

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,  
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],  
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;"><b>E-BANKING PRACTICES FOR MODERN BUSINESS</b></p> <p style="text-align: center;"><i>RAMASAMY KUSELAR &amp; KENATE BEYENE TUKI</i></p>	1
2.	<p style="text-align: center;"><b>IMPACT OF ORGANISATIONAL (COLLEGE) ENVIRONMENT ON PSYCHOLOGICAL WELL-BEING OF COLLEGE STUDENTS IN TIRUCHENDUR TALUK</b></p> <p style="text-align: center;"><i>S. CHELLA PRIYA</i></p>	5
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	8

**FOUNDER PATRON****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
 Former Vice-President, Dadri Education Society, Charkhi Dadri  
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

**CO-EDITOR****Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

**EDITORIAL ADVISORY BOARD****Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. D. S. CHAUBEY**

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

**Dr. H. R. SHARMA**

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

**Dr. CLIFFORD OBIYO OFURUM**

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. MANOHAR LAL**

Director &amp; Chairman, School of Information &amp; Computer Sciences, I.G.N.O.U., New Delhi

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. VIRENDRA KUMAR SHRIVASTAVA**

Director, Asia Pacific Institute of Information Technology, Panipat

**Dr. VIJAYPAL SINGH DHAKA**

Professor &amp; Head, Department of Computer &amp; Communication Engineering, Manipal University, Jaipur

**Dr. NAWAB ALI KHAN**

Professor &amp; Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**Dr. EGWAKHE A. JOHNSON**

Professor &amp; Director, Babcock Centre for Executive Development, Babcock University, Nigeria

**Dr. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. BHARAT BHUSHAN**

Head, Department of Computer Science &amp; Applications, Guru Nanak Khalsa College, Yamunanagar

**MUDENDA COLLINS**

Head, Operations &amp; Supply Chain, School of Business, The Copperbelt University, Zambia

**Dr. JAYASHREE SHANTARAM PATIL (DAKE)**

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**Dr. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**P. SARVAHARANA**

Asst. Registrar, Indian Institute of Technology (IIT), Madras

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**Dr. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**Dr. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting &amp; MIS, College of Industrial Management, King Fahd University of Petroleum &amp; Minerals, Dhahran, Saudi Arabia

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. TITUS AMODU UMORU**

Professor, Kwara State University, Kwara State, Nigeria

**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. ASHISH CHOPRA**

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDIEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**Dr. LALIT KUMAR**

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

***FORMER TECHNICAL ADVISOR***

**AMITA**

***FINANCIAL ADVISOR***

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ‘ \_\_\_\_\_ ’ for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :  
 Designation/Post\* :  
 Institution/College/University with full address & Pin Code :  
 Residential address with Pin Code :  
 Mobile Number (s) with country ISD code :  
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :  
 Landline Number (s) with country ISD code :  
 E-mail Address :  
 Alternate E-mail Address :  
 Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  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.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****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****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- 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>



**E-BANKING PRACTICES FOR MODERN BUSINESS**

**RAMASAMY KUSELAR**  
**PROFESSOR**  
**DEPARTMENT OF MANAGEMENT**  
**COLLEGE OF BUSINESS & ECONOMICS**  
**WOLLEGA UNIVERSITY**  
**NEKEMTE, ETHIOPIA**

**KENATE BEYENE TUKI**  
**HEAD**  
**DEPARTMENT OF MANAGEMENT**  
**COLLEGE OF BUSINESS & ECONOMICS**  
**WOLLEGA UNIVERSITY**  
**NEKEMTE, ETHIOPIA**

**ABSTRACT**

*Personal computer banking is a form of online banking, which enables customers to execute bank transactions from a Personal computer via a modem. In most personal banking ventures, the bank offers the customer a proprietor financial software program that allows the customer to perform financial transactions from his or her home computer. The customer then dials into the bank with his or her modem, downloads data, and runs the programs that are resident on the customer's computer. Currently, many banks offer personal computer banking systems that allow customers to get account balances and credit card statements, pay bills, and transfer funds between accounts. It is one of the popular services offered by the banks to provide speed and reliable services to the on-line customer.*

**KEYWORDS**

internet banking, automated teller machine, tele banking, smart card, debit card, e-cheque, electronic bank account, interactive voice response.

