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WOMEN EMPLOYEE ENGAGEMENT AND ITS IMPACT ON PRODUCTIVITY IN PRIVATE SECTOR BANKS: AN EMPIRICAL STUDY IN COIMBATORE CITY

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ABSTRACT

Employee engagement has emerged as one of the most critical determinants of organizational effectiveness in contemporary business environments, particularly within service-oriented industries such as banking. In the Indian banking sector, private sector banks operate under intense competitive pressure, rapid technological change, and heightened customer expectations, making employee engagement a strategic imperative. Women employees constitute a substantial and increasingly important segment of the workforce in private sector banks, contributing significantly to customer service delivery, operational efficiency, and digital banking initiatives. However, women employees often face unique workplace challenges related to work-life balance, workload pressure, limited career advancement opportunities, role conflict, and perceived inequities, which may influence their engagement and productivity levels. The present study aims to examine the level of employee engagement among women employees working in private sector banks in Coimbatore city and to analyze its impact on productivity-related outcomes. The study adopts a descriptive and analytical research design and is based on primary data collected from 280 women employees through a structured questionnaire. Statistical tools such as descriptive statistics, chi-square test, independent sample t-test, one-way ANOVA, correlation analysis, and multiple regression analysis were employed to examine the relationship between engagement drivers and productivity outcomes. The findings reveal that leadership effectiveness, communication clarity, perceived fairness, recognition, training, career development opportunities, and organizational culture significantly influence employee engagement. The study further establishes a strong positive relationship between employee engagement and productivity indicators such as job satisfaction, customer service effectiveness, teamwork, and adaptability. The paper concludes with practical and policy-oriented suggestions for enhancing women employee engagement through inclusive, gender-sensitive human resource practices in private sector banks.

KEYWORDS: Employee Engagement; Women Employees; Productivity; Private Sector Banks; Organizational Performance; Banking Industry

INTRODUCTION

Employee engagement has gained considerable attention in human resource management literature and practice over the last two decades due to its significant influence on organizational performance, employee retention, and long-term sustainability. Unlike traditional concepts such

as job satisfaction or organizational commitment, employee engagement represents a deeper and more comprehensive psychological connection between employees and their work roles. It reflects the extent to which employees invest their physical, emotional, and cognitive energies into their jobs, thereby contributing proactively to organizational goals.

In service-intensive industries such as banking, the role of employee engagement becomes even more critical. Banking services are largely intangible and depend heavily on employee behavior, competence, and attitude. Employees serve as the primary interface between banks and customers, and their engagement directly affects service quality, customer satisfaction, and organizational reputation. Engaged employees are more likely to demonstrate initiative, adaptability, and resilience in dynamic work environments.

The Indian banking sector has undergone significant transformation following economic liberalization, technological advancement, and regulatory reforms. Private sector banks, in particular, have emerged as key players in the financial system, characterized by advanced digital infrastructure, customer-centric strategies, and performance-driven organizational cultures. These banks operate in a highly competitive environment where efficiency, innovation, and service differentiation are essential for survival and growth.

Women employees play a crucial role in the functioning of private sector banks. They are employed across clerical, operational, supervisory, and managerial roles and contribute extensively to customer handling, branch operations, loan processing, and digital banking services. Despite their growing participation, women employees often face distinct challenges in the workplace. Issues such as work-life imbalance, role overload, limited leadership opportunities, safety concerns, and perceived gender bias can adversely affect their engagement levels and productivity. Coimbatore city, one of the major commercial and industrial centers in Tamil Nadu, hosts a large number of private sector bank branches catering to urban, semi-urban, and rural customers. The city provides an appropriate setting to examine women employee engagement in private sector banks due to its diverse banking operations and workforce composition. Against this backdrop, the present study seeks to analyze the level of employee engagement among women employees in private sector banks in Coimbatore city and to assess its impact on productivity outcomes.

CONCEPTUAL FRAMEWORK OF EMPLOYEE ENGAGEMENT

Employee engagement is a multidimensional construct that encompasses emotional, cognitive, and behavioral components. Emotionally engaged employees experience positive feelings toward their work and organization, cognitively engaged employees are mentally focused and committed to their tasks, and behaviorally engaged employees exhibit discretionary effort and proactive behavior.

The conceptual framework of the present study views employee engagement as an outcome of several organizational and individual drivers, including leadership quality, communication effectiveness, perceived fairness, recognition, training and development opportunities, career growth, work environment, and organizational culture. These drivers collectively shape employees' perceptions, attitudes, and psychological attachment to the organization.

Productivity, in this study, is conceptualized not merely in terms of output quantity but as a composite outcome reflected through job satisfaction, customer service effectiveness, teamwork, and adaptability to change. The framework assumes that higher levels of employee engagement lead to enhanced productivity outcomes. Demographic and organizational variables such as age, education, designation, experience, employment type, and office location are treated as moderating factors influencing engagement levels.

REVIEW OF LITERATURE

The concept of employee engagement was initially introduced to explain the extent to which employees are psychologically present in their work roles. Subsequent studies have expanded the construct to include emotional attachment, involvement, and willingness to contribute beyond formal job requirements. Empirical research consistently demonstrates that

engaged employees exhibit higher performance, lower absenteeism, reduced turnover intention, and stronger organizational commitment.

Studies conducted in the banking sector highlight the strategic importance of employee engagement due to the service-oriented nature of banking operations. Research findings suggest that leadership style, organizational support, and communication clarity significantly influence engagement levels among bank employees. Transformational leadership, in particular, has been found to foster trust, motivation, and psychological safety, thereby enhancing engagement.

Several studies emphasize the role of organizational culture and perceived fairness in shaping employee engagement. Transparent policies, equitable reward systems, and inclusive workplace practices contribute to positive employee perceptions and emotional commitment. In contrast, perceptions of injustice and favoritism negatively affect engagement and morale.

Research focusing on women employees highlights gender-specific engagement determinants. Women employees tend to value supportive leadership, recognition, flexible work arrangements, and work-life balance initiatives more strongly than their male counterparts. Studies indicate that training and career development opportunities are crucial for sustaining engagement, especially in technology-driven sectors like banking.

Recent empirical studies have established a strong link between employee engagement and productivity outcomes. Engaged employees demonstrate higher job satisfaction, improved customer handling, effective teamwork, and greater adaptability to organizational change. The literature thus confirms that employee engagement serves as a key mediator between human resource practices and productivity outcomes.

PROFILE OF PRIVATE SECTOR BANKS IN INDIA

Private sector banks in India have emerged as strong competitors to public sector banks due to their operational efficiency, technological innovation, and customer-focused strategies. Banks such as HDFC Bank, ICICI Bank, Axis Bank, Kotak Mahindra Bank, and IndusInd Bank dominate the private banking landscape with robust financial performance and extensive branch networks.

These banks have invested heavily in digital banking platforms, core banking solutions, mobile applications, and customer relationship management systems. The success of these initiatives largely depends on the skills, adaptability, and engagement of employees. Employees are expected to meet high performance standards while continuously upgrading their skills to keep pace with technological changes.

Women employees contribute significantly to the performance of private sector banks, particularly in customer-facing roles and operational functions. Their engagement directly influences service quality, customer satisfaction, and branch-level productivity. Given the performance-oriented culture of private banks, understanding women employee engagement becomes essential for sustaining competitive advantage.

STATEMENT OF THE PROBLEM

Despite the adoption of progressive human resource practices, employee engagement among women in private sector banks remains uneven. Women employees often face high workload pressure, limited recognition, inadequate training opportunities, and constraints in career advancement. These challenges may vary across demographic groups, employment types, and office locations.

While private sector banks emphasize productivity and efficiency, insufficient attention to engagement-related concerns can result in reduced morale, lower productivity, and higher turnover among women employees. The problem addressed in this study is to examine the factors influencing women employee engagement in private sector banks in Coimbatore city and to analyze how engagement impacts productivity outcomes.

OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives:

1. To analyze the demographic profile of women employees working in private sector banks in Coimbatore city.
2. To identify the major organizational drivers influencing women employee engagement.
3. To examine the relationship between employee engagement and productivity outcomes.
4. To assess variations in engagement levels across demographic and organizational variables.
5. To suggest measures for enhancing women employee engagement to improve productivity and retention.

RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design. Primary data were collected from 280 women employees working in private sector banks in Coimbatore city using a structured questionnaire. The questionnaire consisted of three sections: demographic profile, employee engagement dimensions, and productivity-related outcomes.

Secondary data were collected from academic journals, books, banking reports, and official publications. The collected data were analyzed using statistical tools such as descriptive statistics, chi-square test, independent sample t-test, one-way ANOVA, correlation analysis, and multiple regression analysis. These tools helped identify patterns, differences, and relationships between engagement and productivity variables.

DATA ANALYSIS AND INTERPRETATION

Demographic Profile

The demographic analysis reveals a diverse workforce in terms of age, marital status, education, designation, experience, income, and office location. A significant proportion of respondents are married, indicating the dual responsibility of managing professional and family roles. The workforce is highly educated, with many respondents holding postgraduate and professional qualifications.

Women employees are represented across clerical, sub-staff, and officer categories, highlighting their contribution at various organizational levels. The presence of both permanent and contractual employees reflects the flexible employment practices adopted by private sector banks. The distribution across rural, semi-urban, and urban branches indicates the widespread presence of women employees across banking locations.

Engagement Drivers

The analysis of engagement drivers indicates that leadership support, communication clarity, fairness, recognition, training, career development, and workplace culture significantly influence engagement levels. Contractual employees report relatively higher engagement scores due to job insecurity and performance pressure. Head office employees exhibit higher engagement levels compared to branch employees due to better access to leadership and development opportunities.

Engagement and Productivity Outcomes

The results reveal a strong positive relationship between employee engagement and productivity outcomes. Higher engagement levels are associated with increased job satisfaction, improved customer handling, effective teamwork, and greater adaptability. Younger employees display higher adaptability, while experienced employees demonstrate stability in teamwork and service delivery.

MAJOR FINDINGS

The study reveals that women employee engagement in private sector banks is influenced by a combination of demographic and organizational factors. Leadership quality, fairness, recognition, training, and career development emerge as the most critical drivers of engagement. Engagement levels vary across age groups, designations, experience levels, employment types, and office locations. Higher engagement leads to enhanced productivity outcomes, confirming the strategic importance of employee engagement.

SUGGESTIONS

Private sector banks should adopt inclusive and gender-sensitive human resource practices to enhance women employee engagement. Transparent leadership communication, equitable appraisal systems, and structured career development pathways are essential. Training programs focusing on digital skills and leadership development should be strengthened. Work–life balance initiatives such as flexible work arrangements, wellness programs, and child-care support should be institutionalized, particularly for branch-level employees.

CONCLUSION

The study concludes that employee engagement plays a decisive role in enhancing productivity among women employees in private sector banks. Engagement is shaped by leadership practices, organizational support, and development opportunities. By strengthening engagement-focused HR strategies, private sector banks can improve productivity, service quality, and long-term organizational sustainability.

