



Sakthi Institute of Information and Management
Studies (SIIMS), Pollachi, Tamilnadu
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About SIIMS

Sakthi Institute of Information and Management Studies (SIIMS) is constituent of Sakthi Group of Educational Institutions. It was established by Padmabhusan Arutchelvar Dr. N. Mahalingam, founder of Sakthi Group, with the dream of setting up a modern institution to impart management education of international standards for MBA aspirants. He felt the need for bridging the rural and urban divide through education with the vision of 'Unearthing Leadership for emerging India'. The institute is managed and guided by Dr. B. K. Krishnaraj Vanavarayar, President and Mr. M. Balasubramaniam, Secretary. SIIMS imparts management education to address the issues pertaining to emerging economies and it responds to the managerial challenges faced by both small and medium enterprises (SMEs) and corporate sectors. In order to face the challenges, Industries need the students with managerial skills. The students at SIIMS are groomed with critical insights that give the desired knowledge & leadership to utilize the opportunities and emerge as winners in the growing Indian Economy. SIIMS, An Exclusive MBA with different specializations offered here widens the opportunity for students for starting business, job opportunities and equipping themselves to world class. The Department also provides various additional programmes like, Human Excellence, Training Programmes and other career building activities in current era. SIIMS highly focuses on focused development among faculties, students and quality education concepts. The functions are organized as a multi-focused quality to meet global standards.

About Conference

The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Management and related areas. The SIIMS international conference is to promote research and developmental activities in Management and allied areas i.e., scientific information interchange between researchers, developers, engineers, students, and practitioners working in and around the world. Contemporary management issues often trigger opportunities for different areas delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration.

Conference Objective

Conference aims to provide development culture among faculties, research scholars and students at different disciplines in the field of contemporary approaches in current era

Date of Conference

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International Conference on Contemporary Approaches to Empower Smart Future Through Digitalization

Editors

Dr. K. VEERAKUMAR & Mr. M. SELVA KUMAR



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**INTERNATIONAL CONFERENCE ON
CONTEMPORARY APPROACHES TO
EMPOWER SMART FUTURE
THROUGH DIGITALIZATION**

Editors

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IMPACT OF DIGITALIZATION ON EDUCATION – THEORIETICAL ANALYSIS

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ABSTRACT

Teaching and learning process can be defined as a transformation process of knowledge from teachers to students. It is a Combined process where a teacher assesses understanding needs, establishes particular learning objectives, formulates teaching and memorizing strategies, enforces a plan of work, and assesses the outcomes of the instruction. We are running into the 21st century where technology knows no bounds. This is the phase of radical development where technology is taking over every niche and corner. Smartphones, laptops, and tablets are no more unknown words. During this phase the education system is evolving for the sake of betterment, as this generation's students are not born to be confined by the limits of simple learning; their curiosity is vast and cannot be catered with educational systems that were designed earlier. If we kept on teaching our children the way we taught them yesterday, we would deprive them of their tomorrow. Our old educational system lacks the capability to stand a chance in the 21st century. So we are compelled to use digitization in our educational system. In this study we study about impact of digitalization education – advantages and disadvantages.

Keywords: Digital Education, E- Learning, Education, Digitalization, advantages, disadvantages

INTRODUCTION

Digitization is the process of converting information into a digital (i.e. computer-readable) format. The result is the representation of an object, image, sound, document, or signal (usually an analog signal) obtained by generating a series of numbers that describe a discrete set of points or samples. The result is called digital representation or, more specifically, a

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digital image, for the object, and digital form, for the signal. In modern practice, the digitized data is in the form of binary numbers, which facilitates processing by digital computers and other operations, but digitizing simply means "the conversion of analog source material into a numerical format"; the decimal or any other number system can be used instead. Digitization is of crucial importance to data processing, storage, and transmission, because it "allows information of all kinds in all formats to be carried with the same efficiency and also intermingled." Though analog data is typically more stable, digital data has the potential to be more easily shared and accessed and, in theory, can be propagated indefinitely without generation loss, provided it is migrated to new, stable formats as needed. This potential has led to institutional digitization projects designed to improve access and the rapid growth of the digital preservation field.

