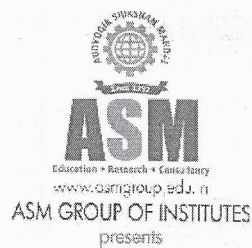


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A Review of Opportunities and hurdles in mobile learning (M-Learning) for a higher education in MBA and MCA courses

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ABSTRACT:

This paper presents opportunities and hurdles in mobile learning in higher education specifically in MBA and MCA. As in many developed countries major educational institutions have adopted mobile learning (m-learning) as an important tool in teaching-learning process for teachers as well as students. M-learning is a learning through handheld smart devices which has a ubiquitous learning capability. India is having a huge student presence and a large number of universities, institutions running management courses. In professional courses like MBA and MCA required continuous learning through ICT (Information Communication and Technology). Now state universities as well as private universities in India, has understood the need and as a part of the agenda has started thinking and encouraging M-Learning as a tool, in addition to ICT enabled education system. Various studies suggest that 'Digital education' is comparatively more effective than traditional learning in higher education. The present study is to seek prospects and hurdles in implementing mobile based learning; present study refers more than 25 Journals, Conference Proceedings and research papers in between 2011 to 2016. The survey result shows technical, social barriers in implementing Mobile Learning in a HE. Also survey result shows positive indication in terms of opportunities in implementing m-learning in a HE.

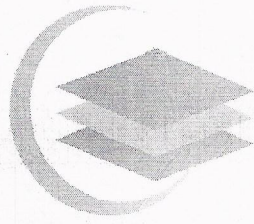
Keywords: M-Learning, ICT, Higher Education, Ubiquitous Learning

INTRODUCTION

Today's students are different from what they were five years ago and in the next five year they will be even more different. Young generation adopt changes well, especially new technology, much easier than their peers in universities. Today's students are multitasking and collaborative; they're constantly connected and use multiple devices for being connected. This paper explores the opportunities and challenges in m-learning in higher education.

What is Mobile Learning?

It is new era teaching-learning method that allows the student and teachers to acquire the valuable knowledge through the smart mobile devices or handled devices and it can be briefed to mobile learning. In addition, this learning technique has decrease the limitation by allowing person who has the smart phone to learn anywhere and anytime (Ubiquitous Learning) not only restricted to certain location or time [27]. Moreover, Costabile define mobile learning as "the combination of e-learning and



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A Reviews of opportunities and hurdles in mobile
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in MBA AND MCA Courses.

Dr. Sandeep Pachpande
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**“Major Influencing Factors of Usability of Mobile Application in the
Context of Teaching-Learning Process”**

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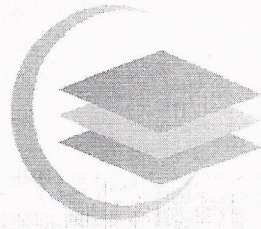
ABSTRACT:

Mobile Learning has become a new field in Teaching-Learning process and what are the major influencing factors of usability of mobile application appears to be one of the valuable topics. In this research, we attempt to identify major factors of usability which are responsible and plays crucial role in the m-learning in the context of teaching learning process. The term “Usability” refers to a set of multiple concepts, such as execution time, performance, user satisfaction and ease of learning (“Learnability”), taken together. But usability has not been defined homogeneously, either by the researchers or by the standardization bodies. Table 1 illustrates how the term has been defined differently in three distinct standards. Usability measurement is tedious work, particularly for current smart mobile devices. With an increasing capacity for greater user interactivity through a range of tasks and in a variety of contexts during time, the importance and impact of mobile device context-of-use components is of particular interest to researchers. PACMAD model identified the usability factors without considering related low level metrics which represents each attribute.

