



Academicians Opinion regarding Digitalisation in Punjab

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ABSTRACT

Digital Technologies play an important role in the rapid economic growth of India. Cloud computing and Mobile applications are the catalysts which help in the empowerment of citizens around the globe. Digital technologies have the usage in retail stores, corporate and government offices. The experts believe that digitalisation will lead India towards digitally empowered society and au-courant economy but some of them believe that it is just a dream on the level of execution. The present study focuses on the relationship between the perception of the academicians regarding digital India and the demographic factors. The data was collected from 345 academicians in different districts of Punjab. The relationship was tested through independent sample t-test and anova. The study found that there was a relationship between some of the demographic factors and the perception of the academicians regarding digital India.

Key words: *Academicians, Demographics, Digital, India, Perception*



1. INTRODUCTION

Digital Technologies play an important role in the rapid economic growth of India. Cloud computing and Mobile applications are the catalysts which help in the empowerment of citizens around the globe. Digital technologies have the usage in retail stores, corporate and government offices. Digitalization is really important in the current age because nowadays the information is shared in real time. Companies are focussing on providing the real time information to their customers. Companies are also closing the complaints and issues in real time to make the customer delighted. The main objectives of the Digital India campaign is to come back with the practical solutions and innovative ideas. This initiative is taken by the Hon'ble Prime Minister Narendra Modi. The vision of Digital India campaign is to access digital services, knowledge and information. This campaign has come up with best practices and policies from all over the world to make it a great success. Digitalization requires the usage of Information technology and the students need to be trained in information technology. The vision of the program encompasses three areas which include universal access to digital infrastructure, citizen empowerment and government services. Digital India focuses on National Optical Fibre Network program which improves the infrastructure of the optic fibre nationwide. Also an 'e-Sign framework' has been developed which allows the citizens to sign their documents digitally through adhaar card. Also, a new technology known as the Digital Locker Platform have cut down the usage of physical documents drastically and has enabled e-sharing to a great extent. Bharat Net programme is a digital platform which connect more than 250,000 Gram Panchayats of country. This programme helps to connect the gram panchayats under a common platform and provides them the facilities.



2. LITERATURE REVIEW

(BetterIndia,2017) stated that one of the key intentions of launching the digital India initiative is to match up the high demand of good governance and internet services through digitalization so that the services can be served on real time basis. Digitalization is the vital element which will not only bring efficiency in the governance but also bring more transparency and simplification in the business world too.

(Gupta,2017) found that the basic premise of digital India initiative based on the nine major elements. These nine elements will lead to the holistic development of the nation. The key elements includes broadband oriented highways, easy public Internet facility, mobile internet, e-Kranti, e-Governance mechanism, information technology, , early harvest programmes and electronics manufacturing, and IT employment.

(Ibef, 2017) stated that that digitalization will facilitate the literacy rate in India. With the passage of time, the cost of education has increased to extreme level. People who cannot afford the cost of education at expensive colleges and Universities. They can get an opportunity to get literate on digital platforms. It will also assist in boosting inclusive growth of the nation by communicating the social policies and programmes from micro to macro level.

(Kual,2017) concluded that that the digital India initiative aims to enhance government services through electronic platforms. The government also aims to mobilize resources of the nation by saving time and energy from micro to macro level. The initiative also covers the intrinsic growth of the rural areas of our nation by connecting them with high quality internet and making them aware of skills and knowledge through digital platforms.

(Pwc,2017) stated that the major challenges which can wipe out the dream of digital India. Lack of awareness, lack of execution, loss to jobs, and security issues can hamper the overall working and functioning of digital India. Government have to ensure the privacy and security of the data through well equipped firewalls and softwares which is not as easy as it seems on the paper. On the contrary, poor awareness and application of digitalization in rural areas affect the quality of execution of digital India.



(Sheokand,2017) concluded that Digital India is the comprehensive version of nation's e-governance planning which aims at facilitating the efficiency and transparency in the overall structure and system of the government. He also founds that brining business transactions on digital platforms will reduce the chances of crime and fraud. Digital India will bring entire nation to a common platform where the whole nation will integrate and work for the effective constitution of nation's future.

(Chaudhuri,2015) found that the digital India can efficiently expel the black money and economy by monitoring all the business transactions on digital platforms. When all the transactions are done electronically, then each and every transaction in under scrutiny and the chances of illegal transactions are next to impossible. This will bring more transparency in the system.