Sometimes digitization and digital preservation are mistaken for the same thing. They are different, but digitization is often a vital first step in digital preservation. Libraries, archives, museums, and other memory institutions digitize items to preserve fragile materials and create more access points for patrons. Doing this creates challenges for information professionals and solutions can be as varied as the institutions that implement them. Some analog materials, such as audio and video tapes, are nearing the end of their life-cycle, and it is important to digitize them before equipment obsolescence and media deterioration makes the data irretrievable. There are challenges and implications surrounding digitization including time, cost, cultural history concerns, and creating an equitable platform for historically marginalized voices. Many digitizing institutions develop their own solutions to these challenges. Mass digitization projects have had mixed results over the years, but some institutions have had success even if not in the traditional Google Books model. Technological changes can happen often and quickly, so digitization standards are difficult to keep updated. Professionals in the field can attend conferences and join organizations and working groups to keep their knowledge current and add to the conversation.

RESEARCH METHODOLOGY

The research study is totally a theoretical in nature. Secondary source and published articles were extensively used for the collection of data. Distinctively used sources were various web articles.

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OBJECTIVES OF STUDY

- To understand the impact of digitalization in education sector.
- To know the advantages and disadvantages digital transformation in education sector.

DATA COLLECTION

The research paper depends upon the secondary source of information. To prepare the research paper, the required data is extensively used, as it is theoretical in nature.

DIGITALIZATION ON EDUCATION - OVERVIEW

Digital education is the innovative incorporation of modern technology and digital tools to assist the progress of teaching and learning. It is also known as Technology Enhanced Learning (TEL), digital learning, or e-learning. Digital education is the way forward to seeking education through the means of technology and digital devices.

Digital transformation of the country is underway and digital evolution of the economy and society is possible only through digital education. The concept of digital learning is not new and has existed in various forms for many years now, but when the COVID-19 pandemic suspended face-to-face teaching its significance increased manifold. Most educational institutions are adopting digital education as a solution while traditional classroom setup takes a back seat for some time due to the currently prevailing pandemic. Digital education is being seen as an alternative to the traditional education process of chalk and talk.

The emergence of the internet and ever-evolving technology has made learning interactive, engaging, motivating, and handy. Education is not anymore limited to textbooks and classrooms; it has become an amalgamation of technology, innovative learning, and digital content. The internet has become far more affordable and accessible and this shall lead to a greater confluence of digital and traditional teaching methods. The government is actively involved in taking essential steps to come forward with policies that will boost the digital education market in India. The efforts are being made to uplift the standard of digital infrastructure pan India to help facilitate the utilization of innovative educational tools. In near future, digital education like all other sectors will witness noticeable amendments in the way educational institutions function. A plethora of possibilities emerging out of digital education shall empower the education system of the country.

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- The current period in time is known as the digital age for a very good reason. Technology and automation have made their way into nearly every aspect of life, and many parameters indicate that it has been beneficial for us. With regards to education; there are many benefits associated with digitalization.
- Students can access all their study material online, including pre-recorded lessons on video. They also have the option to attend online classes instead of being physically present at an institution, which brings in an element of convenience and flexibility.
- Younger students in middle school and high school are able to grasp a functional understanding of various types of software quickly while attending online classes, or taking examinations online. It is evident that the future is digital, and a functional understanding of computers can prove to be a great boon for students in terms of employability down the road.
- Digitization of regular text into captivating graphics and visuals has been proven to improve the retention of information. The option to employ digitization into day-to-day lessons delivered via digital education has greatly increased the desire in students to attend school and simplified learning about complex concepts or ideas.

FACTORS LEADING TOWARDS DIGITISATION:

➤ **Smart Classrooms**

With the new age of technology entering the industry and seeing longer sustenance, the traditional method of teaching and learning is fading away. Today, educators from all grades realize the benefits of technology in the classroom. Today, an innovative and technology-equipped classroom has a computer, audio-visual equipment, and a smart interactive whiteboard. Lack of internet connections, infrastructure, and minimal tools is still one of the critical challenges for educators. However, these educators prefer tech-enabled classrooms to ease the teaching and learning methodology. As India is accepting and moving towards tech-equipped classrooms, the teachers have begun to shift their teaching, instructions, assessments at a much faster rate than expected. These trends in the education sector hold a more significant impact on the students learning. Many schools and educational institutes have already opted to convert their schooling process into smart and innovative learning practices in metro cities. At the same time, some of the Tier II cities are implementing these methods. As smart classrooms are becoming a boon to the

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education sector, many companies, including tech, have started to develop products and solutions that are technology-driven and have positive implications in improvising India's smart education system. Therefore, it is essential to create an innovative, user-friendly and high-end features product that will blend with the concept of smart class and cater offerings that work with our end users.