Keywords: M-Learning, PACMAD, Usability factors, Usability evaluation, Teaching-Learning

INTRODUCTION:

In the last ten years, with the up soaring of communication technologies and booming of mobile industry, mobile learning comes out to be a higher phase of e-Learning, which gradually penetrate into our teaching and learning. As mobile learning can effectively use mobile technology to offer learning at anytime and anywhere, it has become a new point of growth in e-learning. Many education organizations, training companies or education software vendors are rushing into this market and have begun to develop mobile learning software or resources already. The usability of mobile applications, through which the human interacts with the mobile device, has become a challenging and critical research area. Principally as a consequence of the adoption of the ISO9126, many recent studies have focus upon the inspection of the User Interface (UI) quality attributes. This is a continuous demand. This study investigated mobile usability aspects; usability evaluation; and usability metrics. Usability is a quality of a product or system. It refers to the extent to which it allows people's easy and quick accomplishment of their tasks and goals. It applies to every part, aspect, and feature of



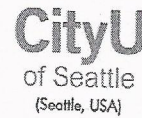
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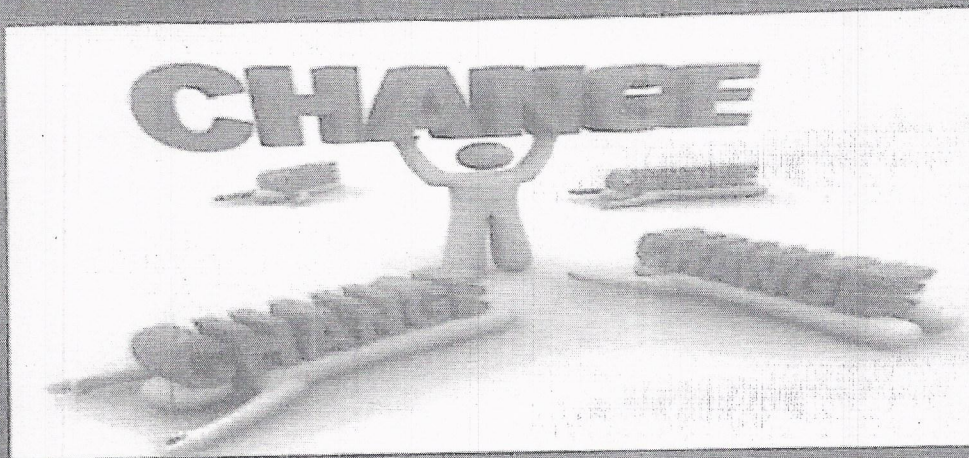
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INTERNATIONAL CONFERENCE

ON

"SCENARIO OF CHANGE MANAGEMENT IN BUSINESS"

12TH AUGUST 2016



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Digitalization: The changing the face of education Sector in India

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Abstract

Digitalization: The Changing Face of Education Sector in India

Digitalization has created a strong impact in almost all developed and developing nations in the past decade. In this regard India is not an exception. Digitalization has created a reform in almost all the sectors in India. Education sector of India which is the base for all further sectors, without any doubt, also conceives digitalization as an integral part for its sustainable improvement. Indian Education sector is digitalized to that extent, that it is noted as second largest market for e learning after US.

The changed phase of Indian Education system from traditional to Digitalized era is also attracting more FDI which is creating positive impacts on Economic development of India. Hence this paper is an attempt to throw lights on various ways like E learning, Edu-Portals, Blogs & Microblogs, Social Media, E mails, Smart class rooms and soon. Also we have discussed on how the digitalization has captured an admirable position in changing the face of Indian Education Sector.

Key Words: Digitalization, Education Sector, E-learning

Introduction

Technology has brought a tremendous change in every sector. Education sector of India is also gaining a new face through the introduction of Digitalization in the field. The Indian classrooms were depicted as students sitting in a bench listening to a lecture and photocopying everything written in the black board. Through this the education system was criticised as weak system which is lacking in Practical aspect. Through the introduction of technology and digital transformation our education system breaks all this image and replies to the critics in all levels. Technology has made many dreams into reality through digitalisation.

Indian Education has come across many reforms right from Gurukuls to smart classes today. To make our youngsters competent in the global market, Digitalization is a powerful weapon which will assist the educationalist in this regards. Right from improving the knowledge of the students till connecting with the parent's technology is backing the education highly and competently.

