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EMPLOYEE PERCEPTION ON CORPORATE SOCIAL RESPONSIBILITY IN NEPALESE COMMERCIAL BANKS

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ABSTRACT

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself its stakeholders, and the public. This study is based on primary source of data. This study has employed descriptive and casual comparative research designs to deal with issues related with the factors affecting employee perception on organization CSR in Nepalese commercial banks. In order to achieve the objectives, questionnaire was designed and distributed through Google doc to the respondents. A total of 250 questionnaires were collected. The study shows that employee job satisfaction is positively related to employee perception on CSR indicating that satisfied employees in work leads to positive perception of employee towards CSR. The result also reveals that organization attractiveness is positively correlated to employee CSR perception. Moreover, organization attractiveness is positively correlated to employee CSR perception indicating that better the working environment, positive would be the employee perception towards organization CSR. Leads to positive perception of CSR among employees. The result shows that there is positive relationship of organization morality with employee perception on CSR. It reveals that good organization morality leads to positive on the employee CSR perception. The study shows that employee job satisfaction, organization attractiveness and organization morality are major factors affecting employee perception towards CSR in an organization in selected commercial banks.

KEYWORDS: *Employee Job Satisfaction, Organization Attractiveness, Organization Morality, Employee Perception.*

I. INTRODUCTION

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. CSR is a form of corporate self-

regulation that has been integrated into a business model. The fundamental idea of CSR is that businesses are obliged to satisfy the needs of various stakeholders where employees are the primary stakeholder group and the most vital resource. In order to motivate employees to work for corporate goals and create maximum values, businesses should fulfill their responsibilities for employees and maintain positive relationship with them.

Pauliket *al.* (2015) examined corporate social responsibility (CSR) and its effects on satisfaction and loyalty of bank customers and employees in the Czech Republic. The study used quantitative method of questionnaire survey and descriptive statistics to analyse the data. The finding of the study showed that there is a positive relationship between customer satisfaction and customer loyalty. The study also concluded that customers' perception of CSR does not have significant effect on their satisfaction.

In the context of Nepal, Kandel (2018) concluded that the CSR is all about how companies manage the business processes to produce an overall positive impact on society. Chapagain (2010) revealed that a majority of respondents from both the sectors have positive strategic and moral views towards CSR. Kafle and Tiwari (2014) found that carrying out CSR activities, timely acquisition of resources and co-operation from top management should be emphasized upon. Dhungel (2008) showed a positive relationship between CSR towards community and financial performance.

Ozcan & Elci (2020) investigated the perception of CSR affecting employer brand, brand image, and corporate reputation. The study used primary sources of data. Primary data were collected from participants comprising employees working in different departments of various corporations. Total sample size was 559 respondents. The study used random sampling technique to collect the data from employees working in small and medium-sized enterprises (SMEs) in Turkey. The study found that employee-oriented CSR activities have a positive effect on employer brand and brand image perceptions among employees in SMEs.

Khanal (2019) examined corporate social responsibility practices in Nepalese commercial banking sector. The study used both primary and secondary sources of data. Total sample size was 60 employees. The primary data were collected through direct questionnaire from employees of sampled commercial banks. The secondary sources of data were collected through journals, textbooks and annual reports of Nepal Rastra Bank. The study found CSR and non-financial performance clearly imply that CSR has an influence on the nonfinancial performance. In addition Nepalese commercial banks deliver adequate importance to the employees training though the training provided are not well premeditated and designed according to necessity of the employee (Chalise, 2020).

Dhanesh (2014) examined corporate social responsibility (CSR) as a probable relationship management strategy that could strengthen relationships between organizations and their employees. This study used primary sources of data. Primary sources of data were gathered via online survey and self-administered questionnaire from employees of two large publicly listed

companies in India. Total sample size was 244. The study used Cronbach's alpha to test reliability of the data, and correlations and regressions analysis were employed to examine the data for relationships among dependent and independent variables. The study considered discretionary, ethical, legal, and economic as independent variables whereas, trust, control mutuality, commitment, and satisfaction as dependent variables. However, age of the employee, tenure with the organization, and volunteering frequency were used as control variables. The findings of the study showed that CSR as a relationship maintenance strategy that could strengthen relationships between organizations and their employees in terms of trust, control mutuality, commitment, and satisfaction.

Pradhan and Chaudhary (2020) examined the impact of corporate social responsibility on organizational performance in Nepalese commercial banks. This study considered corporate social responsibility as dependent variable whereas, firm profitability, customer retention, employees, shareholders and community as independent variables. The primary sources of data were used to assess the opinions of the respondents regarding the different impact of corporate social responsibility. The sample size was 108 respondents. The Kendall's tau correlation coefficients and regression models were estimated to test the significance and impact of corporate social responsibility. The study showed that firm profitability, customer retention, employee involvement, shareholders contribution, community participation are positively related to corporate social responsibility. The study also showed that firm profitability, customer retention, employees, shareholders and community have positive impact on corporate social responsibility. The study concluded that better use of human resource management practices in banking sector has significant impact on the corporate social responsibility. The study also concluded that firm profitability followed by customer retention is the most influencing factor that explains the impact of corporate social responsibility on organizational performance in Nepalese commercial banks.

The concept of CSR is to maximize profit without deception or fraud to any party and lying within the rules and regulation of the state (Sharma, 2011). Corporate social responsibility is understood simply as philanthropy of a business, which is only one form of CSR. According to Adhikari (2012), the classical view of CSR was inclined towards maximization of profit, whereas another socioeconomic approach focused on going beyond profits inclusive of protecting and improving social welfare within and beyond the corporation

In the context of Nepal, Dhungel (2013) found that CSR is not mandatory in Nepal and all the banks that have made the disclosure of social responsibility have done it on voluntary basis. Among the disclosed information education, training and welfare of underprivileged, culture protection, contribution to associations, clubs and other organization, contribution to healthcare and environment, etc. were most commonly reported CSR activities. Devkota (2019) argued that the business strategy of achieving the competitive advantage in the market only depending on cost-leadership and product-differentiation is not always sufficient as CSR has emerged as an important dimension of marketing in recent decades.

Adhikari (2020) found that CSR has significantly low positive impact on financial performance. Similarly, the study also concluded that the relationship between CSR and firm financial performance differs in every category of Nepalese commercial banks.

Ozcan & Elçi (2020) concluded that social welfare and environmental responsibility from CSR activities positively affect the attitudes of employees. Higher levels of CSR lead to higher chances of attracting quality employees. Asma *et al.* (2015) revealed that mediation effect of job attachment on the relationships between perception of CSR activities and organizational commitment.

Bidari & Djajadikerta (2020) showed that there is a positive and significant relationships between both bank size and profitability and the extent of CSR disclosures in the Nepalese banks. Pradhan and Chaudhary (2020) concluded that there is a positive correlation with firm profitability and corporate social responsibility. Similarly, the study also concluded that there is positive correlation with shareholders and corporate social responsibility. Likewise, the study also concluded that employee involvement is positively correlated to corporate social responsibility.

The above discussion shows that empirical evidences are not consistent. Therefore, in order to support one view or the other, this study has been conducted. Hence, this study focuses on the employee perception on corporate social responsibility in Nepalese commercial banks.