**JEL CODES**

G20, G21.

**1. INTRODUCTION**

**E**-Banking is a method of banking in which the customer conducts transactions electronically via the Internet. It is an umbrella term for the banking process by which a customer may perform banking transactions electronically without visiting a branch of a bank. The following terms refer to one form or another of electronic banking: personal computer banking, Internet banking, virtual banking, online banking, home banking, remote electronic banking, and phone banking. Of them, Personal computer banking and Internet or online banking is the most frequently used designations. It should be noted, however, that the terms used to describe the various types of electronic banking are often used interchangeably.

Internet banking, sometimes called online banking, is an outgrowth of personal computer banking. Internet banking uses the Internet as the delivery channel by which to conduct banking activity, for example, transferring funds, paying bills, viewing checking and savings account balances, paying mortgages, and purchasing financial instruments and certificates of deposit. An Internet banking customer accesses his or her accounts from a browser-software that runs Internet banking programs resident on the bank's World Wide Web server, not on the user's personal computer. Net banker defines a "true Internet bank" as "one that provides account balances and some transactional capabilities to retail customers over the World Wide Web". Internet banks are also known as virtual, cyber, net, interactive, or web banks.

**2. OBJECTIVES OF THE STUDY**

1. To understand the importance of e-banking in business
2. To know the advantages of the internet banking system
3. To discuss about possible drawbacks of internet banking in the business

**3. RESEARCH METHODOLOGY OF THE STUDY**

The study is descriptive in nature and data is collected from various secondary sources e.g. online data, books, journals, periodicals etc.

**4. LITERATURE REVIEW ON VARIOUS FORMS OF E-BANKING****4.1 INTERNET BANKING**

Internet banking enables one to handle many banking transactions via one's personal computer. For instance, one may use his computer to view account balance, request transfers between accounts, and pay bills electronically.

In an Internet banking system and method, a personal computer is connected by a network service provider directly to a host computer system of a bank such that customer service request can be processed automatically without need for intervention by customer service representatives. The system is capable of distinguishing between those customer service requests, which are capable of automated fulfillment and those requests which require handling by a customer service representative. The system is integrated with the host computer system of the bank so that the remote banking customer can access other automated services of the bank. The method of the invention includes the steps of inputting a customer banking request from among a menu of banking requests at a remote personal computer; transmitting the banking requests to a host computer over a network; receiving the request at the host computer; identifying the type of customer banking request received; automatic logging of the service request, comparing the received request to a stored table of request types, each of the request types having an attribute to indicate whether the request type is capable of being fulfilled by a customer service representative or by an automated system; and depending upon the attribute, directing the request either to a queue for handling by a customer service representative or to a queue for processing by an automated system.

**4.2 AUTOMATED TELLER MACHINES (ATM)**

ATM is an unattended electronic machine in a public place, connected to a data system and related equipment and activated by a bank customer to obtain cash withdrawals and other banking services. It is also called automatic teller machine, cash machine, or money machines.

An automated teller machine or automatic teller machine (ATM) is an electronic computerized telecommunication device that allows a financial institution's customers to directly use a secure method of communication to access their bank accounts, order or make cash use a secure method of communication to access their bank accounts, order or make cash withdrawals (or cash advances using a credit card) and check their account balances without the need for a human bank teller. Many ATM also allow people to deposit cash or cheques, transfer money between their bank accounts, top up their mobile phone's pre-paid accounts or even buy postage stamps.

On most modern ATM, the customer identifies him that contains his or her account number. The customer then verifies their identity by entering a pass code, often referred to as a PIN (Personal identification Number) of four or more digits. Upon successful entry of the PIN, the customer may perform a transaction. If the number is entered incorrectly several times in a row (usually three attempts per card insertion). Some ATMs, will attempt retain the card as a security precaution to prevent an unauthorized user from discovering the PIN by guesswork. Captured cards are open destroyed if the ATM owner is not the card issuing bank, as noncustomer's identities cannot be reliably confirmed. The Indian market today has approximately more than 17,000 ATM cards are there.

