



Impact of Digital Technology and E-Learning to Enhance the Employability Skills of Commerce Graduates

Agnes Emilda K P¹, Sanjana H², Tinku L³

2nd Year M.Com (FA), Jyoti Nivas College Autonomous, PG Centre, Bangalore

ABSTARCT

When the need for something becomes essential, you are forced to find ways of achieving it. All inventions are a result of necessities so is our adoption technology during these pandemic circumstances. Besides the fact that we are in the information era which has witnessed a revolutionary effect on the knowledge acquisition of an individual to sustain in the competitive scenario. The full time of the digital life which is expected to acquire. The Information and Communication Technology skills aids in surviving in the virtual world and also being successful in career. The advent of digital tools and networking facilities setting an electronic platform for student fraternity to further develop their employability abilities. The presentation of Digital Technology supported the cycle and centre abilities of a person with high self-assurance, an interaction expertise quality of the employability abilities to make progress in the work market. This paper is an investigation of the meaning of enhanced learning by the influence of digital technology to improve the employability capability of business graduates as computerized skill is normal for better work possibilities. This study is majorly emphasized on understanding the Impact of digital technology and employability of the graduates.

Keywords: ICT, Pandemic, Virtual World, Digital Tools, Enhanced Learning

I. INTRODUCTION

India being one of the rapidly growing economies in the world and with liberalisation, privatisation and globalisation it is dignified to expedite. But the query emerges whether we are in point of fact primed for this development. Whether students are competent enough to engage wide-ranging and be a partner in this development contrivance. The retort is absolutely certain. As a matter of fact education, lifelong learning and training is indispensable, but by themselves exiguous to succour solitary up to the mark and competent jobs. The employability synopsis of graduates in India is indisputably a sector of great responsibility. In latter-day information Communication Technology plays a significant role for the employability framework in India. The earlier postulation of literate and illiterate society has been replaced by digital transformation.

The metamorphosis from conventional contemporary modus operandi of learning to the contemporary means of virtual learning has transpired in India at a higher stride, though the educational institutions go after the technology at a lumbering pace. The e-learning revolution with the e-commerce entry and its impact on the employability of commerce graduates is a thought-provoking study in the neoteric cut-throat sphere. There is an outright obligatory for the commerce graduates to enhance their professionalism anticipated to the discrepancy of professionalism with the revamping commerce structure in the contemporary frame of reference.

The contemporary commerce structure is with global grade of touchstone at all practical extent and contemplate the young graduates to be accoutred with the technological efficiency to keep pace with the competitive world. This study is intended to find the impact of learning by the influence of digital technology on the employability skills of commerce graduates. The commerce graduates should possess digital efficiency. Digital Technology as a consequential versatility gets a load by the employer to engross commerce graduates for a placement. All the institutions do not deliver the infrastructure amenity with the digital infrastructure, but specific advanced institutions with a supplemental investment had instigated it. This will certainly magnify the employability prospects of the students, as they get exposure to activities such as interactive webinars, conferencing both audio and videos, access to expert sessions through the internet, CEO and industrialist talk, web blogs which considers a determined topic with inputs from diverse component of industry in distinct streams and ingress to research-based articles in refereed journals through e-learning digital library.

“Employability is a set of achievements- skills, knowledge and personal attributes- that make an individual more likely to gain employment and be successful in their chosen occupations, which benefit themselves, the workforce, the community and the economy.”

The term employability refers to an individual who possesses competency, attributes and certain abilities to get a job and to be eminent in his job. The employee must have all the potentiality that is expected. It has been expected that holding a higher degree can persuade obtaining a superior and satisfactory job. Higher education can originate employability among the students. A student must possess soft skills along with the command over the subject.

Most of the literature with respect to employability has discovered that there exists a gap between the need of the employer and skill levels of the students that exists in the contemporary framework. There is a certain demand from the employer that they are examining people who do not have primary skills but a diversity of knowledge that assists them to attain optimization. This study discovers that employers evaluate generic employability skills rather than specific occupational skills that are necessary for prolonged growth in the organization.