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THE HUMAN FACTOR IN INTELLIGENT BANKING: MERGING BEHAVIOURAL FINANCE WITH ARTIFICIAL INTELLIGENCE

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ABSTRACT

In the digital era, the banking industry is undergoing a revolutionary transformation driven by Artificial Intelligence (AI). From automated customer service and risk management to predictive analytics and personalized financial advice, AI has redefined how financial institutions operate. This study aims to explore how the synergy between Behavioural Finance and AI can enhance intelligent banking practices by analysing customer behaviour, improving decision-making, and building stronger trust-based relationships between banks and their customers. The following are the objectives of the study, (i) to analyse the influence of behavioural finance factors on customer decision-making in banking, (ii) to explore how the integration of AI and behavioural finance contributes to intelligent and customer-centric banking, (iii) to identify challenges in merging human behavioural insights with AI-based banking systems, (iv) to find the relationship between AI Adoption and Customer Satisfaction and (v) to suggest strategies for developing emotionally intelligent AI systems in the banking sector. The present study conducted in Coimbatore city, selected the sample respondents in Coimbatore city, adopted convenient sampling method for data collections. The percentage analysis used to present the data and correlation used to find the relationship between AI Adoption and Customer Satisfaction. 188 samples were taken for this study. This study concluded that the human factor remains central to intelligent banking. By merging the analytical power of AI with the psychological understanding of Behavioural Finance, banks can build smarter, fairer, and more human-centered financial ecosystems. This integration will not only enhance operational efficiency but also create a more inclusive and emotionally aware banking environment one that aligns technology with the true essence of human decision-making.

KEYWORDS: Customer service, risk management, predictive analytics, intelligent banking practices and AI Adoption and Customer Satisfaction.

INTRODUCTION

In the digital era, the banking industry is undergoing a revolutionary transformation driven by Artificial Intelligence (AI). From automated customer service and risk management to predictive analytics and personalized financial advice, AI has redefined how financial institutions operate. However, despite these technological advancements, the human factor emotions, biases, and behavioural tendencies continues to play a crucial role in financial decision-making. This brings into focus the integration of Behavioural Finance with Artificial Intelligence, leading to

what may be termed as Intelligent Banking. Behavioural Finance explains how psychological factors such as overconfidence, risk aversion, loss aversion, and herding behaviour influence financial decisions. When combined with AI’s data-driven precision and predictive capabilities, banks can better understand customer behaviour, design customized products, and mitigate financial risks arising from irrational decisions. Thus, merging AI with behavioural insights can help create more human-centered, adaptive, and efficient financial systems.

This study aims to explore how the synergy between Behavioural Finance and AI can enhance intelligent banking practices by analysing customer behaviour, improving decision-making, and building stronger trust-based relationships between banks and their customers.

STATEMENT OF THE PROBLEM

Although Artificial Intelligence has improved efficiency and accuracy in banking operations, it often lacks an understanding of the emotional and behavioural aspects of customers. Financial decisions are rarely made based on pure logic; they are deeply influenced by cognitive biases and psychological patterns. Current AI models focus largely on transactional and numerical data, ignoring the human dimensions that drive financial behaviour. This creates a gap between technological intelligence and human behaviour, leading to misjudgement in risk assessment, poor personalization of services, and limited emotional engagement with customers. Therefore, there is a need to explore how AI systems can be enhanced by integrating behavioural finance principles to develop a more holistic and intelligent banking experience that balances data accuracy with emotional intelligence.

OBJECTIVES OF THE STUDY

1. The following are the objectives of the study.
2. To analyze the influence of behavioural finance factors on customer decision-making in banking.
3. To explore how the integration of AI and behavioural finance contributes to intelligent and customer-centric banking.
4. To identify challenges in merging human behavioural insights with AI-based banking systems.
5. To find the relationship between AI Adoption and Customer Satisfaction.
6. To suggest strategies for developing emotionally intelligent AI systems in the banking sector.

SAMPLING AND TOOLS AND TECHNIQUES

The present study conducted in Coimbatore city, selected the sample respondents in Coimbatore city, adopted convenient sampling method for data collections. The percentage analysis used to present the data and correlation used to find the relationship between AI Adoption and Customer Satisfaction. 188 samples were taken for this study.

SCOPE OF THE STUDY

The study focuses on the integration of behavioural finance concepts with AI applications in the banking industry. It explores both the technological and psychological dimensions of intelligent banking. The scope includes examining customer behaviour patterns, decision biases, and AI tools used for predictive analytics, credit assessment, fraud detection, and personalized financial services. Geographically, the study may focus on public and private sector banks in India, with an emphasis on how these institutions use AI to enhance customer experience while accounting for behavioural tendencies. The research will also analyze customer perception, trust, and acceptance of AI-based financial decisions.

ANALYSIS AND INTERPRETATION

I. Awareness of Artificial Intelligence in Banking

Table 1

Awareness of Artificial Intelligence in Banking

Sl. No.	Level of Awareness	Number of respondents	Percentage
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1	High level	98	52.13
2	Moderate level	66	35.11
3	Low level	24	12.76
	Total	188	100

Source: Computed data

The above table presents the awareness of Artificial Intelligence in Banking, out of 188 samples, ninety eight (52.13%) respondents felt high level of awareness of artificial intelligence in banking. Sixty six (35.11%) respondents felt moderate level of awareness of artificial intelligence in banking and remaining twenty four (12.76%) respondents felt low level of awareness of artificial intelligence in banking. Majority (52.13%) of the respondents are felt high level of awareness of artificial intelligence in banking.

II. Perception of AI’s Role in Decision-Making

Table 2
Perception of Artificial Intelligence in Decision Making

Sl. No.	Perception	Number of respondents	Percentage
1	More accuracy and fairness	104	55.32
2	Biased or impersonal	53	28.19
3	Uncertain	31	16.49
	Total	188	100

Source: Computed data

The above table presents the perception of Artificial Intelligence in Decision Making. Out of 188 samples, one hundred and four (55.32%) respondents felt more accuracy and fairness. Fifty three (28.19%) respondents felt biased or impersonal decision making and remaining thirty one (16.49%) respondents felt uncertain of Perception of Artificial Intelligence in Decision Making. Majority (55.32%) of the respondents felt more accuracy and fairness of Artificial Intelligence in Decision Making

III. Influence of Behavioural Factors on Financial Decisions

Table 3
Influence of Behavioural factors on financial decisions

Sl. No.	Influence of Behavioural factors on financial decisions	Number of respondents	Percentage
1	Emotions and peer influence	97	51.60
2	Rational	68	36.17
3	No emotions and peer influence	23	12.23
	Total	188	100

Source: Computed data

The above table presents the Influence of Behavioural factors on financial decisions, out of 188 samples, ninety seven (51.60%) respondents felt emotions and peer Influence of Behavioural factors on financial decisions. Sixty eight (36.17%) respondents felt rational Influence of Behavioural factors on financial decisions and remaining twenty three (12.23%) respondents felt no emotions and peer influence of Influence of Behavioural factors on financial decisions. Majority (51.60%) of the respondents felt emotions and peer Influence of Behavioural factors on financial decisions.

IV. Customer Trust in AI-Based Banking Services

Table 4
Customer Trust in AI based Banking service

Sl. No.	Customer Trust in AI based Banking service	Number of respondents	Percentage
1	AI driven tools for basic services	86	45.74

2	Financial decisions	61	32.45
3	Loans and etc	41	21.81
	Total	188	100

Source: Computed data

The above table presents the customer trust in AI based banking service. Out of 188 samples, eighty six (45.74%) respondents felt AI driven tools for basic services. Sixty one (32.45%) respondents said financial decision are customer trust in AI based banking services and remaining forty one (21.81%) respondents said loans and other operations are customer trust in AI based banking services. Majority (45.74%) respondents are felt AI driven tools for basic services for customer trust in AI based banking services.

V. Impact of AI on Customer Experience

Table 5
Impact of AI on Customer Experience

Sl. No.	Impact of AI on Customer Experience	Number of respondents	Percentage
1	Customer convenience through faster responses	113	60.11
2	Personalized services	54	28.72
3	Lack of empathy and human touch	21	11.17
	Total	188	100

Source: Computed data

The above table presents the impact of AI on customers experience, out of 188 samples, one hundred and thirteen (60.11%) respondents felt customer convenience through faster responses of impact of AI. Fifty four (28.72%) respondents felt personalized services improved with AI and remaining twenty one (11.17%) respondents felt lack of empathy and human touch with impact of AI. Majority (60.11%) of the respondents felt customer convenience through aster responses.

VI. Challenges in Integrating Behavioural Finance with AI

Table 6
Challenges in Integrating Behavioural Finance with AI

Sl. No.	Challenges in Integrating Behavioural Finance	Number of respondents	
		Yes (%)	No (%)
1	Lack of emotional understanding in AI systems	65	35
2	Data privacy concerns	58	42
3	High cost of AI implementation	52	48
4	Limited behavioural data availability	46	54

Source: Computed data

The above table shows the challenges in integrating behaviour finance, out of 188 samples, 65% of the respondents agreed that lack of emotional understanding of AI systems and remaining not agreed that lack of emotional understanding of AI systems. 58% of the respondents agreed that data privacy is challenges in integrating behavioural finance and remaining 42% of the respondents not agreed that data privacy is challenges in integrating behavioural finance. 52% of the respondents agreed that high cost of AI implementation in behavioural finance and remaining 48% of the respondents not agreed that high cost of AI implementation in behavioural finance. 46% of the respondents agreed that AI behavioural finance has limited behavioural data availability and remaining 54% of the respondents not agreed that high cost of AI implementation in behavioural finance.

Correlation

VII. AI adoption and Customer Satisfaction

Table 7

Correlation : Relationship between AI Adoption and Customer Satisfaction

		AI Adoption	Customer Satisfaction
AI Adoption	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	188	
Customer Satisfaction	Pearson Correlation	.893**	1
	Sig. (2-tailed)	.000	
	N	188	188

** . Correlation is significant at the 0.01 level (2-tailed)

There is positive and significant relationship between AI adoption and customer satisfaction at 1% significant level. Hence, AI adoption in behavioural finance increase the customers satisfaction.

SUGGESTIONS

1. Integrate Human Emotions into AI Systems

Banks should design AI algorithms that consider emotional and behavioural data, such as spending habits, risk tolerance, and financial stress indicators. Emotionally intelligent AI systems can provide more personalized and empathetic financial advice.

2. Promote Behavioural Finance Training for AI Developers

AI professionals in the banking sector should receive basic training in behavioural finance to understand how psychological factors influence financial decisions. This interdisciplinary approach ensures that AI models reflect real human behaviour.

3. Enhance Transparency and Explainability of AI Decisions

Banks should ensure that AI-based recommendations and credit scoring systems are transparent. Explaining the reasoning behind AI decisions will build trust among customers and reduce the fear of algorithmic bias.

4. Use AI for Financial Education and Awareness

AI-powered chatbots and digital assistants can be used to educate customers about investment behaviour, risk perception, and common biases. This can promote rational financial decision-making and reduce impulsive behaviour.

5. Strengthen Data Ethics and Privacy Protection

As AI relies on large volumes of customer data, banks must adopt strict data governance policies to maintain customer trust and comply with data protection regulations such as GDPR and RBI guidelines.

6. Encourage Collaboration between Behavioural Economists and Technologists

Banks should form interdisciplinary teams comprising AI specialists, behavioural scientists, and financial analysts to develop well-rounded intelligent banking systems that blend human insight with machine precision.

7. Personalize Banking Experience through Behavioural Insights

By combining AI analytics with behavioural profiling, banks can offer customized financial products, tailored investment suggestions, and targeted marketing strategies that match each customer’s personality and financial goals.

