UNIT 14   E-SERVICES

Structure

14.0   OBJECTIVES

After studying this unit, you should be able to:

- understand the concept of E-services and their various benefits;

- know about FinTech and various technologies used by it;

- describe the significance of internet in financial services;

- describe the significant patterns in the online travel administrations industry today;
- explain the significance of internet in auction services;
- highlight the aid of internet in learning;
- explain the significance of internet in publishing services; and
- describe the role of the internet in the entertainment industry.

14.1 INTRODUCTION

With the expanding demand of web-based business, more organizations are currently searching for better ways and means to upgrade their reasonable worth. Accordingly the electronic service industry is also growing. The new type of online business website architecture is moving towards the digitalization of numerous enterprises and the business association is furthermore realizing on their business engagements through it.

The time have gone when expansion and implementation required hundreds of years for execution, with introduction of technology and communication, there are a lot of alternatives for promotion, in reality, even a single individual can run an organization with simply a limited resources. The service industries (more formally termed as tertiary sector of industry' by economists) engross the provision of services to businesses as well as final consumers. Such services take account of accounting, tradesman ship (like mechanic or plumber services), computer services, restaurants, tourism, etc. Thus, service industries comprise a lot of other areas such as banking, communications, wholesale and retail trade, all professional services such as engineering, computer software development, and medicine, non-profits economic activities, all consumer services, and all government services, including defence and administration of justice etc.. This unit discusses in detail about various E-services which in real sense plays a pivotal role in technological era.

14.2 MEANING OF E-SERVICES

E-service is also known as an online service refers to any information and service provided over the Internet. These services not only allow subscribers to communicate with each other, but they also provide unlimited access to information. These services may be free or paid. Thus, E-Service comprises of the online services available on the Internet, whereby a suitable transaction of buying and selling is achievable, as opposed to the long-established websites, whereby only explanatory information are available, and no online transaction is made possible. Thus, e-service may also include e-Commerce, although it may also include non-commercial services (online),

Online service delivery is an effective way to build close relationships with customers, partners, and the public while simultaneously cutting costs and reducing delays. Increasingly, organizations across a number of sectors are

offering external-facing online services. The three main components of e-services are the service provider, service receiver and the channels of service delivery respectively.
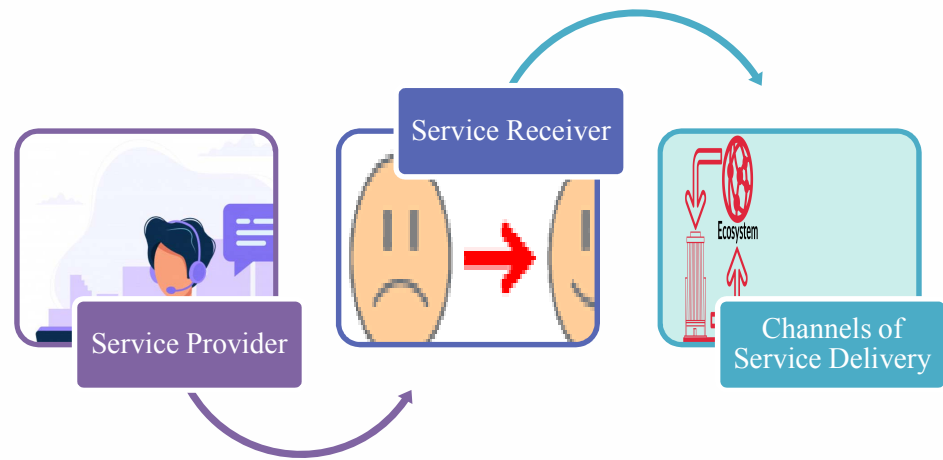

Fig 14.1: Components of E-services

For example, as concerned to public e-service, public agencies are the service provider and citizens as well as businesses are the service receiver. The channel of service delivery is the third requirement of e-service. Internet is the foremost channel of e-service delivery whereas other classic channels (e.g. telephone, call centre, public kiosk, mobile phone, television) are also well thought-out. There are various kinds of E-services such as;

- **Bookings systems:** Bookings for restaurants or reservations for a hotel can be managed online

- **Training courses:** Courses for training companies can be offered online etc.

- **Electronic governance or E-governance:** The four types of e-government services are Government-to-Citizen (G2C), Government-to-Business (G2B), Government-to-Employee (G2E), and Government-to-Government (G2G). Thus, Electronic governance or e-governance is the application of IT for delivering government services, exchange of information, communication transactions, integration of various stand-alone systems between governments to citizen (G2C), government-to-business (G2B), government-to-government (G2G), government-to-employees.

14.3 BENEFITS OF E-SERVICES

There are assured benefits of using online services and these services which can give organisation an edge in making available numerous benefits both tangible and intangible in nature.

Source: Indian Government Portal GOV.in

Fig 14.2: State Portal of Assam

Figure 14.2 is the State Portal of Assam, developed with an objective to enable a single window access to information and services being provided by the various Indian Government entities. This Portal is designed and developed by National Informatics Centre (NIC), Ministry of Electronics & Information Technology, Government of India. We can easily list a number of benefits e-services can provide to vendors and consumers and could be fruitful in both the aspects such as;

- Accessing a greater customer base
- Accessing a greater customer base.
- Alternative communication channel to customers
- Alternative communication channel to customers
- Broadening market reach
- Broadening market reach.
- Cost savings.
- Enhancing perceived company image
- Enhancing transparency
- E-services can provide flexibility to Save your changes and return later to complete your submission.
- Faster delivery of products.
- Gaining competitive advantages
- Global access, 24 hours a day, 7 days a week.
- Improved client service through greater flexibility.
- Increased professionalism.
- Increasing services to customers
- Less paper waste.
- Lowering of entry barrier to new markets and cost of acquiring new customers
- Lowering of entry barrier to new markets and cost of acquiring new customers.

- Online Services mean you complete the forms electronically, giving you more flexibility and control.
- Online Services or e-services are secure and convenient.
- Opportunities to manage your business from anywhere in the world.
- Potential for increasing Customer knowledge
- You can share your Username and Password with your trustees
- Independent Examiner or someone else who makes changes or submit the returns on your behalf.

14.4 FINTECH

Finance is seen as one of the industry's most vulnerable to disruption because financial services, are much like publishing, which are made of information rather than concrete goods.

FINTECH is a hybrid of the terms "finance" and "technology" and refers to any business that uses technology to enhance or automate financial services and processes. This is a broad and rapidly growing industry serving both consumers and businesses. Financial technology is the technology and innovation that aims to compete with traditional financial methods in the delivery of financial services. It is an emerging industry that uses technology to improve activities in finance. The tools and applications of FinTech affect almost every person who wants to make financial transactions. With the use of these services, consumers find easy-to-use peer-to-peer (P2P) and digital payment solutions to transfer money across regional and national borders.