➤ **Online Teaching and Learning Methodology**

School and higher education institutions also face challenges regarding their digital preparedness. Lack of equipped tools, proper teaching software, and various other modes is a must for all online teaching and learning methods. However, many e-learning portals have developed and performed well in the last ten to twelve years. Realizing that rapid development depends on widespread education and technology has proven to be a powerful medium to reach small towns and villages. Online teaching is a massive tech disruption in education and has been successful.

➤ **Collaborative Software for Education Professionals**

To aid the teaching and learning experience, schools and institutes are implementing various software which can connect and collaborate more effectively. Adjusting with new teaching methodology to deliver efficient learning opportunities, the new-age software is equipped with file sharing, video conferencing, and chat features. These tools allow teachers to interact with students from anywhere and extend learning beyond traditional classrooms. In addition, it help users manage work, create and share documents, help track students' progress, and stay connected to peers, students, and parents.

➤ **Hybrid Mode**

The hybrid learning model has paved the way for digital transformation to the education sector. Since COVID-19, hybrid learning is becoming the need of the hour and assists the teachers/children yield education for offline and online mediums. Hybrid learning model has helped schools and educational institutions to accept the new normal, and has become

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a one-stop solution showcasing various platforms and solutions that have eased the education system widely across India. In other words, with an integrated mix of hardware and software solutions, the hybrid model has evolved and bridged the gap of learning and accessibility to teaching. Giving the model more comprehensive experience, different types of products are being developed to ease the teaching for educators. Interactive Flat Panels (IFP) is one of the most prominent products ideal for both educators and corporates. A high-quality display with a better interface, enhanced connectivity and built-in software solutions has become prevalent giving a classroom a smart overlook. It is an all-in-one solution offering an immersive and efficient experience to teachers and students. As the hybrid model is propelling in the education sector, various products and solutions are gaining momentum to boost the ecosystem at a large scale.

➤ **Artificial Intelligence, Augmented Reality, Virtual Reality**

AI and VR technology have gained significant momentum across the world. These advanced technologies have been succeeding in making learning collaborative and interactive. In the coming years, a vast transformation will enhance educators' teaching methods while simultaneously creating immersive lessons that are fun and engaging for the student. For instance, virtual reality can bring the outside world into the classroom and vice versa. The immersive technology trends have digitized the education sector and there will be a massive transition of Smart Boards and tech-equipped products instead of Black Boards and traditional classrooms.

PROS OF DIGITAL EDUCATION

Personalized learning

- Personalized learning tailors tuition according to the needs of each individual. This can be in terms of pace, content and delivery. It recognizes that one size rarely fits all when it comes to education. After all, students will learn in different ways and at different speeds. They will have varying needs and will respond in individual ways to visual, written and spoken information.
- A virtual learning environment is ideally placed to provide personal learning experiences. According to a Bill & Melinda Gates Foundation study, “vast majorities” of educators believe data and digital tools are “improving teaching through differentiation and personalization.”

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- A modern learning platform creates a space for learning, where each student follows their own learning pathway. For example, if a student is struggling with a topic, additional resources can be triggered to help them backfill their knowledge. Another student, already competent in that area, wouldn't need additional content; they might need to devote more time on another part of the course instead. By personalizing learning, educators can aim to meet each student's particular needs for the best results. Take a look at this video to find out how intelligent agents and release conditions, which predetermine the content students access and when, help personalize the learning experience. Radboud University in the Netherlands brings law to life by using release conditions in a role-playing fictional case assignment. Students can experience all the different perspectives on a fictional case by taking on the roles of defense counsel, prosecutor and judge. Information is released to students only when they meet appropriate criteria, so the 'prosecutors' see different material to the 'defense counsel', for example. This gives the scenario the dynamic feel of a real case: information builds up over time, and this interactivity is central to students' ability to progress.

