

NO

GHS

ISSN: 2277-9302

# IJMR

Vol. II, Issue 4, July 2013

International Journal of  
Multidisciplinary Research

*Removed V.G.C list attached*



**Jai Hind Education Society**

B - 13, Karan Gharonda, Sainikwadi, Wadagaon Sheri, Pune - 14.

## INDEX

SR. NO.	PAPER TITLE	PAGE NO.
1	THE PREVALENCE OF REVENGE IN INDIAN CINEMA AND ITS IMPLICATIONS ON SOCIETY <b>Laya Maheshwari</b>	1
2	INSIGHTS INTO INTERNATIONAL HEALTH - A SAGA OVER THREE DECADES <b>Pavithra Rajan</b>	5
3	A STUDY ON EMPLOYEE ATTRITION RATE IN PIZZERIAS AT CHENNAI <b>M.Rajapriya</b>	8
4	CHALLENGES OF EMERGENT ARCHITECTURE <b>Ar. Anita Kavathekar</b>	14
5	A STUDY OF OCCUPATIONAL STRESS AMONG EMPLOYEES IN THE AUTOMOTIVE INDUSTRY IN CHENNAI <b>Mrs. Ruby Selwyn</b>	18
6	DESIGNING FUTURISTIC ORGANIZATION STRUCTURES <b>Raman Kumar</b>	22
7	IT LOCALIZATION – LOCAL PERSPECTIVE <b>Vinayak Ashok Kulkarni</b>	27
8	EGO AT WORKPLACE & ITS EFFECT ON TEAM SPIRIT & PRODUCTIVITY <b>Dr. Prashant P. Deshpande</b>	31
9	A STUDY ON SATISFACTION LEVEL OF I.T PROFESSIONAL ON BUSINESS DAILIES IN AND AROUND CHENNAI CITY <b>G. Anitha</b>	34
10	CONTRIBUTION OF VIDARBHA TENNIS BALL CRICKET ASSOCIATION TO DEVELOPED THE CRICKET IN VIDARBHA. <b>Sunil A. Dambhare &amp; Dr. Sunil Kumar</b>	38
11	IMPORTANCE OF LOYALTY IN CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO THE SERVICE SECTOR OF GUJARAT <b>Dr. Jayshree Popatbhai Joshi</b>	41
12	A STUDY OF SUSTAINABLE AGRICULTURE DEVELOPMENT <b>Prof. R. S.Shitole</b>	47
13	A REVIEW ON KARMAVEER BHAURAO PATIL AND SATYA SHODHAK SAMAJ - IDEAS THAT SHAPED HIS MIND <b>Nanda Rashinkar</b>	50
14	CHANGES AND CHALLENGES WITNESSED BY INDIAN FILM INDUSTRY OVER LAST 100 YEARS <b>Prof. Rahul Mate</b>	53
15	TRAINING AND DEVELOPMENT PRACTICES PERFORMED IN BUSINESS PROCESS OUTSOURCING INDUSTRIES IN PUNE <b>Dr. Nitin Ghorpade &amp; Abhay V. Patil</b>	57
✓ 16	E-BANKING TECHNOLOGY AND IRANIAN PUBLIC SECTOR BANKS <b>Prof. Dr. Barhate G.H. &amp; Mohammad Javad Azizi Sorkhani</b>	61
17	EDUCATIONAL PROGRAMMES IN TRIBAL AREAS: AN OVERVIEW <b>Mrs. K.R.Meenakshi</b>	66
18	THE IMPACT OF CROSS TRAINING ON TEAM PERFORMANCE: HEALTH CARE SECTOR <b>Aruna Adarsh &amp; Alokhini Chavan</b>	69
19	CHANGES IN THE MID GUT ENZYME ACTIVITIES IN THE FIFTH INSTAR LARVAE OF SILK WORM, BOMBYXMORI (L) (RACE: PM X CSR2) RECIPIENT OF THE MULBERRY LEAVES TREATED WITH AQUEOUS MACERATIVES OF SEED POWDER OF SYZYGIUMCUMINI (L) <b>Sharad G. Jagtap</b>	76
20	HOW TO RETAIN HIGH PERFORMING EMPLOYEES <b>Raman Kumar.</b>	82



