INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.

6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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- All works cited in the text (including sources for tables and figures) should be listed alphabetically.

- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.

- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.

- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.

- The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.

- For titles in a language other than English, provide an English translation in parenthesis.

- *Headers, footers, endnotes* and *footnotes* should ***not be used*** in the document. However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CHALLENGES OF E-SERVICE ADOPTION AND IMPLEMENTATION IN ALLAHABAD

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ABSTRACT

Allahabad is the most populous city in Uttar Pradesh. The level of e-government services in Allahabad is still very low and the government needs to improve in the area of ICT provision including telecommunication and infrastructure. In a bid to create awareness and promote National e-governance plan, flagship scheme and e- services delivery, officials of district administration and health department are working round the clock. Officials believe that e-services should be designed in such a way that they provide end-to-end services by reducing the need for manual intervention or involvement. The city of Allahabad is among the largest cities of Uttar Pradesh and situated at the confluence of three rivers- Ganga, Yamuna and the invisible Saraswati. However, the issue is how long Allahabad and other developing cities will keep avoiding the adoption and implementation of e-Service despite the facts that the same e-Services have been adopted and implemented successfully to some extent in other metro cities in India. As USA is ready to take steps to develop Allahabad, we can see benefits associated with these e-Services.

KEYWORDS
e-services, e-government services.

INTRODUCTION

The recent trends in world globalization has been promoted by the advancement in information technology specially with what internet and telecommunication have brought, both developed and the few less developed nations like in this concept both national and state level, the thinking is that strategic use of internet and telecommunication be sufficient in providing better e-services to the public in all developing cities in India. In other words, faced with the persistent demand of e-services by the population not only at national and state level but also at local level government level in both developed and less developed nations of the world, could such e-services provision be extended to the public?

The concept of e-government emerged in the late 1990s despite that the history of e-government as a tool in government establishment could be traced back to the origin of computer itself and just like other e-platform concept such as e-commerce, the term e-government was born out of the internet world. (Ake Gronlund and T.A Horan)

A few decades ago, e-government as a term and as an identified activity was unknown before now and because of the rapid growth, there is a possible future direction for the research domain. (Heeks Richard and Savita Bailur) It is important to know that" e-government initially began as an intra-governmental communication tool" According to' Schwester, R. '(2009), shortly before government organizations developed their websites with useful information for their citizens. Online transactions started soon after the information of government websites were understood, following the private sector's focus on electronic government.

E-SERVICE

The term e-Service represents content centred and interactive internet based customer service, driven by the customer and integrated with related organisational customer support processes and technologies with the goal of strengthening the customer provider relationship" Moreover, [Sukasame, N. (2004)] argued that e-service as a term is not only about "electronic" and "service" but the true e-service operation may be where part if not all interaction between service provider and customer is done via internet. This was also substantiated by Surjadjaja, H., Ghosh, S., & Antony, F. (2003).

Though, the governments of developed nations have realised that the provision of essential public services cannot be shouldered alone and the obstacles in demand patterns coupled with the limitation in resources have brought about the need for Public Private Collaboration [Roztocki, N and Weistroffer, H.R. (2008)]. Also, given the advent of global and competitive markets, many governments have come to accept that there is the need to create and sustain competitive advantage via cost reduction, product differentiation or augmentation, while providing these public services.

Many companies have seen their profits doubled through the use of online services in their operation and a typical example is Hewlett Packard (HP) which is transforming their after sales business into a profit generating e-service business unit(Ruyter Ko De, Martin Wetzels and Mirella Kleijnen (2001)). Despite the fact that e-governance is still a bit low in some countries in Asia region [Gajendra Sharma, Xi Bao and Wang Qian (2012)], there are still lessons to be

learnt from the region's e-Service adoption success, for example the e-Perolehan system (a procurement system) in Malaysia [Kaliannan, M., & Awang, H. (2010)]. This was designed to assist government in service procurements among other objectives such as ensuring transparency (Ruyter Ko De, Martin Wetzels and Mirella Kleijnen (2001)) and accountability in all procurements by government. "E-Perolehan is the new procurement system allows the Government ministries to electronically select items to be procured from the desktop, initiate an electronic approval process and also create, submit and receive purchase orders, delivery orders and other related documents electronically" Although this quote was found in the article written by but the authors were quoting [Roland T. Rust and P.K Kannan (2003)]. The initiative was a success even with a major challenge which is how an appropriate and context tailored strategy could be established in order to guide the project.

Another e-Service success from the Asia region is the government investment in China on e-government by the Chinese central government which established over 90 portals with many regional and municipal websites and this is also supported by that the investment assisted China to take over as the largest online population from Japan and they are now only just behind the USA in global ranking [Roztocki, N and Weistroffer, H.R. (2008)].