The FinTech applications for internet business will permit retailers to catch a major portion of FinTech items deals. Expectations are that by 2040, practically all retail buys (95%) will be made on the web. On the off chance that these forecasts materialize, the worldwide retail web-based business and it will grow immensely. A major piece of the advantages of internet business for retailers will come from the online deals and acquisition of web-based business monetary administrations. It is an emerging industry that uses technology to improve activities in finance. The use of smartphone for mobile banking, investing, borrowing services, and crypto currency are examples of technologies aiming to make financial services more accessible to the general public.

14.4.1 Technologies Used By FinTech

Within the financial services industry, some of the used technologies include artificial intelligence (AI), big data, robotic process automation (RPA), and blockchain. A brief about all of these technologies in FinTech is explained below:

1. **Artificial Intelligence:** Artificial Intelligence is a general term for many different technologies. In terms of the "FinTech" industry, AI is used in various forms. AI algorithms can be used to predict changes in the stock market and give insight into the economy. AI is

used to provide insight on customer spending habits and allows financial institutions to better understand their clients.

Fig 14.3: Artificial Intelligence

2. **Chatbots:** A chatbot is a software application used to conduct an on-line chat conversation via text or text-to-speech, in place of providing direct contact with a live human agent. A chatbot is a type of software that can automate conversations and interact with people through messaging platforms. Chatbots are another AI-driven tool that banks and FinTech industries are using these days to help with customer service.

Fig 14.4: Chatbots

Deploying a chatbot saves time, money and resources. Improve Customer experience by providing faster resolution and better customer service. Thus also helps considerably in reducing operational cost.

3. **Big Data:** Big Data is another technology that financial institutions can utilize. In the finance sector, big data can be used to predict client investments and market changes and create new strategies and portfolios.

Fig 14.5: Big Data Analytics in Banking

Big Data can be used to analyze customer spending habits and therefore improve fraud detection. Big Data helps banks create segmented marketing strategies and can be used to optimize the operations of a company.

4. **Robotic Process Automation:** Robotic Process Automation is an artificial intelligence technology that focuses on automating specific repetitive tasks. In terms of FinTech, RPA is used to perform manual tasks that often are repetitive and completed daily.RPA helps to process financial information such as accounts payable and receivable more efficiently than the manual process and often more accurately. RPA can be used to increase the productivity of the financial company.

5. **Blockchain:** Blockchain is another financial technology that is being used in the industry. Out of all the "FinTech" technologies, blockchain was developed for the purposes of finance.The main feature of Blockchain in financial services is decentralization where it is not required to trust a third party to execute transactions. Though blockchain is still an emerging technology, many companies recognize the impact that it will have and are investing accordingly. In a nutshell, FinTech is the root of innovation operating at the intersection of financial services and technology.

Other forms of FinTech technologies act to supplement and enhance existing financial services. These include services such as transferring funds between banks by companies such as Plaid (company) and augmenting payroll services for consumers by companies such as Clair.

14.4.2 Increased FinTech Product Offerings

One incredible utilization of online business is to offer monetary types of assistance that broaden the things offered by banks. FinTech organizations may offer normal financial administrations in addition to different administrations, for example, exchanging unfamiliar money trade (Forex),

ventures, and protection. This is only the beginnings of a significant change brought about by the effective use of online business on banking and account. Here are some alternate ways that FinTech and web-based business influence one another:

1. **Advanced currency and crypto currency:** Actual money is being resigned in numerous countries to be supplanted by computerized adaptations of cash. This may move to digital money at last for its additional security assurances and handiness.

2. **Lasting digital archive records:** Blockchain innovation, which gets from cryptographic money applications, is currently used to make lasting encoded records of monetary exchanges that are public. There will be no requirement for people to keep any records/receipts when they can get to these perpetual records on the web. The utilization of blockchain innovation can decrease misrepresentation.

3. **Man-made brainpower and Big data mining:** Man-made brainpower (AI) is as of now being applied to examine Big Data and search for designs. Online retailers can lead to cross-reference buying movement with other Big Data measurements to foresee practices. Additionally, extortion can likewise be diminished by AI mining of Big Data to acquire bits of knowledge about examples of criminal conduct to help forestall it.

4. **Shared transactions:** Shared frameworks have just advanced that inter mediate the customary FinTech structures. Models are distributed loaning, crowd funding, and available to be purchased by-proprietor (FSBO) land exchanges. At the point when an immediate, individual to-individual, association is hardly made there is no requirement for middle people.

5. **Versatility:** Most online buyers routinely utilize a cell phone for web-based business. Entrepreneurs can utilize a cell phone for bank card buys with the assistance of a straightforward connection that is utilized to peruse a bank card. The framework sends the exchange over the portable organization for approval. This administration is helpful, the exchange charges are exceptionally serious, and there are no month to month expenses. It is anything but difficult to pursue this kind of administration for those with a dealer account on PayPal and other monetary frameworks.

6. **Personalization:** Utilizing AI chatbots for client assistance and complex information examination, by applying AI calculations to Big Data, it is conceivable to customize each client's experience. Additionally A1 based frameworks find out the long run individual requirements. This makes it simpler to have the option to more readily address these requirements later on and envision an individual's interests. The area of monetary assistance and Fin Tech items are converging with online business. The conventional actual limits of physical retail locations have vanished on the web. On the web, it is similarly as simple to purchase protection from a significant retail location all things considered from a protection

organization. Utilizing AI for client assistance replaces the requirement for an enormous human staff of trained professionals. The improvement in advanced preparing of complex exchanges utilizing blockchain innovation implies that a lot more things will be sold by online retailers, including things like homes and monetary items.

14.5   eFINANCIAL SERVICES

Financial services refer to economic services provided by various financial institutions that deal with the management of money. It is an intangible product of financial markets like loans, insurance, stocks, credit card, etc. As we know that financial services are the economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, and credit-card companies. Thus, financial services are products of institutions such as banking firms, insurance companies, investment funds, credit unions, brokerage firms, and consumer finance companies.

With the advent of technology, the prefix **'e'** has been added just to facilitate customer in a more agile way. It has been revolutionary in how internet business impacts banking. E-financial is a valuable online resource for finance, banking, accounting, and insurance domain. It is a key component of the financial system that facilitates financial transactions in an economy.

E-Financial services are an essential tool for economic growth as it brings together the one who needs funds and those who can supply funds. Financial services act as a barrier against risk arising from various unforeseen activities by insuring people against losses. These services are consumer-oriented as these are designed and provided in accordance with the needs of customers.