- What is the perception of employee on job satisfaction, organization attractiveness and organization morality?
- Is there any correlation of employee job satisfaction, organization attractiveness and organization morality with employee's perception on CSR in Nepalese commercial banks?

This study has taken employee perception on CSR as dependent variables whereas Employee Job Satisfaction, organization attractiveness and organization morality as independent variables in order to measure the impact of organization CSR on employee perception in Nepalese commercial banks.



Figure 1: Theoretical Framework

II. RESEARCH METHODOLOGY

This study is based upon descriptive and causal comparative research designs to deal with issues associated with the factors affecting employee perception on organization CSR of Nepalese

commercial banks. This study is based on primary data. The primary data and information are collected on various aspects of, employee job satisfaction, organization attractiveness, organization morality, and employee commitment and organization identification on employee perception on CSR. This study collects data from structured questionnaire. The questionnaire contains the questions on respondent's profile, rank type questions and 5-point scale questions. The primary data were gathered from 250 respondents of 25 commercial banks through questionnaire. The respondents' views were collected on their perception on organization CSR in Nepalese commercial banks. The data obtained from the questionnaires survey are analyzed through SPSS. The instruments are descriptive statistics and inferential statistics. The scale ranges from 1 (Strongly disagree) to 5 (Strongly agree). Thus, the study is based on the 250 observations. The following econometrics model is employed to test different hypothesis that there is positive relationship between CSR and employee perception in Nepalese commercial banks. The dependent variables are employee perception of CSR and the independent variables are employee job satisfaction, organization morality and organization attractiveness.

IV. RESULTS

Respondents' perception on employee job satisfaction, organization attractiveness and organization morality in Nepalese commercial banks found as follows:

TABLE 1: EMPLOYEES PERCEPTION ON JOB SATISFACTION

Statements		5	4	3	2	1	N	Mean
I am satisfied with my job.	F	112	92	42	4	0	250	4.25
	%	44.80	36.80	16.80	1.60	0.00	100	
	A%	81.60		16.80	1.60			
I am satisfied with the working environment of my job.	F	54	142	50	4	0	250	4.00
	%	21.6	56.8	20	1.6	0.00	100	
	A%	78.4		20	1.6			
I like working here because I am getting considerable amount of salary and other benefits.	F	78	110	50	8	4	250	4.00
	%	31.2	44	20	3.2	1.6	100	
	A%	75.2		20	4.8			
I am proud to be a part of the company.	F	72	120	44	14	0	250	4.00
	%	28.8	48	17.6	5.6	0.00	100	
	A%	76.8		17.6	5.6			
I feel recognized and appreciated at my job.	F	84	102	46	12	6	250	3.984
	%	33.6	40.8	18.4	4.8	2.4	100	
	A%	74.4		18.4	7.2			
Weighted average mean							4.04	

Source: Field survey 2022

Table 1 discloses that the majority of the respondents (81.60 percent) agreed that they are satisfied with their job whereas, 16.8 percent of respondents disagreed on the same. However, the rest (1.6 percent) of the respondents were indifferent to the statement. The table also shows that the majority of the respondents (78.4 percent) agreed that they are satisfied with the working environment of their job whereas, some respondents (1.6 percent) disagreed on the same. However, the rest (20 percent) of the respondents were indifferent to the statement.

Regarding the statement "I like working here because I get considerable amount of salary and other benefits", the majority of respondents (75.2 percent) agreed that they like working in the organization because they get considerable amount of salary and other benefits whereas, some respondents (4.8 percent) disagreed on the same and the rest of the respondents (20 percent) were neutral on the statement. Likewise, regarding the statement "I am proud to be the part of the company", majority of the respondents (76.8 percent) agreed that they are proud to be a part of the company whereas, some respondents (5.6 percent) disagreed about the statement and the rest of the respondents (17.6 percent) were indifferent about the statement.

Similarly, the majority of the respondents (74.4 percent) agreed that they feel recognized and appreciated at their job whereas; some respondents (7.2 percent) disagreed on the same. However, rest of the respondents (18.4) was indifferent on the statement.

The mean of the employee job satisfaction ranges from a minimum value of 3.984 to maximum value of 4.25. Among them, the most significant observations of the respondents regarding job satisfaction is "I am satisfied with my job" with mean value of 4.25 whereas, the most insignificant observation is "I feel recognized and appreciated at my job" with mean value of 3.985. The weighted average mean value for price is 4.04, which indicates that employees of Nepalese commercial banks are satisfied with their job.

Table 2 presents the opinions of respondents regarding organization attractiveness in Nepalese commercial banks.

TABLE 2: EMPLOYEE PERCEPTION ON ORGANIZATION ATTRACTIVENESS

Statements		5	4	3	2	1	N	Mean
I would exert a great deal of effort to work for this company.	F	72	114	56	2	6	250	3.97
	%	28.80	45.6	22.4	0.8	2.4	100	
	A %	74.4		22.4	3.2			
I would be interested in applying for a job with this company.	F	76	110	54	10	0	250	4.00
	%	30.4	44	21.6	4	0	100	

	A %	74.4	21.6	4			
I would like to work for the company.	F	64	120	58	8	0	250
	%	25.6	48	23.2	3.2	0	100
	A %	73.6	23.2	3.2			
I would accept a job offer from this company.	F	64	128	52	6	0	250
	%	25.6	51.2	20.8	2.4	0	100
	A %	76.8	20.8	2.4			
I would not be interested in the company except as a last resort (reversed).	F	78	90	64	16	2	250
	%	31.2	36	25.6	6.4	0.8	100
	A %	67.2	25.6	7.2			
Weighted average mean							3.96

Source: Field survey 2022

Table 2 discloses that the majority of the respondents (74.4 percent) agreed that they would exert a great deal of effort to work for the company whereas, (3.2 percent) of the respondents disagreed on the same. However, the rest (22.4 percent) of the respondents were indifferent to the statement. The table also shows that the majority of the respondents (73.6 percent) agreed that they would like to work for the company whereas, (3.2 percent) of the respondents disagreed on the same. However, the rest (23.2 percent) of the respondents were indifferent to the statement.

About the responses on the statement “I would be interested in applying for a job with this company”, majority of respondents (74.4 percent) believed that they would apply for job for a company like this, whereas some respondents (4 percent) do not support on the statement. However, rests of the respondents were indifferent on the statement.

Similarly, regarding the statement “I would accept a job offer from this company”, majority of the respondents (76.8 percent) agreed that they would accept a job offer from the company whereas, (2.4 percent) of the respondents disagreed about the statement and the rest of the respondents (20.8 percent) were indifferent about the statement.

Similarly, majority of the respondents (67 percent) agreed that they would not be interested in the company as a last resort (reserved) whereas, (7.2 percent) of the respondents disagreed on the same. However, rest of the respondents (25.6 percent) was indifferent on the statement.

The mean of the organization attractiveness ranges from a minimum value of 3.90 to maximum value of 4.00. Among them, the most significant observations of the respondents regarding organization attractiveness is “I would be interested for applying for a job in this company)” with mean value of 4.00 whereas, the most insignificant observation is “I would not be interested in the company as a last resort (reserved) “with mean value of 4.09.

The weighted average mean value for food quality is 3.96, which indicates that the employees of Nepalese commercial banks are of the opinion that organization attractiveness is one of the important factors in CSR.