Gamification

- Gamification taps into models familiar to users of technology to deliver enhanced and engaging learning experiences for more successful outcomes. Easy-to-use digital tools, which many students will be familiar with from gaming, can be incorporated into course design to motivate them through rewards and real-time feedback.
- By drawing on the principles of the gaming model, education can make use of a range of techniques. These include the awarding of points and badges. After all, students will make regular achievements – recognizing and rewarding them motivates them to continue. Students have something to aim for when they can see a clear roadmap through their learning journey and when they're acknowledged for reaching key milestones.
- Games-based learning needn't reward just successful test scores either, it can also give recognition for desirable learning behaviors such as participating in discussions and carrying out independent research.

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Self-directed learning

- As students' progress through their education, they will need to become competent in self-directed learning. This refers to students' capabilities to manage their own time, do their own research and take ownership of their learning.
- Along the way, they will discover more about how and when they learn best. This will help them develop strategies for maximizing study time to ensure they get the most out of it. For some, that might mean learning first thing in the morning; for others, later in the day. Knowing how to take ownership of an activity, organize time to deliver it and get the best results are important career and life skills. Insights into how to plan and organize their time will stand students in good stead in the world of work.
- A digital learning platform provides an ideal framework for each student's learning journey. There, students can access their course schedules, see the range of their commitments over time and plan their course of action.

Easier to access

- Online learning provides students, who might otherwise struggle to access education, with a way to learn. In rural communities, where travel infrastructure may be limited, being able to study remotely is ideal. Likewise, students with additional responsibilities, such as work, childcare and other caring duties, will appreciate options that enable them to fit studying into their busy lives.
- Education must be for all; not everyone will be able to learn at set hours or from the same location. Through digital education, students and tutors can connect, regardless of where they are located. Materials in the learning platform provide students with all the content they need, even when they can't go to the college, university or other site of learning.
- Whether learning is fully online, or a blend of in-person and digital, levels of interactivity and collaboration can still be high with the online learning environment providing the means for discussion forums, tutorials and feedback.

Students can learn at their own pace

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- As well as being able to access learning anytime, from anywhere, digital education also enables students to learn at their own pace. They can re-read materials to gain a deeper grounding in a topic or even revisit earlier modules.
- The learning platform gives students 24/7 access to a range of materials, including recorded lectures which they may wish to view again. Content is preserved, not lost, when a lecture ends.
- Self-directed learning, undertaken at students' own pace, gives learners ownership of their own experience, which is important to maximize successful learning outcomes, keep students motivated and engaged and avoid an 'detach reality gap'.

Digital assessment tracks progress

- As students' progress through their studies, they are likely to be assessed a number of times. Digital assessment needn't be confined to the marking of written work – it can include live online or pre-recorded presentations.
- Students can demonstrate modern foreign language pronunciation through audio files, or video themselves completing a practical task. This is something West Bridgford School (WBS) in Nottingham, England did to great effect. WBS used the Video Assignments tool in Bright space for students to video themselves cooking whilst describing what they were doing in the language they were learning.
- For tutors, digital assessment provides the opportunity to precisely pinpoint feedback to a specific part of an assignment. This can be text-based, but can also be time-stamped on video submissions. Tags to content covered within the course can also form part of feedback so that students can link straight to topics they may need to revisit.
- Digital assessment includes timesaving features that make grading and giving feedback simpler and more effective to free up tutors from repetitive marking. That way, tutors can focus time on addressing learning points instead. Quizzes with correct and incorrect answers can be automatically marked, saving tutors a huge amount of time.

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- Students benefit from simple access to their grades and feedback over time through the online learning platform. That way, they can clearly see their progress and are able to revisit feedback whenever they need to.

Blended learning

- Blended learning combines some face-to-face tutoring with online learning. It's an approach that can work very successfully because it combines the convenience and flexibility of online, with the personal touch of in-class tuition.
- Each institution and educator will have their own approach to blended learning, according to the course type and needs of students. For many, blended learning enables a 'flipped' classroom approach, in which students access content through the learning platform to prepare for in-person lessons. In this way, knowledge acquisition occurs outside the classroom, perhaps from recorded lectures, documents, videos and other resource, and knowledge application occurs in class.