BACKGROUND

E-Government service implementation has begun in lower middle income countries like India but the lack of evidence and research has (Roztocki, N and Weistroffer, H.R. (2008)) hindered a clear framework for the adoption as expected, in fact e-government activities are actually very low in the country [Mundy, D and Musa, B (2010)]. It is well known fact that from 1960 upward, the use of information systems in transforming and improving operations in both public and private organisations has been a success and moving from paper-based operations (manual) to computerised based one has been part of the transformation witnessed as sited by [Kolsaker, A, and Lee-Kelley, L. (2009)] face to face approach and the use of telephone in doing business transactions with citizens has been faced out to some extent through the use of online based services.

The city of Allahabad is among the largest cities of Uttar Pradesh and situated at the confluence of three rivers- Ganga, Yamuna and the invisible Saraswati. The meeting point is known as Triveni and is especially sacred to Hindus. The earlier settlements of the Aryans were established in this city, then known as Prayag"

Prayagasya Praveshshu Papam Nashwati Tatkshanam. All sins are cleaned with entry in Prayag (the ancient name of modern time Allahabad) PRAYAG is one of the historic and mythological cities of India with glorious past and present. It continues to enjoy the distinction of being a place of haunting and lasting memories. It is a city of mixed culture of Hindu, Muslims, Jains and Christians

However, the issue is how long Allahabad and other developing cities will keep avoiding the adoption and implementation of e-Service despite the facts that the same e-Services have been adopted and implemented successfully to some extent in other metro cities in India. As USA is ready to take steps to develop Allahabad, we can see benefits associated with these e-Services. Despite the rapid growth of E-readiness in most countries in the world, from the study conducted by the [World Atlas,], the Middle East and Africa currently serve a total of about 1m internet broadband subscribers, a small sum compared with the 53m in Asia and 42m in the Americas. Low levels of investment and limited sources of financing constitute the primary reasons for the slow development. With public and private funds for infrastructure development lacking, even broadly available technologies remain too costly for widespread adoption.

It is good to know that focusing on customers is the main eservice fundamental philosophy, that is, to be able to meet customers' needs in order to make both markets and revenue grow. Technology has a vital role to play in e-service as it is seen as enabler and businesses can exploit the opportunity provided through technological enhancement to gain market competitive advantage, this will open new forms of customer focused and e-services support services that are more convenient for many users [Roland T. Rust and P.K Kannan (2003)].

RESEARCH METHODOLOGY

Qualitative research as described by Castellan, Catherine M. (2010) "a researcher identifies with postpositivism" where researchers have an understanding of the research and interacts with respondents on what is being researched. This method will be used in this study where an online survey using questionnaires was sent to various respondents in e-Service adoption and implementation in Allahabad such as government officials, students, non-governmental agencies, private business owners through email and social media technologies.

There are other methods like case studies, quantitative methods but the authors decided to use qualitative survey questionnaires We considered the distance from Allahabad to Naini and Jhunsi and there are often difficulties meeting with widely dispersed respondents.

In this study, the questionnaires were designed to help in data collection and the questions are into two categories namely: demography which were used and validated by, [Susanto, T.D and R. Goodwin (2010)] and the second part of the questionnaires is about e-Service adoption and implementation whose questions have been used and validated by. Data were collected between 5th March to 29th March 2016 and a total of 120 responses were collected with details in finding section below.

FINDINGS

From the recent survey conducted between 5th March and 29th March 2016 for the purpose of this paper the results show that the 120 participants who participated in the questionnaires have now heard of e-services but the implementation is not forth-coming as expected. They acknowledged that there are many challenges in e-service adoption and implementation in Allahabad.

DATA ANALYSIS

This section will highlight the main findings in the survey conducted between 5th March and 29th March 2016 and provide indications from the opinions of the participants towards the challenges facing e-services adoption and implementation in Allahabad. Questionnaires were used in the study.

At 29th March 2016 we have 120 respondents, among which 72 respondents (60%) are from Central Allahabad (main City), 7 respondents (6%) from North Allahabad region, 3 respondents (3%) from Eastern Allahabad region, 15 respondents (13%) from Western Allahabad, 12 respondents (10%) from Southern Allahabad, 6 respondents from Naini region and 2 respondents (2%) are from Jhunsi region.