#### 4.3 TELE BANKING

Undertaking a host of banking related services including financial transactions from the convenience of customers chosen place anywhere across the globe and any time of day and night has now been made possible by introducing on-line tele banking services. By dialing the given Tele banking number through a landline or a mobile from anywhere, the customer can access his account and by following the user-friendly menu, entire banking can be done through Interactive Voice Response (IVR) system. With sufficient numbers of hunting lines made available, customer call will hardly fail. The system is bi-Lingual and has following facilities offered:

1. Automatic balance voice out for the default account.
2. Balance inquiry and transaction inquiry in all.
3. Inquiry of all term deposit accounts.
4. Statement of account by Fax, e-mail or ordinary mail.
5. Cheque book request.
6. Stop payment which is on-line and instantaneous.
7. Transfer of funds with CBS, which is automatic and instantaneous.
8. Utility bill payments.
9. Renewal of term deposit which is automatic and instantaneous.
10. Voice out of last five transactions.

#### 4.4 SMART CARD

Usually a smart card contains an embedded 8-bit microprocessor (a kind of computer chip). The microprocessor is under a contact pad on one side of the card, which is replacing the usual magnetic stripe present on a credit card or debit card.

The microprocessor is there on the smart card for security. The host computer and card reader actually "Talk" to the microprocessor. The microprocessor enforces access to the data on the card.

The chips in these cards are capable of many kinds of transactions. For example, a person could make purchases from their credit account, debit account or from a stored account value that is reloadable. The enhanced memory and processing capacity of the smart card is many times that of traditional magnetic-stripe cards and can accommodate several different applications on a single card. It can also hold identification information, which means no more shuffling through cards in the wallet to find the right one-the Smart Card will be the only one needed. Smart cards can also be used with a smart card reader attachment to a personal computer to authenticate a user.

#### 4.5 DEBIT CARD

Debit cards look like credit cards or ATM (automated teller machine) cards, but operate like cash or a personal cheque. Debit cards are different from credit cards. While a credit card is a way to "pay later", a debit card is a way to "pay now". When we use a debit card, our money is quickly deducted from our checking or savings account. Debit cards are accepted at many locations, including grocery stores, retail stores, gasoline stations, and restaurants. We can use our card anywhere merchants display our card's brand name or logo. They offer an alternative to carrying a cheque book or cash.

#### 4.6 E-CHEQUE

An e-Cheque is the electronic version or representation of paper cheque. The information and legal framework on the e-Cheque is the same as that of the paper cheques. It can now be used in place of paper cheques to do any and all remote transactions. An e-Cheque works in the same way a cheque does, the cheque writer "writes" the e-Cheque using one of many types of electronic devices and "gives" the e-Cheque to the payee electronically. The payee deposits the Electronic Cheque receives credit, and the payee's bank "clears" the e-Cheque to the paying bank. The paying bank validates, the e-Cheque and then "charges" the cheque writer's account for the cheque.

### 5. OPENING AN ELECTRONIC BANK ACCOUNT

There are several ways to open and fund an electronic banking account. Customers who have existing accounts at brick-and-mortar banks and want to begin using electronic banking services may simply ask their institution for the software needed for PC banking or obtain a password for Internet banking. Either approach requires minimal paperwork. Once they have joined the system, customers have electronic access to all of their accounts at the bank. New customers can establish an account either by completing a PC banking application form and mailing it to an institution offering such a service or by accessing a bank's web site and apply. E-Banking is our personal banking service on the Internet, protected with bank identifiers. It is available anywhere, anytime. E-Banking allows us to pay invoices to foreign recipients easily and securely. We can also check your account balances and transactions. You can order a new card, withdraw a loan granted to you and make mutual fund subscriptions.