Competency-based learning

- Competency-based learning recognizes that, within a specified period of study, learners will progress at different rates. Students will need to spend more time on some topics than others. They might also need to supplement main course material with other information to plug knowledge gaps knowledge.
- Digital education enables a competency-based approach to learning because it is flexible, with the capability for personalized learning journeys within a framework designed around achieving set outcomes. Built-in logic in the learning platform facilitates learners moving from one topic to the next, only when they have mastered the topic and met pre-defined criteria for progressing to the next stage.

Collaborative learning

Many of today's learners are already familiar with sharing content online. As users of social media platforms, they are used to online spaces being collaborative.

- Digital education needn't be solely two-way – tutor to student and student to tutor. Students can share their work with each other as well as the tutor so that they learn

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from each other. They can also work on group projects using document sharing tools, video conferencing and chat forums. This type of collaboration builds teamworking and social skills.

- Online, everyone is only a click away, so students can connect with their peers all over the world, broadening horizons and building diverse connections.

Improves digital literacy

- We all need to be digitally literate in today's technology age. Digital literacy means being able to use technology to find and share information. It's an essential life skill, as well as a prerequisite for many jobs. Even the act of applying for a job is likely to include technology.
- According to Ofcom, nearly all UK children aged 5-15 years (97 per cent) went online in 2020; over half said they posted or shared content on video-sharing platforms. However, children's earliest experiences with technology now pre-date school: the same report reveals that 82 per cent of children aged 3-4 went online in 2020 and nearly half (48 per cent) already owned a tablet themselves.
- Digital education helps learners build the skills they need to navigate technology and to get the best out of it. Students of digital education become comfortable with finding, accessing, consuming and sharing content online. They become discerning in the content they see, making judgments on what's legitimate, safe and fact-based.

CONS OF DIGITAL EDUCATION

Distractions Abound

- Many people argue that the use of technology – especially tablets or other types of screens, can be addictive and damaging for students. If you find that students are misusing EdTech, then it might be time to reevaluate your lesson plan!

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- And the solution may surprise you. Incorporate more ‘fun’ into your usage of EdTech. That may sound like the opposite of what you need, but studies show that students who are having fun are more likely to be engaged in active learning.

Unequal Access

- Inequality, in all its variations, is rife in our society. Furthermore, considering the costs associated with modern technology, not every student could possibly afford it. This is why, if EdTech and the overall digital transformation are to succeed, then classes need to provide students with all the necessary tools and materials in a universal manner. Conversely, teachers do not necessarily have to implement EdTech on the individual-student-level, but rather can limit it to front-of-classroom tools.

Source Reliability

- In an era where anyone can publish anything, and the truth has become a matter of opinion, the reliability of online sources can be described as, at best, opaque. Without the literacy that comes with proper education and experience in the matter, deciphering the truth from the biased falsehoods contained within internet sources can be very difficult.

CONCLUSION

Digitalization is currently one of the most important trends that change society and business. There is no doubt that the digital economy is profoundly changing the methods of companies manufacturing and delivering goods and services worldwide. Thus, in the education sector, digitalization can be implemented at the levels: administrative teaching-learning, evaluation, research, development and for the benefit of society. Although it brings many pros such as time savings, transparency, overcoming geographical barriers, continuous flow 24x7, minimizing human error, mass digitalization also generates disadvantages such as high degree of dependence, risks of physical and mental nature, the use without the responsibility of some processes, neglect of basic human skills and others. Digital education provides a range of advantages whether learning is fully online or as part of a blended teaching model. The broad scope that digital provides for a range of content types help keep students engaged. All the while, they’re building valuable digital skills that will serve them in their personal and

MSMEs AND COVID – 19 THE OPPORTUNITIES, CHALLENGES AND RECOVERY MEASURES

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MSMEs AND COVID - 19
THE OPPORTUNITIES, CHALLENGES AND RECOVERY MEASURES
INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