8. Invest in Customer-Centric AI Infrastructure

Financial institutions must prioritize investments in AI technologies that enhance customer experience such as emotion detection, voice analytics, and sentiment analysis to humanize digital interactions.

9. Develop Responsible AI Policies

Banks should implement frameworks for ethical AI use, ensuring that AI systems do not reinforce human biases or make discriminatory decisions in lending, hiring, or investment recommendations.

10. Continuous Monitoring and Feedback Systems

AI systems must be regularly evaluated using customer feedback to ensure they remain fair, effective, and aligned with human financial behaviour patterns.

CONCLUSION

The integration of behavioural finance and Artificial Intelligence (AI) represents a transformative shift in the future of the banking industry. While AI brings precision, speed, and analytical strength, Behavioural Finance adds depth, understanding, and emotional intelligence to financial decision-making. Together, they form the foundation of Intelligent Banking, where technology not only automates processes but also understands and responds to human behaviour. The study reveals that the success of AI in banking depends largely on its ability to interpret human emotions, biases, and preferences. When AI systems are designed with behavioural insights, they can foster greater customer trust, deliver personalized experiences, and improve decision accuracy. However, challenges such as data privacy, ethical concerns, and lack of human empathy must be addressed through responsible AI governance and collaborative innovation.

The human factor remains central to intelligent banking. By merging the analytical power of AI with the psychological understanding of Behavioural Finance, banks can build smarter, fairer, and more human-centered financial ecosystems. This integration will not only enhance operational efficiency but also create a more inclusive and emotionally aware banking environment one that aligns technology with the true essence of human decision-making.

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SOCIAL MEDIA MARKETING – A REAL SUCCESS TRANSFORMATION IN DIGITAL MARKETING

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ABSTRACT

Social media marketing plays a vital role in enhancing brand recognition and visibility for businesses. The continuous advancement of social media tools and technologies has led to significant changes in the field of digital marketing. Organizations increasingly rely on social media platforms to reach their target audiences, creating new opportunities and innovative approaches in digital marketing practices. These transformations have strengthened brand popularity and customer engagement in the digital environment. This article examines the evolution of social media marketing and its applications that positively influence business success. The changing nature of social media marketing highlights the growing importance of digital marketing in delivering products and services directly to customers. The study is based on an extensive review of existing literature that explores how social media marketing has evolved in response to the dynamic and competitive digital era. Digital platforms have undergone substantial changes, reshaping marketing strategies and encouraging businesses to adapt to new digital trends. This article emphasizes how transformed social media marketing practices help organizations reach customers at the right time while offering products that match customer preferences. Through social media marketing, customers experience a sense of personalization, comfort, and trust. The rapid growth of customer satisfaction through social media platforms is evident in the effectiveness observed across various stages of product development.

KEYWORDS: Marketing, Social Media, Social Media Marketing, Digital Marketing, Transformation in Social Media Marketing

LITERATURE REVIEW

- Marketing involves a comprehensive set of activities aimed at converting potential consumers into loyal and satisfied customers. It includes market research, promotion, branding, and customer relationship building, with the primary goal of increasing sales and strengthening brand loyalty (1).
- Social media consists of digital platforms that allow users to create, share, and interact with content, enabling communication and community formation on a global scale(2).

- A social media marketing strategy refers to a structured plan that outlines how businesses utilize social platforms to achieve marketing objectives such as audience engagement, brand awareness, traffic generation, and sales conversion (3).
- Digital marketing represents a systematic approach that enables businesses to adapt to technological changes while maximizing benefits and minimizing potential limitations associated with digital adoption (4).
- Over the past few decades, the emergence of the internet has drastically transformed the global business environment, leading to the rise of digital-native companies that now dominate the modern economy (5).
- In India, increasing internet accessibility and government initiatives such as Digital India have accelerated the adoption of digital technologies, making digital marketing essential for businesses seeking wider reach and growth (6).

OBJECTIVES OF THE STUDY

- To identify major social media platforms used for marketing.
- To assess the effectiveness of digital marketing strategies.
- To analyze the transformation of social media marketing within digital marketing.
- To examine the role of social media in strengthening marketing functions.
- To understand the necessity of social media marketing for business success.

MARKETING

Marketing refers to the process of attracting, satisfying, and retaining customers. It is a core function of business management and applies to both business-to-business (B2B) and business-to-consumer (B2C) contexts. Marketing activities are typically carried out by manufacturers or retailers and may also be outsourced to specialized agencies such as advertising or market research firms.

Historically, marketing was viewed largely as a creative discipline involving advertising and promotion. However, modern marketing integrates scientific approaches drawn from psychology, economics, sociology, and data analytics. As a result, marketing has evolved into a structured and research-driven discipline with clearly defined processes for planning and execution.

SOCIAL MEDIA

Social media refers to online platforms that facilitate content creation, sharing, and interaction among users. These platforms enable individuals and organizations to communicate, collaborate, and build communities across geographical boundaries.

Key Features of Social Media

- **User-Generated Content:** Users create and share posts, images, and videos.
- **Interactivity:** Engagement through likes, comments, and shares.
- **Community Building:** Formation of online networks and groups.
- **Real-Time Communication:** Instant exchange of information worldwide.

Popular Platforms

As of 2025, more than five billion people use social media globally. Major platforms include:

- Facebook
- Instagram
- TikTok
- YouTube
- WhatsApp

Impact on Society

Social media has transformed communication patterns and plays a significant role in:

- Personal and professional interaction
- Business marketing and customer engagement
- Social awareness and activism

SOCIAL MEDIA MARKETING

Social media marketing involves using social platforms to connect with audiences, promote brands, and drive business growth. It includes content creation, paid advertising, and active engagement with followers. The primary objective is to build strong customer relationships and convert audiences into loyal brand supporters.

DIGITAL MARKETING

Digital marketing refers to all marketing activities conducted through online channels and electronic devices. It includes social media marketing, email marketing, search engine optimization (SEO), and online advertising. As digital technologies continue to evolve, businesses must remain updated on trends to maintain a competitive advantage. Today, digital marketing is an essential component of nearly every organization's marketing strategy.

ROLE OF SOCIAL MEDIA MARKETING IN DIGITAL MARKETING

Social media marketing is one of the most affordable and effective ways to enhance brand visibility and audience engagement. Platforms such as Instagram, Facebook, LinkedIn, and X allow businesses to reach customers in spaces where they already spend time.

Selecting the right platform is crucial, as different platforms serve different purposes—Instagram for visual content, LinkedIn for professional networking, and TikTok for short-form videos. Businesses are encouraged to focus on quality rather than quantity by managing a limited number of platforms effectively.

The commonly followed 80/20 rule suggests that most content should be informative or entertaining, with minimal promotional messaging. This approach helps build trust, encourages interaction, and strengthens brand credibility.

TRANSFORMATION IN SOCIAL MEDIA MARKETING

Authentic Engagement and Meaningful Connections

Modern social media marketing emphasizes authenticity and emotional connection. Successful campaigns focus on real stories, genuine values, and human experiences rather than purely algorithm-driven content. In a digital environment increasingly influenced by artificial intelligence, authenticity has become a key differentiator for brands.

Data-Driven Decision Making

One of the greatest advantages of digital marketing is its ability to measure performance. Metrics such as engagement rates, reach, and conversions allow marketers to evaluate campaign effectiveness and make informed adjustments. Continuous analysis and optimization are essential for sustained success.

Strategic Brand Alignment

Effective digital marketing requires a clear understanding of brand identity and values. Marketing initiatives should align with the organization's core mission rather than blindly following trends. Campaigns that reflect a brand's authentic purpose tend to create stronger and longer-lasting connections with audiences.

CONCLUSION

Social media has become a powerful force shaping communication, culture, and business practices in the digital age. While the abundance of online content presents challenges, authenticity remains the key factor that differentiates successful brands. Digital marketing should be viewed as an investment in long-term relationships rather than a short-term promotional expense. Brands that communicate with honesty and human connection foster greater trust, loyalty, and word-of-mouth promotion. Ultimately, trust is the most valuable asset in marketing, and it cannot be replaced by technology or algorithms alone.

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PROTECTION OF CHILD RIGHTS – PREVENTION OF GIRL CHILD FROM ABUSE

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INTRODUCTION

Childhood abuse is a major pressure that affects young individuals and it often has a lifelong negative impact. A range of physical and mental health problems are associated with childhood abuse; these include common mental disorders, self-injurious behavior, personality pathology, psychosis, and sexually transmitted diseases. Childhood abuse has been linked to early mortality in adulthood. Furthermore, Preventing and recognizing all forms of child abuse at an early stage, as well as identifying the environments where abuse occurs, are essential due to its severe and long-lasting adverse effects. Global studies suggest that 25 to 50% of children experience physical abuse; around 20% of girls and 5–10% of boys experience sexual abuse (World Health Organization & International Society for Prevention of Child Abuse & Neglect, 2006). India is home to nearly 20% of the world's children, totaling approximately 440 million.

STATEMENT OF THE PROBLEM

Child sexual abuse (CSA) is a globally prevalent phenomenon. Childhood abuse is recognized for its enduring negative impact on children's mental, physical, and social well-being. The World Health Organization (WHO) defines CSA as a coercive act with a child who is unable to comprehend or provide consent, leading to serious physical or psychological damage. CSA includes sexual activities like inappropriate touching of private parts or indulging the child in touching the private parts of the perpetrator, molestation, sodomy, exhibitionism, pornography, and cyber sexual acts. Prevalence rates of CSA range from 8% to 31% for females and 3% to 17% for males. When sexual abuse remains unreported, and children are denied the protection and therapeutic support they require, they are left to endure their suffering in silence. Child Sexual Abuse (CSA) has only recently gained public recognition as a significant issue in India. Very few cases of CSA are formally reported, and many victims do not even disclose their ordeal to their parents. The most distressing aspect is the pervasive silence and shame that often surrounds cases of sexual abuse among children. To overcome the detrimental effects of child sexual abuse, awareness has to be created among youth. The last decade has seen a steady raise in the number of child abuse cases irrespective of strict law enforcement like the POCSO 2012. Our study is to focus on the reason behind the raise in child abuse cases; the efficacy of the prevailing pertinent laws and also to analyze the status of the existing child abuse cases registered and the role of Childline in protecting child rights.

OBJECTIVE OF THE STUDY

Child abuse, a global issue that transcends socio-economic boundaries, manifests in various forms such as physical, emotional, sexual abuse, and neglect. Its pervasive nature inflicts long-lasting trauma on children, affecting their physical, psychological, and emotional development. Addressing child abuse requires a multi-faceted approach, including awareness, prevention, and intervention. One critical player in this endeavor is Childline, a helpline dedicated to providing immediate assistance to children in distress. In this research article, the main objective is to find the role of Childline in protecting the rights of a child and how they are recovering the child physically as well as psychologically.

SOURCE OF COLLECTING DATA

The primary data for the study will be consolidated through observations, focus group discussion, and face to face interviews with the respondents from the ChildLine . The secondary data will be sourced through the information gathered from the government reports, publications, and documentaries on the particular group of people both in Tamil and Malayalam.

AREA OF THE STUDY

The study area for the research is the state of Kerala, and some randomly selected Districts shall be the research field through Childline records.