We access e-Banking services by obtaining bank identifiers. E-Banking as such is free of charge but commissions and fees in accordance with the service tariff will be levied on orders and other transactions carried out through e-Banking.

Online Banking is a simple and convenient way to manage our money. When we enroll in online Banking, we will be able to save time by managing our day-to-day banking activities from any personal computer with Internet access-while still having complete control of our funds.

### 6. FEATURES AND BENEFITS OF ONLINE BANKING

1. Check your account balances, review activity, and access account history.
2. Transfer funds between accounts and to other customers' accounts.
3. Transfer funds to an external checking, savings, or money market savings account at another domestic financial institution.
4. Set up recurring and future-dated transfers.
5. View cheque images.
6. Reorder Cheques.
7. Pay bills.
8. Receive e-Bills and reminders through Bill pay.
9. Change password, User ID, Security Image, security phrase, and Challenge Questions and/or Answers for the Online Banking service.
10. Online Banking Guarantee (Refer to Online Banking Agreement)
11. Retrieve User ID.
12. Reset Challenge Questions.
13. Get online statements.

## 7. THE IMPORTANCE OF E-BANKING IN BUSINESS

Businesses depend on efficient and immediate access to banking information for cash flow review, auditing and daily financial transaction processing. E-banking offers easy of accessibility, secure transactions and 24-hours banking options. Small businesses mostly rely on e-banking to eliminate runs to the bank and to make financial decisions with updated information. In an information-driven business climate, companies who do not use e-banking are at a competitive disadvantage.

### 7.1 ENABLES ACTIVITY REVIEW

Business owners, accounting officers and other approved employees can use routine banking activity such as deposits, cleared cheques and wired funds quickly and immediately through an online banking interface. This helps ensure the smooth processing of all banking transactions on a daily basis, rather than waiting for monthly statements. Errors or delays can be noted and resolved quickly, potentially before any business impact is felt.

### 7.2 ENABLES PRODUCTIVITY GAIN

E-Banking provides for productivity gains. Automating routine bill payments, minimizing the need to physically visit the bank and the ability to work on needed rather than on banking hours may decrease the time involved in performing routine banking activities. Further, online search tools, banking actions and other programs can allow staff members to research transactions and resolve banking actions and other programs can all staff members to research transactions and resolve banking problems on their own, without interacting with bank employees. In some cases, month-end reconciliations for credit card transactions and bank accounts can be automated by using e-banking files.

### 7.3 LOWERS BANKING COSTS

Mostly, banking relationships and costs are often based on resource requirements. Businesses that place more demands on banking employees and need more physical assistance with wire transfers, deposits, research requests and other banking activities often incur higher banking fees. Opting for e-banking minimizes business overhead and banking expenses.

### 7.4 REDUCES ERRORS

E-banking reduces banking errors. Automation of payments, wires or other consistent financial activities ensures payments are made on time and are helpful to prevent errors caused by keyboard slips or user error. Further electronic banking eliminates errors due to poor handwriting or mistaken information. In many cases, electronic files and daily reviews of banking data can be used to double or triple check vital accounting data, which increases the accuracy of financial statements.

### 7.5 REDUCED FRAUD

Increased scrutiny of corporate finances through audits and anti-fraud measures requires a high level of visibility for all financial transactions. Relying on e-banking provides an electronic footprint for all accounting personnel, managers and business owners who modify banking activities. E-banking offers visibility into banking activities, which makes it harder for under-the-table or fraudulent activities to occur.

## 8. KEY BENEFITS OF INTERNET BANKING

There are plenty of benefits offered by banks to customers who adopt internet banking:

### 8.1 FASTER AND CONVENIENCE FOR CUSTOMER

Convenience is the most important benefits that outweigh any shortcoming of internet banking. Making transactions and payments right from the comfort of home or office at the click of a button without even having to step out is a facility none can forego or forget. Keeping a track of accounts through the Internet is much faster and convenient as compared to going to the bank for the same. Even non-transactional facilities such as ordering cheque books online, updating accounts, enquiring about interest rates of various financial products, etc., become much simpler on the Internet.