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TABLE OF CONTENTS

S.NO.	TITLES & AUTHORS	PAGE NO.
1	Analysis of Digital currencies during COVID-19 Pandemic: Application of GARCH Model V.ANANDHABALAJI, Dr. MANIVANNANBABU & Dr. J. GAYATHRI	1
2	Predictors of Sustainability Family Business in Coimbatore District P.ANU SHRUTHI, Dr. B. INDIRA PRIYADHARSHINI	7
3	Understudies insight and inclination for online schooling in India during COVID - 19 pandemic SHEELA PRATHEEBA S, SHINY PRINTHISY J & PARVEEN ROJA M	14
4	Impact Of Covid-19 On Investor Behaviour - A Systematic Literature Review E.ANANDHI, Dr. MANIVANNAN BABU, Dr. GAYATHRIJ	21
5	Challenges And Remedial Measures For Msme During Covid-19 In The Indian Economy TAMANNA, Dr. ROHIT BANSAL	31
6	Impact of CSR activities during (COVID - 19) Pandemic in India VARSHA SHARMA, Dr. SIDDARTHA JAIN	36
7	Covid 19: Employment And Productivity Effects On Msme's SHRADDHA SHINDE, Dr. SHAIENDRAKUMAR KALE	44
8	Impact of COVID-19 Pandemic on Agriculture MSMEs: A Narrative Review R. BRINTHA, Dr. M. BABU	52
9	Sustaining entrepreneurship in covid -19 Era SUKANYA S	56
10	Environmental Impact Of Covid-19 Pandemic In India G. KARTHEESWARAN, M. MUTHU GOWTHAM	61
11	MSME Sector in India: Pre & Post Covid 19 Scenario Dr. SHWETA KULSHRESTHA, Mr. SUSHIL K MAURYA, Dr. NISHANT KUMAR SINGH	66
12	Financial Management Of SMES In The Covid Era - Analytical Review Related To MSME In India V.SATHEESWARAN, K.ARUN PATRICK, Dr. S. PATHUR NISHA	72
13	A Study on discovering and prioritising lean six sigma barriers in Micro, Small and Medium Enterprises Dr. T.K SRINATH, SANA BEGUM M	82
14	Digital Marketing Practices Adoption in Micro, Small, and Medium Businesses for Social Inclusion P. INDHUMATHI, Dr. K. UDAYAKUMAR	90

PREDICTORS OF SUSTAINABILITY FAMILY BUSINESS IN COIMBATORE DISTRICT

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Abstract

Enhancing sustainability in terms of a consecutive pursuit of economic, ecological and social goals has become a key requirements for firm across industries and countries. Although many studies have focused on multiple aspects immediate the topic of sustainability such as mechanisms, technologies and business models, small is known about sustainability in family businesses. This constitutes a significant research gap as most firms in western societies are family firms and as such are associated with unique character that differentiate their governance, structure, and behaviors from non-family firms. Additionally, the analysis of the long-term strategy and the short-term actions indicate an understanding of ecological awareness. Reaction time in investment decisions represent a challenges for the sustainable performance of family companies. Human resources with good process management in family businesses contribute to the guarantee of long-term business stability and high returns on investments. The results will contributes to the literature on economic sustainability of family businesses.

Keywords: *family business, time, decision, environment, sustainable*

Introduction

Times are changing and family businesses have to respond to the challenges and opportunities. Economic liberalization and growing well being in all emerging market economies paved way to the imminent beneficial effects of family owned business. Many family business families have woken up in recent years to the needs of addressing the challenges. Family businesses have an opportunity and responsibility to lead the transformation of themselves and the society. Family businesses are usually started by a very dynamic promoter who builds the company from scratch. Typically the promoter succeeds and comes up the hard way. They have a hands-on approach to the business. In some instances, it is the 2nd generation who really builds the company that they inherit from the father. Famous examples of successful 2nd generation entrepreneurs are Mr.Azim Premji , Mukesh Ambani, Mr.Lakshmi Mittal, Jack Ma, etc.

Inspite of the omnipresence and several successful family businesses, the unfortunate reality is that failure rate of family businesses are extremely high. Some key statistics for family businesses paint a grim picture: Only a little more than 30% of family businesses survive into the second generation, even though close to 70% would like to keep their business in the family. By the third generation, only 12% of family businesses in the US are typically still viable. Globally, this number is 15% according to a U.S. Trust, Bank of America Private Wealth Management study. By the fourth generation and beyond, only 3% of family businesses continue to exist. 88% of current family business owners believe the same family