*Source:https://financialservices.gov.in

Fig 14.5: E-Financial Services

The mandate of the Department of Financial Services covers the functioning of Banks, Financial Institutions, Insurance Companies and the National Pension System. The Department is headed by the Secretary (FS) who is

assisted by three Additional Secretaries (AS), seven Joint Secretaries (JS), one Economic Advisers (EA) and a Deputy Director General (DDG).

14.6   eTRAVEL SERVICES

With the growing number of internet and smartphone users, the industry has progressed, and like any other online business it is shifting its focus to mobile. Web based business has changed the entire idea of movement and the travel industry. An e-travel is in a layman term is an action that covers the complete travel business world on the Internet (mainly travel websites). The use of these travel websites have immensely changed the way people used to plan their travel.

Table 14.1: FAQ related to E-travel Portal

How do E-travel companies provide hotel bookings? Do they work in real time? Do they customize software for every hotel?

This e-travelling aggregator is also known as an OTA (online travel Agent). They invest a lot of money in keeping their search in Google or other search engine at highest (Big SEO type). As far as the hotelier which make their accounts on to this OTA's (profile),where they can add their images and data such rooms and the rates for the rooms. There are two system working on their end

-Front end (where any customer can Book rooms)

-Extra net (where the hotel owner can see the bookings which made by customer on the front).

Now as soon as customer made a booking then it will remove 1 room from the extra net and only shows the remaining room at the front end, so when all rooms are sold it will not show at the front. This works in real time and can customise discouts/packages (Like complimentary breakfast or pickup - drop off facility)

Over all e-Travel services have changed lot many things and bring about some very important changes. It also signifies the following:

- Penetration of credit card usage on mobile phone is higher than on desktop.

- Initial discovery rate is higher on mobile as mobile is the first point of contact for the internet for a lot of people.

- Mobile usage is relatively higher on weekends.

- Other major trend of online travel industry is the interest of consumers in deals and packages.

Travel organizations would now be able to contact their worldwide crowd settling down anyplace on the planet and effectively counts their evaluating with rivals to empower them to offer their own clients the most ideal alternatives.

14.6.1 Services Offered Under E-Travel

eTravel offers multiple services like cruise, hotels, flights, cars making it an ideal system for all booking requirements. eTravel offers user friendly web system to book travel or reservations with ease

Below are some of the advantages of the online services in travel industry:

1. **Online booking:** Clients are not any more needed to visit travel agents. The entire booking framework is online with a doable instalment framework. Each framework works independently however the mix of this set-up is assisting with building and increment business.

2. **Overseeing recessions**: The web-based business industry has incredibly influenced downturns. A downturn is the time of misfortune that goes on for about half year. Online business innovation has presented the fast recuperation of downturn through its optimal answers for the issues that emerge.

3. **Computerization and networking:** GPS is perhaps the best innovation that encourages you in the business of movement and the travel industry. On the off chance that you'll look into any of the transportation administrations, internet business is the one thing that is assisting you with associating and offer the best administrations to the customers.

4. **Extra global market:** Web based business innovation gives you better skill about the extra market. The business movement is not restricted to a nation or a city it is all around the world focusing on its clients. Individuals would now be able to book their excursions to the extraordinary objections from anyplace, for example, their office or even the solace of their own homes.

5. **Ease of accessibility:** The technique cycles of business are currently as simple as connecting with the market. The travel planners would now be able to become more acquainted with the contenders and plan their business appropriately. Aside from the mounds of data, it gives to the simplicity of availability to the clients and contender conduct. It makes it all simple for individuals to interface and become together.

Table 14.4: Case Study of IRCTC

Indian Railway Catering and Tourism Corporation (IRCTC) are an Indian public sector undertaking that provides ticketing, catering, and tourism services to the Indian Railways. It was initially wholly owned by the Government of India, as a subsidiary of the Indian Railways, and operated under the administrative control of the Ministry of Railways, but now the company has been listed on the National Stock Exchange since 2019, with the Government continuing to hold majority ownership. IRCTC website is amongst the most viewed web-sites in the world, rankings under 750 top sites worldwide and under 50 top sites in India. On an average, 4.15 lakhs tickets are booked daily.
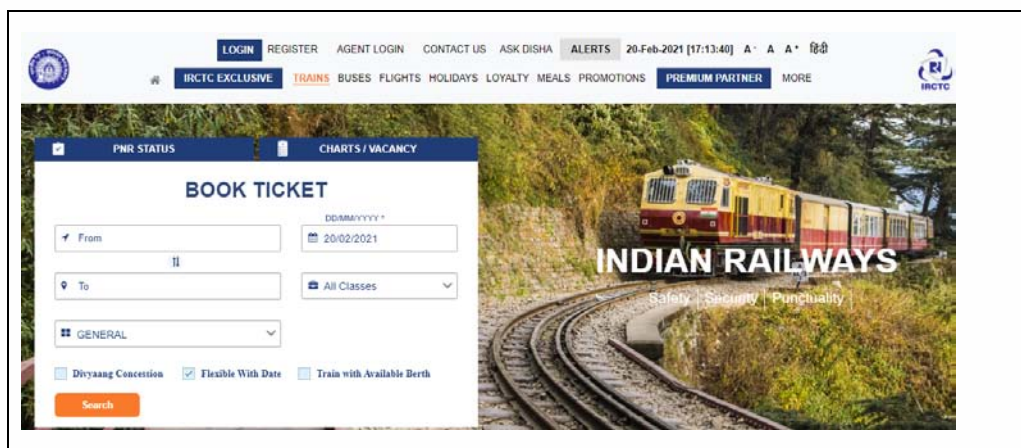
14.7   e-AUCTION SERVICES

eAuctions are online, real-time dynamic negotiations between a buying company and a number of pre-qualified suppliers who compete directly against each other to win the right to supply the specific goods or services that have clearly defined specifications for design, quality, quantity, delivery and related terms and conditions.