REGIONAL ANALYSIS

- Central Allahabad (72)
- Allahabad North(7)
- Allahabad East(3)
- Allahabad West(15)
- Allahabad South(12)
- Naini, Allahabad(6)
- Jhunsi, Allahabad(2)

GENDER ANALYSIS

Female 30%

Male 70%

- Male
- Female
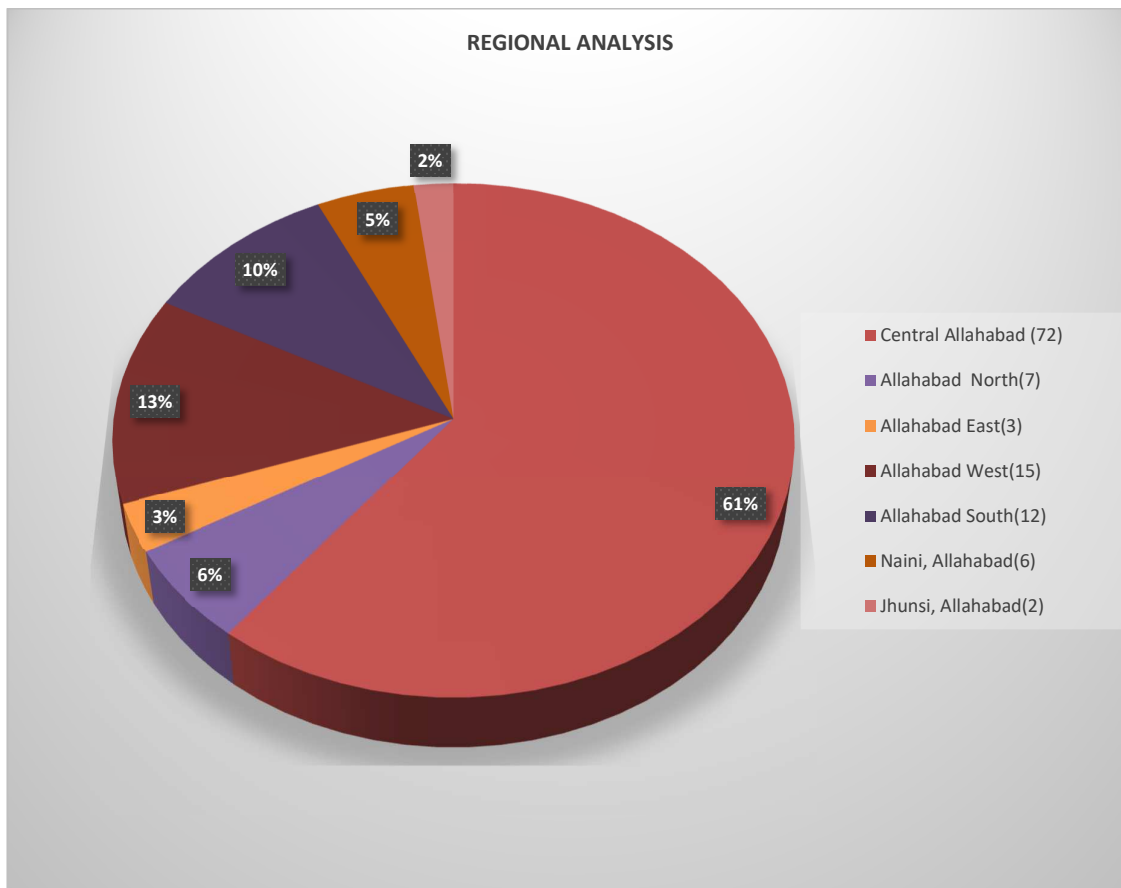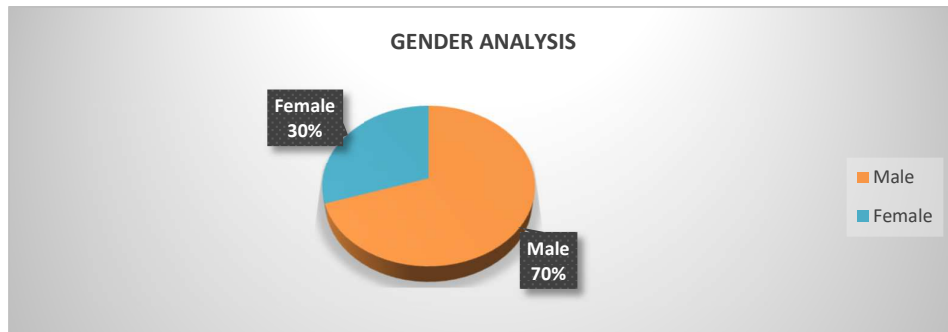
As we can see and deduce from the analysis shown above, more participants in the age range 20-39 participated in the survey with 61%. This may be due to the fact that they might have more idea and knowledge about e-government services than other age ranges. Out of the 120 respondents, 84 (70%) were males and 36(30%) females.