### 8.2 OFFERS BETTER RATES

The banks stand to gain significantly by the use of Internet banking as it implies lesser physical effort from their side. The need to acquire larger spaces for offices and employ more staff to deal with customers is significantly reduced making it financially beneficial to the banks. This means that a portion of saving accrued can be passed on to the customers in terms of higher rates on deposits and lower rates on loans. To encourage Internet banking most banks, offer minimum or no deposit accounts for online banking and lower penalties on early withdrawal of fixed deposits.

### 8.3 OFFERS A LOT OF SERVICES

Technology has made it extremely convenient for the bank as well as the customer to access to a host of wonderful services by simply logging in. These services include financial planning capabilities, functional budgeting and forecasting tools, loan calculators, investment analysis tools and equity trading platforms, which are available as simple applications on the bank's website. Additionally, most banks also provide the facility of online tax forms and tax preparation.

### 8.4 OFFERS MOBILITY

Internet banking has a step further in the last few years in the form of mobile Internet banking, which accords unlimited mobility to the customer who can now handle financial transactions even while on the move.

### 8.5 ORGANIZATIONAL EFFICIENCY AND PAPERLESS TRANSACTION

Another important benefit of the concept of Internet banking is that it is good for the environment as it cuts down the usage of paper, reduces pollution as people do not have to travel physically and also does not add emissions.

### 8.6 ENSURES EFFICIENCY IN OPERATION

Banks can become more efficient than they already are by providing Internet access for their customers. The Internet provides the bank with an almost paperless system.

### 8.7 BETTER CUSTOMER RELATION AND SATISFACTION

Banking on the Internet not only allows the customer to have a full range of services available to them but it also allows them some services not offered at any of the branches. The person does not have to go to a branch where that service may or may not be offered. A person can print the information, forms, and applications via the Internet and be able to search for information efficiently instead of waiting in line and asking a teller. With more better and faster options a bank will surely be able to create better customer relations and satisfaction.

### 8.8 ENHANCING IMAGE

A bank seems more state of the art to a customer if they offer Internet access. A person may not want to use Internet banking but having the service available gives a person the feeling that their bank is on the cutting image.

### 8.9 BILL PAY

Bill pay is a service offered through Internet banking that allows the customer to set up bill payment to just about anyone. Customer can select the person or company whom he wants to make a payment and Bill pay will withdraw the money from his account and send the payee a paper cheque or an electronic payment.

### 8.10 OTHER IMPORTANT FACILITIES

E-banking gives customer the control over nearly every aspect of managing his bank accounts. Besides the customers can, buy and sell securities, check stock market information, check currency rates, check balances, see which cheques are cleared, transfer money, view transaction history and avoid going to an actual bank. The best benefit is that Internet banking is free. At many banks the customer doesn't have to maintain a required minimum balance. The second big benefit is it offers better interest rates for the customer.

## 9. DRAWBACKS OF INTERNET BANKING

However, the current trend of exclusively using the online mode to make all kinds of transactions has a few pitfalls, which may prove costly in the long run unless guarded against from the beginning.

**9.1 DIFFICULTY IN MAINTAINING PERSONAL RELATIONSHIP**

Online transactions have only a little opportunity to create and maintain a close relationship with the banker, which the traditional visit to the branch office used to foster. The manager has many discretionary powers such as waiving of penal interest or service fees, which were often taken advantage of by better acquaintance with the staff additionally personal contact also, meant that the banker would provide essential financial advice and insights, which are beneficial to the customer.

**9.2 NOT POSSIBLE TO HANDLE COMPLEX TRANSACTIONS**

There are many complex transactions that can be sorted only when there is a face to face discussion with the manager. Such transactions cannot be handled through Internet banking. Solving specific issues and complaints requires physical visit to the bank and cannot be achieved through the Internet. Online communication is neither clear nor pin pointed to help resolve many complex service issues. Certain services such as the notarization and bank signature guarantee cannot be accomplished online.