Utilizing eAuctionsenable streamlining procurement process, resulting in increased savings that reflects directly on bottom-line. So, this not only saves money on products and services but also saves valuable time to use on creating more value for instance, sourcing new suppliers. The advantages of using eAuctions are manifold. Some of its advantages are, Time Savings, Cost Savings, Achieving a Uniform Buying and Negotiation Process, Greater Market Transparency etc. There are two types of eAuctions:
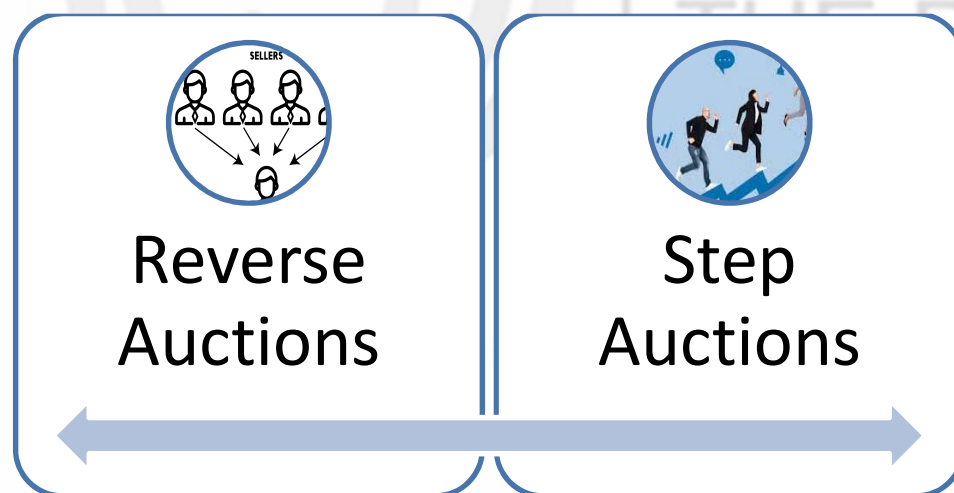
Fig 14.6: Reverse Auction v/s Step Auction

- **Reverse auctions:** A reverse auction is a type of auction in which the traditional roles of buyer and seller are reversed. Thus, there is one buyer and many potential sellers. In an ordinary auction, buyers compete to obtain goods or services by offering increasingly higher prices

- **Step Auctions:** In a step auctions, savings are generated because suppliers are unaware about their competitiveness compared to the other suppliers. In this format, suppliers have no transparency regarding their

position, how many suppliers are participating in the auction or the other suppliers' prices. The supplier can only see when their bid has been accepted or rejected. For this reason, a step auction can take place with only one supplier.

14.7.1 Examples of E-Auctions Services

● **General consumer auctions:** The best purchaser sell off Web destinations is eBay and the most well-known arrangement utilized is a modernized form of the English sale. Note that in the eBay English sale merchants are permitted to set a save cost. In this kind of sale, bidders are recorded, yet the offer sums are not unveiled until the sale is finished. This is a slight difference from the in-person English sale, but since eBay consistently shows a ceaselessly refreshed high offer sum, a bidder who screens the sale can see the offering design as it happens. The fundamental contrast between eBay and a live English sale is that bidders don't have the foggiest idea who to put which offer until the bartering is finished. The eBay English sale additionally permits merchants to indicate that a closeout be made private. In an eBay private sale, the site never reveals bidders' characters and the costs they offer. At the finish of the closeout, eBay informs just the dealer and the most noteworthy bidder. Another closeout type offered by eBay is an expanding value design for different thing barters that eBay calls a Dutch sale. This configuration is certifiably not a genuine Dutch closeout; however, is rather a Yankee sale.

Table 14.7: eBay sell off, bidders Case Study

eBay started out as Auction Web, an online auction portal that allowed interpersonal transactions. It was a first of its kind – a platform business model that generated revenue by drawing a transaction fee from the people and businesses that used the website for selling/buying products and services.

Today, eBay is a multibillion-dollar e-commerce platform linking millions of buyers and sellers across the globe. It allows consumer to consumer and business to consumer transactions. The platform is free of charge for buyers. The sellers receive a pre-determined number of free listings and are charged a fee for subsequent listings. eBay also generates revenue from the commission gained from product sales.

eBay currently operates across 30 different countries, serving as a traditional online shopping website (ebay.com) with thousands of different products in addition to offering services like online auction, event ticket trading (stubhub.com) and online classified ads. In one or the other sort of eBay sell off, bidders should continually screen the offering movement. All eBay barters have a base offered increase, the sum by which one offer should surpass the past offer, which is around 3 percent of the offer sum. To make offering simpler, eBay permits bidders to make an intermediary offer. In an intermediary offer, the bidder

determines a most extreme offer. In the event that that most extreme offer surpasses the current offer, the eBay site naturally enters an offer that is one least offer higher than the current offer. As new bidders enter the closeout, the eBay site programming consistently enters higher offers for all bidders who put intermediary offers. Despite the fact that this element is intended to cause offering to require less bidder consideration, if various bidders enter intermediary offers on one thing, the offering rises quickly to the most elevated intermediary offer advertised. This quick ascent in the current offer frequently happens in the end hours of an eBay closeout.

- **Specialty Consumer Auctions:** There are three broad categories of auction websites, general consumer auctions, speciality consumer auctions eBay in the overall customer sell off market, various firms have chosen to distinguish unique premium market targets and make particular Web closeout destinations that address the issues of those market sections. A few early Web closeout locales began by including innovation things, for example, PCs, PC parts, photographic hardware, and shopper gadgets.

- **Consumer Reverse Auctions and Group Purchasing Sites:** Another sort of business made conceivable by the Internet is the gathering buying webpage, which is like a customer turn around sell off. On a gathering buying site, the dealer posts a product with a cost. As individual purchasers enter offers on a thing (these offers are arrangements to get one unit of that product, however no cost is indicated), the site can arrange a superior cost with the product's supplier. The posted cost eventually diminishes as the quantity of offers increments, however just if the quantity of offers increments. Consequently, a gathering buying site develops various purchasers who will constrain the vender to decrease its cost. The impact is actually similar to the one accomplished by a buyer turn around sell off. The sorts of items that are ideal for bunch buying destinations are marked items with grounded notorieties. This permits purchasers to feel certain that they are getting a decent deal and are not compromising cost for diminished quality. The items ought to likewise have a high-worth to-measure proportion and ought not to be transitory.

- **Business-to-Business Auctions:** There are B2B auctions which are between business to business. Large Organisation regularly trans act unused or over stocked material have liquidation experts who discover purchasers for these unusable stock things. More modest organizations regularly offer their unusable and overabundance stock to liquidation merchants, which are firms that discover purchasers for these things. Online sales are the consistent expansion of these stock liquidation exercises to another and more productive channel, the Internet.

  Two of the three arising business-to-business Web closeout models are immediate relatives of these two customary techniques for dealing with abundance stock. In the huge organization model, the business makes its own closeout site that sells overabundance stock. In the little organization model, an outsider Web closeout website replaces the liquidation representative and sales abundance stock recorded on the webpage by various more modest merchants. The third business-to-business Web closeout model takes after purchaser online sell-offs. In

this model, another business element enters a market that needed effectiveness and makes a site at which purchasers and dealers who have not verifiably worked with one another can take an interest in sales. An elective execution of this model happens when a Web sell off replaces a current deals channel.