(Manzir.2017) found that digitalization will increase the money supply in the market. The major features of digitalization like mobile banking, net banking, card and wallet based facilities will facilitate over spending on e-commerce websites as the transactions will become more convenient in terms of time and energy. Digitalization will significantly affect he socio-economic patter of the nation in terms of saving, spending and investment.

(Pathik, 2017) found that psychological shift could be the biggest hurdle in the effective functioning and working of digitalization. The old generation may feel it tech-unfriendly who are habitual of manual operations and very lazy in opting digital mediums. The other major challenge is the unorganized market which contributes over 45% of the GDP. All the major transactions of unorganized market is based on physical cash and to convert the whole structure of the unorganized market is an uphill task.

(Pwc, 2017) foundthat the digitalization will boost the revenue and financial status of the nation. Since, the business events and transactions are digitalized; monitoring and tracking of sales and taxes become more clear and convenient due to the fact that the invoicing will also



become digitalized. This will result into the more revenue collection and mobilization at national level.

(Statistics times,2017) stated that the Security and privacy are the two most controversial issues which arise under digitalization. Since, the increase awareness and execution of digitalization will increase the large volume of information. There are unaddressed programs and scanners on the internet operated by hackers and crackers which can theft the potential information. Additionally, the marketing agencies and collect the information and sell the same to the keen interest parties.

(Sharma, 2015) found that the Internet infrastructure and internet connectivity are the most serious issues which can lead to huge losses especially for common man as well as business world. The concept of digitalization is primarily based on the mobile phone and machines and in case of failure of machines, the users will become clueless and helpless. the loss connection and connectivity will also affect the business transactions and industrial output. Infrastructure issues must be addressed with due consideration.

3. OBJECTIVES OF THE STUDY

To study whether there is any significant difference among the demographic factors and digitalization.

4. RESEARCH METHODOLOGY

Hypothesis of the Study

H₀: There is significant difference between demographic factors and digitalisation

H₁: There is no significant difference between demographic factors and digitalization

The data was collected from 345 academicians from different colleges in different districts of Punjab. Therefore, the state of Punjab is divided into four regions such as Malwa, Doaba, Majha and Powadh. All the four regions are covered in this study. The convenience sampling technique has been used in the study.

Table 1: Selection of respondents from different regions of Punjab

Sr. No	Region Wise Districts	No. of Respondents
Malwa Region		
1.	Ludhiana	30
2.	Faridkot	10
3.	Bathinda	20
4.	Barnala	10
5.	Fatehgarh Sahib	10
6.	Ferozpur	20
7.	Mansa	5
8.	Moga	10
9.	Muktsar	5
10.	Patiala	5
11.	Sangrur	10
12.	Fazilka	10
	Total	145
Majha Region		
13.	Amritsar	30
14.	Gurdaspur	10
15.	Taran Taran	5
16.	Pathankot	10
	Total	55
Doaba Region		
17.	Jalandhar	40
18.	Hosiarpur	20
19.	Kapurthala	20
20.	Nakodar	5
	Total	85
Powadh Region		
21.	Mohali	40
22.	Rup Nagar	20
	Total	60

The Mann Whitney U test compares the mean between the two unrelated groups on the same dependent variable. Kruskal Wallis test is used to check the significant difference among the groups regarding the digitalization.

5. ANALYSIS AND INTERPRETATION

The data was analysed with the help of mean score, Kruskal Wallis test and Mann Whitney U test.

Table 2: Mean score of the statements of digitalisation

Sr. No.	Statements	Mean score
1	Digitalization will create healthy democratic system in India	4.2899
2	I am in favor of Digitalization	4.4870
3	I am aware about the functionality of digitalisation	4.0783
4	India is completely ready for digitalization	4.0493
5	Digitalization may affect the employability rate in India.	4.1362
6	Digitalization will decrease crime rate like theft and robbery.	4.1043
7	E-Governance services are possible at mass level.	4.0522
8	Digital methods are risk free according to me	4.3536
9	Digitalization will decrease Documentation.	4.2377
10	Digitalization will decrease the transaction cost.	3.5391
11	Internet connectivity is still a problem in small cities and areas	4.0609
12	Digitalization will facilitate more transparency in the system	3.6029
13	Literacy rate will increase in rural areas.	4.0841
14	Online payments for small traders in rural areas still a problem	4.1304
15	Government has appropriate infrastructure for digitalization.	3.2029
16	Safe and secured cyber space can be a serious issue in India for digitalization.	3.5971
17	Poverty and literacy are the biggest hurdles in the path of digitalization	3.9391
18	Digitalization will completely curb the parallel economy	4.0290
19	Digitalization will affect the banking structure of our Nation.	4.0493
20	Digitalization is just a dream at macro level	4.1826
21	Digital India will badly affect the real estate sector.	3.5971
22	Awareness is still a serious concern about execution of digitalization.	3.9391
23	Awareness bring liquidity crunch in the system	4.0290
24	Minimizing the currency printing will reduce cost and good for environment.	4.0493
25	Digitalization will boost industrial and economic growth of our nation.	4.1826