## E-BANKING TECHNOLOGY AND IRANIAN PUBLIC SECTOR BANKS

**Prof. Dr. Barhate G.H.**

Head of Dept. of Commerce and Research Centre, C.D.  
Jain College of Commerce, Shrirampur, Ahmednagar

**Mohammad Javad Azizi Sorkhani**  
PhD. Student of Banking & Finance,  
PUNE University, India

### Introduction:

E-banking system employ same methods as other IT systems. It has two aspects: structural and applicable. This system uses an Internet connection of good speed with essential infrastructure at different locations. The postponement due to factors like high expenditure, backward economic sectors, air pollution, high consumption of gasoline and the other such excuses are detrimental to the growth of the society.

When one talks of E-banking it is especially with regard to cohesion and solidarity that this category of technology involves and multiple levels of human resource management, technical, legal and cultural issues it tackles, its initiation raises some questions and ambiguities for the managers.

There is some other ambiguity about technological issues in E-banking like software standardization, preparation, telecommunications infrastructure etc. In order to establish E-banking it would be necessary to design alternative ways to create back up system for emergencies in communication systems, make a banking specialist team, and develop bank technical facilities in world wide web.

And final ambiguity is in the choice of the ways for the setting-up and location of this technology and to reduce the resistance of employees towards knowledge, training and applications required for the establishment of E-banking. (Z. S. Katebi, 2005).

Overall there are two views on establishment of E-banking. they are discussed below in the following manner.

### Globalization

Communication is necessary for societies and it has special importance due to its ability to bring in fast and complex change. Effective communication between persons and group in an organization lead to facilitating the issuance and decision making and responses on time for different conditioned situations.

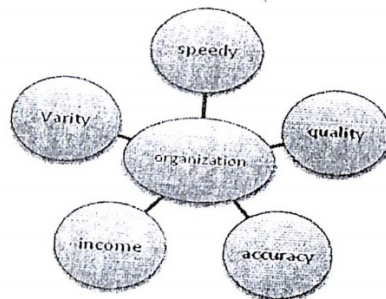
Several communicative nets of previous years that support communication and data transfer and the messages at national and international levels with interlacing networks, have already prepared the way for interpersonal communication and exchange.

When Mac Lohan had brought up the global village concept, perhaps few people believed it would get into operation in such a short time. Growth and expansion of the World Wide Web today has linked together all countries of the world.

There is no choice but to think global and act local to face globalization. The advent of technology, is one such issue that we are faced with and a case in the point. This raises the question of establishing and adopting a global phenomenon that has local characteristics"

### Emergency in Social sectors

Electronic banks make it possible for us to increase our services and give speedy, qualitative, accurate, cheap and varied services to clients. Customers can access boundless services and information in this, 7/24 as shown below.



Model1: E.B effect on performances of organizations

### Objectives

Survey of technological and cultural E-banking infrastructural in public sector bank.

### Research framework

Lots of research have been carried out by research institutes and IT researchers. For example, one E-banking researcher believes E-banking is profitable for new markets and it is the foundation for banking through internet. E banking facilities are involved services that is essentially common to all banks. E-banking gives Competitive Advantage for the banks. (2005•Sami Yuzaki).

In a research called "E-banking for poor people" are to be found the two main advantages of this system for the organizations. They are: a) advantage for organization , b) advantage for customer. This research talks of the need for "subsidy for E-banking implementation and also of the need have a cost-benefit analysis before implementation. Also it recommends the use from other experience of earlier researchers as better option and finally it calls for investment towards knowledge advancement.