AGE ANALYSIS

60 Yrs and Above 11%

Less Than 20 Yrs 15%

40-59 Yrs 13%

20-39 Yrs 61%

- Less Than 20 Yrs
- 20-39 Yrs
- 40-59 Yrs
- 60 Yrs and Above
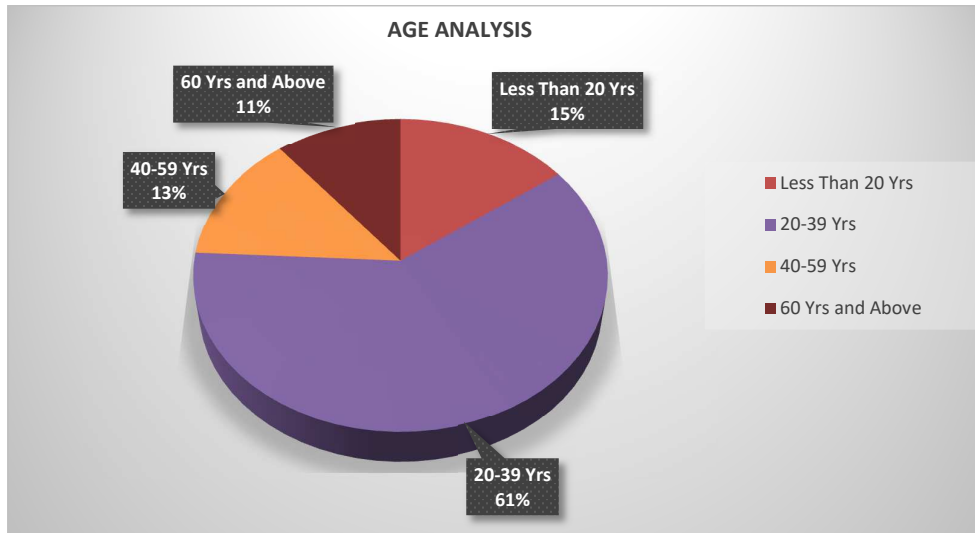
The qualification level of the respondents may affect the opinions among all the respondents because of different level of education. The education and current occupation as used and validated by. In this study, 8% have less than high school degree, 10% high school degree or equivalent, 12% some college but no degree, 35% bachelor degree and 34% post graduate degree which is the highest in the survey. Government employees are 31%, non-government employee is 8%, private employee 22%, business owner is 6%, student is 25%, and others 6%.