- **Business-to-Business Reverse Auctions:** In the past years, glass and building materials maker Owens Corning held in excess of 200 converse sales for an assortment of things including synthetic compounds (direct materials), transports (fixed resources), and line fittings (MRO). Owens Corning even held an opposite sale to purchase filtered water. Requesting that its providers offer has decreased the expense of those things by a normal of 10%. Since Owens Corning purchases billions of dollars' worth of materials, fixed resources, and MRO things every year, the potential for cost reserve funds is huge. Both the U.S. Naval force and the government's General Services Administration are exploring different avenues regarding reverse closeouts to procure a little piece of the billions of dollars' worth of materials and supplies they buy every year. Organizations that utilization switch barters incorporate Agilent, Bank One, Bechtel, Boeing, Raytheon, and Sony.

Not all organizations are excited about opposite sell-offs. Some buying heads contend that converse sell-offs cause providers to contend on cost alone, which can lead providers to compromise on quality or miss booked conveyance dates. Others contend that converse closeouts can be valuable for nonstrategic ware things with set up quality guidelines.

14.8 E-LEARNING

All of us have access to the internet and we use it for many different things like researching for some information for school and college projects, downloading music, pictures, wallpapers, emails, instant messaging, chats, and many other things.

One can educate oneself in the comfort of their own home and get a degree through the internet now. With the latest technology, even the impossible seems possible now.

E-Learning, or electronic learning, is the delivery of learning and training through digital resources. Although eLearning is based on formalized learning, it is provided through electronic devices such as computers, tablets and even cellular phones that are connected to the internet.

Benefits of eLearning

E-learning saves time and money. With online learning, learners can access content anywhere and anytime. E-learning is also cost-effective; companies save a substantial amount on the travel and accommodation costs of both learners and instructors, as well as the venue and materials.

SWAYAM (meaning 'Self') is a Sanskrit acronym that stands for "Study Webs of Active-Learning for Young Aspiring Minds" is an Indian Massive open **online course** (MOOC) platform. The platform offers free access to everyone and hosts **courses** from **class** 9 till post-graduation. SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

Courses delivered through SWAYAM are available free of cost to the learners, however learners wanting a SWAYAM certificate should register for the final proctored exams that come at a fee and attend in-person at designated centres on specified dates.

In order to ensure that best quality content is produced and delivered, nine National Coordinators have been appointed. They are:

- AICTE (All India Council for Technical Education) for self-paced and international courses
- NPTEL (National Programme on Technology Enhanced Learning) for Engineering
- UGC (University Grants Commission) for non technical post-graduation education
- CEC (Consortium for Educational Communication) for under-graduate education
- NCERT (National Council of Educational Research and Training) for school education
- NIOS (National Institute of Open Schooling) for school education
- IGNOU (Indira Gandhi National Open University) for out-of-school students
- IIMB (Indian Institute of Management, Bangalore) for management studies
- NITTTR (National Institute of Technical Teachers Training and Research) for Teacher Training programme

Source: https://swayam.gov.in [SWAYAM]

Check Your Progress A:

1. What are online services?

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2. Differentiate between speciality consumer auctions and business to business auctions.

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3. Explain the ease of accessibility in online travel services.

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4. How is Artificial intelligence leading to personalization in online banking services?

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14.10 ONLINE LEARNING

Online or web-based learning is schooling that happens over the Internet. It is frequently referred to as "e-learning" among different terms. We can say that, internet learning is only one kind of "distance learning" - the umbrella term for any discovering that happens across distance and not in a conventional mode of teaching learning. Distance learning has a long history and there are a few kinds accessible today, such as;

- **Correspondence Courses:** These are led through standard mail with little collaboration.

- **Tele courses:** Substance in tele courses is conveyed through radio or transmission.

- **Compact disc ROM Courses:** Under this preloaded study content is offered via compact discs.

- **Web based Learning:** These are offered via medium of internet.

- **Portable Learning:** This is offered by gadgets, for example, phones, PDAs and advanced sound players (iPods, MP3 players).

Internet learning acts as a catalist to educate and learn. There is a move away from top-down addressing and inactive understudies to a more intuitive, community-oriented methodology in which understudies and teacher co-make the learning cycle. The Instructor's job is transforming from the "sage on the stage" to "the guide as an afterthought."

Some of the fundamental focal points of online learning includes:

- **Convenience:** Online learning provides all day, every day access from any online PC; obliges occupied timetables; no driving, no looking for stopping.

- **Enhanced Learning:** Research shows expanded profundity of comprehension and maintenance obviously content; more significant conversations; accentuation on composing aptitudes, innovation abilities, and fundamental abilities like time the executives, freedom, and self-control.

- **Levelling of the Playing Field:** Students can set aside more effort to think and reflect prior to imparting; bashful understudies will in general flourish on the web; secrecy of the online climate.

- **Interaction:** Increased understudy to-educator and understudy to-understudy collaboration and conversation; a more understudy focused learning climate; less uninvolved tuning in and more dynamic learning; a more prominent feeling of connectedness, cooperative energy.

- **Innovative Teaching:** Student-focused methodologies; expanded assortment and inventiveness of learning exercises; address diverse learning styles; changes and enhancements can mean on-ground courses too

- **Improved Administration:** Time to look at understudy work all the more altogether; capacity to archive and record online cooperations; capacity to oversee evaluating on the web.

- **Savings:** Accommodate more understudies; expanded understudy fulfilment = higher maintenance and less rehashes.

- **Maximize Physical Resources:** Lessen request on restricted grounds foundation; decline clog nearby and parking garages.

- **Outreach:** Give understudies choices; arrive at new understudy markets; appeal to current understudies subsequently expanding enrolments.

14.11 e-PUBLISHING SERVICES

At first, development in the internet distributing commercial center was driven by the capability of new intelligent innovations and applications. The guarantee of new intuitive distributing caught the creative mind of both substance suppliers and the general population. Nonetheless, from 1993 to 1995 a lot of internet distributing was repressed by an absence of business reason. Around then, the substance creation side of internet distributing was overwhelmed by techno-adroit people who were not competent at selling and who did not comprehend the matter of distributing. Also, there were distributing organizations simply needed to be on the web without understanding the cycles and irritations.

As the underlying rapture wore off, distributers understood that basically having a presence on the web did not ensure benefits. They found that offering energizing innovation without convincing substance is inadequate to catch piece of the overall industry. These organizations are discovering that the most ideal approach to catch buyers' consideration is to build up a plan of action that permits the organization to offer one of a kind and important data, programming, and administrations.