II. REVIEW OF LITERATURE

Horton (2001) characterized e-learning as the use of web and computerized advancements to make encounters that teach human assets. E-learning incorporates all types of electronically upheld learning and instructing and computerized advancements that are embraced for the working which upholds in moving of abilities and information (**Ionescu, A. 2012**). E-learning can possibly change the manner in which we teach to learn and how we teach (**Marc, Rosenberg, 2001**). Computerized Technology is characterized as any cycle where the educator or student utilizes advanced gear like a PC (or a Laptop, tablet, MP3 player, or control centre) to get to computerized devices like learning stages and virtual learning conditions, or potentially enhanced learning by the influence of digital technology assets (like exercises, tests, learning helps and games) to work on their insight and abilities. The learning hub in e-learning consists of digital class; Wi-Fi enabled campus, e-books access, free or paid through the online library, usage of digital technology in the learning process. The digital tools, if used efficiently, will build skills such as interactivity, critical thinking, collaboration among the students and initiate e-commerce links to the learning process. (**Lou et al, 2001**).

III. RESEARCH METHDOLOGY

a. Background of the Study:

Digital technologies are electronic apparatuses, frameworks, gadgets and assets that produce, store or interact information. Notable models incorporate web-based media, internet games, sight and sound and cell phones. Advanced learning is any type of learning that uses technology. It can happen across all curriculum learning areas. Although digital technology can impact society in a negative manner, most of the impact is positive. It helps make our lives better. Digital Marketing Services also helps people become more efficient and this leads to increased productivity. Technology also enables us to save time and money. Digital technology makes it easy to keep in contact with friends, family, and work remotely, even if you are in another part of the world. Communication Speeds, Versatile Working, Learning Opportunities, Automation, Information, Storage, Editing. There are many more reasons that range from promotion of exports to further developing straightforwardness of doing business.

b. Research Problem:

Globalization and liberalization have become prevalent in various business sectors which has a huge impact on the overall economic growth of the country in a significant manner. To survive and grow in this economic order, rational and educational technologies policies are being adopted by every country. India has also fallen in line with the requirements and has been initiating modifications in enhancing the employability. The recent concept of digital technology of learning is considered as a pioneer in the economic restructuring in general and enhancing employment in the area.

There is a need to make an in-depth study on digital learning and its impact on various commerce graduates and their perception on technology of digital learning which mainly based on the primary data gathered from students on enhancing the technology of digital learning to derive the results which can be of much significance to frame employment opportunity by the government in the near future. Hence, in order to fulfill the research, gap this study titled "Impact of digital technology on learning to enhance the employability of commerce graduates" was conducted

c. Scope of the Study:

The appearance of computerized correspondence innovation in the scholastic field essentially affected advanced education. The new age is more disposed to get data from the electronic learning and the admittance to the web has profoundly changed the learning strategy of the alumni. The upside of e-learning will help the alumni if the appropriate arrangement of the innovation is finished with instructional method joined with educator's productivity in conferring it. The youthful age is completely drawn in with innovation, which propels them to acquire expertise in their interested topics of study. There are several ways Digital Technology has been improving the proficiency of the instruction framework, there is promising proof that a person's employability abilities are additionally improved with the expertise of computerized innovation. It's obviously true that ceaseless overhauling of abilities for employability is ordered for any work according to the unique states of the business. Digital assets combined with advanced instruments can increase knowledge and the career environment of a graduate and enable him to understand the career trends with the connection to the external world through the World Wide Web. This study is conducted to find out the views of understudies who have finished graduation and their employment capability among graduates,

post graduates and others with respect to digital learning technology in Bangalore city. Respondents are chosen from a single group which will give a wider difference in understanding. The scope of the study is limited to the concerned area, hence this study cannot be justified for enhancing digital learning employment compatibility in commerce graduates.