OCCUPATION ANALYSIS

Government Employees, 37

Students, 30

Private Employees, 29

Own Business, 11

Others, 9

- Students
- Own Business
- Government Employees
- Private Employees
- Others

STUDENTS   OWN BUSINESS   GOVERNMENT EMPLOYEES   PRIVATE EMPLOYEES   OTHERS

EDUCATIONAL ANALYSIS
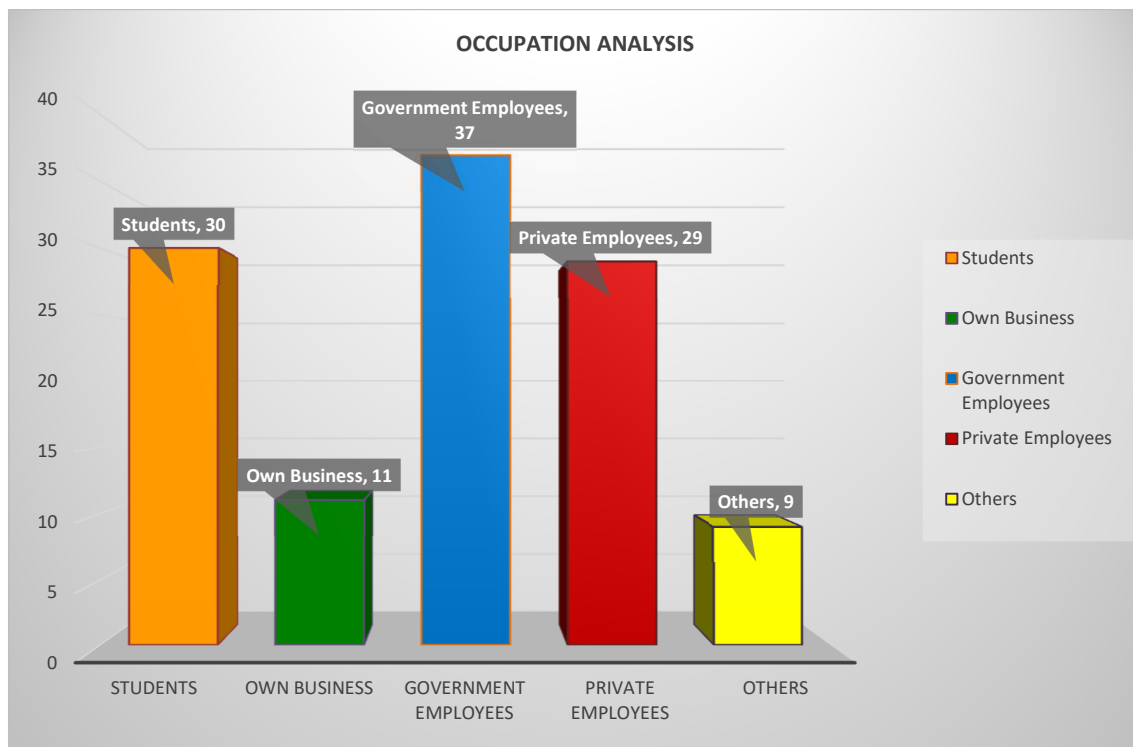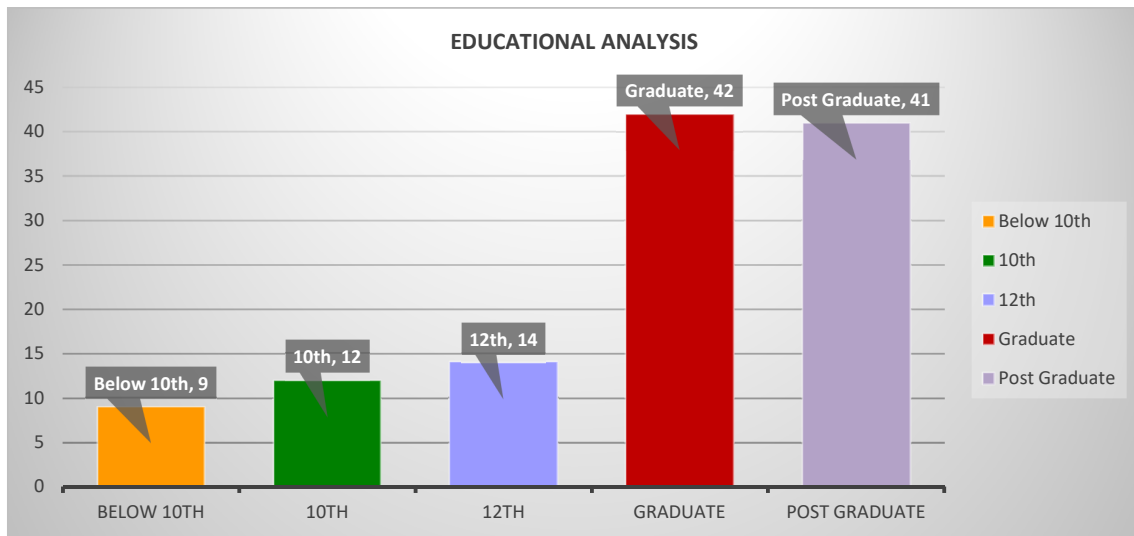
Students and government employees are the highest number of respondents says that these groups tend to also be the people most likely to use e-government services. Therefore, this result is not surprising. In the e-Government services, awareness question, only 13% are not aware of e-government services which are useful to know when the time comes to promote new services. Most people in the survey result that have used the e-services did so to apply for a passport (54%) and 28% have used several e-services.

ALLAHABAD AND E-SERVICE

Allahabad is the most populous city in Uttar Pradesh. The level of e-government services in Allahabad is still very low and the government needs to improve in the area of ICT provision including telecommunication and infrastructure. In a bid to create awareness and promote National e-governance plan, flagship scheme and e- services delivery, officials of district administration and health department are working round the clock. Officials believe that e-services should be designed in such a way that they provide end-to-end services by reducing the need for manual intervention or involvement. Officials of various departments would be holding a workshop cum seminar at CMET, Allahabad on May 14 to discuss e-services, e-district projects, e-services delivery and its enabling as well as challenges being faced by districts for implementing e-service delivery. Although the coming of mobile communication into the city in 2001 looked promising as it has increased the economic strength of the city because of rapid growth in the sector. However, the majority of the population have limited or no access to the internet due to lack of availability of network infrastructures. Another critical issue is the frequent interruption of electricity in the city, which means that citizens cannot rely on an e-service being available and the government will have to increase their efforts to combat the problem if Allahabad wants to be identified as one of the best city in e-government services provision to the citizens in the world.