The first steps to E- banking can start with:

- Documentation of systemic requirement, services and processes.
- Importing of E-banking technologies and its strategies.
- Processes comparing, training, advertisements, marketing, technologies, rules etc related to E-banking

### Research methodology

The Present study is a descriptive-and analytical. The statistical society included all Iranian public sector banks and branches which are reported to be more than 2011in number . In this study, a multilevel cluster sampling method is used. The following formula is used for determining sampling:

$$n = \frac{NZ_{\alpha/2}^2 P(1-P)}{N\epsilon^2 + Z_{\alpha/2}^2 P(1-P)}$$

And in this formula:

n: required sampling

N: Statistical population

Z: the amount of standard normal variable curved level =

### Research hypothesis:

Technological infrastructure is available in Iranian public sector banks

Cultural infrastructure is available in Iranian public sector banks

### Methodology of analysis

Collected answers in questionnaires by using Likert scale testing research hypothesis used by non-parametric statistical method.

$$\text{Pearson } \chi^2, \chi^2 = \sum \sum \frac{O_{ij} - E_{ij}}{E_{ij}}$$

Freedman ordinal variance analyze testing

This formula used for understanding the modality of X variable effect on Y variable that each of this variables divided to several groups:

$$\chi^2 = \frac{12}{NK(K+1)} \sum R_j^2 - 3N(K+1)$$

N:number of rows

K:number of column

$R_j$ : addition of numerical values in table in rows

K-1: degree of freedom

This statistic distributed based on  $\chi^2$  with degree of freedom (k-1).



**Research hypothesis testing**

1st hypothesis: technological infrastructural is not adequate in Iranian public sector banks for establishment of E-banking  
 technological infrastructural is adequate in Iranian public sector banks for establishment of E-banking

$$\chi^2 = \frac{12}{NK(K+1)} \sum R_j^2 - 3N(K+1)$$

$$\chi^2 = \frac{12}{20 \times 5 \times 6} [1332/25 + 5625 + 8281 + 4356 + 992/25] - 3 \times 20 \times 6$$

$$\chi^2 = \frac{1}{50} \times 20586/5 - 360 = 51/73$$

$$\chi^2_{95;4} = 9/49$$

$$51/73 < 9/49$$

$H_0$  rejected by this test and consequently we accept  $H_1$

2nd hypothesis: cultural infrastructural is not adequate in Iranian public sector banks for establishment of E-banking  
 cultural infrastructural is adequate in Iranian public sector banks for establishment of E-banking

$$\chi^2 = \frac{12}{NK(K+1)} \sum R_j^2 - 3N(K+1)$$

$$\chi^2 = \frac{12}{20 \times 5 \times 6} [81 + 529 + 1225 + 625 + 169] - 3 \times 7 \times 6 = 24/23$$

$$\chi^2_{95;4} = 9/49$$

$$24/23 < 9/49$$

$H_0$  rejected by this test and consequently we accept  $H_1$

means cultural infrastructural is adequate in Iranian public sector banks for establishment of E-banking. in the other hand, cultural factors are important to effectiveness of E-banking system. consequently the second hypothesis will be accepted.

Comparing of ties answering in tow technological and cultural aspects we compare the frequency of them as follow:  
 frequency distribution for this tow options are equal frequency distribution for this tow options are not equal

Chi-square statistic

$$\chi^2 = \sum \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

1st hypothesis is been rejected and frequency distribution in this tow group are not equal. An overview to option rate shows the difference is not too much although the result of distribution test is not equal but it is possible to omit the differences.

word both technological and cultural factors have essential in role E-banking establishment.

of public banks factors in Iran:

1st factor: technological options in 51/73

2nd factor: cultural options in 24/23

result help us to act to improve their condition. In fact cultural factors need to be more modified and invigoration in order to reach ideal condition than technological ones.

**Conclusions****Result of first hypothesis**

In answer to the E-banking establishment in public sector banks in Iran, this study focuses on two main hypothesis in following details:

1st hypothesis of technological strength based on gathered information from sample managers and experts, the potential of E-banking establishment are powerless. However, in some cases, in order to strengthen them there have been some efforts but not sufficient for the establishment of electronic banking.