d. Objective of the Research:

- Foster the abilities and certainty of instructors in the suitable and powerful utilization of digital technology to support learning and teaching.
- Ensure Professional Standards for Registration and for Career-Long Professional Learning reflect the importance of digital technology and skills.
- Encourage curiosity, ingenuity, resourcefulness and discrimination.
- Stimulate self-confidence through the knowledge and application of technology.
- Develop practical skills through the creation of products/solutions. Promote effective, informed, appropriate communication.

e. Research Design:

Research design is an arrangement of conduction for assortment and examination of information in a way that expects to consolidate applicable to an exploration reason with economy in the system. The research designs adopted for the study are analytical in nature.

f. Types of Research

The research type adopted for the proposed study is evaluative and descriptive in nature. Purposes of descriptive research have been identified in the literature, to describe systematically and accurately the facts and qualities of a given populace or space of revenue; to give a precise depiction or record of attributes of a specific individual, circumstance or any gathering, these investigations are a mean of finding new significance, portraying what exists, deciding the recurrence with which something happens or categorizing information.

Descriptive research includes gathering mathematics through self-reports collected, through questionnaires or interviews by phone or person, or on the other hand through perception. For present investigation, the exploration was an elucidating and end arrange.

g. Data Sources

Information of the study is been collected from both the sources of data i.e. primary and secondary data.

- **Primary Data:** primary data are those which are fresh and are gathered interestingly, and thus this end up being unique in character. Here primary data was collected through a structured questionnaire through direct personal interview i.e. open ended or close ended questionnaire.

- **Secondary Data:** secondary information are those which are have already been collected by someone else and which is already had been gone through factual interaction. For the examination, the secondary information is collected from various publications and journals, newspapers, books, , articles & websites.

h. Sample Size

This refers to the number of respondents to be selected from the constituted sample. The sample size of 30 investors was taken under this study.

i. Sampling Techniques

The sample technique adopted for this study is a random and convenient technique. Convenient sampling is a non-probability testing method that endeavours to acquire an example of advantageous elements. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. In this project, a questionnaire method was used for the collecting the data.

j. Tools of the Study

A structured questionnaire was designed to collect the response of people towards investment and particularly in equity. For this study researcher specifies certain tools such as tabular data, percentage analysis, graphs, excel, pie chart, chi square test, correlation coefficient, Mean and Median.

- a. Chi-square Test:** A chi-square (X^2) test is a measurable technique utilized by analysts to analyze the contracts between clear cut factors in a similar population. They need to estimate whether two random variables are independent.

Chi-square test is most useful when analysing cross tabulation of the survey response data, because cross tabulations reveal frequency and percentage of responses to questions by the various segments or categories of respondents (gender, education level, profession etc.,) the chi-square test informs researches about whether or not there is a statically significant difference between how the various segments or categories answered a given questions.

- b. Correlation Coefficient:** it is used to understand the nature of relationships between two individual variables. The connection coefficient is a factual proportion of the strength of the connection between the general developments of two factors. The qualities range between - 1.0 and 1.0. A determined number more noteworthy than 1.0 or not exactly - 1.0 implies that there was a mistake in the connection estimation. A connection of - 1.0 shows an ideal negative relationship, while a connection of 1.0 shows a perfect positive correlation. A correlation of 0.0 shows no linear relationship between the movements of the two variables.