E - SERVICES AWARENESS ANALYSIS

E-SERVICES USAGE SATISFACTION LEVEL ANALYSIS
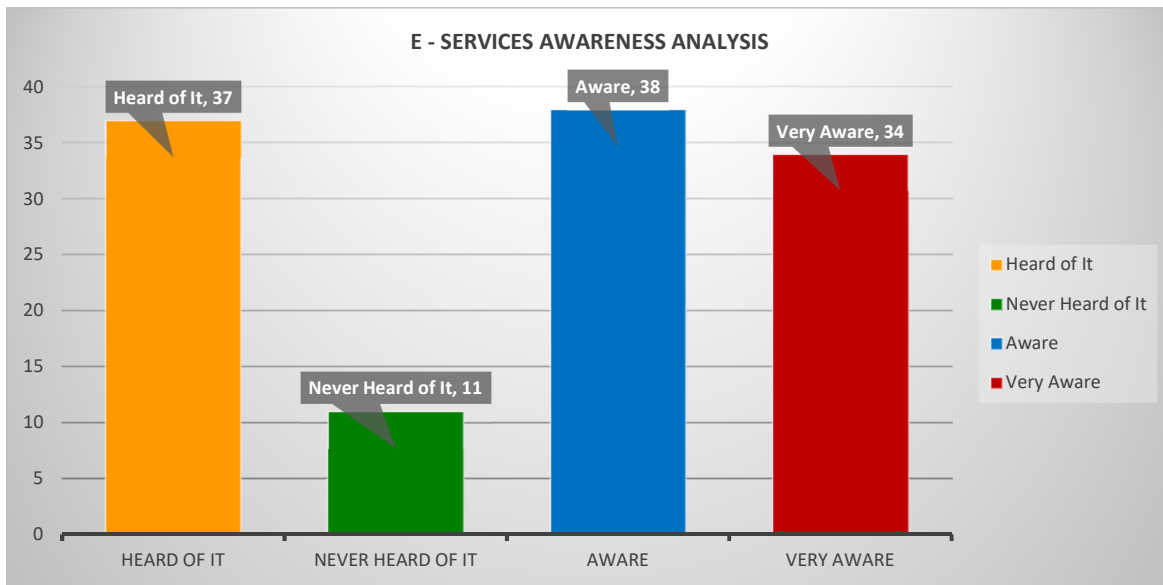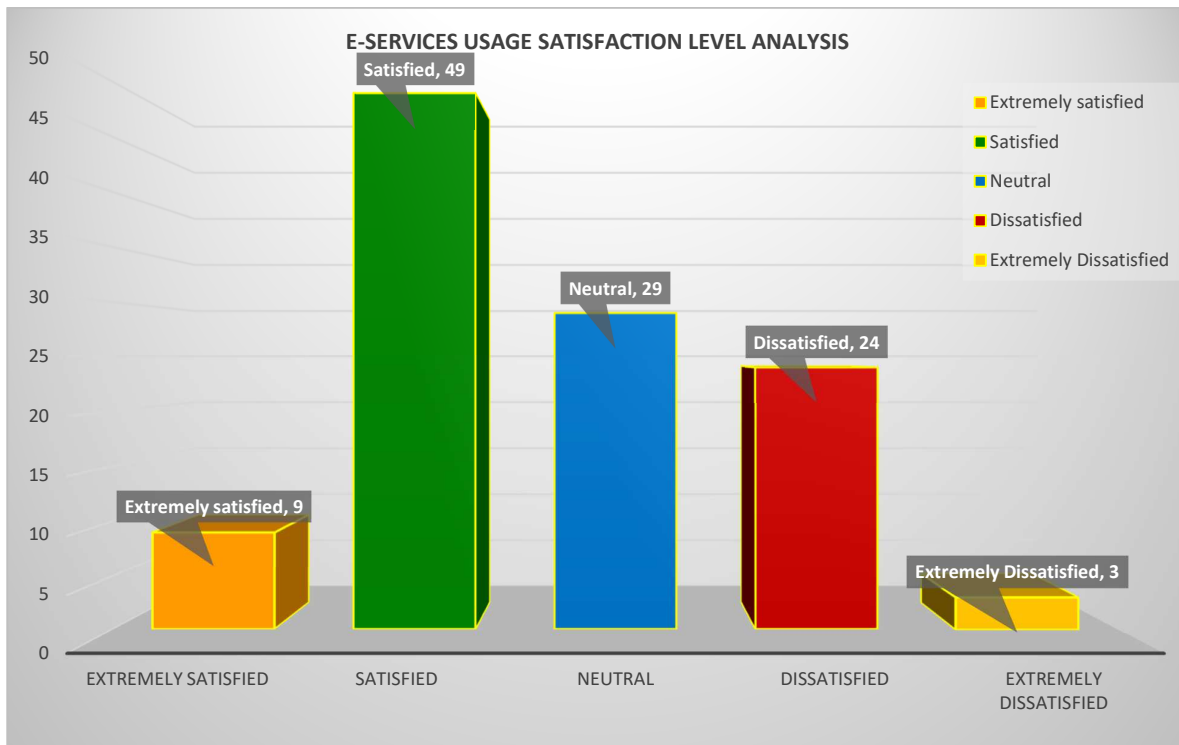
CHALLENGES OF E-SERVICE ADOPTION AND IMPLEMENTATION