ANALYSIS OF THE STUDY

The study population includes children below the age of 18 years. There are a number of cases filed under child abuse and harassment are registered under child line in the district of Kerala, hence in order to restrict the sample size some randomly selected cases, that is group of children from various districts are taken as the target group from the data available with ChildLine.

Child abuse in India

Child abuse, especially sexual abuse, is a significant concern in India. With one of the largest child populations globally, Census data from 2011 reveals that India has 472 million children under the age of 18, comprising 41% of the total population. Every child deserves to lead a happy childhood and the opportunity to live a life safe from violence, rejection, exploitation, deprivation, and discrimination. Protection of this 41% of the young population is not only a matter of their human rights but also an investment towards building a robust nation. However, Child Abuse has become a growing concern in India. Data shows that millions of boys and girls are sexually abused within and outside their homes by relatives or by known people. Only a small number of child sexual abuse cases are reported, while many victims do not even disclose their experiences to their parents. The increasing menace of child sexual abuse is not just limited to domestic spheres but also vulnerable populations like rag pickers and those who beg on the streets. Thousands are being exploited in return for a meal or a meager daily wage barely sufficient to sustain their livelihood.

Forms of Child Abuse

Child abuse is not confined to one form; it spans multiple types, each leaving a distinct scar. Physical abuse involves inflicting bodily harm through actions like hitting, burning, or shaking. Emotional abuse involves actions that damage a child's self-esteem or emotional well-being, such as persistent criticism, threats, or rejection. Sexual abuse refers to any form of sexual activity involving a child and neglecting refers to the act of fulfilling the basic needs of the child, primarily food, shelter, healthcare, and education.

Impact of Child Abuse

The aftereffects of child abuse are long-lasting and sometimes last till eternity. In general, children subjected to physical abuse may suffer chronic health problems, developmental delays, anxiety, depression, low self-esteem, and even suicidal thoughts. The sexually abused survivors may also struggle with post-traumatic stress disorder (PTSD) and may fall prey to drug addiction. Children who have faced negligence often are academically backward, isolate themselves, and have mental health issues. It is a long enduring trauma that affects every aspect of the survivors' lives.

Child Abuse and the Role of Childline

Childline was established in 1986 in the UK by Esther Rantzen, a British television presenter and journalist, The thought of establishing ChildLine originated when she presented a program on the extent of child abuse in the country where she realized the need for a dedicated helpline service for the children to address their issues. The impact of the launch was overwhelming since many children reached out for help highlighting the predominant need for the service. The success of UK Childline paved the way for the opening of Childline across the globe. Many countries implemented the service as per their specific needs. In India, the Childline India Foundation was founded in 1996 by Jeroo Billimoria, a social entrepreneur. Today, ChildLine services are established in numerous countries to support children in need of care and protection.

Child abuse, is a global issue that persists in all sectors be it rich or poor, affecting the physical and emotional well-being of the children which has to be addressed with utmost care and also promote the awareness to prevent its occurrence. Childline plays a major role in addressing this which has a 24-hour free dedicated helpline for immediate assistance to children in distress. The services of Childline include Counselling, emergency support and referral to designated services. It acts as a bridge between the child and our support system. It also conducts campaigns and education programs for the Children, Parents and educational institutions to create its awareness. It elicits the public about the signs to recognize abuse at the right time and reporting it, and trains children how to seek help in case of an abuse, which fosters a protective environment for the growing children and the community.

Intervention and support

As soon as Childline receives a call, it is transferred to trained counsellors who shall provide immediate emotional support analyse the situation, and proceed towards immediate necessary action. If the severity is very sensitive, Childline will immediately contact Law enforcement and child protection agencies to ensure maximum protection for the child. Depending upon the situation, it connects the child with his/her family, social services, legal aid, and Professionals in mental health services. Childline also continues to render support until the child feels safe and independent.

Case Narratives 1

The case study is about a distressing incident reported to Childline, where a 16-year-old girl, Aditi was subjected to physical abuse at her residence by a close relative of her. The incident was reported to ChildLine by Aditi's sister. Immediately, a member from the ChildLine visited Aditi's school to speak to her, provide support and get details to resolve the issue. The girl narrated that she was frequently abused by her uncle who was also an alcoholic. She was scared at first to disclose to anyone fearing that he might harm her.

Collaborative Action

Childline, immediately called for action by filing a formal complaint at the Karunagappalli police station, adhering to mandatory guidelines, and also notified the Child Welfare Committee (CWC) and (DPCU) District Child protection unit. The objective was to initiate legal and protective measures through the proper channel.

Holistic support and recovery

Understanding the severity of the case and the emotional rehabilitation the child needs, Childline extended comprehensive support to Adithi and also her family. Sessions for Emotional balancing after the trauma, reassurance, and guidance were provided not only to Aditi but also to her parents who had to cope with the challenging situation.

Positive Transformation and Ongoing Care

The meticulous effort by Childline resulted in positive outcomes, Aditi under the unconditional care and support extended by the team, demonstrated visible signs of emotion recovery very quickly. She returned to her school and showed significant improvement in overall well-being. Childline continued to maintain regular contact with Aditi and her family with periodic follow-up sessions to monitor her emotional state, ensure progress, and to address any emerging

concerns

Impact and Outcomes

The case study of Aditi (name changed) justifies the role of proactive intervention and support rendered by Childline. The Childline not only addressed the issue but also provided emotional healing, support, and a sense of security for Aditi and her family thus providing a permanent relief from distress proving that Childline will always be a source of support, especially for the vulnerable children.

Effect of the POCSO Act, 2012 for the protection of child rights in this case :

Reporting and Legal Framework:

The POCSO Act focuses mainly on sexual offenses conducted against children under the age of 18 and enforces immediate reporting of such incidents by the child or anybody who comes to know about the incident. The Childline's quick intervention and association with the police station is clearly in line with the POCSO Act. It ensures that child sexual abuses are dealt with strict legal action as per the norms set in the POCSO act for protecting and safeguarding the children.

Child-Centric Approach:

POCSO Act functions completely as a child-centric approach during the whole process, from receiving the complaint to the course of legal proceedings, with the prime goal of ensuring the well-being of the victim. In addition, it works with the vision of providing emotional support to the child who is in distress to combat the trauma caused by the abuse.

Effect of Juvenile Justice Act, 2015:

The Juvenile Justice Act 2015 has launched the Child Welfare committee (CWCs) and District child protection units (DCPUs) to cater to the needs and rights of children who require care and protection. Childline's strong alliance with the CWC and DCPU in reporting the cases promptly clearly aligns with the JJ act, which ensures safeguarding the interest of the child and for ensuring required regular follow-up and support.

Rehabilitation and Support:

The JJ Act does not limit only to addressing the abused children but also focuses on the rehabilitation and reintegration of children who are subjected to trauma or abuse. Childline regularly follow-ups with the child / family / guardian to ensure the emotional well-being and safety of the child is good. It ensures regular support and monitoring for maximum efficacy of the Act.

In brief, both the POCSO and JJ Act synchronise hand in hand in protecting the rights and well-being of the children. It provides a clear, well defined legal framework for reporting incidents working as a child-centred approach. It aims to render an overall holistic protection and well being of the children who are subjected to physical and mental exploitation.

Case narrative 2

On the evening of June 28, 2022 at 3:55 pm, Childline's help line number; 1098 received a distress call from the Head Mistress of LP school. She reported the incident of a 7-year-old girl who shared with the counsellor during regular school counselling session that she was sexually abused by a neighbour residing close to her house.

Childline, without any delay sent a Childline counsellor and a team member to the school to meet the child directs as per the clause stated in the POCSO Act 2012. The initial objective was to provide the required counselling and emotional support for the child who was shocked by the situation.

During the intervention, the child revealed that she had endured sexual abuse by a 55-year-old man residing very near to her residence. The abuser visited the child's house frequently and misbehaved whenever he got an opportunity. This traumatic experience had deeply affected the child. Having realized the situation, the ChildLine counselor extended compassionate support to help the child to cope with the trauma which if left untreated would have become a lifelong threat.

Collaborative Action with Allied Systems

Based on the information gathered from the child, ChildLine filed a mandatory report with the Sastamcotta police station. Simultaneously, a comprehensive report was submitted to both the (CWC) Child Welfare Committee and (DCPU), District Child Protection Unit.

Positive Outcome and Post-Intervention Support

The swift response and action by the ChildLine team focused on emotionally rehabilitating the child and also ensuring the child's safety and providing all the essential support. Simultaneously, The parents were also contacted and were in touch providing them with comfort and instilling trust. This resulted in the child exhibiting significant emotional improvement, displaying signs of happiness and contentment.

Need for Childline in protecting Child rights

Childline is the need of our society considering the massive child abuse occurrences every day. Despite many initiatives to mitigate this issue, still, many children still continue to suffer in silence due to less awareness or accessibility to the support systems. Childline plays a crucial role in filling this gap by providing a free and easily accessible platform where children can reach confidently to seek help.

Childline acts swiftly in rendering support to children in distress. Be it abuse, neglect, or exploitation, the child receives immediate support and comfort from the trained counsellors, re-instilling their confidence in the world filled with such cruel thoughts and actions. The support received from Childline could act as a life-saving deed for the child especially when the severity of abuse is high

Childline functions 24/7 and is easily accessible for all children so they can reach out for help at any time. There is no service charge (direct or hidden) removing financial constraints that might refrain the children from seeking support. Childline also caters to multiple modes of communication – like phone calls, text messages, online messages, and chats, missed call services to accommodate different situations.

The other important factor of Childline service is maintaining confidentiality of the reported incident/person. Which encourages children to come forward to share their problems. Where the confidence is given to them that their concerns will be dealt with utmost privacy. This helps the children to build trust and breaks their inhibition to seek help.

In addition to immediate intervention to resolve the issue, Childline also addresses the root cause of a child in distress. They use various strategies like counselling, mentoring, connecting the child with their family, with Shelter homes if the family is the root cause for the problem, legal aid, etc. It also does a constant follow-up to ensure the continued safety and well-being of the child.

Furthermore, Childline plays a prominent role in creating awareness of child abuse and also the preventive measures to combat the crime. This is done through educational Programs and Campaigns. Where Childline educates children about their rights and teaches them how to protect themselves. It also educates the Parents and society/community to create a safer environment for the children.

Childline also does research and surveys to collect data on cases, nature, and extent of abuse, which is used to reform the policies and improve the current child protection system in our country. Childline also collaborates with Governments and Other organizations to implement stronger laws and better resources to protect our future generation.

CONCLUSION

Child abuse is a very serious crime and a direct violation of children's rights. To eradicate the crime rates, Childline has an inclusive approach and provides immediate support. It also raises awareness among the public and advocates stringent policies to fight this issue. Through its meticulous efforts over the years, Childline not only saves children from abusive situations but also strives to create a safer and supportive environment for all children.

However, Childline requires a collective responsibility, where everyone should work in unison to protect and give hope to vulnerable children worldwide.

Childline also collaborates with Government and Non-Government organizations to implement policies and legislation procedures to protect children from child abuse. The data and insights available with Childline are invaluable in shaping policies that prioritize child safety and welfare.