TABLE 3: RESPONDENTS’ OPINIONS REGARDING ORGANIZATION MORALITY

Statements		5	4	3	2	1	N	Mean
My bank provides facilities for ethical behavior.	F	78	126	44	2	0	250	4.12
	%	331.2	50.4	17.6	0.8	0	100	
	A%	81.6		17.6	0.8			
This organization unifies the employees.	F	72	130	48	0	0	250	4.09
	%	28.8	52	19.2	0	0	100	
	A%	80.8		19.2	0			
Training programs helps me to understand how to handle morality.	F	90	118	40	2	0	250	4.18
	%	36	47.2	16	0.8	0	100	
	A%	83.2		16	0.8			
Organization culture have effect on employees' morality.	F	76	122	44	8	0	250	4.06
	%	30.4	48.8	17.6	3.2	0	100	
	A%	79.2		17.6	3.2			
I obey the rules and regulations implemented by the company.	F	96	102	42	4	6	250	4.11
	%	38.4	40.8	16.8	1.6	2.4	100	
	A%	79.2		16.8	4			
Weighted average mean								4.11

Source: Field survey 2022

Regarding the responses on the statement “My bank provides facilities for ethical behavior”, majority of respondents (81.6 percent) believed that their bank provides facilities for ethical behavior, whereas some respondents (0.8 percent) disagreed on the statement. However, rests of the respondents were indifferent on the statement. Similarly, majority of the respondents (80.8 percent) opined that their organization unifies the employees. The rest of the respondents i.e. (19.2 percent) were indifferent towards the statement.

Similarly, majority of the respondents (83.2 percent) opined that training programs helps them to understand how to handle morality. However, some respondents (0.8 percent) disagreed with the

statement. The rest of the respondents were indifferent towards the statement. Majority of respondents (79.2 percent) agreed with the statement that organization structure have effect on employees' morality. (17.6 percent) are neutral with the statement, and (3.2 percent) disagreed on the statement.

Majority of respondents (79.2 percent) agreed that they obey the rules and regulations implemented by the company. Whereas, (16.8 percent) are neutral with the statement, and (4 percent) disagreed;

The mean of the level of organization morality ranges from a minimum value of 4.06 to the maximum value of 4.18. Among them, the most significant observations of the respondents regarding employee commitment is "Training programs helps me to understand how to handle morality" with mean value of 4.18 whereas the most insignificant observation is "Organization culture have effect on employees morality" with mean value of 4.06.

The weighted average mean value for the level of employee commitment is 4.11, which indicates most of the respondents agreed that organizations follow the moral and ethical behavior.

Table 4 presents the opinions of respondents regarding organization morality in Nepalese commercial banks.

TABLE 4: RESPONDENTS' PERCEPTION ON ORGANIZATION CSR IN NEPALESE COMMERCIAL BANKS

Statements		5	4	3	2	1	N	Mean
Our business gives adequate contributions to charities.	F	84	104	52	6	4	250	4.03
	%	33.6	41.6	20.8	2.4	1.6	100	
	A %	75.2		20.8	4			
The managers of this organization try to comply with the law and regulations.	F	82	128	34	4	2	250	4.13
	%	32.8	51.2	13.6	1.6	0.8	100	
	A %	84		13.6	2.4			
Our company seeks to comply with all the law regulating hiring and employee benefits.	F	70	136	44	0	0	250	4.10
	%	28	54.4	17.6	0	0	100	
	A %	82.4		17.6	0			

We have programs that encourage the diversity of our workforce.	F	68	134	40	8	0	25 0	4.04
	%	27. 2	53. 6	16	3. 2	0	10 0	
	A %	80.8		16	3.2			
Flexible company policies enables employees to better coordinate work-personal life.	F	88	110	46	2	4	25 0	4.10
	%	35. 2	44	18. 4	0. 8	1. 6	10 0	
	A %	79.2		18. 4	2.4			
Weighted average mean							4.08	

Source: Field survey 2022

Regarding the responses on the statement “Our business gives adequate contributions to charities”, majority of respondents (75.2 percent) believed that their company gives adequate contributions to charities, whereas some respondents (4 percent) disagreed to the statement. However, rests of the respondents were indifferent on the statement.

Similarly, majority of the respondents (84 percent) opined that the managers of their organization try to comply with the law and regulations. However, some respondents (2.4 percent) disagreed to the statement. The rest of the respondents were indifferent towards the statement. Similarly, majority of the respondents (82.4 percent) opined that their company seeks to comply with all the law regulating hiring and employee benefits. The rest of the respondents were indifferent towards the statement. Majority of respondents (80.8 percent) agreed that they have programs that encourage the diversity of our workforce. (16 percent) are neutral with the statement, and (3.2 percent) disagreed on the statement. Majority of respondents (79.2percent) agreed that Flexible company policies enables employees to better coordinate work-personal life. Whereas, (18.8 percent) are neutral with the statement, and (2.4 percent) disagreed with the statement.

The mean of the level of employee perception on organization CSR ranges from a minimum value of 4.03 to the maximum value of 4.13. Among them, the most significant observations of the respondents regarding employee commitment is “The managers of this organization try to comply with the law and regulations” with mean value of 4.13 whereas the most insignificant observation is “Our business gives adequate contributions to charities” with mean value of 4.03. The weighted average mean value for the level of employee commitment is 4.09, which indicates that employee’s perception in Nepalese commercial banks are positive towards organization CSR perspective.

CORRELATION ANALYSIS

Table 5 shows the Kendall's correlation coefficient of dependent (employee CSR perception) and independent (employee job satisfaction, organization attractiveness and organization morality) variables for Nepalese commercial banks.

TABLE 5: KENDALL'S CORRELATION MATRIX FOR THE DEPENDENT AND INDEPENDENT VARIABLES

Variables	Mean	Std. Deviation	EP	JS	OA	OM
EP	4.0848	.49985	1			
JS	4.0432	.60031	.538**	1		
OA	3.9696	.54893	.510**	.549**	1	
OM	4.1152	.49726	.521**	.464**	.380**	1

Notes: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels, respectively.

The table 5 shows that employee job satisfaction is positively related to employee CSR perception indicating that satisfied employees' leads to good perception of CSR in employees. The result also reveals that organization attractiveness is positively correlated to employee CSR perception. Besides, organization attractiveness is positively correlated to employee CSR perception indicating that better the working environment, positive would be the employee perception towards organization CSR. Similarly, employee commitment has positive relationship with employee CSR perception. It states that committed employees' leads to positive perception of CSR among employees. The result shows that there is positive relationship of organization morality with employee perception on CSR. It exposes that good organization morality leads to positive on the employee CSR perception.

V. DISCUSSION

Based on the analysis of data, the major findings of this study are summarized as under:

As the weighted average mean value for employee job satisfaction is 4.04, the respondent agreed that job satisfaction among employees of Nepalese commercial banks is higher. The respondent agreed that organization attractiveness of CSR among employees of Nepalese commercial banks is higher as the weighted average mean value for organization attractiveness 3.96. The correlation analysis shows that employee job satisfaction is positively correlated to employee CSR perception. It indicates that satisfied employees perceive more positive perception. Likewise, organization attractiveness is positively related to employee CSR perception indicating that good organization leads to positive employee perception towards organization CSR.