There are various challenges facing the adoption and implementation of e-Service in Allahabad as obtained and analysed by the survey results, higher scorers are Trust issue, Finance, Usability Issues, Leadership and Management - Corruption, Cultural difference, Lack of information security and privacy and others as indicated in Fig.

CHALLENGES OF E-SERVICES
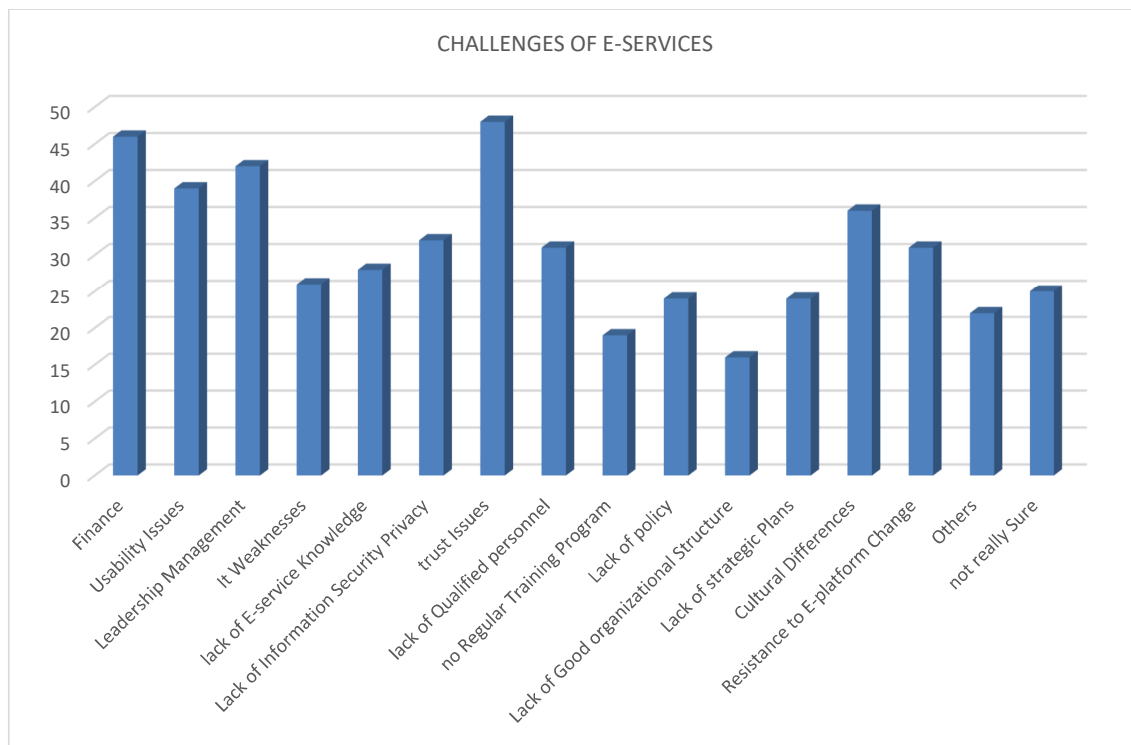
According to the survey and as shown in Fig., we will be discussing the first four most important barriers affecting adoption and implementation of e-Service in Allahabad, they are:

Finance (38%): This is essential in e-Service implementation as the project might not see the light of the day if there is no money for the implementation. Finance issues could come from the high cost of ICT equipment, and of the setting up and maintenance of telecommunication infrastructure across a large variable terrain country. Financial security matters in e-government projects [Gilbert D. and Balestrini P. (2004)]. Looking at the Allahabad perspective involved in this study, this barrier ranked 3rd and no one is sure of exactly how much money the government has reserved for e-government projects in the yearly budget as there is no documentation. One issue with finance in projects in Allahabad is even if money is allocated, due process is not always followed in the disbursement of the fund due to high corruption Moreover, leaders don't account for what they do in government in Allahabad, and there are no checks and balances, the legislative arm

of government who could challenge the executive is seen merely as a rubber-stamping body and there is belief that they may be bribed to ignore abnormalities [Joel Barkan (2009)].