Online distributers are growing new plans of action to charge clients straightforwardly and persuade them that such charges are defended. As an ever-increasing number of firms start to offer online substance, they are being compelled to change in accordance with new client perspectives in regards to evaluating. Distributers presently money their organizations by giving publicists mass business sectors for conveying their message as a trade-off for huge publicizing expenses. General society has been prepared to feel that the news, data, and amusement they get ought to be financed or almost free and that promoters will cover the tab. This methodology may not be feasible in the online medium when mass business sectors are re-put by clients choosing their data and conveyance strategies.

The early internet distributing pioneers are attempting to achieve a troublesome accomplishment. Paper and magazine distributers, a portion of the first to have a special interest in the internet, are dabbling with new promoting models for their juvenile web locales. As a rule, standard publicists have been restless about siphoning cash into a medium with a

group of people whose size and propensities are almost difficult to sort out. Because of moderately low promotion incomes, none of the Web distributers have made money. While advertisement incomes are not verging on covering costs now, they could fill considerably in coming a long time as the traffic increments and brand names become set up. Brand improvement is significant on the grounds that each time a client sits before a web program; she needs to settle on a choice about where to go. The better the brand, the more probable it is to spring up in the shopper's brain

14.11.1 Online Publishing Strategies

Similarly, as with any new turn of events, there are by and large three systems for distributing organizations to consider:

● **Early Movers:** These are exceptionally talented free distributers with existing admittance to such key capacities as immediate advertising and request satisfaction. These distributers have the ability to get the most noteworthy advantages from new media as their expectations to absorb information are a lot more limited than others, and they as of now have a significant number of the essential assets close by.

● **Watchers:** These are enormous distributing organizations that utilize scale-touchy financial matters. They are probably not going to see internet distributing as an adequately appealing channel until costs fall and dispersion broadens. This class incorporates distributers of unbranded or less unmistakable substance who can't draw in an adequately huge beginning customer establishment, just as engaged distributers in classifications not handily appropriate for the online medium.

● **Analyzers:** These are most of distributers that face either engaging quality or potentially expertise challenges. Assembled here are numerous multi class and claim to fame distributers who are contending effectively in conventional business sectors, who are questionable who will win in the online commercial center, and who neither need nor need to settle on a decision now. Analyzers likewise incorporate marked general distributers with hearty customer establishments and appealing dissemination diverts effectively set up. For this gathering, the online medium gives off an impression of being another option.

As a rule, distributers are instructing themselves about the expected chances without subscribing to anybody position. Those with solid brand pictures and existing purchaser establishments may decide to post-pone section until they find reasonable specialist co-ops and wholesalers. Distributers, for example, the Wall Street Journal and New York Times are participating in focused tests and pilot projects pointed toward realizing what web based distributing has to bring to the table, building required abilities, and investigating the appeal of expected channels. These tests regularly incorporate an ability building program just as an early notice framework so an organization can rapidly distinguish and re-act to changes inside the business or economy.

Content, motivators, administration, quality, and cost won't be sufficient to contend in this new climate. Speed of conveyance, packaging of items, and variety of decision additionally become basic achievement factors. Distributers should enhance continually and challenge present ideas if this type of business is to turn out to be broadly acknowledged and famous. Winning in internet distributing will involve growing new aptitudes in regions, for example, customized promoting, request handling and satisfaction, and client care just as re-learning the major standards concerning why individuals buy in.

14.11.2 Online Publishing Approaches

There are many online publishing approaches as explained below:

1. **Content distributing approaches:** There are four types of content distributing approaches as explained following:

    ● **The online chronicle approach:** This is new to the Web, yet is a sensible augmentation of the patterns in electronic conveyance in the course of recent years.

    ● **The new medium methodology:** This is more dubious and harder to execute, yet additionally energizing.

    ● **The distributing intermediation approach:** This is an online augmentation of the outsider distributor part disconnected.

    ● **The dynamic and without a moment to spare methodology:** In this methodology, content is amassed continuously and communicated in the organization most appropriate to the client's preferences and inclinations.

2. **The Online Archive Approach:** The online chronicle approach (counting bibliographic information bases and full-text search/recovery administrations) claims to corporate distributors and, somewhat, business distributors, (for example, scholastic or diary distributors) who have a current computerized document that they need to convey over the Web just as on paper, CD-ROM, or other media.

    An illustration of a bibliographic information base is MEDLINE, created by the National Library of Medicine (NLM), which obliges an expanding number of doctors who depend on online clinical information bases to stay up with the latest with the most recent turns of events and writing. The spread of PCs has empowered doctors to straightforwardly look through information bases utilized exclusively by bookkeepers previously. MEDLINE and other clinical information bases are accessible complimentary on the Internet.

3. **The New Medium Approach:** The new medium methodology (counting genuine - time news conveyance, customized news conveyance, and edutainment) expects to make new material for the Web-to regard the Web as its own medium, one meriting its own material. This methodology will have the most appeal to business print distributors, for

example, magazines, that see the Web as another option, not a substitution, for print distributions. For instance, Wired magazine sees practically nothing hybrid in substance between its magazine and its Hot Wired adventure. A few essayists may compose for both media, however separate substance streams will be produced for every medium.

This methodology right now makes them aware about the issues in view of mechanical constraints. For example, the arranging constraints of the Web are disappointing right now, yet with innovative progressions they will before long be failed to remember. The dissatisfactions are more than counterbalance the Web offers; its model is both telecom and discussion simultaneously. With web based distributing there might be a notable beginning stage, however with no controlling watchman; the ensuing worth added act of spontaneity from per users makes each online magazine a one-of-a-kind encounter.

Regardless of whether the innovation imperatives were survived, the assumptions for the Web are so not the same as print media that new substance, composed for a Web crowd, should be made. It rapidly becomes evident that under this model, the old standards don't work. The distributer surrenders its image name, however its scholarly substance, too-once the data is out there, it is no more, possessed. Confronted with that model, every one of a distributer can do is "be the first with the most fascinating stuff," a methodology that HotWired is taking in its endeavour to make a spot where per users can perceive what the world needs to state on a moment by minute premise.

4. **The Publishing Intermediation Approach:** The distributing intermediation approach (counting on the web indexes) misuses new help openings for go-betweens. For instance, in the developing business sector for instructive material, for example, course packs and other modified books, organizations offering material claimed by more than one distributer face the overwhelming assignment of getting authorizations. New associations that spend significant time in the administration of copyright leeway are arising as vital participants.