- c. Mean and Median:**

The mean is the average of a data set. In means include every one of the numbers and afterward partition by the quantity of numbers. Median is the middle value in the list of numbers. To find the median, numbers

have to be listed in numerical order from smallest to largest, so you have to rewrite your list before finding the median.

d. Hypothesis

Null Hypothesis - There is no significant relationship between educational and group projects carried on through online courses

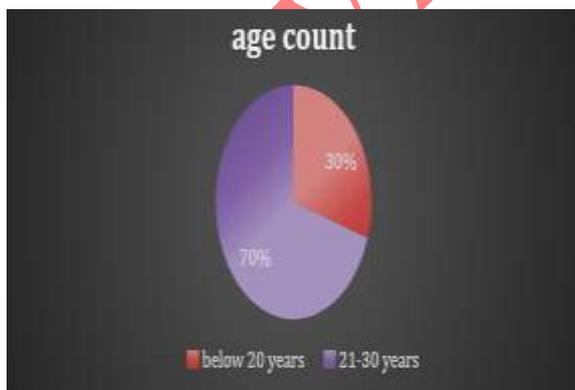
Alternative Hypothesis - There is significant relationship educational and group projects carried on through online courses

IV. DATA ANALYSIS

An analysis and the same has been interpreted at the concluding section of this paper under findings, suggestions made from the responses received from 30 sample graduate fraternity.

The information from primary data was verified for accuracy, adequacy to the objectives of this study. The data so obtained was coded and tabulated and also recorded for examination. This was finished utilizing Statistical Package for Social Sciences (SPSS.2.0). Examination of the whole information gathered from the poll was finished by applying different factual procedures like Tabulation, Graphs, Pie Charts, and so on, in an orderly way. The questionnaire is prepared in accordance with the objectives laid down for the study. It is designed to collect the primary data for the analysis of graduates' perception. The questionnaire contains various questions on the learning, based on experiences. The data of the project is collected through questionnaires, which tries to analyze students' attitude and perception towards e-learning. The descriptive statistics method was used to calculate the mean scores to find out the overall view and attitude of commerce graduates. The collected data is sorted out and analysed to prepare the final report. The tools and techniques used in the analysis are mean median, correlation coefficient and chi-square test.

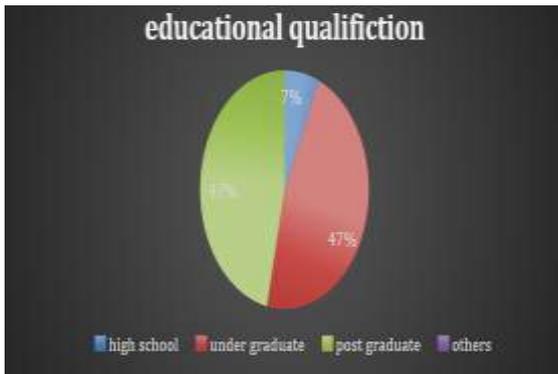
Graph 4.1: Age of the Respondents



Analysis

The above graphical representation shows that there are only 30% of respondents, which gives us the frequency of only 9 respondents. And 70% of Respondents, which gives us the count frequency of 21 respondents. Therefore, the absolute number of respondents is 30.

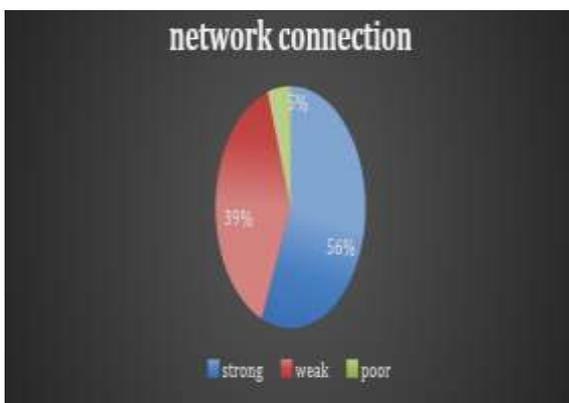
Graph 4.2: Educational Qualification of Respondents



Analysis:

The above graphical representation shows that there are only 7% of respondents, which gives us the count frequency of only 2 respondents. And 46% of Respondents, which gives us the count of 14 respondents. 47% of respondents, which gives us the count of 14 respondents.