**9.3 DIFFICULTY IN ENSURING SECURITY**

Ensuring safety is the biggest pitfall of the Internet banking scheme, which needs to be guarded against by the common customer. Besides the host of sophisticated encryption software is designed to protect your account there is always a scope of hacking by smart elements in the cyber world. Hacker attacks, phishing, malware and other unauthorized activity are not uncommon on the Net. Identity theft is yet another area of grave concern for those who rely exclusively on Internet banking. Most banks have made it mandatory to display scanned copies of cleared cheques online to prevent identity theft. It is essential to check bank's security policies and protections while opening an account and commencing the usage of online banking facilities.

Online banking is definitely a significant move in the right direction as far as the convenience of the customer as well as the banker are concerned but it must be applied with adequate precaution to avoid falling prey to unscrupulous elements poaching the internet.

**10. CONCLUSION**

Many banks have their own websites that offer banking facilities on the Internet. Internet banking has the protection and regulatory approvals. Internet banking is one of the most powerful ways to manage the customer accounts. The customers can operate their accounts, Such as savings account, credit card, or a loan account through the Internet. Each customer is given a unique user ID and password for the purpose of accessing Internet banking. With the help of user ID and password, the customers can log on to their accounts and carry out the transactions. Internet banking transmits data on a real time base to the core system of the bank. It helps the customers to virtually operate their account in the bank's core system without any intervention by the bank officials. E-banking service that provide opportunity to gain access to their accounts, execute transactions, and obtain information on financial products and services through a public or private network, including the internet services

**REFERENCES**

1. Dixit, N. and Datta, SK. (2010), "Acceptance of E banking among adult customers: An empirical investigation in India," *Journal of International banking and E-commerce*. Vol.15, No.2, pp. 1-17.
2. Khalfan, A.M.S., AlRefaei, Y.S. and Al-Hajery, M. (2006), "Factors influencing the adoption of internet banking in Oman: a descriptive case study analysis," *International Journal of financial services Management*, Vol. 1, No. (2-3), pp.155-172.
3. Kolodinsky, J.M., Hogarth, J.M., and Hilgert, M.A. (2004). "The Adoption of Electronic Banking Technologies by US consumers," *International Journal of bank Marketing*, Vol.22, No.4, pp. 238-59.
4. Liao, Z., and Cheung, M.T. (2008). "Measuring consumer Satisfaction internet banking: a core frame work," *Communication of the ACM*," Vol.51, No.4, pp. 47-51.
5. Lichtenstein, S., and Williamson, K. (2006), "Understanding consumer adoption of internet banking: An interpretive study in the Australian Banking context," *Journal of Electronic commerce Research*., Vol.7, No.2, pp. 50-66.
6. Mallat, N., Rossi, M., and Tuunainen, V.K. (2004), "Mobile Banking services," *Communications of the ACM*., Vol.47, No. 5, pp. 42-46.
7. Poon, W.C. (2008). "Users' adoption of e-banking services: the Malaysian perspective," *Journal of business & industrial marketing*, Vol. 23 No. 1, pp. 59-69.
8. Pyun, C.S., Scruggs, L., and Nam, K. (2002), "Internet banking in the US, Japan and Europe,". *Multinational Business Review*, Vol.10, No. 2, pp. 72-81.
9. Sharma, S., Sing, V.K., Kishore, J., and Sharma, N. (2014), "A study on customer perception towards service Quality and Delivery with Reference to E-Banking," *Research Journal of Economics & Business Studies*, Vol. 03, No. 04, pp. 27-35.
10. Sounthard, P.B., and Siau, K. (2004), "A survey of online e-banking retail initiatives," *Communications of the ACM*, Vol. 47, No.10, pp 99-102.
11. Stamoulis, D.S. (2000), "How banks fit in an internet Commerce business activities model," *Journal of internet banking and commerce*, Vol. 5, No.1, pp. 77-83.
12. Wan, W.W., Luk, C.L. and Chow, C.W. (2005). "Customers' adoption of banking channels in Hong Kong," *International Journal of bank marketing*, Vol. 22, No.3, pp. 255-272.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