Online indexes are significant for a few reasons. Organizations and customers keen on directing electronic trade frequently battle to explore the Internet to make an electronic commercial center. Once on that rambling organization, they are experiencing difficulty finding different organizations, items, and administrations. The achievement of Yahoo's first sale of stock (IPO) underscores the significance of online indexes. Yippee (which represents Yet Another Hierarchical Officious Oracle) was made in 1994 by David Filo and Jerry Yang, two Stanford, University electrical designing PhD understudies who started DY assembling arrangements of their number one Web destinations. It proceeded to get perhaps the most well known methods for exploring around the Internet. Yippee is the primary spot a great many Internet clients go when they attempt to discover their way around the quickly developing Internet. At once, Yahoo was getting around 6 million guests for every day, which made it the second most dynamic Web webpage

close to Netscape's landing page. Unmistakably, there will be an interest for intermediation in light of the fact that there will al-ways be a requirement for a decent catalogue to assist individuals with finding merchandise, administrations, and items. What's to come is splendid for the distributing delegates who offer simplicity of activity, speed, and point by point data.

5. **The Dynamic and Just-in-Time Publishing Approach:** Online substance is not, at this point static data. Substance would now be able to be made continuously and communicated on the fly in the configuration most appropriate to the client's area, tastes, and inclinations. All the more critically, the substance motor perceives rehash guests to a website and arranges the Web pages to coordinate the person's known inclinations. For instance, a distributer wanting to send a huge item index will presently don't need to creator and update every individual Web page. All things considered, the components of each page-text, designs, video, and sound-are put away independently in an information base and used to make individualized pages on the fly as every client peruses the site.

14.11.3 Copyright Issues

Another central point of interest in web based distributing identifies with computerized copyrights. Powerful mechanical assurance instruments are essential to guaranteeing the accessibility of value content on the web. Today, distributers, for example, Addison- - Wesley just offer inventories or test determinations of works accessible on the web. They don't and can't offer more in light of the fact that in a climate where the way of life and innovation give so little assurance to the privileges of content makers, there is too extraordinary a danger to their protected innovation. The Internet makes it amazingly simple to duplicate, retransmit, and change works without the authorization or the copyright holder. Additionally, the advanced world has no worldwide limits, and policing is unthinkable since the degrees of assurances and assents against encroachment differ broadly in nations across the globe, which makes the danger considerably more noteworthy.

14.12 ONLINE ENTERTAINMENT

Utilizing the Internet has just reformed business, banking, individual correspondences and shopping. The entertainment industry is also not an exception to it.

The Online entertainment basically includes getting music and movies over the Internet. This can be either watched or tunned in to programs as they occur (live streaming) or to keep it on your gadget to appreciate sometime in the not too distant future based on your very own preference (downloading). There are various types of online diversion are accessible which includes Online books (digital books), Online music (streaming or downloading from collections, playlists or radio broadcasts), Online TV and film seeing (streaming or downloading), Online games etc.

Any cutting-edge web empowered gadget ought to have the option to get to online diversion. A PC, or tablet may be favoured by some for getting a charge out of visual media as the screens are bigger yet most cell phones with great quality screens are completely competent too. Music can be played back on numerous gadgets and you can utilize the earphone attachment found on most electrical gadgets to connect speakers or individual earphones/headphones. Benefits of getting to diversion on the web are convenience - browsing a wide scope of effectively got to material, Cost - capitalizing on free substance and Timing - picking when and where you see or tune in etc. Below explained are the examples of online entertainment services:

14.12.1 TV Online

- Television administrations are accessible for most significant stations and there are a couple of various manners by which you can stream the substance. Watch recorded TV shows which are put away online after their unique transmission. Watch live TV which shows programs progressively (you need a TV permit for this) YouTube Massively famous for everything from music recordings, full TV projects and movies just as senseless clips. YouTube is free and perhaps the simplest real time feature to utilize. BBC iPlayer Streaming is getting progressively critical to the BBC and by utilizing their own iPlayer administration you can get to TV and radio yield that is both live and recently recorded. In the event that you stream any 'live' TV content you should have a TV permit despite the fact that in the event that you just utilize the administration for documented material (for example shows that have just been communicated) this doesn't make a difference. Comparative choices are accessible from other earthly TV channels like ITV, ITV Player, Channel 4: 4 On Demand, Channel 5: Demand 5 etc.

- **Film:** Those with memberships to administrations, for example, LoveFilm and Netflix can likewise get to a scope of movies on the web. Comparative administrations are likewise accessible to supporters of computerized TV bundles, (for example, Virgin Media or Sky) and permit clients to login to their record and view films on the web. Watch late deliveries and old movies online through streaming. A solid web association and a lot of information stipends will be expected to devour this measure of information. Most films require "buffering" to permit the substance to be seen and in the event that you are in a territory with restricted network, at that point this may be influenced Netflix Originally began as a DVD conveyance administration, Netflix currently offers an immense scope of movies, TV shows and a developing choice of unique substance all as 'on interest' streams. This is a paid for administration despite the fact that you might have the option to get a free one-month preliminary. Amazon Instant Video Formerly LoveFilm until February 2014, Amazon Instant Video offers a lease and purchase administration with admittance to in excess of 50,000 advanced motion pictures and TV scenes. A 30-day free preliminary can be accessible while Prime Instant Video offers a membership administration.

14.12.2 Book

Digital books can be gotten to online to give clients the opportunity to peruse from gadgets. Quest for well-known titles, new deliveries or old book. Enjoy a scope of free downloadable books with certain assistance (Kindle and so forth). Purchase new books to peruse on applications downloaded on your PC or explicit tablet devices. Download bought books to your tablet to appreciate progressing Google Play Many individuals have tablets or cell phones which utilize the Android working framework and Google Play is the authoritative source to download films, TV shows and significantly more. Windows Phone App Store This is intended for use with Windows Phone gadgets and furthermore offers admittance to an extraordinary scope of substance to download on the gadget.

14.12.3 Radio

Radio just as getting to music as individual records; you can likewise get to online radio broadcasts to appreciate later or old hits. Visit the site of the radio broadcast you need to tune in to listen to live transmissions to hear the most recent music, news and critique Listed to web recordings or meetings put away on the radio site BBC Radio Listen to shows from any of the BBC Radio channels, including live streaming and past shows. Web Radio a live streaming radio website that incorporates large numbers of the UK's driving stations, Internet Radio offers a support that can turn any PC, tablet or telephone into a radio. Various radio broadcasts can likewise be gotten to straightforwardly internet, including the accompanying: Heart FM Kerrang Capital FM Magic Kiss FM Absolute Radio.

14.12.4.1   OTT (Over-The-Top)

OTT also known as Over-The-Top platforms are the content providers growing exponentially as more people switch to online channels for entertainment. An over-the-top media service is a streaming media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the companies that traditionally act as a controller or distributor of such content. According to comScore, around 50 million households across the world, today have OTT video, which they consume in the same time-of-day pattern as traditional TV viewers. It is safe to say that the video medium is being reshaped by OTT video streaming providers.