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	2184	1971	1206	1674	1026	1961	1750	3312	1764	2553	3616	3588	1920				
Children	41	29	41	14	12	26	96	23	46	40	65	128	189	750	28751	38.33	12
	3444	2117	2747	868	684	1378	4800	1058	1932	1480	2080	3328	2835				
Key Employees	15	61	73	69	59	67	43	86	81	48	46	59	43	750	36731	48.97	9
	1260	4453	4891	4278	3363	3551	2150	3956	3402	1776	1472	1534	645				
Unique	54	113	73	88	93	57	29	41	64	42	32	32	32	750	41368	55.16	4
	4536	3249	4891	5456	5301	3021	1450	1886	2688	1554	1024	832	480				
Strong Management	155	75	110	101	37	34	23	34	27	51	41	32	30	750	44367	59.16	1
	3020	5475	7370	6262	2109	1802	1150	1564	1134	1887	1312	832	450				
Team Approach	13	40	90	76	106	120	57	48	47	34	58	30	31	750	38547	51.40	6
	1092	2920	6030	4712	6042	6360	2850	2208	1974	1258	1856	780	465				
Marketing	34	67	33	32	73	77	138	80	74	22	36	49	35	750	37637	50.18	7
	2856	4891	2211	1984	4161	4081	6900	3680	3108	814	1152	1274	525				
Business Culture	102	14	55	64	103	103	105	57	19	19	40	22	47	750	40503	54.00	5
	8568	1022	3685	3968	5871	5459	5250	2622	798	703	1280	572	705				

From the analysis it is inferred that the most important factor for the sustainability of family business is strong management followed by personal initiatives, founder and the like.

Conclusion

This made an attempt to throw some lights on the concept of family business. The role of business in the society has witnessed a dramatic change in the recent times. Yesterday, it was the business as family. Today, it is the family as business. And tomorrow, it will be the business of the family to ensure that there is a future for both the business and the family. A series of vital roles have to be played by the business family to make family business survive. The involvement of the family in managing the business house must necessarily migrate from management to influence, from exercising the powers of the executive to invoking the rights of the shareholder.

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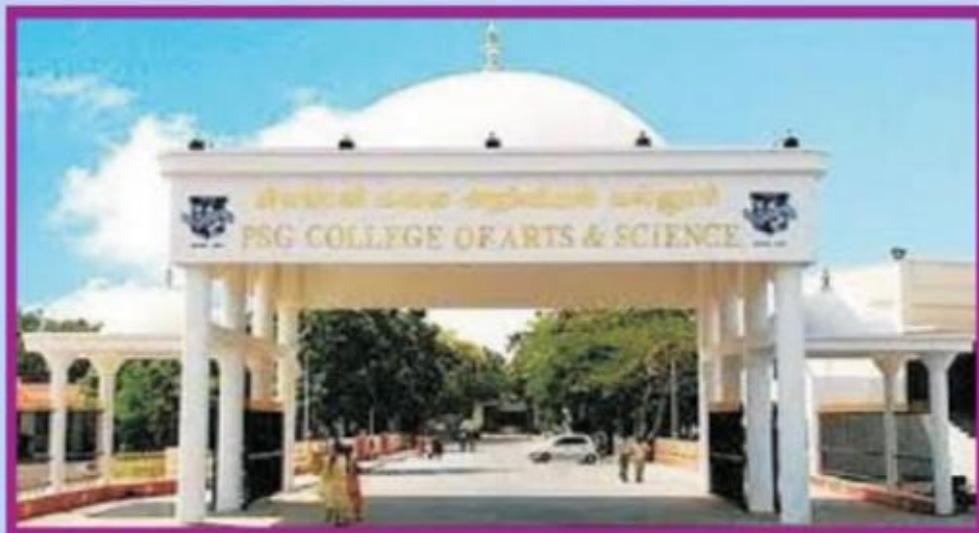
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CONFERENCE PROCEEDINGS