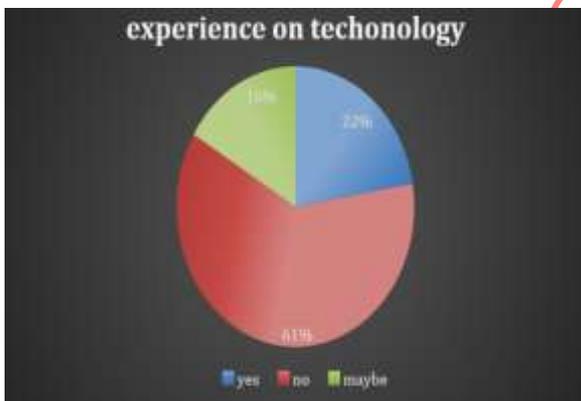
Graph 4.3: The Connection Of Network In Your Location



Analysis:

The above graphical representation shows that there are only 56% of respondents, which gives us the total count of only 16 respondents. And 39% of Respondents, which gives us the count of 11 respondents. 5% of respondents, which gives us the count frequency of respondents.

Graph 4.4: Experience On Technology Based Educational Application Used For Self-Learning



Analysis:

The above graphical representation shows that there are only 22% of respondents, which gives us the count of only 15 respondents. And 61% of Respondents, which gives us the count of 41 respondents. 17% of respondents, which gives us the count of 11 respondents. Therefore with the sample of a total 30 respondents.

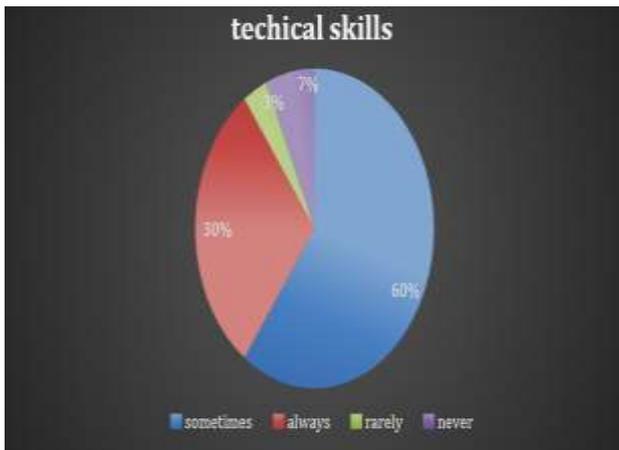
Graph 4.5: Online Learning Offer The Same Student Support Services As Traditional Colleges And Enhance The Student Employability Skills



Analysis:

The above graphical representation shows that there are only 23% of respondents, which gives us the count of only 7 respondents. And 20% of Respondents, which gives us the count of 6 respondent. 44% of respondents, which gives us the count frequency of 13 respondents. And finally 13% gives the total frequency of 4 respondents.

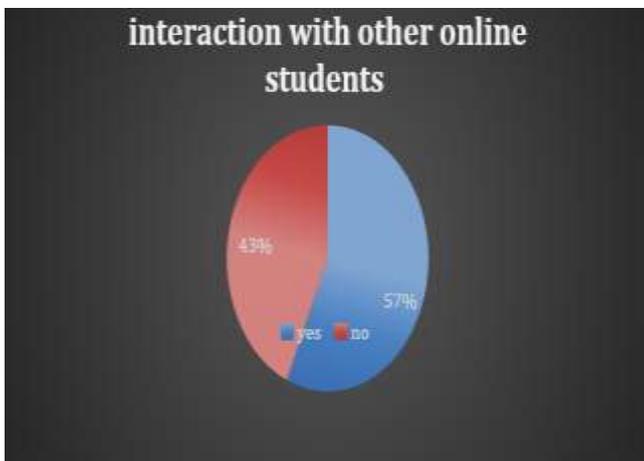
Graph 4.6: The Technical Skills Demand Met or Support For Online Students



Analysis:

The above graphical representation shows that there are only 60% of respondents, which gives us the count of only 18 respondents. And 30% of Respondents, which gives us the count of 09 respondents, only 3% of respondents, which gives us the count of 1 respondent. And with the 7% it gives the total frequency of 2 respondents.

