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National Conference on Influence of English and Computer Technology in Commerce and Business

Organized On

5th February 2019

Organized By

Department of English, Computer Science & Commerce

**Taywade College, Koradi, Tah: Kamptee,
Dist: Nagpur (M.S.)**



Rajkamal Baburaoji Tidke

Lecturer
Smt. Rajkamal Baburaoji Tidke
Mahavidhyalay, Mouda
Dist-Nagpur

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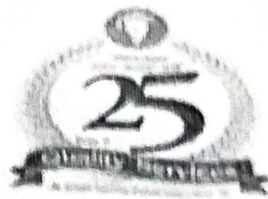
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THE ROLE OF COMPUTER AND INTERNET ACCESS IN BUSINESS STUDENTS' ACCEPTANCE OF E-LEARNING TECHNOLOGY

Dr. Gopal Zade
Associate Professor
S. R. B. T. College, Mouda.

Abstract:

There are diverse views on the management and creation of organisational knowledge or at least what people perceive that knowledge to be. There is much debate as to how important to KM it is to distinguish between information and knowledge and, if so, on what basis this should be done. From an Information Systems perspective, knowledge is the top of the data-information knowledge hierarchy where common definitions are that information is meaningful, processed data and knowledge is information that is actionable. However knowledge management encompasses much more than just technical disciplines and the variation between different schools of thought on what constitutes organisational information and knowledge are an indication of the problems to be faced.

The implication is that knowledge can be separated from its source and context. The other main view says that knowledge can only reside in people and a KMS enables individual knowledge seekers to identify and communicate with knowledge sources, i.e. experts. The implication here is that group knowledge is simply the sum of the knowledge of its members and "the goal for KMS is to create a connected environment for knowledge exchange - a technical embodiment of corporate memory" (Mentzas et al 2001). While both these views of organisational knowledge are acknowledged, this chapter will explore ways to integrate and reconcile the demands of each view in relation to the capacity of KMS to enhance knowledge creation and learning. It will take the view that, in planning knowledge management projects, it is critical to focus on human activities in pursuit of business objectives and to recognise the influence of the context in which this takes place, in particular the current changing environment.

Keywords: *Informational Technology, E-Learning.*

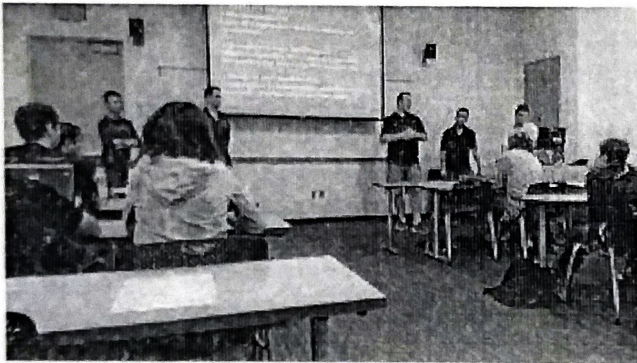
Introduction:

The E-Learning Technology Acceptance (ETA) survey instrument was administered to business students at two universities in North Carolina. Hierarchical regression was performed to test whether or not computer and Internet access explained variance above and beyond race and socioeconomic status. Regression analysis revealed that computer and Internet access affected the degree to which students expect Blackboard and the Internet to be easy to use. As a result, creating a technology assessment to be

utilized by e-learning educators and students to measure the level of computer and Internet access was recommended. The analyses also revealed that computer and Internet access significantly impacted students' attitude toward using Blackboard and the Internet. Improving the level of technology access should be addressed to promote positive attitudes regarding e-learning tools.

Additional findings revealed that socioeconomic status and race did influence computer ownership. A suggestion for educators is to explore initiatives that assist low income and minority students with obtaining home computers. Finally, the findings suggested that closing the digital divide is not enough to ensure technology acceptance of students. The researcher proposed that digital inclusion should be the goal of our society. Recommendations for further research suggested by the researcher included investigating other variables that may influence technology acceptance and computer and Internet access.

In an age of booming technology, running a business without computers is like trying to breathe without lungs. Like it or not, technology has become an integral part of the way business is done. Even if you perform services or provide products which are not technology related in and of themselves – such as dry cleaning and hairstyling – you may find that without a computer, it's difficult to place orders with suppliers or pass information to your accountant.



Inventory Management

Retail and wholesale business have increasingly come to rely on computers' advanced ability to keep track of inventory and assist in ordering more when stocks get low. In fact, one of the central approaches to the success of retail giant WalMart was real time ordering in which WalMart's computer systems place orders for goods as they are needed. This allowed them not to carry too much or too little of any particular item as well as to save on the manpower required to manage much of the supply chain. However, businesses of all sizes use inventory management and point of sales systems to do smaller scale versions of the same thing.