Similarly, organization morality has positive relationship with employee CSR perception. It shows that good morality in organization leads to an increase positive perception of organization CSR. The regression results show that the beta coefficients for employee job satisfaction are positive with employee perception of CSR. This result is significant at 1 percent level of significance. Study by Chalise, (2020) found significant positive relationship between work life policy, career opportunities with employee retention in Nepalese commercial banks. Likewise, the result also shows that the beta coefficients for organization attractiveness are positive with employee CSR perception. It reveals that attractive organization has a positive impact on employee perception on CSR. Similarly, the beta coefficients for organization morality are positive with employee CSR perception. It indicates that organization morality has positive impact on employee perception towards organization CSR

VI. CONCLUSION AND IMPLICATIONS

The major conclusion of this study is that the higher the job satisfaction, organization attractiveness and organization morality, higher would be the employee perception of CSR. The study revealed that organization attractiveness has positive relationship with employee perception indicating good organization leads to positive employee perception. The study also concludes that organization morality and employee commitment have significant positive impact on employee perception on CSR. The result shows that good organization identification is essence to increase positive employee perception. The study also concludes that organization morality followed by organization identification and employee commitment are the most influencing factor that explains employee perception on CSR in Nepalese commercial banks.

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ABSTRACT

The traditional model of college is changing, as demonstrated by the proliferation of colleges, hybrid class schedules with night and weekend meetings and most significantly, online learning. Now with the pandemic being on phase for the last 2 and a half years, the attitude of college students are very important for them to adapt online and offline classes changing like a sign wave and it is off-course need of an hour for the students to fix in with the same fashion even in their corporate roles. Meanwhile the colleges also have to fix on to the expectation of the next generation students by offering hybrid / blended type of learning. The study is mainly based on primary data; however, the secondary sources are also registered with theoretical overview. Here the researcher has used convenient sampling method to select the sample from Coimbatore city and the data was collected using a well-structured questionnaire. The respondents (110) for this study are the college students both from bachelor's and Master's graduation. The findings are the students have familiarised with the basic etiquettes towards online classes, expect many more interesting factors every day which keeps them engaged in the virtual classes, awaiting for an influential teacher who can shape them in both subjects with relevant IT skills and life skills.

KEYWORDS: Hybrid learning, Etiquettes, Relevant IT skills, Life skills.

INTRODUCTION

COVID-19 stands for coronavirus disease and even referred to as the 2019 novel coronavirus or '2019-nCoV', which is declared as a pandemic by World Health Organisation. Since, this new virus can be transmitted just in minutes through droplets or even touching surface metals or other materials which have been infected from a person who has respiratory problems. There has been a greater panic among public regarding the spread of virus and the death fatality rates that the media projects every day. On considering the health and safety of the public, the government has come up with national lock periods. Here in India, as of March 2021 we were in our

lockdown period. And further extension of lock down period as expected will happen this year. Every lock down has its own rules and relaxation considering the economy as a whole. But since the first day of lockdown the educational institutions were tapped to take-off their online version with full capacity. This study focuses on the attitude of college students towards virtual learning/ learning beyond classrooms in Coimbatore city.

Need for the study

The traditional model of college is changing, as demonstrated by the proliferation of colleges (particularly for-profit institutions), hybrid class schedules with night and weekend meetings, and, most significantly, online learning. Now with the pandemic being on phase for the last 2 and a half years, the attitude of college students are very important for them to adapt online and offline classes changing like a sign wave and it is off-course need of an hour for the students to fix in with the same fashion even in their corporate roles. Meanwhile the colleges also have to fix on to the expectation of the next generation students by offering hybrid / blended type of learning.

Objectives

1. To study the opinion of college students in learning through digital classrooms
2. To identify the interesting facts that students experience with digital class room transformation
3. To understand the motivating factors which influence them to learn more effectively
4. To analyse the challenges faced by students in adapting to virtual classroom
5. To find out the ways in which colleges strategize according to the student's attitude towards teaching learning.

Research Design

The study is mainly based on primary data; however, the secondary sources are also registered with theoretical overview. Here the researcher has used convenient sampling method to select the sample from Coimbatore city and the data was collected using a well-structured questionnaire. The respondents (110) for this study are the college students both from bachelor's and Master's graduation. Duration of the study was March 21 to Sep 22 of 2021. Analysis was made using statistical tools like Simple Percentage, Chi-square, t-test, Weighted Average and Garret raking technique and the findings were discussed

Review of Literature

Mohammed Salim Karattuthodi et.al (2022), in his study "Pharmacy Student's challenges in virtual learning system during the second COVID 19 wave in southern India" found out A proper educational system with an advanced student monitoring portal, periodical motivation programs,

workshops and extra-curricular activities shall keep students focused on their online academic responsibilities..

Amani Nawi et.al (2022) , in his research “Exploring Student’s Readiness and Behavioural Towards Virtual Learning via Microsoft Teams”, Implementation of online learning in the era of COVID-19 pandemic has become a global issue and had a major impact on higher education.

This study found that readiness among undergraduate students is at a medium high level, while student behaviour considered at a high-level despite Microsoft Teams platform is regarded as something new for the students. The finding revealed that students easily operate the platform without further training.

Xiaogai Shen; Jianli Liu (2022), in his research, he found that with the growing recognition and acceptance of virtual online education, more and more educational institutions are switching from offline business to online business. However, users differ in their willingness to use virtual online education platforms. This paper explores the factors affecting user willingness to use such platforms, laying a theoretical basis for promoting virtual online education. The main findings are as follows: college students are positive and in favor of extracurricular learning; the students’ demand for online learning contents varies with gender, grade, and major; the long-term willingness to use depends on perceived usefulness, satisfaction, and perceived switching cost, of which the last factor is the key contributor to increasing user resistance; the long-term willingness to use online education platforms is influenced by perceived usefulness, expected confirmation, content quality, service quality, system quality, satisfaction, and perceived switching cost, etc.

A. Sheik Abdullah et.al(2021), “Assessment of Academic Performance with The E-mental Health Interventions in Virtual Learning Environment Using Machine Learning Techniques: A Hybrid Approach” , The quality of teaching-learning depends on the utilization of digital technologies with the advancement in educational technology. The design process involves the 775 student responses with 27 attributes with differentiation of labels corresponding to behaviourism, cognitivism, and social constructivism. The preprocessed data is fed to genetic algorithm with processing parameters focusing crossover and mutation probability and then classified using artificial neural network. The estimation of academic performance is made using the techniques followed in virtual learning environment such as:online quiz.flipped classes, MOOC online courses,prototype design and research proposal.