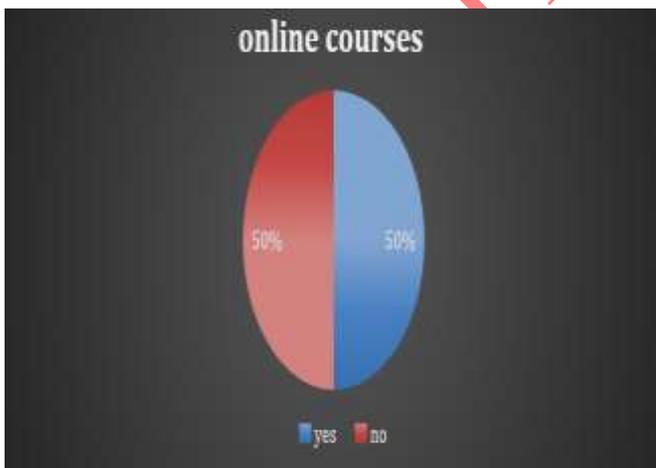
Graph 4.7: The Interaction With Other Online Students



Analysis:

The above graphical representation shows that there are only 57% of respondents, which gives us the count of only 17 respondents. And 43% of Respondents, which gives us the count of 13 respondents.

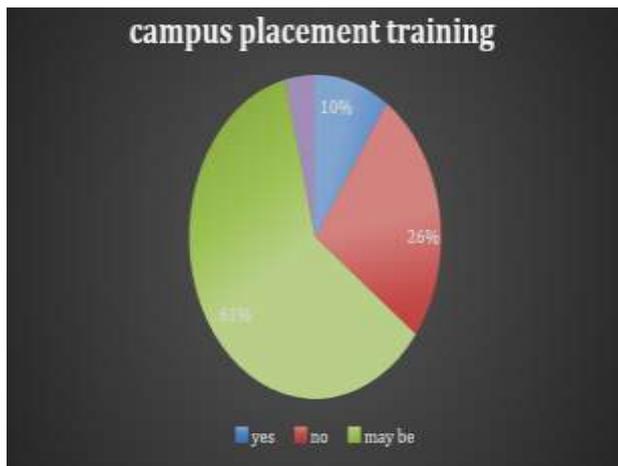
Graph 4.8: Their Group Projects Carried On Through Online Courses



Analysis:

The above graphical representation shows that there are only 50% of respondents, which gives us the count of only 15 respondents. And 50% of Respondents, which gives us the count of 15 respondents. Therefore with the total respondents of 30.

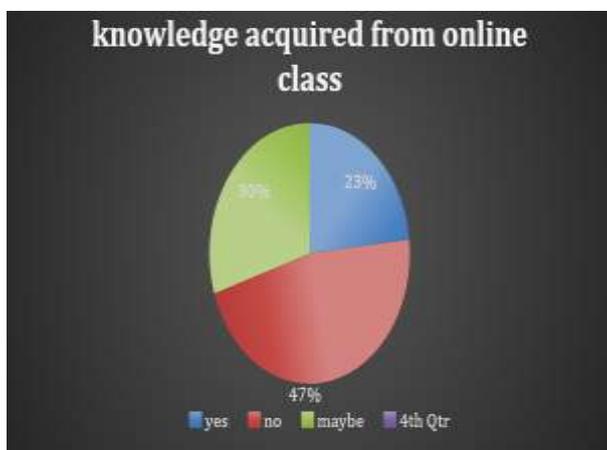
Graph 4.9: Campus Placement Training Delivered Through Online Been Beneficial To Students



Analysis:

The above graphical representation shows that there are only 10% of respondents, which gives us the count of only 3 respondents. And 27% of Respondents, which gives us the count of 8 respondents. 63% of respondents, which gives us the count of 19 respondents.