Usability Issues (33%): This is another serious challenge facing the adoption and implementation of e-Service in Allahabad because of high levels of illiteracy. Usability aims to make sure users are satisfied with the e- Service usage, this needs to be considered when designing a website as it should be accessible to all prospective users irrespective of their background. Cultural contexts for all intended users is also put into consideration when designing websites as this will go a long way to encourage the usage of these services and it is advisable that World Wide Web Consortium (W3C) guidelines should be followed during website design [Hillier, M. (2003)] Mobile services have now presented their own challenges that go beyond the basics of website design, and usability on a personal computer.

Leadership and Management – Corruption (35%): The support of leaders and management in implementation and adoption of e-government services is highly important in achieving the desirable success but in present Allahabad that might be difficult as many of the top management staff in various government offices, agencies and ministries are highly corrupt. Corruption is as prominent in the country as power is being abused for personal gain among officials paying bribes to contractors, influencing and the manipulation of elections happens. Setting up the anti-corruption agency to curb corruption is not really effective as they take orders from government rather than being independent body.

Trust Issues (40%): The security of the e-Service portals will be of the great benefit not only to the users but the government and private organisations who venture into provision of e-Service to the populace. As shown from the study, trust issues came second in the league of the challenges facing e-Service adoption and implementation in Allahabad with 40%, are of the opinion that the e-Government services must be built on trust among the stakeholders like government, citizens, NGOs and private organizations. People might not be willing to participate in using an e-Service portal if they feel the security of their data will be breached. Furthermore, privacy principles must be respected and accepted by the e-Services providers in order for the required benefits in implementing the projects to be achieved.

RESEARCH RECOMMENDATION

We are of the opinion that the government in Allahabad should be able to take a bold step in investing money in e-governance through the provision of e-Services to the public and citizens; There are some recommendations that could be beneficial in reducing if not totally eradicating the challenges facing e-Service adoption and implementation in Allahabad based on the survey results:

More money should be allocated to e-Government services development in the city's yearly budget as presented to the legislative arm of government by the executive arm. The State minister and top directors in charge of information and the telecommunication ministry should map out strategies of full implementation and allocation of money meant for e-Service development and they should ignore corruption and favouring dishonest contractors, if the city is to achieve desired and expected results.

Culture and usability issues need to be addressed when designing e-service websites and applications. Well-developed sites and apps will benefit the illiterate as well as the middle class literate members of the population, and could ensure the rapid expansion of e-services.

Trust is another major factor and for the e-Governance projects to be successful, trust must be built among the stakeholders like government agencies, ministries, citizens, business owners and banks. Citizens and users of e-Services will be using their information online so there must be adequate security to protect their data and privacy.

The awareness level of e-Services should be addressed as the users and citizens have more knowledge of the existence of e-Services and a comprehensive advert and campaign could be put in place. However, until there are reliable e-services to use, this could only further awareness and not usage. Interactive tools should be included in designed e-Service websites to enhance interactions between government and citizens of Allahabad.

A well-structured strategic plan should be built for e-Service projects and issues relating to culture should be addressed for e-Service adoption success.

CONTRIBUTION AND FURTHER WORK

In this paper, we have been able to contributes to the analysis of e-Service adoption and implementation in Allahabad, where we have been able to capture the thoughts of various respondents involve in the provision, implementation and adoption of e-Government services in Allahabad. We have also made necessary recommendations that will improve the e- Service adoption and implementation in the city. The research is significant as government need to invest money and commitment in the provision of e-Services to local citizens, and it is rather unfortunate that at the moment, there is no Local Government in Allahabad with a functioning website and this lack being a barrier to the use of e-Services by the citizens. There is still a lot to do in the area of e-Services in Allahabad, if the city is really serious in overcoming the challenges in the adoption and implementation.

CONCLUSION

We have been able to discuss various challenges facing e- Services adoption and implementation in Allahabad, and recommendations have been made towards the development, implementation and adoption of these government services in Allahabad. Though, e-Governance is still young in many lower middle income cities like Allahabad, successful e-Service implementation and adoption will provide increased revenue and the boost economy. More research is now needed to identify and implement cost-effective, usable e-Service systems for the city, and there is a need for government to make positive change in the way services are being delivered to citizen and others stakeholders. Issues like awareness and availability of services and trust all need further development in order to allow e-Government services to be delivered and used by citizens.

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