Fig 14.7: OTT Platforms

For a regular user of the Internet, an "OTT app or service" is something like:

* YouTube, Hulu, Netflix or Apple TV for streaming video

* Skype or Facetime for voice/video calls

* WhatsApp or iMessage for messages on a mobile device

* Xbox 360 or World of Warcraft for gaming

OTT in Indian Perspectives

OTT have a great impact and have strategic implications which have changed the dynamics of the video streaming industry especially the OTT services in India. The OTT services have powered the 3rd era of television where the video streaming platform has advanced by adapting formats, enhancing content delivery over networks, seamlessly connected devices and monetization technology. This advent has brought IP video closer to the consumer as well as to businesses.

The increasing penetration of the internet and mobile devices has conveniently spread the mantra of 'anything, anytime, anywhere' which has turned up as the success key for driving the future of OTT services in India. This fairly bright future is observed across all genres of content i.e text, music or video. With improved cellular networks, access to the internet has improved which has made the digital ecosystem even more capable of getting the content consumed also the total spend of mobile and entertainment has exponentially increased because India is approximately adding 40 million new internet users every year.

Check Your Progress B:

1. How is the internet helping copyright issue of publishing services?

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2. Explain web communities in the second wave of electronic commerce?

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3. What do you understand by digital books?

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4. What are the benefits of getting to diversion on the web?

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14.13   LET US SUM UP

With the expanding request of web-based business, more organizations are currently searching for better thoughts and occasions to upgrade their reasonable worth. Presumably the electronic trade industry is presently the piece of pretty much every business. The new time of online business website architecture is moving towards the digitalization of numerous enterprises and the movement business is additionally actualizing their business arrangements through it.

Finance is seen as one of the industry's most vulnerable to disruption by software because financial services, much like publishing, are made of information rather than concrete goods. FINTECH is a portmanteau of the terms "finance" and "technology" and refers to any business that uses technology to enhance or automate financial services and processes. The term is a broad and rapidly growing industry serving both consumers and businesses. Financial technology is the technology and innovation that aims to compete with traditional financial methods in the delivery of financial services.

One incredible utilization of online business is to offer monetary types of assistance that broaden the things offered by banks. FinTech organizations may offer normal financial administrations in addition to different administrations. Some alternate ways that FinTech and web-based business sway one another are Advanced currency and crypto currency, Administrations for the unbanked, Lasting digital archive records, Man-made brainpower and Big data mining, Shared transactions, Versatility, Personalization etc.

Travel organizations would now be able to contact your worldwide crowd settling down anywhere on the planet and effectively count their evaluation with rivals to empower them to offer their own clients the ideal alternatives. Some advantages of the online services in the travel industry are Online Booking, Overseeing Recessions, Computerization and Networking, Extra Global Market, Ease of access etc.

From numerous points of view, online closeouts give a business opportunity that is ideal for the Web. A sale site can charge the two purchasers and vendors to take an interest, and it can sell promoting on its pages. Individuals keen on exchanging explicit things can frame a market section that sponsors will pay extra to reach. Few of the examples of online services in Auction are, Closeout escrow benefits, Closeout registry and data administrations, Closeout transfer administrations, Sale programming, Online Auctions and Related Businesses, General Consumer Auctions, Specialty Consumer Auction, Consumer Reverse Auctions and Group Purchasing Sites, Business-to-Business Auctions, Business-to-Business Reverse Auctions etc.

Online or web-based learning is schooling that happens over the Internet. It is frequently alluded to as "e-learning" among different terms. Notwithstanding, internet learning is only one kind of "distance learning" - the umbrella term for any discovery that happens across distance and not in a conventional homeroom. Distance learning has a long history and there are a few kinds accessible today, including Correspondence Courses, Tele courses, Compact disc ROM Courses, Web based Learning, Portable Learning etc.

Internet learning is catalyzing an instructive move by the way we educate and learn. There is a move away from top-down addressing and inactive understudies to a more intuitive, community-oriented methodology in which understudies and teachers co-make the learning cycle. The Instructor's job is transforming from the "sage on the stage" to "the guide as an afterthought. "Some of the fundamental focal points of online learning includes Convenience, Enhanced Learning, Levelling of the Playing Field, Innovative Teaching, Improved Administration, Savings, Maximize Physical Resources, Outreach etc.

Utilizing the Internet has just reformed business, banking, individual correspondences and shopping. All the more as of late the entire range of diversion media has begun to be centred around giving on the web access to the expression 'online diversion' basically includes getting to material, for example, music and movies over the Internet. This can be either watching or tuning in to programs as they occur (live streaming) or to keep it on your gadget to appreciate sometime in the not-too-distant future based on your very own preference (downloading). Various types of online diversion are accessible which includes Online books (digital books), Online music (streaming or downloading from collections, playlists or radio broadcasts), Online TV and film seeing (streaming or downloading), Online games etc.

14.14 KEY WORDS

Business-to-Business Auctions: B2B auctions takes place across a range of industries and instantly connect buyers and vendors on an international scale in real-time.

Digital Books: A digital book, also known as an e-book or electronic book, is a book publication made available in digital form, consisting of text, images, or both, readable on the flat-panel display of computers or other electronic devices.

E-auction: E-auction is the process of conducting an auction to sell assets, natural resources or other goods through online competitive bidding.

Online Entertainment: Online social entertainment blends entertaining interactive functionality and content including live video streaming, video chat communications, multi-player gaming, music and videos streaming, with social networking service such as social graph management, forums, reviews, ratings, and geo-location options.

Online Learning: Online learning is education that takes place over the Internet. It is often referred to as "e- learning" among other terms. In short it is an umbrella term for any learning that takes place across distance and not in a traditional classroom.

Specialized Web Auction Sites: Specialized Web auction sites meet the need of special interest market segments.

Speciality Consumer Auctions: Specialty consumer auction sites gain an advantage by identifying a strong market segment with readily identifiable products.

14.15 TERMINAL QUESTIONS

1. What are E-services? What are the various advantages of E-services?
2. Explain the significance of E-auction.
3. How is the internet aiding in the financial services?
4. What are the various technologies used by FinTech?
5. What is the significance of virtual communities and web portals?
6. How the internet revamped the travel industry?
7. Explain the various online publishing strategies.
8. Explain the various online publishing approaches.
9. How is internet helping in entertainment industry?
10. What is online leaning? What are its various focal points?

Note	These questions are helpful to understand this unit. Do efforts for writing the answer of these questions but do not send your answer to university. It is only for your practice.