A recent survey says that India stands first in the top 10 counties with regards to growth in E learning with 55% of growth rate followed by China with 52%. This growth rates indicates how the countries are adopting the E learning in their education sector.

The number of giant corporate companies entering as a service provider to e learning through various ERP models is a proof for the fact. Edu comp is the first Indian company who initiated smart classroom in India. Followed by Edu comp100s of other companies have joined the race.

Why Digitalisation?

When we go through the history, India always holds a remarkable place in the education system worldwide. When we go through the history, India always holds a remarkable place in the education system worldwide, the only backdrop which is been poured on our system is the lack of practical inputs that we fail to provide to our students. To change the backdrop, the education sector opt using digitalization and from the past decade the solution proved to be fruitful. Let us discuss on why the institutes preferring or must prefer Digitalisation.

Transforming the Information

A Service sector like Education faces many challenges to prove them as competent. The education is continuously engaged in transforming the information. It needs to both, give and receive the information. To receive the information from its stake holders like students, parents, corporate world, society etc, education



Marketing Strategies Adopted by "Patanjali Ayurveda". A Study of Changed Business Module"

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Abstract

The competition began in early 2000, when the yoga guru Baba Ramdev openly criticized the MNC brands. Since then, the yoga guru has turned out to be the worst disruptive force in two decades for the fast moving consumer goods (FMCG) and his brand "Patanjali" is giving the large FMCG companies a run for their money. Ramdev not only became a television celebrity teaching yoga, but is sitting on the fastest growing FMCG Company clocking a turnover close to INR 5000 crores, more than Colgate, GlaxoSmithKline and Emami by this fiscal year. All throughout this, Ramdev never hid his contempt for multinationals and vows to kill their market. He even has been accused of initiating anti Coke, Pepsi and Maggie drive.

MNC FMCG companies have always overcome the competitive threats from entrants, for example Nirma and chick shampoo to name a few. But this time the threat is stronger than ever with Ramdev's tying up with Big Bazaar and brand Patanjali pushed by the growing fleet of 10,000 dedicated distributors along with the brand fitment into health consciousness taking place in Indian culture. It is clearly the fastest growing FMCG firm in the country, with the widest product portfolio.

Who understands it better to build an "ICONIC BRAND" than Baba Ramdev, who is known for popularizing yoga among Indians through his mass yoga camps and in return became an Iconic Brand himself. Patanjali is a challenger and a disruptor because it challenges many of the long-held assumptions in the classical FMCG industry. Patanjali doesn't employ any fancy managers with MBA degrees, no high-end creative agencies, no celebrity brand ambassadors (beside himself). Instead of selling to the retail trade through distributors, it has its own branded outlets around the country (beside recent modern trade entry through future group).

Keywords: Baba Ramdev, Patanjali, Natural Products, Herbal Products, Media Role, Promotion, Strategy, Ayurved, MNC

Introduction

It is estimated that Patanjali's Sales is likely to top INR 5000 crore by the end of FY'16.

How is Patanjali able to clock impressive sales growth figure at a time when other FMCG companies are finding the going difficult.

Following are the reasons which could be leading to Baba Ramdev's Patanjali growth:-

1. **Product:** Use genuine & natural ingredients and in sufficient quantities which make them effective in delivering the promise, it claims to deliver.

Result – Customers who buy the brand experience the promise.

2. **Recipe:** It is derived from our heritage.

3. **Promise:** Goodness of nature with each product having its own unique benefits which are effectively highlighted.

4. **Price:** 15 – 30% lower than the competition.

5. **Promotion:** Use Alternate Media to build brand:-

a. **Buzz Creation (Word of Mouth Publicity).** When a company makes a claim, its believability is merely between 20 – 49%. But when real people speak good about a brand – the believability jumps to 70%; when friends speak about a brand's goodness the believability jumps to 90%. Result: Increase in the believability of brand promise accompanied by a drop in Advertising & Sales Promotion expense.