Analysis and interpretation

Demographic factors

Factors	Variables	Frequency	Percentage
Gender	Male	49	45

	Female	61	55
Age	18 – 21 years	33	30
	22-25 years	35	32
	26-29 years	28	25
	Others	14	13
Income level	20000-30000	33	30
	30000-40000	35	32
	40000-50000	14	13
	Above 50000	28	25
	Rural	18	16
	Semi-urban	15	14
	Urban	47	43
	Metropolitan	30	27
	Arts and Science	19	17
	Commerce and Management	25	23
	Engineering and Technology	30	27
	Medical and Pharmaceutical	18	16
	Architecture	14	13
	Others	4	4

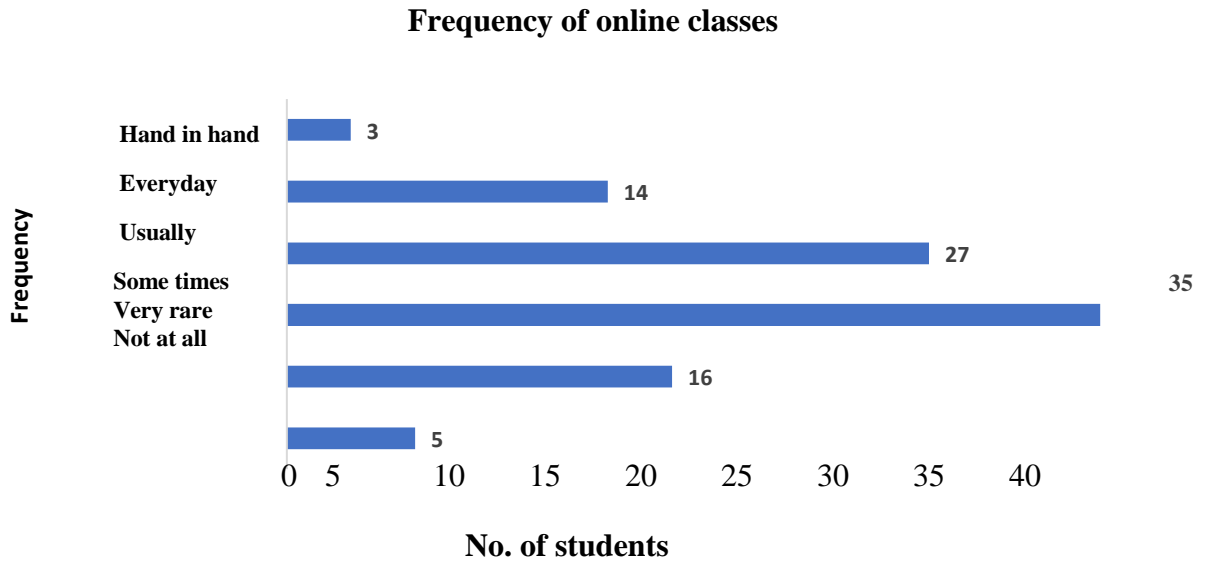
Primary source

From the above table it is evident that, majority of the students were female(55%) with the age category of 22-25 years (32%). The monthly income level (32%) of the parents ranges between 30,000 – 40,000 for majority of them and they are found to be located in Urban space (43%). Stream of the study for majority of them was found to be engineering and technology (27%) followed by Commerce and Management (23%).

Opinion of College Students in learning through Digital Classrooms

Online or virtual teaching learning provides various channels such as mail, online chat and video conferences, through which students and instructors can interact with each other. In the classroom, there is only one channel to communicate with each other. Many students have a visual memory and seem to learn more willingly and are interested in online modes of teaching. Virtual learning is opted these days due to the shutdown of schools and institutions due to covid-19 pandemic.

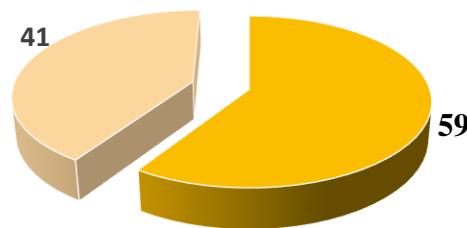
The opinion of college students with regard to digital classrooms is collected from the students regarding frequency of usage, application of SYAYAM portal for the basic subjects as per the norms if higher education council in distinct fields.



From the above chart it is clear that 35% of the students opine that sometimes they use digital platform for learning whereas 27% have mentioned they usually use one or the other digital platforms for their academic learning. Only few college students have put up hands for hand- in-hand (3%) usage of digital / online platforms for classroom learning.

SWAYAM is a digital media platform comprising of courses and certifications for e-learning. It is a digital learning solution of MHRD. There are many colleges(59%) in the city of Coimbatore who have already adapted towards partial / blended learning whereas others(41%) have not yet or being in the process of adapting to SWAYAM portal for at least the introductory subjects initially.

Usage of SWAYAM portal in colleges



■ Yes ■ No

The Ministry of Human Resource Development has taken many initiatives towards the uninterrupted learning in schools and higher education institutions during the phase of covid- 19 pandemic. The DIKSHA, e-Pathshala, National Repository of Open Educational Resources (NROER), Swayam Prabha are some of the apps which are available even offline. The app houses books, videos, audio, etc. aimed at students, educators and parents in multiple languages including Hindi, Urdu, and English.

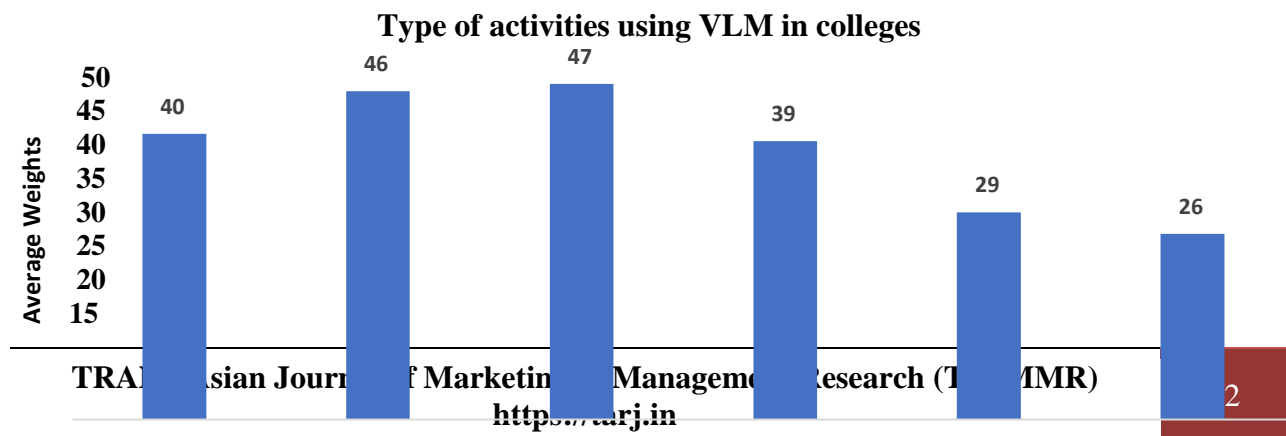
The colleges in the city makes use of online/virtual learning only for limited purposes but this pandemic situation has led to the utilisation of virtual platform in a wider sense. Online classes have become inevitable .Due to pandemic and in unprecedented times online classes have become a basic necessity.