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A STUDY ON THE EMPLOYEE ABSENTEEISM WITH REFERENCE TO TNPL CHENNAI

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ABSTRACT

Absenteeism is the term generally used to refer to unscheduled employee absences from the workplace. Many causes of absenteeism are legitimate personal illness or family issues, for example but absenteeism also can often be traced to other factors such as a poor work environment or workers who are not committed to their jobs. If such absences become excessive, they can have a seriously adverse impact on a business's operations and, ultimately, its profitability. Employee absenteeism is a critical issue affecting organizational productivity, efficiency, and overall performance. The present study examines the causes, patterns, and impact of employee absenteeism within an organization. The research aims to identify key factors contributing to absenteeism, such as job dissatisfaction, work environment, health issues, personal problems, workload, and organizational policies. A descriptive research design was adopted, and primary data were collected through a structured questionnaire administered to employees. Statistical tools such as percentage analysis and chi-square test were used to analyze the data. The findings reveal that absenteeism is influenced by both personal and organizational factors, including job stress, lack of motivation, inadequate welfare measures, and poor working conditions. The study highlights the importance of effective human resource policies, employee engagement strategies, and supportive work environments in reducing absenteeism levels. It concludes that addressing the root causes of absenteeism can improve employee morale, enhance productivity, and contribute to organizational growth.

KEYWORDS: Employee Absenteeism, Job Satisfaction, Work Environment, Organizational Productivity, Employee Welfare, Human Resource Management, Workplace Motivation, Employee Engagement

INTRODUCTION

Unscheduled absenteeism creates serious financial and operational problems for organizations. M. Michael Markowich (1993) highlighted that many sick leave policies encourage a “use it or lose it” attitude, leading employees to utilize all available leave days. A survey of 5,000 companies reported that unscheduled absences cost small businesses an average of \$62,636 annually due to lost productivity, sick pay, and replacement expenses. Beyond direct costs, absenteeism results in hidden losses such as overtime payments, reduced productivity of other employees, temporary staffing costs, customer dissatisfaction, and low employee morale. As Lynn Tylczak emphasized, excessive absenteeism ultimately becomes not just an attendance issue but a profit problem affecting overall organizational performance.

OBJECTIVES

- To study the reasons of employee absenteeism
- To find the employee opinion towards absenteeism

- To identify various benefits given to employees to avoid absenteeism
- To study the problems of workers faced during work period
- To find out whether the workers feel stress during the work.

SCOPE OF THE STUDY

The study reveals us the information about the employee absenteeism in TNPL and the various causes of absenteeism. The study also provides the information about the ways to control absenteeism and the measures to be taken or the measures taken by the management to reduce or to avoid absenteeism. The study also provides the factors that motivate employee to reduce absenteeism.

REVIEW OF LITERATURE

Employee absenteeism has long been recognized as a significant organisational challenge that affects productivity, efficiency, and overall workplace dynamics. Early research on absence behaviour highlighted that absenteeism is not only an individual choice but is shaped by a range of personal, attitudinal, and organisational factors. Muchinsky's classic review emphasised that absenteeism must be understood in relation to turnover and withdrawal behaviours, noting that psychological and job-related variables play a major role in absence patterns (Muchinsky, 1977).

Recent empirical studies in the Indian context echo these findings. Mahakalkar and Sahare (2025) investigated employee absenteeism in a manufacturing setting and found that poor working conditions, lack of welfare measures, and occupational health issues were key predictors of absenteeism. A similar study conducted in the industrial sector in Hyderabad identified health problems, personal issues, and job dissatisfaction as the most frequent causes of absenteeism, suggesting that workplace environment and employee engagement are critical to attendance outcomes.

The negative consequences of absenteeism extend beyond individual absence. Bhimanatham and Iyer (2024) showed that absenteeism adversely affects employee morale and organisational efficiency, while effective attendance monitoring systems can mitigate some of these impacts by improving workload management and productivity.

In addition, broader literature has underlined the complexity of absence determinants, noting that demographic factors (such as age and family responsibilities), attitudinal factors (such as job satisfaction and organisational commitment), and job characteristics significantly influence absence behaviour. Systematic reviews have highlighted that job satisfaction is one of the most repeatedly studied predictors, with lower satisfaction often leading to higher absenteeism, and that absenteeism negatively affects organisational health and productivity.

Overall, prior research consistently points to absenteeism as a multifaceted issue driven by personal, organisational, and job-related influences. Understanding these determinants is essential for developing effective policies and interventions to reduce absenteeism and enhance workforce performance.

RESEARCH METHODOLOGY

Research methodology describes how the research study was under taken. This includes the specification of research design, source of data, method of primary data collection, the sampling method employed etc.

Research design

Fundamental to the success of any formal marketing research project is sound research design. A research design is purely and simply the frame work or plan for a study that guides the collection and analysis of the data.

Descriptive research design

It includes survey and fact-finding enquires of different kinds. It is one that simply describes something such as demographic characteristics of consumer who have the insurance coverage and who not have insurance coverage. It deals with description of the state of offers as it is and the researches have no influence on the respondents.

DATA COLLECTION METHOD

Primary data

Primary data are collected through the wee- structured questionnaire. This method of data collection is quite popular. Administering questionnaire to the respondents directly and collecting the information immediately is called primary data and the researcher has used primary data for this study.

Secondary data

The secondary data used in this research is journals, magazines, and internet.

Sampling design

Only a few units of population under the study are considered for analysis and this is called sampling data. It is collected from 100 respondents in rural areas. The technique of sampling used in this study convenience sampling.

Convenience sampling

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. 100 respondents are selected from rural areas.

Sampling plan

Data source : primary data
 Research approach : survey
 Research instrument : questionnaire
 Method of conduct : personal

Questionnaire

The questionnaire is prepared in such a way that cores the comprehensive objectives of the study. Open ended, multiple choice questions are adopted in this research.

DATA ANALYSIS AND INTERPRETATION

**Table 1
Gender of the Respondents**

S.No.	Gender	Number of Respondents	Percentage
1	Male	78	78
2	Female	22	22
Total		100	100

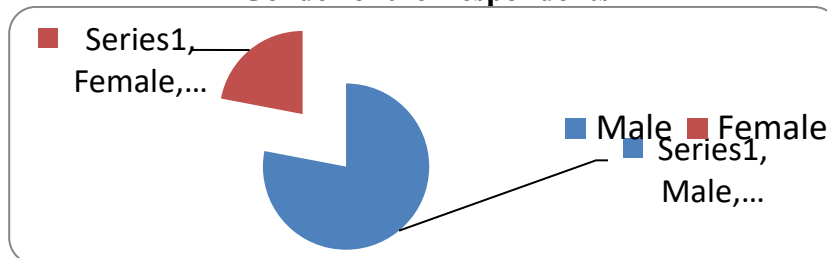
Source: Primary data

Table 1 shows that

- 78% of the respondents are male
- 22 % of the respondents are female

It is concluded that most of the respondents are belongs to male.

**Figure 1
Gender of the Respondents**



**Table 2
Age of the Respondents**

S.No.	Age Group	Number of Respondents	Percentage
1	Below 25	7	7
2	25 – 35	12	12
3	35 – 45	39	39
4	Above 45	42	42
Total		100	100

Source: Primary data

Table 2 shows that

- 7 % of the respondents are in the age group of below 25 years
- 12 % are in 25 – 35 years
- 39 % are in 35 – 45 years
- 42 % are in above 45 year

It is concluded that most of the respondents are in the age group of Above 45 years.

Figure 2
Age of the Respondents

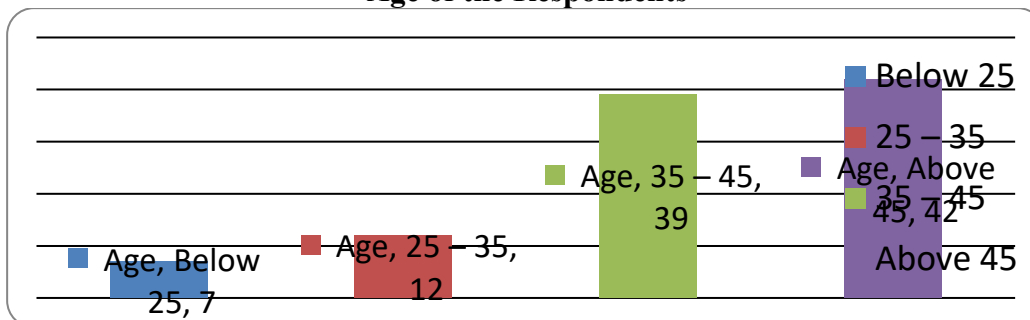


Table 3
Marital Status of the Respondents

S.No.	Marital Status	Number of Respondents	Percentage
1	Married	93	93
2	Unmarried	7	7
Total		100	100

Source: Primary data

Table 3 shows that

- 93 % of the respondents are married
- 7 % of the respondents are unmarried

It is concluded that most of the respondents are married.

Figure 3
Marital Status of the Respondents

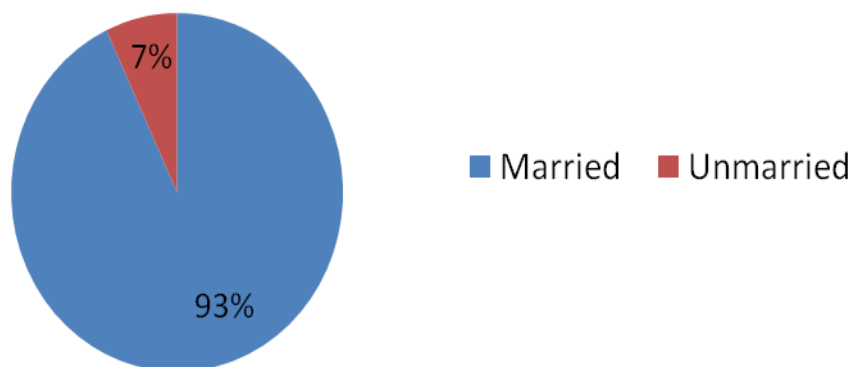


Table 4
Monthly Income Status of the Respondents

S.No.	Monthly Income	Number of Respondents	Percentage
1	Below 15000	12	12
2	15000 – 20000	28	28
3	20000 – 25000	26	26
4	Above 25000	34	34
Total		100	100

Source: Primary data

Table 4 shows that

- 12 % of the respondents monthly income level is below 5000
- 28 % of the respondents are belongs to 5000 – 10000 monthly income level
- 26 % of the respondents are belongs to 10000 - 15000 monthly income level
- 34 % of the respondents are belongs to above 25000 monthly income level

It is concluded that most of the respondents belongs to above 25000 monthly income level.