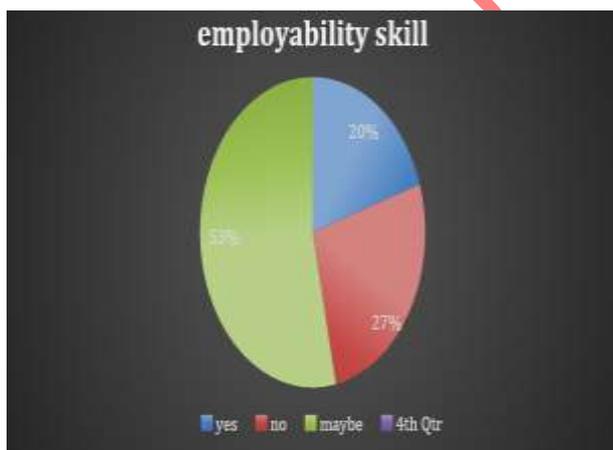
Graph 4.10: The Confidence To Face The Corporate World With The Knowledge Acquired From Online Class



Analysis:

The above graphical representation shows that there are only 23% of respondents, which gives us the count of only 7 respondents. And 47% of Respondents, which gives us the count of 14 respondents. 30% of respondents, which gives us the count of 9 respondents.

Graph 4.11: The Employability Skill Been Monitored and Guided Timely By Mentors



Analysis:

The above graphical representation shows that there are only 20% of respondents, which gives us the count frequency of only 6 respondents. And 27% of Respondents, which gives us the total frequency of 8 respondents. 53% of respondents, which gives us the count of 16 respondents.

Table 4.1: Cross Tabulation Of Educational Qualification And Group Projects Carried On Through Online Courses

Chi - square value (Pearson)	5.14
Correlation Coefficient value (Pearson)	0.327

Analysis:

From the above table we see that out of the total population of 30, the cross tabulation of educational qualification and group projects carried on through online courses points out the fact that most of the group projects are assigned to the graduates through online courses. Where the above table it is found that P-Value is 0.327 which is <0.81305 , therefore reject H_0 accept H_1

Interpretation:

In the process of adoption and utilisation of online platforms for the purpose of imparting knowledge and education assigning group projects are found to be of utmost effective since it also has an impact on team building, improving the communication among the individual as well assisting in imbibing various morale and ethics required in professional as well personal lives. This statement also proves the necessity of working in groups as we reach higher in the stream of education.

V. FINDINGS, SUGGESTIONS AND CONCLUSION.

These findings, suggestions and conclusions avail what has been found from the data procured.

a. FINDINGS

- The survey conducted on the E-learners has been found out that majority of the sample allotted the highest preference to the ease of availability of the course. The research also analysed that the sample considered the instructor of the course to have a significant role.
- The other factors determined state that technology that is required to undertake the course is also an important aspect for the learners.
- In the order of the statistical determination, it has been observed that the institution providing the course is also considered to be an important factor when selecting a course. Location and cost of the course were also determined to be important factors.
- However, the data analysis pointed out the flexibility of the time for undertaking. The course was given the least preference by the sample.
- Also, there was negligible difference of choices between the male and female persons in the sample. With reference to the relevance of the course materials; all age group of persons equated the same value to the factor.
- The sample also considered that the expectations of the instructors had been clearly stated to them during the course of the study.