Chankher
Lecturer
Smt. Rajkumari Baburaoji Tidke
Mahavidyalaya, Mouda
Dist-Nagpur

Presentations and Documents



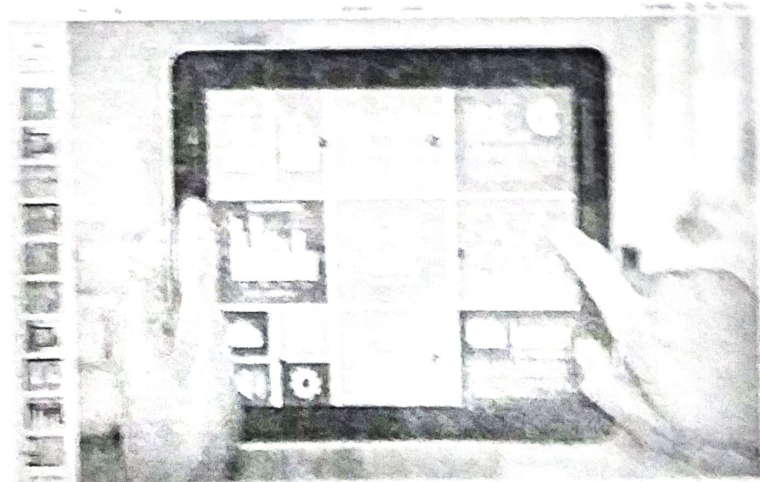
While it's still possible to find a typewriter at a garage sale, the days of typed papers and documents are dead and gone. Word processing is a must in today's business environment. Not only are computers the medium for document creation, but the ability to email and share documents electronically has become central to the editing, approval and delivery process. Similarly, presentations and reports are commonly delivered in electronic slide show presentations or via webinars. Creators must use programs, such as PowerPoint, to create them as this is the standard for modern business.

Electronic Communications



A business not involved in electronic communications – particularly email – closes off one of the largest communication channels today. Customers, clients, vendors and business partners use email to make contact and transact business. Some companies go beyond email and actually encourage the use of in-house instant messaging as a method of communications between employees and departments.

Internet Access

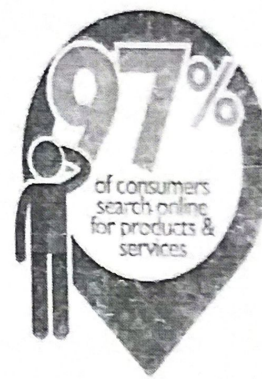
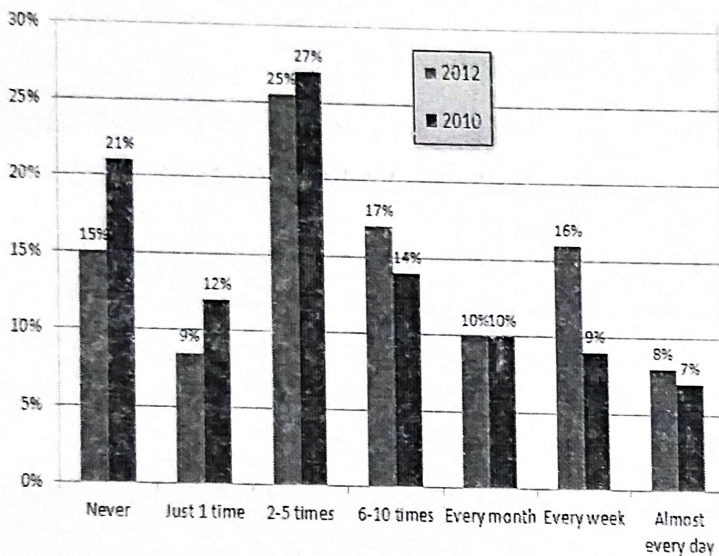


Internet access is a business' communications lifeline. Internet-enabled computing allows you to receive orders from customers, place orders with suppliers, research businesses, explore business ideas, communicate with government agencies and even manage your business' banking. In addition, online presence with at least a website is critical to legitimizing a business. Many companies go further and participate in social networking sites for marketing and branding purposes.

Multi-site Networks

If your business has more than one site or branch, then multi-site networking provides tremendous benefits for accounting, standardizing and managing your multi-faceted operation. Many companies use point of sale systems to ensure standardized operations within a chain of stores or sites. Companies that sell similar products or services in multiple locations find that computer systems help them keep track of revenues, costs and their supply chain from a central office.

Consumers Use the Internet to Find Local Businesses



- 70% compared prices or read reviews
- 88% have been influenced by an online review
- 91% have visited a store because of an online experience
- 37% use the internet to find a store at least 1 month

- “There has been a significant jump in the number of consumers using the Internet to find local businesses, and the regularity of their ‘searches’ has also increased.” In fact, only 15% of consumers surveyed have not used the internet to find a local business in the past 12 months. This number is down from 21% in 2010.
- The majority of consumers surveyed use online reviews to make spending decisions. 27% of consumers are regularly reading online reviews, while another 49% are occasional readers.
- A single review isn’t likely to make or break you. In fact, 65% of consumers (vs. 58% in 2010) are reading between 2-10 reviews when researching local businesses.
- “Appreciation and value of online reviews is growing as more consumers trust online reviews much as personal recommendations.” According to the survey, 72% of consumers give the same weight to online reviews as they do to personal recommendations.

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(Signature)
 Lecturer
 Mahadula
 (M.S. Motula)