Figure 4
Monthly Income Status of the Respondents

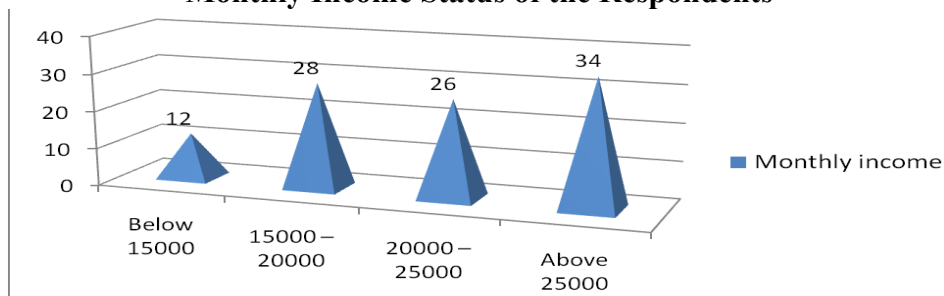


Table 5
Experience of the Respondents

S.No.	Year of Experience	Number of Respondents	Percentage
1	Below 5	14	14
2	5 – 10	16	16
3	10 - 15	34	34
4	Above 15	36	36
Total		100	100

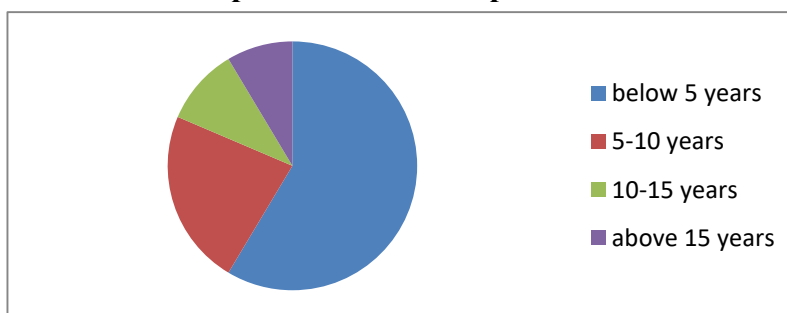
Source: Primary data

Table 5 shows that

- 14 % of the respondents have below 5 years of experience
- 16 % of the respondents have 5– 10 years of experience
- 34 % of the respondents have 10 – 15 years of experience
- 36 % of the respondents have above 15 years of experience

It is concluded that most of the respondents have above 15 years of experience.

Figure 5
Experience of the Respondents



WEIGHTED AVERAGE METHOD

Table 6
Age of Respondents v/s Working Environment

Age	Below 25	25 – 35	35 – 45	Above 45
Highly satisfied	1	1	2	4
Satisfied	4	9	19	26
Neutral	1	2	15	11
Dissatisfied	1	Nil	3	1

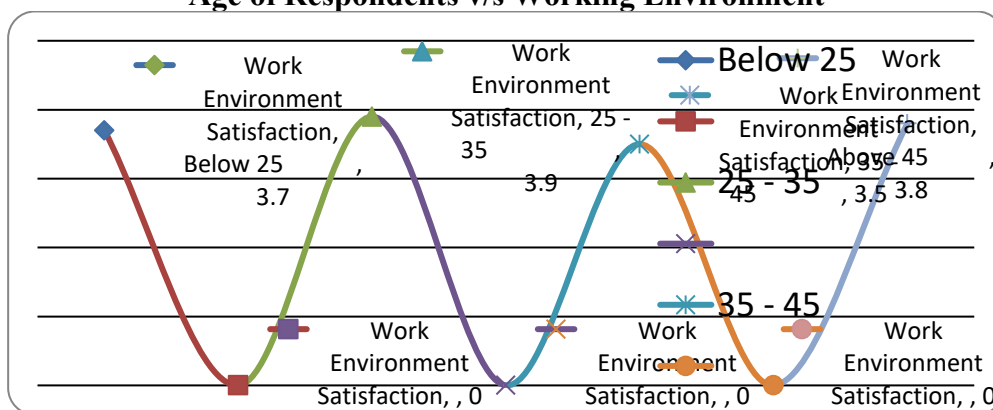
Highly Dissatisfied	Nil	Nil	Nil	Nil
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Source: Primary data

- Below 25 : $(5*1+4*4+3*1+2*1+1*0) / 7 = 26 / 7 = 3.7$
- 25 - 35 : $(5*1+4*9+3*2+2*0+1*0) / 12 = 47 / 12 = 3.9$
- 35 - 45 : $(5*2+4*19+3*15+2*3+1*0) / 39 = 137 / 39 = 3.5$
- Above 45 : $(5*4+4*26+3*11+2*1+1*0) / 42 = 159 / 42 = 3.8$

From the above analysis it is concluded that most of the respondents belonging to the age group of 25-35years are satisfied with the work environment.

Figure 6
Age of Respondents v/s Working Environment



CHI-SQUARE TEST

Table 7
Age of Respondents v/s Taking Leave

Age of Respondents	None	1 day	2 days	4 days	More than 4 days	Total
BELOW 25	1	2	2	1	1	7
25 – 35	1	4	4	2	1	12
35 – 45	3	10	11	12	3	39
ABOVE 45	1	8	9	11	13	42
TOTAL	6	24	26	26	18	100

Source: Primary data

Hypothesis:

H₀ (Null Hypothesis): There is no relationship between age of respondents and taking leave.

H₁ (Alternative Hypothesis): There is relationship between age of respondents and taking leave.

Chi-Square Formula

$$\chi^2 = \Sigma ((O_{ij} - E_{ij})^2 / E_{ij})$$

Expected frequency formula

$$E = \text{Row total} * \text{Column total} / \text{Grand total}$$

Observed frequency	Expected frequency	(O-E)	(O-E) ²	(O-E) ² / E
1	0.42	0.58	0.34	0.81
1	0.72	0.28	0.08	0.11
3	2.34	0.66	0.44	0.19
1	2.52	- 1.52	2.31	0.92
2	1.68	0.32	0.10	0.06
4	2.88	1.12	1.25	0.43
10	9.36	0.64	0.41	0.04

8	10.08	- 2.08	4.33	0.43
2	1.82	0.18	0.03	0.02
4	3.12	0.88	0.77	0.25
11	10.14	0.86	0.74	0.07
9	10.92	- 1.92	3.69	0.34
1	1.82	- 0.82	0.67	0.37
2	3.12	- 1.12	1.25	0.40
12	10.14	1.86	3.46	0.34
11	10.92	0.08	0.01	0.001
1	1.26	- 0.26	0.07	0.06
1	2.16	- 1.16	1.35	0.63
3	7.02	- 4.02	16.16	2.30
13	7.56	5.44	29.59	3.91
Chi- Square Calculated Value				11.681

The Calculated value of χ^2 is 11.681

Number of Degree of Freedom

$(r-1)*(c-1)$

$(4-1)*(5-1)$

ndf =12

The table value of Chi-Square for 12 degree of freedom at 5% level of significance is 21.026

INTERPRETATION

Here the calculated value is lesser than the table value so we accept the null hypothesis. Therefore there is no relationship between age of respondents and taking leave.

FINDINGS

- 78% of the respondents are male.
- 42% of the respondents are having above 45 years of age group.
- 93% of the respondents are married.
- 34% of the respondents monthly income is Above Rs25000.
- 36% of the respondents having above 15 years of experience.
- Weighted average method- From the analysis it is found that most of the respondent are belonging to the age group of 25-35 years are satisfied with the work environment.
- From the analysis it is found that most of the unmarried respondent feel that the emotional stress is the cause for absenteeism.
- Chi – square from the analysis it is concluded that there is no relationship between the age of the respondents and reason for taking leave.

SUGGESTION

- Organization should adopt the policy of giving reward to those employees who are having 100% attendance
- As most of the employees felt their work is monotonous, job rotation is needed to be adopted
- Organization can manage the absenteeism by not only adopting reserved staff but also by providing training to other staff
- Absenteeism can also be controlled by providing incentives to the employees

CONCLUSION

The study titled “A Study on Employee Absenteeism with Reference to TNPL – Chennai” concludes that employee absenteeism is influenced by a combination of personal, organizational, and work-related factors. The research identified key reasons for absenteeism, including health issues, job stress, personal commitments, and workplace conditions. Although absenteeism cannot be completely eliminated, it can be effectively controlled through appropriate policies and proactive management practices. The findings indicate that TNPL has implemented a structured

and well-defined absenteeism policy, which helps in monitoring attendance and minimizing unnecessary absences. However, continuous efforts such as employee counseling, improved welfare measures, motivation programs, and better communication between management and employees can further reduce absenteeism levels. Overall, effective absenteeism management contributes to improved employee morale, higher productivity, and better organizational performance.

LIMITATIONS

- As the duration of the study is limited detailed analysis cannot be undertaken
- Sample size is limited to 100 respondents
- As the analysis is made in one industry it cannot be applied to other industries

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INTERSECTIONS OF HUMANISM AND AFRICAN AMERICAN EXPERIENCE IN TONI MORRISON'S NARRATIVE

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ABSTRACT

Toni Morrison possesses a unique talent for dramatizing the lived experiences of Black Americans, masterfully engaging her audience in the urgent discourse surrounding racism and gender dynamics. Her narratives seamlessly weave together history, magical realism, and the supernatural, drawing deeply from the rich well of African American oral traditions. By grounding her stories in folklore, Morrison embarks on a profound exploration of cultural heritage and historical reclamation. While her plots may appear straightforward on the surface, they serve as vessels for intricate social critiques regarding racial tensions—all viewed through a lens of universal humanism. Consequently, this paper analyzes the manifestations of humanistic themes within Morrison's selected novels.

KEYWORDS: Universal Humanism, Gender Dynamics, Black Americans and Racial Consciousness

INTRODUCTION

Toni Morrison stands as a monumental figure in American literature, serving as a profound inspiration for writers, scholars, and readers alike. By the time she was awarded the Nobel Prize in Literature in 1993 at the age of sixty-two, she had published the six foundational novels explored in this thesis. Her work has since commanded global academic attention, with translations available in over twenty languages. In their citation, the Nobel Committee of the Swedish Academy lauded Morrison as a "literary artist of the first rank," recognizing her ability to give "life

to an essential aspect of American reality."

In her tribute to Morrison's Nobel win, fellow author Alice Walker highlighted the writer's resilience and artistic depth:

"No one writes more beautifully than Toni Morrison. She has consistently explored issues of true complexity and terror and love in the lives of blacks. Harsh criticism has not dissuaded her. Prizes have not trapped her. She is a writer who deserves this honor" (Pagolu 4).

Morrison's literary contribution lies in her creation of multifaceted African American characters who strive for personhood amidst both triumph and tragedy. These protagonists navigate the brutal intersections of systemic oppression, economic hardship, and sexism by drawing upon internal fortitude, spirituality, and a deep-seated love for their cultural heritage. Through her prose, Morrison illuminates the "invisible bonds" that unify the Black community. She suggests that even in the face of harrowing circumstances, her characters can reclaim their lives by remaining steadfast in their authentic identities.

Despite her success, Morrison's career has been marked by significant debate. In the late 1980s, her unconventional narrative techniques drew criticism from those who found her style difficult to navigate. Simultaneously, many of her peers questioned why she hadn't received major accolades sooner. Her work has also faced pushback from political conservatives who took issue with her unflinching examination of racism's role in American society and literature.

Toni Morrison primarily draws from the overlooked history of African Americans to revitalize their collective and individual identities. Her novels are characterized by a lyrical prose that pulses with emotional intensity. She possesses a unique ability to dramatize the lived realities of Black Americans, masterfully engaging readers in the urgent discourses of racism and gender politics.

Her narratives function as sophisticated amalgams of historical fact, magical realism, and the supernatural. Often rooted in the oral traditions of African American folklore, her stories are both gripping and deeply moving. Through her work, readers are invited to rediscover a suppressed history and reconnect with lost cultural roots. This thesis seeks to explore the theme of identity within Morrison's work, analyzing how she brings the "silenced" voices of the past to the forefront of literature. By centering the agony, resilience, and perceptions of Black Americans, Morrison's novels probe the intimate depths of human experience—from the traumas of slavery to the persistent power of hope.