The table shows that the mean value of the statement “I am in favor of Digitalization” is high and “Digitalization will create healthy democratic system in India” is high, so, we can say that the academicians are more in favour of digitalisation.

(a) On the basis of Gender

Hypothesis

H₀: Null Hypothesis: There is no significant difference between gender and digitalisation

H₁: Alternate Hypothesis: There is a significant difference between gender and digitalisation

Table 3: Gender and digitalisation

	MEANS CORE
Mann-Whitney U	8375.500
Wilcoxon W	41528.500
Z	3.636
Asymp. Sig. (2-tailed)	.000

As the significance value is less than 0.05 i.e. 0.000, so the null hypothesis is rejected and alternative hypothesis is accepted. We can state that on the basis of gender, there is a significant difference regarding the opinion on digitalisation among the academicians in Punjab.

(b) On the basis of Marital status

Hypothesis

H₀: There is no significant difference between marital status and digitalisation

H₁: There is a significant difference between marital status and digitalisation

Table 4: Marital Status and digitalisation

	MEANS CORE
Mann-Whitney U	11601.000
Wilcoxon W	18741.000
Z	2.099
Asymp. Sig. (2-tailed)	.036



As the significance value is less than 0.05 i.e. 0.036, so the null hypothesis is rejected and alternative hypothesis is accepted. We can state that on the basis of marital status, there is a significant difference regarding the opinion on digitalisation among the academicians in Punjab.

(c) On the basis of age

Hypothesis

HO: There is no significant difference between age and digitalisation

H1: There is a significant difference between age and digitalisation

Table 5: Age and digitalisation

	MEANS CORE
Chi-Square	8.795
Df	3
Asymp. Sig.	.032

As the significance value is less than 0.05 i.e. 0.032, so the null hypothesis is rejected and alternative hypothesis is accepted. We can state that on the basis of age, there is a significant difference regarding the opinion on digitalisation among the academicians in Punjab.

(d) On the basis of educational qualification

Hypothesis

HO: There is no significant difference between qualification and digitalisation

H1: There is a significant difference between qualification and digitalisation

Table 6: Qualification and digitalisation

	MEANS CORE
Chi-Square	2.317
Df	3
Asymp. Sig.	.509



As the significance value is more than than 0.05 i.e. 0.509, so the null hypothesis is accepted and alternative hypothesis is rejected. We can state that on the basis of educational qualification, there is no significant difference regarding the opinion on digitalisation among the academicians in Punjab.

(e) On the basis of income level

Hypothesis

Ho: There is no significant difference between income and digitalisation

H1: There is a significant difference between income and digitalisation

Table 7: Income and digitalisation

	MEANSCORE
Chi-Square	10.992
Df	3
Asymp. Sig.	.012

As the significance value is less than 0.05 i.e. 0.012, so the null hypothesis is rejected and alternative hypothesis is accepted. We can state that on the basis of income level, there is a significant difference regarding the opinion on digitalisation among the academicians in Punjab.

6. LIMITATIONS OF THE STUDY

- The researchers have considered all the regions of Punjab which is a lengthy process.
- It was discovered that some academicians could not respond properly as well as spare time due to their professional engagements.



7. FINDINGS AND CONCLUSION

From the above results, we can conclude that there is a significant difference regarding the view point of academicians in Punjab on the basis of different demographic variables like age, income, gender and marital status of the academicians. In other words, the academicians of different age groups in Punjab think that digitalisation will help India in different ways. Likewise, the academicians with different income groups also possess the different mindset regarding digitalisation and its benefits in India. Additionally, the male and female academicians also demonstrated different viewpoints regarding digitalisation in India. On the basis of marital status, the married and unmarried academicians think that digitalisation will assist the growth. In majority, the academicians had demonstrated a positive visualization of digitalisation and its long term implications on India.

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