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CONTENT

S.NO.	TITLE	AUTHOR	PAGE NUMBER
1	A Study on Impact of Stress on Work-Life-Balance of Faculty Members During Online Classes in Higher Educational Institutions	Dr. R. Kasthuri & S. Savitha	1 – 5
2	A Study on Digital Marketing and its Impact on Consumers' Purchasing Behaviour in Chennai – A Post Covid Scenario	K.Ponselvi	6 – 13
3	Perception on Earnings Through Online Gaming	Dr. P. Bruntha, Dr. B. Indirapriyadharshini, & S. Shabana	14 – 20
4	Social Media Marketing During the Covid-19 Pandemic	R.Praveen	21 – 30
5	A Study on Effect of Goods and Service Tax on Digital Marketing	Dr R Rathiha & V. Varna Sabhu	31 – 34
6	Industrial Internet of Things (IIOT) and Industry 4.0	Dr N Giri, A Gomathi, A Prakalathan	35 – 39
7	Industry 4.0 for New Normal	Dr R S Kanimozhi & R Nithya	40 – 48
8	Impact of COVID -19 on Indian Tourism Sector	Dr.D.Rajakumari, R.Shanthi & S. Rithanya	49 – 55
9	The Emerging Tech Leading a Change in HR Practices	Dr. R Durai Pandian & S. Pushpalatha	56 – 63
10	A Study on Rural Policyholder Awareness and Satisfaction on Online Service Offered by LIC in Krishnagiri District	Dr.R.Kasthuri & M.Agila	64 – 69
11	Estimation on Risk & Return Analysis of Selected Cryptocurrencies Listed in NYSE & NASDAQ	Dr. P. Chellasamy, N.S. Bala Nimoshini Supraja & S Kannamudaiyar	70 – 75
12	Sustainability of Pakkumattai Plate Making	Dr.R.Senthilkumar & Mr.R. Amarnath	76 – 80
13	Digital Transformation and Sustainability: The New Paradigm	Dr J Sundararaj & S P Sreelakshmi	81 – 85
14	CSR and Sustainable Development	Dr. J.Karthikeyani & S. Swapna	86 – 91
15	An Overview of Digital Media	Dr.R.Geethalakshmi & A.Shahar Banu	92 – 96



PERCEPTION ON EARNINGS THROUGH ONLINE GAMING

Dr. P. Bruntha*, Dr. B. Indirapriyadharshini**, S. Shabana***

Abstract

Online gaming has been arisen as a worldwide center point of promoting since a great deal of players across mainlands have entered through game servers. The actual games guarantee of offering a few rewards separated from the game information as far as cash, coupon codes, and different gifts. This has instigated a ton of players to enter the field, since many case that the acquiring office has given impressive fascination with the games. The interest in such games can be nothing or at times even extremely high. The reason for the review is to examine. The primary target of the review is (1)To analyze the basic interests of online gamers in correspondence to earnings(2)To study the efficiency of the gaming platforms the players use to earn. The review includes the information gathered from gamers in and around Coimbatore locale who are keen on the conceivable acquiring through gaming. The population has been set to 55 respondents. The information gathered have been broke down through basic rate investigation. The date gathered can assist with breaking down why the players incline toward web based gaming and how they pick their chose classification of the games which guarantee to give them the greatest possible level of fulfilment. They can set up game records through their ordinary mail id and get the awards/profit through their VPA or game records as well.

Key words: Online gaming, earnings.

Introduction

Online Gaming has been turning out to be more famous these days and it has been turning into the new market for "earnings" other than a great deal of different wellsprings of integral acquiring for individuals. Before the appearance of web based games, a great many people were occupied with computer games, yet that was not an exceptionally renowned wellspring of acquiring as not very many families could bear for gaming consoles. In any case, after the approach of online computer games with very much evolved servers, individuals were more associated with the world and the quantity of players expanded many overlap. Not simply being simple games, they began to present financial advantages for the games in different structures, for example, coupon codes, treats, game credits and even cash. This has been turning out to be more pervasive in the greater part of the well known gaming stages and numerous adolescents are drawn in towards internet gaming. Indeed, even grown-ups in the East Asian nations have been living in gaming bistros and began to bring in cash just through online gaming. This study depends on truth whether internet gaming would be a wellspring of acquiring or be a habit-forming gaming source. Numerous famous gaming stages and games classes have been chosen and investigated based on ubiquity, fulfilment and acquiring limit. The study was done with different age groups around Coimbatore district.

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Conclusion

The study has been focused on the way of earnings . Thus, the number of people earning in this local region are low and the accuracy of the research cannot be made precise with the limited number of respondents and the scope of online gaming has not been well developed in India , thus this research would be a foundation for other researches which would target earnings through online gaming once online gaming is recognised as an e-sport in India.

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