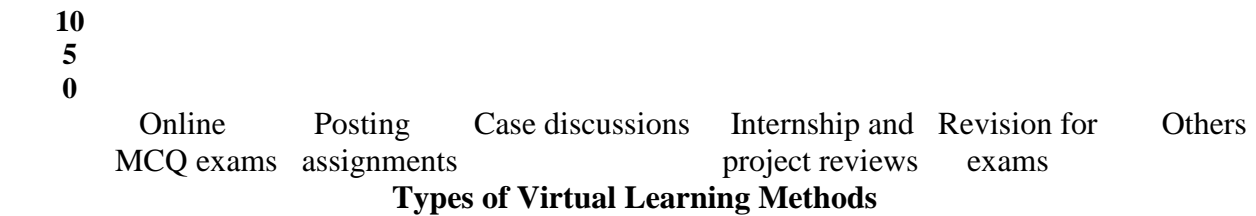
Types of activities using Virtual Learning Methods

Type of activities using VLM	Always	Sometimes	Rarely	Weighted Scores	Average Weights	Rank
Online MCQ exams	110	0	0	330	55	1
Posting assignments	59	49	2	277	46	3
Case discussions	69	34	7	282	47	2
Internship and project reviews	25	73	12	233	39	4
Revision for exams	0	61	49	171	29	5
Others	0	48	62	158	26	6

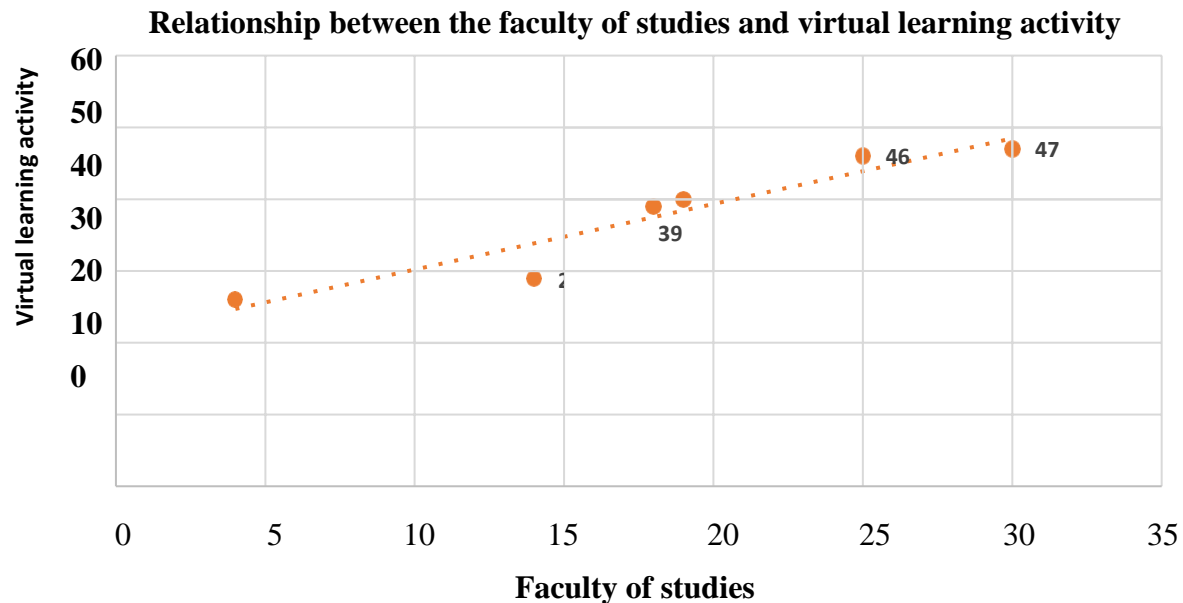
*AS: Average Score, * AW : Average Weights

The above table shows that its time to have online classes regularly till the regular classes commence. Majority of the colleges use it for online MCQ exams (AW: 55) followed by case discussions (AW:47) and Posting Assignments (AW:46) consecutively. The fourth position is bagged by internships and project review discussions (AW:39) followed by revision for exams (AW:29) and others (AW:26).





There is always a close relationship between the stream / faculty of studies and the type of activity adapted in virtual learning method.



From the above diagram it is clear that there is a positive correlation between the faculty of studies and the type of virtual learning method adapted in the colleges due to unexpected lockdown of educational institutions. The final year Bachelor's and Master's students take up their internship reviews and project viva respectively during this pandemic using online platform (Google Meet), whereas post grad students submit their assignments online using virtual classroom app and take part in case discussions using virtual conference. Since their exams have got postponed due to this covid-19 pandemic, still they attend revision classes regularly at par.

Opinion of college students about online classes during Covid-19 lockdown

Teaching and learning in a virtual classroom is a unique experience both for teachers and students. Online classes are more effective as compared to the offline ones as these save students' time and money. Virtual learning is a bliss if the students and teachers have easy access to technology and internet. The platform enables students to attend lectures while being in the comforts of their home. Even the students who are very shy and calm inside the physical classrooms are very responsive in digital media, as they need not face the class room crowd.

Students by themselves feel that they are getting more engaged with online classes during covid-19 lockdown, otherwise they could have got bored by using electronic gadgets and social outings all the time without any benefit.

Students Opinion towards Virtual Learning

Students opinion towards virtual learning based on various factors is accessed and the ranks were given below.

Percentile position and Garrette value

Rank	$100(R-0.5)/n$	Percentile position	Garrette Value
1	$100(.5)/7$	7.1	78
2	$100(1.5)/7$	21.4	65
3	$100(2.5)/7$	35.7	57
4	$100(3.5)/7$	50	50
5	$100(4.5)/7$	64.2	42
6	$100(5.5)/7$	78.5	34
7	$100(6.5)/7$	92.8	22

Opinion about online classes (Garrette Ranking Method)

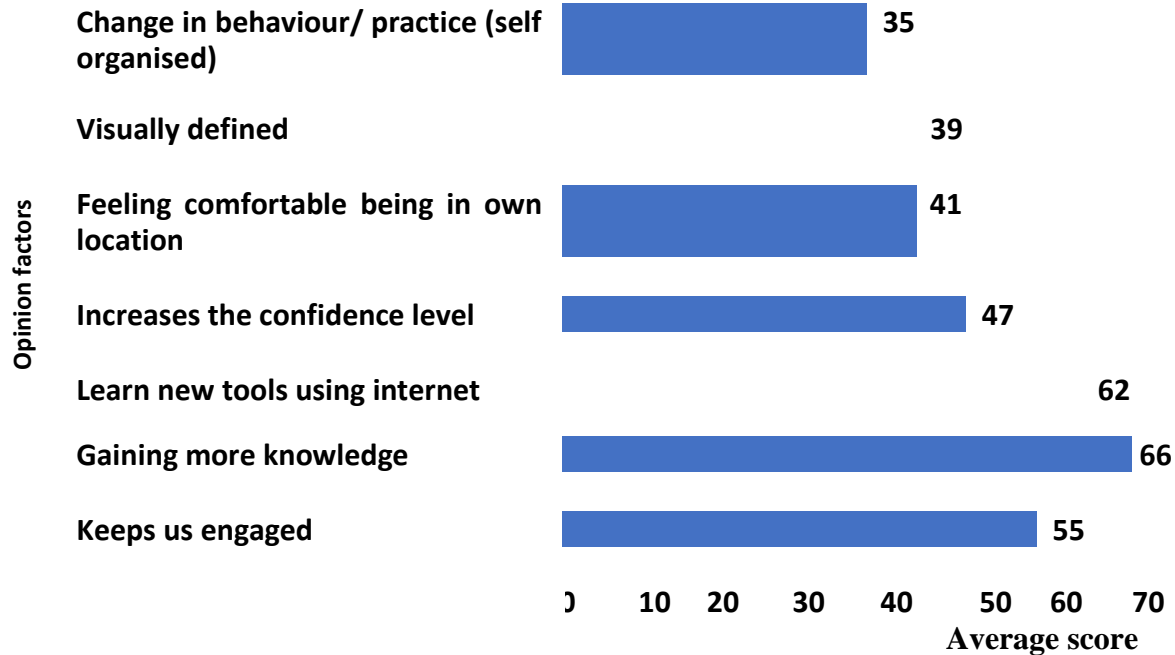
Opinion about online classes	1*78	2*65	3*57	4*50	5*42	6*34	7*22	Total	Avg. Score	Rank
Keeps us engaged	312	4355	57	50	42	1258	0	6074	55	3
Gaining more knowledge	2808	2405	1995	100	0	0	0	7308	66	1
Learn new tools using internet	2886	130	1938	1750	42	34	0	6780	62	2
Increases the confidence level	0	0	2109	1800	0	1258	0	5167	47	4
comfortable in own location	2886	0	0	0	0	0	1606	4492	41	5
Visually defined	0	0	0	0	3066	1258	0	4324	39	6
Being self organised	0	0	0	1850	0	1224	814	3888	35	7