With the computer communication of internal network with international network, there are still some gaps and also the rate of computer communication through internal network the majority of respondents (80 percent) have a high and moderate expression. In case of availability of technical equipment to be used by the majority of staff respondents it was stated low. In case of variety of services (Telephone bank, ATM,...), half of the respondents considered desirable. In case of safety standard of network environment, 70 percent of respondents mention it high and medium. Recruiting professionals to elevate safety factor is acceptable to an extent so that have been expressed 71 percent of its effect on the effectiveness of electronic banking in the moderate and high levels. The possibility of Network connectivity from each point of country of view of the respondents (50%) is moderate to high. Possibility of mobile station establishment is too low and medium and also the possibility of abroad station there is a same condition.

The possibility of service upgrade in case of demand increasing, its an acceptable condition. If we decided to change our condition from current situation to desired situation it's necessary to improve related activities. For example, Availability of equipment, high level E-banking services, possibility of abroad station establishment.

### ***The result of second hypothesis***

For testing the second hypothesis have been used from related questions that based on calculated statistic, this hypothesis is accepted that means cultural infrastructure is adequate for implementation of E-banking in public sector banks in Iran.

In cases of face to face connection with customer, reduction of human resource number, amount of general acceptance of Iranian public sector banks managers in order to establishment of E-banking, have been succeeded but its too far from ideal condition. In the other case shortage of professional training units in E-banking field, training courses used in banks, need more series actions of banks that necessary to pay attention more.

### ***Recommendations:***

At the end its better to make more the efficiency of E-banking by the result of research and following steps:

- To organize special training course for related personnel
- Electronic systems reinforcement and up to date in banks
- hiring adequate professional personnel in order to move forward electronic banking
- electronic banking spread in banks personnel
- motivated and scoring the person how are active in E-banking sector.

### **References**

1. Azar, Statistic in managerial-behavioral research, university of Tehran, faculty of management, management knowledge, No. 26, 2010
2. Central bank of Iran, set of article. First conference in "the role and performance of bank systems in economical- cultural and social development goal, 2011
3. Kapurubandara, M. and R. Lawson 2007. "SMEs in Developing Countries Need Support to Address the Challenges of Adoption e-commerce Technologies." 20th Bled eConference eMergence
4. Laukkanen, T. 2006. "Customer-perceived value of e-financial services: a means-end approach." International Journal of Electronic Finance, vol. 1, no. 1, pp. 5-17.
5. Kerem, K., Luštšik, O., Sörg, M., Vensel, V. "The Development of banking in a EU Candidate Country: An Estonian Case". Proceedings of international Atlantic Economic Society Conference, Vienna, March 11-17, 2003.
6. Babaei, A., Information technology advantages, Tadbir, No. 122, 2002
7. Hafeznia, mohammad reza, research methodology in human science, samt, No. 1, 1998
8. Katebi, Z. , study of E-banking infrastructural in Refah bank, 2002
9. Naderi, E., Seif, N., research methodology and its evaluation in human science, No. 13, 2009
10. Kahzadi, N., electronic banking; requirements, limitations and its implementation methods in Iran, Tosee magazine, No. 27, 2010
11. Carrington , M. & Languth, P. "the Banking revolution" Pitman, 1997.
12. Clarke, Roger, "155nes Arising from Electronic payment Mechanisms" Australian, National University, Dec, 1995.

13. Margaret A. Emmelhainez , Electronic Dat Interchange A Total Management Guide, NY: VANNOSTRAND REINHOLD (VNR) , 1990.
14. Cunningham Mike, Smart things to about e – Commerce, 1998
15. www. Microsave . org [Microsoft world – BN 31- Electronic banking for the poor . doc 2005/09/06
16. http://microsoft press, 1992 15.

\* \* \* \* \*