Voices of the African Americans:

The evolution of Black American literature as a direct response to the socio-political climate of the United States is vividly reflected throughout Toni Morrison's body of work. Her novels coincide with the emergence of the Black Power Movement in the latter half of the twentieth century, internalizing the revolutionary "Black is Beautiful" ethos. This transition in her writing is deeply rooted in her personal history, her academic journey, and her early encounters with systemic racism.

Furthermore, Morrison's narratives map the trajectory of her literary career, documenting the challenges she overcame to achieve global recognition. Her work provides a comprehensive record of the socio-political, economic, and cultural foundations of the slavery era and the subsequent evolution of American racism. By examining the rise of modern African American writers and the various facets of the Black struggle, we can see how these movements shaped Morrison's creative voice. Like many in her community, she drew from the harsh realities of poverty and marginalization, transforming these lived experiences into a profound source of literary inspiration.

Toni Morrison's body of work represents a pinnacle in the evolution of Black women's writing in America, following a lineage that includes Harriet Jacobs, Jessie Fauset, Zora Neale Hurston, and Alice Walker. Her narratives focus on the creation of female characters who achieve liberation and redefine the feminine image through internal fortitude and deep cultural grounding.

By challenging the dual oppressions of racism and sexism, Morrison and her contemporaries demand a new form of recognition. This is echoed in Alice Walker's sentiment of finding one's own voice through maternal heritage—"seeking my mother's garden, I discovered my own"—and Audre Lorde's observation that "difference is a reason for celebration rather than a reason for destruction" (Wisker 23). Morrison joins these voices in emphasizing a collective consciousness as a vital component in the quest for selfhood.

Morrison was also influenced by global literary giants like Wole Soyinka and Chinua Achebe, whose insights helped shape her profound exploration of the mechanics of prejudice. Consequently, her fiction weaves together various thematic threads where Black individuals rise to reconstruct their lives, resisting the dehumanizing forces of race, gender, and class.

Toni Morrison meticulously examined the African elements embedded within American culture, seeking to define the concept of "**American Africanism.**" In this context, Africanism does not refer to the actual diversity or inherent complexities of African people and their descendants; rather, it represents a constructed version of "Blackness" devised by the white imagination. This construct is a collection of assumptions, biases, and interpretations—both accurate and misread—that have historically defined how Black individuals are perceived in the West.

As Morrison argues in *Playing in the Dark*, this version of Africanism has been weaponized within the Eurocentric traditions of American education. It serves as a tool for both discussing and "policing" sensitive societal issues, including:

- **Class and Social Hierarchy:** Defining who belongs to which stratum of society.
- **Sexual Permit and Suppression:** Regulating moral boundaries through the projection of desire or deviance onto the "Other."
- **Power Dynamics:** Using the Black presence to reinforce or challenge structures of authority.
- **Ethics and Responsibility:** Reflecting on American values by contrasting them against a manufactured "Africanist" persona.

Published in 1970, *The Bluest Eye* is Toni Morrison's debut novel. The narrative centres on the tragic life of Pecola Breedlove, a young, impoverished Black girl who develops a desperate longing for blue eyes. As Southern migrants living in a converted storefront, the Breedloves are a family defined by misery; however, their suffering stems less from financial lack than from a corrosive self-hatred and mutual resentment. The household is a bleak environment: Cholly, the alcoholic father, and Pauline, the embittered mother, are locked in constant conflict, while their son, Sammy, frequently escapes through flight. Pecola, marginalized and shunned by peers, teachers, and even her own parents due to her perceived "ugliness," comes to believe that blue eyes are the only key to achieving beauty and being loved. While the plot appears straightforward, it masks profound and complex issues regarding racial dynamics. Racism, defined here as the belief in the inherent superiority of one race over another, persists as a haunting historical legacy. Although its power as a formal ideology may have waned, the myth of Black biological inferiority survives to sustain white privilege and systemic authority. This dominance is manifested across all societal institutions—political, legal, and educational. Throughout the novel, whiteness—specifically light hair and blue eyes—is established as the sole, crushing criterion for human beauty.

In *The Bluest Eye*, Pecola's desperate longing for blue eyes is the logical, albeit tragic, result of being a child despised for her darkness. Morrison uses this yearning to expose the brutal reality of systemic racism and the agonizing struggle Black individuals face when trying to define themselves in a society that systematically denies their worth. Central to Pecola's downfall is her profound social alienation; through this, Morrison emphasizes that communal support and external validation are essential components of human wholeness.

Transitioning from the girlhood traumas of her debut to the complexities of adulthood, Morrison's second novel, *Sula* (1973), investigates the limited avenues available for Black women seeking autonomy. The narrative follows two protagonists whose contrasting philosophies on

selfhood and life lead to inevitable friction. Their differing paths result in a fragmentation of their bond, ultimately culminating in themes of loss, suffering, and death. Unlike her peer, Sula Peace is portrayed as a woman who remains perpetually adrift, never truly finding a sense of belonging within her community.

Karla Holloway interprets the character of Sula as an ideal representation of African female creative potential—a figure whose identity maintains a profound solidarity with nature and embodies African spirituality within a Western culture that threatens those very values. The shifting imagery of Sula's birthmark—alternately perceived as a stemmed rose, a watery tadpole, or a terrestrial snake—invokes the fundamental African archetypes of fire, water, and earth. Morrison presents Sula's pursuit of this extraordinary feminine power as a "dangerous liberty"; in an oppressive white society that denies Black worth, such an uncompromising quest for self-definition becomes both a radical act and a source of peril.

While *The Bluest Eye* highlighted how Pecola's social alienation and lack of communal "sustenance" led to her psychological destruction, *Sula* (1973) shifts the focus toward the adult world. Here, Morrison examines the diverse strategies Black women employ to achieve personhood despite systemic constraints. The novel centers on two protagonists whose contrasting philosophies on life and selfhood inevitably clash. Their divergent paths result in the fragmentation of their friendship, leading to a narrative defined by emotional dislocation, suffering, and ultimate loss.

Sula Peace represents the quintessential outsider, a woman unable to find a designated space within her own community. Scholar Karla Holloway interprets Sula as an embodiment of the African concept of female creative potential; she exists in harmony with nature and signifies an African spirituality that persists even when threatened by a dominant culture. The evolving birthmark on her forehead—variously perceived as a copper rose, a watery tadpole, or a terrestrial snake—symbolizes the primal African archetypes of fire, water, and earth. Morrison suggests that Sula's pursuit of this radical feminine power within a restrictive society becomes a "dangerous freedom." This absolute autonomy ultimately contradicts the traditional essence of Black womanhood, which is historically rooted in communal ties and mutual responsibility.

Through the complex friendship of two Black women, Morrison's narrative underscores the necessity of balance in the quest for identity. She argues that the search for selfhood in America requires a synthesis of competing forces:

- **Imagination vs. Practicality:** The need for creative vision tempered by the realities of survival.
- **Survival vs. Joy:** The struggle to endure versus the right to thrive.
- **Freedom vs. Duty:** The desire for total independence versus the obligations one owes to their community.
- **Dreams vs. Reality:** Navigating personal aspirations within a social landscape that often limits them.

In *Tar Baby* (1981), Morrison shifts her focus from the internal world of Black girlhood and womanhood to the volatile relationship between two lovers from vastly different socioeconomic and cultural backgrounds. The novel depicts the inevitable disintegration of their bond, serving as a metaphor for the unresolved conflict between traditional Black identity and the pressures of contemporary modernity.

The story's ambiguous conclusion raises difficult questions about the future of Black identity. Jadine's detachment from her cultural roots puts her at risk of losing her soul, yet Son's return to the ways of his ancestors leaves his future in the modern world uncertain. As critic James Coleman asks, "How will Son ever be able to function as a modern, twentieth-century man?" (Coleman 71). Conversely, Jadine's trajectory challenges whether Black women must suppress their quest for independence to fulfil traditional communal roles. This lack of resolution highlights the "orphaned" state of Black Americans caught between a traumatic past and an uncertain future.

Jadine's final flight to Paris suggests a rejection of the ancestral "night women," yet the

metaphor of the female ant reinforces her internal struggle between solitary female ambition and the communal, empathetic existence represented by Son. This tension is further underscored by the novel's biblical epigraph.

Following this exploration of modern identity, Morrison turned to the historical trauma of the diaspora in *Beloved* (1987). Dedicated to the "sixty million and more" who perished in the Middle Passage, the novel—named the best of the last quarter-century by *The New York Times*—examines the enduring psychological scars of slavery. For Morrison, slavery remains the ultimate testament to human cruelty and systemic violence.

The dehumanization inherent in slavery was so pervasive that it stripped Black individuals of their fundamental selfhood. Morrison illustrates that the psychological fallout of this erasure creates an "internal bondage" that persists long after physical emancipation, leaving survivors unable to lead emotionally healthy lives. Sethe's journey epitomizes the harrowing endurance of the enslaved woman, where the character of *Beloved* serves as the physical manifestation of past guilt and trauma, disrupting Sethe's present.

Morrison portrays characters frozen by a past that keeps them trapped in a cycle of internal agony. She asserts that only by confronting this "unspeakable" suffering can healing and transformation begin. This recovery of the self is not a solitary endeavor; it is made possible through collective support and the communal sharing of burdens. In *Beloved*, Morrison provides a piercing psychological analysis of how slavery fragments self-worth, ultimately focusing on the vital quest to reclaim lost humanity. She argues that Black Americans must confront their history, transforming their collective pain and terror into the knowledge required for self-empowerment.

CONCLUSION

Morrison's fiction intentionally avoids providing easy answers or moralistic platitudes. Instead, her novels serve as intellectual provocations, designed so that each reading yields new layers of insight and knowledge. In this context, storytelling functions as a vital conduit for the transmission of wisdom between the author and the audience. Within the open-ended structure of her work, specific "readerly figures"—acting as guides, mentors, and archetypal role models—accompany the reader along the winding and complex paths of her narratives. Ultimately, her literary contributions can be viewed as profound acts of humanism that leave a transformative impact on the lives of those who engage with them.

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STUDENTS' PERCEPTION AND ADOPTION RATE OF M-LEARNING TECHNOLOGIES IN HIGHER EDUCATION INSTITUTIONS IN CHENNAI

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ABSTRACT

The rapid integration of mobile technologies in education has transformed the traditional learning environment, giving rise to Mobile Learning (M-learning) as a flexible and accessible mode of instruction. This study investigates students' perception and adoption rate of M-learning technologies in higher education institutions across Chennai. The study explores key factors influencing students' acceptance, including perceived ease of use, perceived usefulness, engagement, and accessibility. A structured questionnaire was administered to a sample of 150 students from various colleges and universities in Chennai. Descriptive statistics, ANOVA, and regression analyses were employed to assess the relationships between perception and adoption behaviours. The findings reveal that students generally hold positive perceptions of M-learning, with high levels of engagement and satisfaction. However, adoption rates vary significantly based on digital literacy, institutional support, and the quality of mobile platforms used. The study highlights the importance of user-friendly interfaces, relevant content, and faculty encouragement in promoting effective M-learning adoption. Recommendations are provided for academic institutions to enhance digital infrastructure and develop inclusive M-learning strategies that align with students' preferences and learning needs.

KEYWORDS: User Friendly, Portable Devices, Information Learning, Educational activities, Learning materials.

