diverse range of research fields, from science to social sciences and humanities, presents various challenges. These challenges include inconsistent access to resources, survey systems, and consulting opportunities, which can unduly influence analysts in specific fields. Additionally, changing geopolitical and global health conditions can affect investigation planning, requiring a quick and flexible response to challenges like climate change and health emergencies. This poll aims to explore the complexity of issues faced by analysts in India and provide a comprehensive understanding of each aspect. By highlighting these challenges, we aim to contribute to discussions on improving the investigative environment and promoting activities that help analysts overcome obstacles and make progress in their fields. (Ramesh 2018) It is important to prioritize national and regional issues and problems. In order for research to have value and significance, social scientists need to recognize the problems faced by the people in that specific area and suggest potential solutions.

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INTERNET ADDICTION AMONG CHILDREN AND ADOLESCENTS IN INDIA - A HYPOTHETICAL VIEW

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ABSTRACT

This article discusses how Internet addiction occurs; when people spend excessive time online, often blurring the lines between the virtual and real worlds in search of happiness or excitement. In today's technology-driven society, where internet-enabled devices are ubiquitous, it is easy to get caught up in the allure of the digital realm. With constant access, some turn to the online world hoping it will provide a quicker, easier way to fulfill their desires. However, internet addiction has severe consequences including decreased productivity, strained relationships, and disinterest in real life. To overcome internet addiction, practicing self-discipline by blocking distracting websites for extended periods is crucial. Additionally, concentrating on one task at a time and prioritizing goals can help regain control over internet usage. It is important to recognize the internet's value as an immense platform providing vast information, knowledge, and social connections that can create meaningful learning opportunities beyond the classroom when used responsibly. This article suggests that By focusing their time and energy on productive activities, teenagers and young adults can overcome internet addiction and lead more fulfilling lives.

Key words: *Internet Addiction, Time Consuming, Social Interaction*

INTRODUCTION

In today's digital era, many young people have become deeply immersed in technology. This "Internet generation" effortlessly succumbs to Internet addiction due to the technology's ubiquitous availability. Consequently, adolescents spend substantial time gaming, streaming shows, and using social media, to the detriment of their physical health, mental well-being, academics, and social interactions. Internet addiction disorder (IAD), as defined by the American Psychiatric Association, involves uncontrolled Internet use that disrupts daily life. Common forms include gaming, social media, blogging, and online shopping. Excessive screen time can negatively affect physical health through inactivity, sleep disturbances, obesity, and poor posture. In addition, Internet addiction can contribute to mental health issues like anxiety, depression, low self-esteem, and addictive behaviors. It can also lead to social isolation as online interactions replace face-to-face ones. Excessive internet use may also cause decreased focus, poor concentration, and declining grades. To address this problem, parents, educators, and policymakers must take proactive measures such as promoting digital literacy and responsible internet use through awareness campaigns, setting limits on screen time, encouraging offline activities, fostering open communication, and providing access to mental health services. By creating healthy digital environments and equipping teens and young adults with critical skills to use the internet responsibly, we can reduce the negative impacts of internet addiction and ensure their well-being in the digital age.

(Swati et al. 2023) IA steadily increases as students progress from early to mid to late adolescence, emphasising the importance of early intervention. Access via Net Card was also found to have a statistically significant impact on addiction rates in Uttarakhand and Haryana. Delhi students demonstrated significantly higher levels of mild addiction. Students in Uttarakhand had moderate levels of addiction compared to Haryana. (Shraddha Jadhav et al. 2017) Internet addiction is defined as any online-related, compulsive behaviour that interferes with normal functioning and causes significant stress on family, friends, loved ones, and one's workplace. Internet addiction is also known as Internet dependency or Internet compulsivity. Whatever you call it, it is a compulsive

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A THEORETICAL PERSPECTIVE ON MODERN HUMAN RESOURCE MANAGEMENT RESEARCH IN HEALTHCARE CONTEXTS - INDIA

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ABSTRACT

Modern HRM research is crucial in the healthcare sector of India, as it is essential for delivering high-quality patient care and ensuring overall success. This article provides a theoretical perspective on contemporary HRM research in the healthcare context, examining the conceptual framework of modern HRM, employee behavior, and health sector performance. Modern HRM includes strategic management, benefits analysis, training, risk management, payroll management, employee satisfaction, and compliance. Employee behavior includes professionalism, communication skills, empathy, teamwork, adaptability, ethical decision making, disease advocacy staffing, stress management, attention to detail, and cultural competency. This theoretical framework helps researchers and practitioners develop innovative strategies to enhance workforce management, employee well-being, and patient care quality.

Keywords: *Modern HRM, Worker behaviour and Healthcare Industry Performance*

INTRODUCTION

The study of human resource management (HRM) in healthcare professionals is crucial in today's rapidly changing healthcare landscape. Effective management and development of healthcare staff are vital for providing high-quality patient care and ensuring the success of healthcare organizations. This article aims to highlight the importance of contemporary HRM research in healthcare workers, including the challenges, evolving trends, and potential implications in this field. In recent years, HRM has undergone significant transformations due to technological advances, changing demographics, and evolving patient expectations. These changes require a reevaluation of HRM practices that cater to the unique needs of healthcare workers. Contemporary HRM research in healthcare workers aims to discover innovative strategies and frameworks that can enhance workforce management, employee well-being, and ultimately improve patient care quality. Shaping the behavior and performance of healthcare workers is a major focus in contemporary HRM research.