*AS : Average Score

From the table it is found that students opine online classes are very helpful in gaining more knowledge(Rank 1) followed by learning new tools using internet (Rank 2) and are getting more

engaged (Rank 3) rather than sitting in front of social media gadgets. Even the shy students come out to be an interesting participant as they are out of classroom crowd. This gives the students to attain more confidence (Rank 4), moreover the students attend classes who are locked in their own native places due to covid – 19 have the feasibility to attend classes from their own locations (Rank 5).

Opinion of Students towards online classes



Students get more interested towards virtual learning as it is all visually defined (Rank 6). It could capture the mind very easily and with stay long effect. The self-organising skills (Rank 7) Gets improved within oneself, when they have a habit of setting up alarms and notifications for their classes and assignments.

Level of awareness towards basic etiquettes during virtual classes

Awareness factors	Highly Aware	Aware	Not Aware	Weighted Scores	Average Weights	Rank
Mindful about the camera	70	37	3	287	48	1
Mute/unmute audio	68	36	6	282	47	2
Sharing information using chat box	36	56	18	228	38	3
Waving hand to respond	36	37	37	217	36	4
Waiting for your turn to	36	37	37	217	36	4

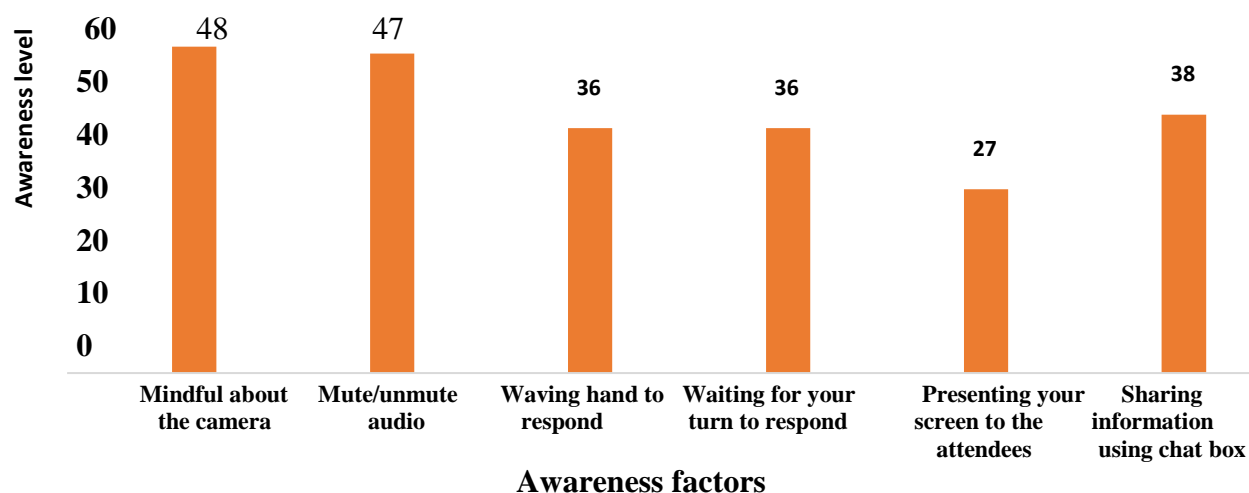
respond						
Presenting your screen to the attendees	0	54	56	164	27	6

AW: Average Weights

From the above table, it is evident that students are interested in attending online classes during covi-19 lock down and they easily learn the basic etiquettes in attending those classes. Almost everyone are mindful about the camera/video (AW: 48) during online classes. They either turn off to reduce the band width or have a display image for recognition. Followed by Mic / audio(AW:47) , chat box (AW : 38) information sharing and waving hand (AW :36) and waiting for turn to respond (AW : 36) are in the consecutive ranks. The last rank is obtained by the action of presenting their screen to the attendees(AW : 27), which requires some effort to pre test the presentation before they broadcast to the attendees/audience.

Demographic Factor	Study Factor	Calculated value	Table value	Degree of freedom	Null hypothesis(Ho)
	Awareness towards VL tools				
Age of the respondents	Camera	1.81	21.02	df =12 P=0.05	Accepted
	Audio	5.48			
	Chat	9.66			
	Presenting to everyone	3.05			

Awareness about the basic etiquette in attending online classes



Chi-square analysis between the age and awareness level of the students

H₀ - There is no significant difference between the age of the students and awareness level towards virtual learning tools

H₁ - There is significant difference between the age of the students and awareness level towards virtual learning tools

Age and awareness level of the respondents

From the above chi-square table it is found that, there is no significant difference between the age of the students and their awareness towards virtual learning tools camera (CV=1.81,TV=21.02), Audio (CV=5.48), Chat (CV=9.66), presenting to everyone(CV=3.05) during COVID-19 lockdown.

Identification of interesting facts experienced by students through digital learning (Chi-square analysis)

H₀ – There is no significant relationship between the age of the respondents and the various interesting facts found in virtual learning methods

H_a – There is significant relationship between the age of the respondents and the various interesting facts found in virtual learning methods

Demographic Factor	Study Factor	Calculated value	Table value	Degree of freedom	Null hypothesis(H ₀)
	Interesting facts in VLM				
Age of the respondents	Interactive and collaborative	7.75	12.5	df =6 P=0.05	Accepted
	Learning new features	7.48			Accepted
	Self-motivation	9.34			Accepted
	Doing assignments in an interesting way	28.2			Rejected
	More excited than traditional way of learning	3.9			Accepted
	Access from remote place	2.32			Accepted

From the above chi-square table it is found that, there is no significant difference between the age of the students and the interesting facts like interactive and collaborative(CV=7.75), learning new features (CV=7.48), self motivation(CV=9.34), more excited (CV=3.9) than traditional way of learning(CV=3.9) and access from remote place(CV=2.32). Whereas, doing assignments (CV=28.2) in an interesting way have got significant association with the age of the respondent. It means the students according to their age maturity and experiential learning they contribute/submit innovative assignments on digital portal.

Motivational factors for online learning among college students

Even though conducting and participating in online academic sessions become mandatory today, only when the motivation drives the students to listen and learn, the selfless effort of teachers become worth as 7.48)online sessions are 100% learner centric There are some of the motivating factors for college students to learn online The motivational factors were listed and asked to give ranks by the students according to their priority. Garrette Ranking technique was used to find the value.