INTRODUCTION

The rapid advancements in digital technology have significantly transformed educational practices worldwide. Mobile learning (m-learning), characterized using smartphones, tablets, and other portable devices for accessing educational content, has emerged as a crucial tool in modern pedagogy. This shift toward mobile learning offers students the flexibility to learn anytime, anywhere, breaking the limitations of traditional classroom environments.

In India, particularly in urban centres like Chennai, the adoption of m-learning technologies is gaining momentum in higher education institutions. These technologies provide an interactive, personalized, and learner-centered experience that complements conventional teaching methods. However, despite their potential, the actual adoption and usage of m-learning tools by students

depend on several factors, including their perceptions, technological readiness, ease of use, and institutional support.

This study aims to explore students' perceptions of m-learning technologies and assess the factors influencing their adoption rates in higher education institutions across Chennai. Understanding these perspectives is essential for educational policymakers and institutions seeking to optimize learning outcomes and enhance digital learning strategies.

By examining students' experiences and challenges with m-learning, this research will provide valuable insights into designing more effective mobile learning environments and driving the successful adoption of digital learning technologies in Chennai's higher education ecosystem.

REVIEW OF LITERATURE

According to **Wu et al. (2012)**, students tend to adopt m-learning tools when they perceive them as convenient, interactive, and supportive of their academic needs. Similarly, a study by **Crompton and Burke (2018)** highlighted the importance of user-friendly interfaces and engaging content in shaping positive student experiences. **Bala and Venkatesh (2019)** found that students in urban educational hubs like Chennai appreciated the flexibility offered by m-learning platforms but expressed concerns about distractions and inconsistent internet connectivity. Adoption rates of m-learning are influenced by several factors, including technological accessibility, perceived ease of use, and institutional support (**Venkatesh et al., 2003**). Studies by **Davis (1989)** and **Teo (2010)** using the Technology Acceptance Model (TAM) emphasized that perceived usefulness and ease of use are crucial determinants for technology adoption in educational settings. **Chitra and Raj (2020)** found that socio-economic factors such as smartphone ownership, internet affordability, and digital literacy significantly impact adoption rates among college students in Chennai. Despite its potential benefits, several barriers hinder the widespread adoption of m-learning technologies. Issues such as data privacy concerns, technological distractions, and resistance from faculty members have been noted in studies by **Jadhav et al. (2019)**, **Alrasheedi et al. (2015)**. Limited institutional support and inadequate training for educators have also been highlighted as major obstacles.

Multiple studies indicate that m-learning enhances student engagement, motivation, and academic performance (**Cheung & Hew, 2009**). For instance, **Kumar et al. (2021)** demonstrated that the use of mobile applications for learning mathematics improved problem-solving skills among college students in Chennai. While global studies provide valuable insights, regional studies offer specific perspectives tailored to unique educational landscapes. In Chennai, recent research by **Ramesh and Sudha (2022)** emphasized the growing acceptance of hybrid learning models that integrate m-learning technologies.

CONCEPTUAL FRAMEWORK

Mobile learning (M-learning) technologies have transformed educational environments, providing flexible and accessible learning opportunities. In higher education, students' perception and adoption of these technologies play a significant role in determining the success and effectiveness of M-learning initiatives.

Key Focus of the Study

1. How students perceive the usability, benefits, and challenges of M-learning technologies.
2. The factors that influence the adoption rate of M-learning technologies in higher education institutions.
3. The relationship between students' perception and the extent of adoption.

Significance of the Study

- Educational Institutions: Helps in enhancing digital learning strategies.
- Policy Makers: Informs decisions regarding resource allocation for M-learning infrastructure.
- Technology Developers: Provides insights into user preferences for improving M-learning platforms.

STATEMENT OF THE PROBLEM

The rapid evolution of mobile learning (M-learning) technologies has transformed higher education, offering students flexible access to educational resources. However, despite the potential benefits, the adoption and effective use of M-learning technologies remain inconsistent across higher education institutions. Several factors contribute to this challenge, including technological limitations, inadequate institutional support, varying levels of student digital literacy, and external influences like peer acceptance.

Research Questions

1. What are the factors influencing students' perception of M-learning technologies?
2. How do students' perceptions impact their willingness to adopt M-learning technologies?
3. What are the key barriers to M-learning adoption in higher education institutions?
4. What strategies can be developed to improve students' adoption rate of M-learning?

By exploring these issues, the study aims to provide valuable insights for educational institutions and technology developers to design effective M-learning strategies that meet students' needs and expectations.

OBJECTIVES OF THE STUDY

1. To determine technological, institutional, individual, and external factors that affect students' perception and adoption of M-learning technologies.
2. To identify the challenges and barriers that hinder students from adopting M-learning technologies.
3. To evaluate students' views on how M-learning technologies contribute to their academic performance and learning experience.

METHODOLOGY

Research Design: The study is precisely analytical in nature. This study is descriptive with an analytical background.

Data Collection: It is based on primary and secondary data. The primary data have been collected from Chennai city based on the survey method. A structured questionnaire method has been used to find out the students' perception and adoption rate of m-learning technologies. The secondary data have been collected from various journals, books, reports, websites, and theses.

Target Population: Undergraduate and postgraduate students enrolled in higher education institutions using or exposed to M-learning technologies.

Sample Area: The sample area selected for this study Chennai city.

Sample Size: The sample size consists of 150 respondents selected in Chennai city. The selection of sample respondents is based on Stratified random sampling to ensure representation from different faculties or departments.

DATA ANALYSIS AND INTERPRETATION

In this research study, an effort has been made to find out the relationship between personal factors of the adoption rate of m-learning technologies in higher education institutions. For this purpose, the sampling method was select the students to collect first-hand information from 150 sample respondents. The respondents have been chosen randomly from different parts of the study area. The data collected were arranged into simple tabular form. The demographic profile of the student M-learning in higher education institutions are considered the dependent variable and the independent variable. The personal factors selected for the study are Age group, Family income, and Family type. This analysis assumes data was collected using a structured questionnaire focusing on several key constructs (perception, adoption rate, usefulness, ease of use, etc.). The analysis tools used for this study i) Percentage analysis and ii) ANOVA, iii) Regression.

Table 1

S. No.	Statement	Response Options	Frequency (N=150)	Percentage (%)
1	Do you use mobile devices for learning purposes?	Yes	120	80.0%
		No	30	20.0%

2	Frequency of using M-learning apps (e.g., Moodle, Coursera, etc.)	Daily	65	43.3%
		Weekly	45	30.0%
		Rarely	25	16.7%
		Never	15	10.0%
3	Perception of usefulness of M-learning technologies	Very Useful	70	46.7%
		Useful	50	33.3%
		Neutral	20	13.3%
		Not Useful	10	6.7%
4	Ease of use of mobile learning platforms	Very Easy	55	36.7%
		Easy	60	40.0%
		Difficult	25	16.7%
		Very Difficult	10	6.7%
5	Willingness to adopt more M-learning tools in future	Strongly Agree	75	50.0%
		Agree	45	30.0%
		Disagree	20	13.3%
		Strongly Disagree	10	6.7%

Source: Primary Data

Interpretation

From the table.1 shows that 80% of students use mobile devices for learning, High adoption indicates widespread use of M-learning technologies. 43.3% use M-learning apps daily, M-learning is becoming a regular part of students’ learning routines. 80% perceive M-learning as useful or very useful, Students see clear benefits in mobile-based education platforms. 76.7% find mobile learning platforms easy to use, User-friendly interfaces encourage continued usage. 80% are willing to adopt more M-learning tools, Positive outlook for the future expansion of M-learning in higher education.

ANALYSIS OF VARIANCE (ANOVA)

Table.2
Mean Scores of Specific M-Learning Adoption Barriers

S. No.	Barrier Description	Mean Score	Std. Deviation	Interpretation
1	Poor internet connectivity	4.30	0.75	Major barrier
2	Lack of digital literacy or training	3.95	0.82	Significant barrier
3	Limited access to smartphones/laptops	3.20	1.10	Moderate barrier
4	Difficulty concentrating due to distractions	4.00	0.90	Significant barrier
5	Low motivation for self-learning	3.60	0.85	Moderate barrier
6	Limited interaction with instructors	3.75	0.88	Significant barrier
7	Technical issues with M-learning platforms	3.85	0.80	Significant barrier

Source: Primary Data

Interpretation

The highest-rated barrier was poor internet connectivity (Mean = 4.30), indicating it is the most critical challenge faced by students in adopting M-learning. Difficulty focusing and lack of training also ranked high (Means = 4.00 and 3.95), showing that personal and technical skills are key issues. Device access had a relatively lower score (Mean = 3.20), suggesting that most students do have smartphones or laptops, but other issues still hinder effective use. Overall, both infrastructure-related issues (internet, technical bugs) and personal factors (motivation, concentration) significantly impact adoption.

Table.3

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F	Sig. (p-value)
Between Groups	5.22	2	2.61	6.45	0.002**
Within Groups	59.58	147	0.41		
Total	64.80	149			

Source: Primary Data

Interpretation

The p-value = 0.002 is less than 0.05, indicating a statistically significant difference in perceived barriers among the different academic levels. Undergraduate students reported the highest mean barrier score (3.80), indicating they face more challenges compared to PG (3.40) and PhD (3.10) students. The result suggests that academic level influences the perception of barriers to M-learning adoption. This may be due to undergraduates having less digital literacy, fewer resources, or more dependency on traditional learning methods.

Table.4

Regression Model

Predictor	B	Std. Error	Beta (β)	t	Sig. (p)
(Constant)	1.12	0.35	—	3.20	.002
Usability	0.31	0.08	0.28	3.88	.000
Accessibility	0.12	0.07	0.11	1.71	.089
Content Quality	0.45	0.09	0.40	5.00	.000
Interactivity	0.25	0.08	0.22	3.13	.003
Support	0.10	0.06	0.09	1.67	.096

$R^2 = .62$, Adjusted $R^2 = .60$, $F(5, 194) = 42.12$, $p < .001$

Interpretation

The model explains **62% of the variance** in students' academic performance. **Content Quality** ($\beta = .40$, $p < .001$) and **Usability** ($\beta = .28$, $p < .001$) are the strongest predictors of academic performance. **Accessibility** and **Support** are not statistically significant ($p > .05$), suggesting they have a limited impact in this context.

Table.5

Regression Model

Predictor	B	Std. Error	Beta (β)	t	Sig. (p)
(Constant)	1.50	0.30	—	5.00	.000
Usability	0.35	0.07	0.32	5.00	.000
Accessibility	0.28	0.06	0.25	4.67	.000
Content Quality	0.30	0.08	0.27	3.75	.000
Interactivity	0.22	0.07	0.21	3.14	.002
Support	0.14	0.05	0.13	2.80	.006

Interpretation

The model explains 68% of the variance in students' learning experience. All predictors are significant ($p < .01$), indicating that Usability, Accessibility, Content Quality, Interactivity, and

Support all play meaningful roles in shaping students' learning experience. Usability and Accessibility show particularly strong effects.

CONCLUSION

Studies generally conclude that m-learning technologies, like mobile apps and devices, can positively impact student academic performance and learning experience. These technologies can enhance motivation, engagement, and overall learning outcomes. M-learning also provides flexibility and convenience, allowing students to learn on their own time and pace. M-learning technologies significantly enhance students' learning experiences and academic performance, especially when the platforms are usable, engaging, and offer high-quality content. These findings support further investment in the design and implementation of effective mobile learning strategies in higher education.

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