- There was no noticeable variation between the various age groups of persons in the sample. When considering the workload against the credit hours allotted; both males and females stated the experience to be similar and no difference was observed.
- The following were the inferences obtained on analyzing the institution's support with regards to the facilities provided. They were analysed on the basis of whether the service was available on a mobile phone or not. With regards to accessing the library resources; a greater part of the students stated that the service was available on a mobile device.
- The research showed that a considerable amount of the students stated that they were able to check their grades online on a mobile phone.
- A majority of the students expressed that they were able to register for their courses online through a mobile phone while many stated that they were able to access financial aid information. With regards to the system; a clear majority of the students claimed that they were able to easily access the system for study purposes.
- Most students stated that they were able to order their transcripts online. A clear majority of the students expressed that they were able to access information about events and students activities from a mobile device.
- Additionally, almost all the students affirmed that they were able to schedule appointments through a mobile portal. In all of the factors, there was no marked difference between the responses received from male and female students.
- With regards to the institutional rating, both male and female rated the institution positively. There was no marked difference between their ratings. Both male and female counterparts stated that the institution had a good library resource. Similarly, a clear majority acknowledged that they were able to easily register for courses as well access their grades. Also, access to information with regards to financial aid and ordering transcripts was effortlessly available to them.
- A clear majority stated that they were able to obtain information about the various events of the institute as well as get information about a range of student clubs and organisations quite easily during the course of their study.
- Almost students expressed that they were able to schedule appointments with regards to obtaining academic advice or counselling sessions, practically all understudies expressed that they had the option to plan meetings with respect to acquiring scholarly guidance or directing meetings could be masterminded with no difficulty.
- The information derived that a striking greater part felt that they had the option to cooperate with their educators during the course conversations. A greater part of the sample also felt that on the overall the instructors were effective.
- A similar majority felt they found the instructors available for consultation during work hours or by appointment.
- The study also focused on analyzing which were the courses that were most preferred and the research pointed out that the management degrees have been preferred more than the other available graduate or post

graduate level courses. HR's that were interviewed stated that they preferred to recruit persons with a classroom taught degree as against a person from an e-learning course.

- However, majority stated that they consider e-learning courses as a value addition during the performance appraisal of the employees.

b. SUGGESTIONS

It has been found out from the research that Gender or age in the preference of E- learning courses remains insignificant. However, it has been found out that the male gender preferred the quality of the instructor and the technology of course. Therefore, these aspects must be highlighted when promoting the course.

This further gives insights on how the E- learning industry can increase its market presence in India with targeting the male audience for the courses. It has been observed that the female gender gave more importance to the location, time schedules and the availability of course material. Therefore the flexibility in the timings of the course could be an advantage to tap the market for female students.

The research survey undertaken proves that students gaining degrees from traditional classroom teaching courses are more preferred to the students pursuing the E- learning courses. The secondary researches state that there are various challenges that are faced by E- learners while undertaking the course. The respondents expressed that they had no trust on the credibility of the courses and the worth expansion that the E-adapting course will have on their vocation perspective. Additionally, another test that was expressed was the uniqueness in the mechanical advances with the understudies being not able to meet the developing changes and up-degrees required. These fundamental issues should be addressed in order to build the simplicity of undertaking the E-learning courses and in this way uplifting higher compatibility.

The research pointed out that there is still a higher preference being given by recruiters to persons with traditional classroom learning degrees as against those from E- learning courses. It is therefore suggested that more awareness must be created about the equivalence of the E- learning courses.

c. CONCLUSION

In general, it can be summarized that digitized e-Learning has its impact on the development of the process skills which reflects on the employability of the commerce graduates. Hence, the Government should focus to initiate strategic policies for 3 and teaching by highlighting its benefits in the academic institutions. As the corporate world demands commerce graduates sharpened with required skills on hiring the entry level commerce graduates, the challenge ahead is to overcome the roadblocks of the institutions to emerge a blended learning system in the virtual platform comprising both traditional and e-Learning.

BIBLIOGRAPHY

- <http://www.infidev.org/>
- <http://www.fis.ncsu.edu.upa/bibliography/show>
- <http://www.aacompcenter.org/cs/wested/view/tpc/12>
- www.knowledgeenterprise.org