Healthcare organizations face challenges in hiring and retaining qualified workers due to shortages, regional disparities, and demographic changes. Research aims to identify effective recruitment strategies, talent pipelines, and workforce-planning initiatives. Employee engagement and satisfaction are crucial aspects of modern human resource management in the healthcare sector. Understanding factors influencing employee behavior through modern practices enhances the performance of the healthcare industry. Healthcare organizations need a diverse workforce to provide culturally appropriate care. Research explores strategies to attract and retain diverse healthcare workers, create inclusive work environments, and remove barriers to diversity. Technology has revolutionized HR management in the healthcare sector, offering opportunities for online recruitment and digital training tools. Modern HRM research focuses on telemedicine platforms, performance management systems, and data analytics for workforce planning. Understanding unique challenges and opportunities in the healthcare sector can contribute to the development of evidence-based HR management approaches that meet the changing needs of organizations and medical staff.

THEORETICAL FRAMEWORKS ON MODERN HUMAN RESOURCE MANAGEMENT RESEARCH IN HEALTHCARE CONTEXTS

- Modern Human Resource Management
- Worker behaviour
- Healthcare industry performance

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The Integration of Digital Transformation with Human Resource Management –
A Theoretical Point of View

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ABSTRACT

Virtual transformation changes HRM practices by introducing new strategic skills, control, and operational performance. Virtual tools and technology have made hiring, training, and managing employees easier, broadening the talent pool and increasing job satisfaction. HR analytics software has also helped HR professionals make more informed decisions about workforce planning and skill development. Virtual transformation has also enabled more flexible work policies and virtual education programs, improving operational performance and worker engagement. To be successful, HR professionals must now possess virtual literacy and a strategic mindset. The digital revolution has positioned human resource management as a critical driver of organizational success, emphasizing the role of digital tools and technology in shaping the future of work and talent management.

Keywords: *Digital Transformation, Human Resource Management and Efficiency*

INTRODUCTION

The combination of digital transformation and human resource management is a big change in how organizations handle talent and engage employees. In today's fast-paced digital world, using digital tools strategically is important for optimizing HR processes, talent acquisition, and workforce planning. This integration changes how HRM works practically and reshapes talent management and organizational development. Integrating digital transformation with HRM aligns with important theories like organizational behavior and strategic HRM. These theories show how digital technologies can transform talent management and promote continuous learning. Digital transformation and HRM are vital in every organization. As organizations embrace digital technologies, HRM has adapted to attract, develop, and retain

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INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN EDUCATION - A THEORETICAL POINT OF VIEW

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ABSTRACT

Today's society is witnessing the continuous growth of Information Communication Technology (ICT) as a computer-centric lifestyle. This includes the rapid integration of computers in modern classrooms. ICT helps teachers incorporate effective strategies for using technology in the classroom, and it supports the development and distribution of free and open digital educational content. However, there are challenges associated with the use of ICT in education, such as potential moral decay and the hindrance of basic mental arithmetic skills. Despite these challenges, ICT plays a crucial role in improving access, quality, and cost of education. It expands access to education, improves its quality, reduces costs, and creates employment opportunities within the education system. ICT also enhances learning through interaction, collaboration, and flexible access to information resources.

Keywords: Education, Digital communication and Technology

1. INTRODUCTION

ICT, which stands for Information and Communication Technologies, is essential for providing digital access to information. In education, the use of ICT can greatly enhance the delivery of information, leading to improved learning for students and more effective teaching methods. It also offers various benefits to both teachers and students, including virtual experiences and digital communication and information sharing. The prevalence of computers in classrooms reflects the computer-centric lifestyle of today's society. ICT enables the integration of audiovisual and telephone networks with computer networks, simplifying cabling, signal distribution, and management, and bringing about significant economic incentives. ICT includes a wide range of communication devices such as radio, television, cell phones, computers, and satellite systems. It also includes services like video conferencing and distance learning, which allow access to education across different countries. ICT has the potential to improve education by providing universal access, equity, quality learning, and professional development for teachers. To fully benefit from ICT, it should be integrated into teaching methods, especially for literacy and math. Combining ICT with writing improves results compared to traditional methods or ICT alone. However, there is still a widespread issue of improper implementation of ICT, despite increased funding and technological advances. Limited evidence suggests that teachers and tutors are not effectively utilizing computers to enhance teaching and learning practices.

IMPACT OF EDUCATION IN ICTS

- ICT as Objective
- ICT as a Tool in Education
- ICT provides Computer Aided Instruction
- ICT as a Medium for Teaching and Learning

ICT as Objective- The ICT is divided into various courses based on their goals, purposes, and areas of application. The teaching methods vary depending on the students' level. Education equips students with the necessary skills to use ICT in their education, future careers, and social lives. In the field of education, ICT has had a significant impact on the curriculum of schools and colleges by incorporating it as a subject of study. For instance, universities and tertiary colleges like KCA offer ICT as a field of study in different professional disciplines such as Information Technology, Computer Science, Software Engineering, Data Communications, Computer Engineering, Management Information Systems, Mobile Computing, and many others. This has resulted in the emergence of ICT-related professions in both the education system and the industry. The use of ICT in various application areas is greatly influenced by the ICT itself.

ICT as a Tool in Education- ICT is a useful tool in various aspects such as assignments, data collection, communication, and research. It is commonly used regardless of the subject. Nowadays, higher learning institutions have shifted from traditional paperwork to electronic submission of coursework and assignments. However, the lack of knowledge among teachers regarding social, ethical, and legal issues related to digital technologies is a concern. To address this, teacher training programs should focus on preparing teachers to use technology, particularly the Internet, in a safe and ethical manner. This will enable teachers to guide students on engaging and educational learning experiences with the assistance of technology.