Percentile position and Garrette Value Table

Rank	$100(R-0.5)/n$	Percentile position	Garret value
1	$100(.5)/5$	10	75
2	$100(1.5)/5$	30	60
3	$100(2.5)/5$	50	50
4	$100(3.5)/5$	70	39
5	$100(4.5)/5$	90	24

Garrette Ranking Table

Motivational factors	1*75	2*60	3*50	4*39	5*24	Total	Avg Score	Rank
Influential teacher	5325	2100	100	78	0	7603	69	1
Teacher respects / listen's to students	2025	4380	0	0	0	6405	58	2
Like the subject	0	0	3650	1443	0	5093	46	3
Hard to learn, so needs more effort	0	0	0	1404	1776	3180	29	5
Easiest / fun learning, so I attend	0	0	1850	1443	864	4157	38	4

AW: Average Score

From the above table, it is evident that majority of the students have given first rank to influential teacher (AW:69) where the students learn not only the subjective lessons but the life values. Second and third rank was secured by teacher respects / listens to the student(AW:58) and liking for the subject(AW:46). This is because only when the teacher reflects back for the students feedback/learning their liking towards the subject gradually increases. The other two reasons maybe of two extremes, either the subject by itself is fun to learn (AW:38) or may be too hard (AW:29)which requires additional effort.

Challenges faced by the students based on their location (Chi-square)

H₀ – There is no significant relationship between the age of the respondents and the various interesting facts found in virtual learning methods

H_a – There is significant relationship between the age of the respondents and the various interesting facts found in virtual learning methods

Demographic Factor	Study Factor Challenges in VLM	Calculated value	Table value	Degree of freedom	Null hypothesis (H ₀)
Location of the respondents	Network issues	25.25	16.92	df =9 P=0.05	Accepted
	Unavailability of technology	11.5			
	Emotions	0.88			
	Computer literacy	0.2			

CV=Calculated Value

From the above chi-square table it is found that, there is no significant difference between the age of the students and location factors like network issues(CV=25.25), unavailability of technology(AW:11.5), emotions(AW:0.88) and Computer Literacy(CV=0.2). Hence Null Hypothesis is accepted.

Findings from the study

- Majority of the students were female (55%) with the age category of 22-25 years (32%). The monthly income level (32%) of the parents ranges between 30,000 – 40,000 for majority of them and they are found to be located in Urban space (43%). Stream of the study for majority of them was found to be engineering and technology (27%) followed by Commerce and Management (23%).
- From the study it is evident that, 35% of the students opine that sometimes they use digital platform for learning whereas 27% have mentioned they usually use one or the other digital platforms for their academic learning. Only few college students have put up hands for hand-in-hand (3%) usage of digital / online platforms for classroom learning.
- SWAYAM** is a digital learning solution of MHRD. There are many colleges (59%) in the city of Coimbatore who have already adapted towards partial / blended learning whereas others (41%) have not yet or being in the process of adapting to SWAYAM portal for at least the introductory subjects initially.
- From the study, it is found that students opine online classes are very helpful in gaining more knowledge (Rank 1) followed by learning new tools using internet (Rank 2) and are getting more engaged (Rank 3) rather than sitting in front of social media gadgets. Even the shy students come out to be an interesting participant as they are out of classroom crowd. This gives the students to attain more confidence (Rank 4), moreover the students attend classes who are locked in their own native places due to covid – 19 have the feasibility to attend classes from their own locations(Rank 5). Students get more interested towards virtual learning as it is all visually defined (Rank 6). It could capture the mind very easily and with stay long effect. The self-organising skills (Rank

7) gets improved within oneself, when they have a habit of setting up alarms and notifications for their classes and assignments.

- It is evident from the study, that students are interested in attending online classes during covid-19 lock down and they easily learn the basic etiquettes in attending those classes. Almost everyone are mindful about the camera/video (AW: 48) during online classes. They either turn off to reduce the band width or have a display image for recognition. Followed by Mic / audio(AW:47) , chat box (AW : 38) information sharing and waving hand (AW :36) and waiting for turn to respond (AW : 36) are in the consecutive ranks. The last rank is obtained by the action of presenting their screen to the attendees(AW : 27), which requires some effort to pre test the presentation before they broadcast to the attendees/audience.
- Form the chi-square study it is found that, there is no significant difference between the age of the students and the interesting facts like interactive and collaborative(CV=7.75), learning new features (CV=7.48), self motivation(CV=9.34), more excited (CV=3.9) than traditional way of learning(CV=3.9) and access from remote place(CV=2.32). Whereas, doing assignments (CV=28.2) in an interesting way have got significant association with the age of the respondent. It means the students according to their age maturity and experiential learning they contribute/submit innovative assignments on digital portal.
- Majority of the students have given first rank to influential teacher (AW:69) where the students learn not only the subjective lessons but the life values. Second and third rank was secured by teacher respects / listens to the student(AW:58) and liking for the subject(AW:46). This is because only when the teacher reflects back for the students feedback/learning their liking towards the subject gradually increases. The other two reasons maybe of two extremes, either the subject by itself is fun to learn (AW:38) or may be too hard (AW:29)which requires additional effort.
- From the chi-square analysis it is found that, there is no significant difference between the age of the students and their awareness towards virtual learning tools camera (CV=1.81,TV=21.02), Audio (CV=5.48), Chat (CV=9.66), presenting to everyone(CV=3.05) during COVID-19 lockdown.
- Using chi-square analysis it is found that, there is no significant difference between the location of the students and Challenging factors like network issues(CV=25.25), unavailability of technology(AW:11.5), emotions(AW:0.88) and Computer Literacy(CV=0.2). Hence Null Hypothesis is accepted.

Suggestions

Convenience of the students are the future. Majority of the students will attend classes online, prefer to study part time, take subjects and courses from multiple universities both inland and abroad. It is suggested to make it easier for them to do what and when they want to do it. At times it can be the choice based on economic reasons too.

Taking up one or two subjects through **SWAYAM will become mandatory** for all the colleges in forthcoming years. And only on completion they will be awarded with their degree. Teachers should induct them the importance and guide them for their timely registration for the respective courses. Many online courses and online universities will be available in forthcoming years, which will encourage and facilitate students.

Colleges have to offer more of **community Oriented learning (online/offline)**, where many jobs still do not require a college certificate or corporates do require one as their entry criteria. It is better the colleges encourage blended kind of learning even after pandemic is over because some may prefer with their convenient time and location whereas others may feel it is a discipline to attend classes in college classes. Areas where practical experience is needed can be hybrid type of classes.

College teachers have to be motivated and enriched with their subjective knowledge and teaching skills. With hybrid/blended kind of teaching learning, the teachers should be updated with the relevant professional IT skills, so that students engagement becomes an easy task.

Individual teacher's have to take up their responsibility to find many ways to **develop collaborative or social based learning** and provide unique opportunities for the students to be the content developers.

CONCLUSION

College students from various backgrounds initially found it new to take up online version of teaching learning and very soon learning beyond classrooms become the new normal. Off-course the students are familiar with the platform and interested to learn new every day. They keenly look for broadening their knowledgebase and learn life skills. The college have to focus on creating interest towards the subjects by giving an exposure through industry orientation.

It is always student's convenience to be considered in future. Because of time and economic factors the students might prefer online or hybrid mode of classes in higher education. The colleges have to adapt to this transformation on a permanent basis even after the pandemic war ends. Moreover courses on community oriented learning can even be encouraged which will create greater value for the students in their corporate life.

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