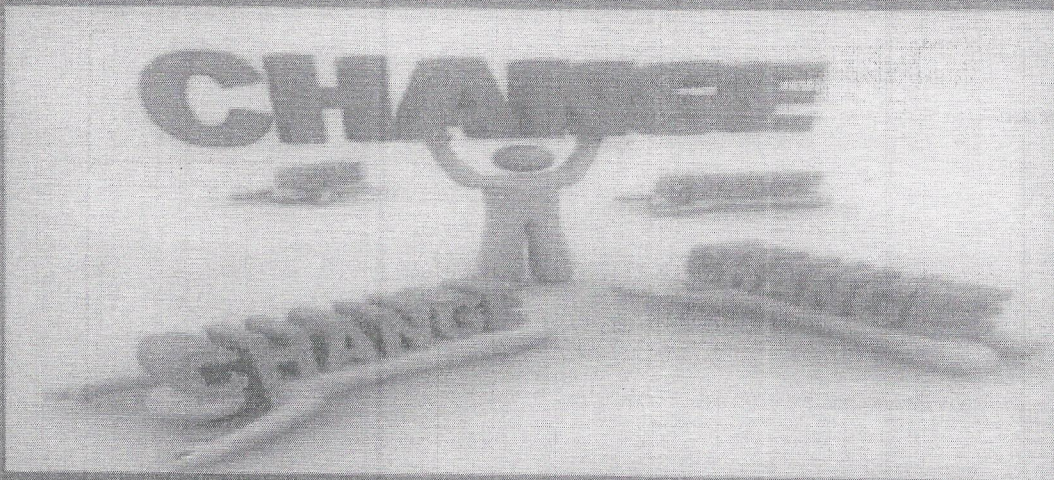
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Organizational Technological Change : Its Impact on Employee Engagement

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Abstract

In today's dynamic environment, leading successful change is no longer a managerial luxury but a critical necessity. Nowadays business companies are making use of advanced techniques of operation. As sophistication of technologies continues to evolve, they pose more challenges for managers because organizations will have to need more number of employees with increased technical and professional skill. When these changes are large in scope and substantial in impact — for example, a major restructuring or even a merger — it's natural to consider the likely impact on employee engagement and company culture.

Key Words: Technological Change, Employee Engagement, Organizational Technological Change

Introduction

Many organizations in search of new competitive advantages in today's fast-paced global economy are exploring the concepts of Technological Change and Employee Engagement. This paper provides background information on the two concepts; relates the two concepts to each other. Introduces findings, Importance of Technological change, Employee Engagement presents barriers as well as success stories to engagement during technological change.

Technology makes it possible to perform everyday tasks faster and with less energy on our part. Technological change is an increase in the efficiency of employee that results in an increase in output. Technological change can positively affect individual values leading to increased time for consideration of both the heart and the brain in decision making.

This may lead to greater moral sensitivity and more tolerance and compassion for others, all coupled with a more rational approach to decision making. A possible effect of technological change may be increased loyalty to one's profession rather than to one's organization. The net result of technological change for all organizations is a greater requirement for strategic planning.

Importance of Technological change

Technological change is the process of combining and reorganizing knowledge to generate new ideas. Technological change is essential for short-term competitiveness and long-term survival. Advanced technologies enhancing flexibility of employee. Organization can use technology to reduce business costs & increase efficiency in the workplace. Technological change makes employees more effective and firm more efficient.

Technologies can only lead to increased productivity or improve performance when combined with other resources effectively by human resources or when done effectively, and use technology productively and ethically. Employee's performance is closely linked with technological change. Technological change can be managed effectively through employees. Technological change is important factor for influencing the Employee engagement.

Employee engagement

Employee engagement is a property of the relationship between an organization and its employees. An "Engaged Employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.

Emotional connection an employee feels toward his or her employment organization, which tends to influence his or her behaviours and level of effort in work related activities. The more engagement an employee has with his or her company, the more effort they put forth. Employee engagement also involves the nature of the job itself - if the employee feels mentally stimulated; the trust and communication between employees and

