PREFACE

E-banking is a wide term that signifies the Information Technology Based Banking. IT enabled banking services have been delivered through Network - Controlled System. There is a direct interface in customers and banks websites, so Net Banking must be user friendly. The customers need not to visit the bank branches any more. Now a day’s banking sector in India is moving towards competitive age, it is one of the large sector that indulge with large customers. The internet banking maintains a centralized database with WAP network of banks. The traditional banking have been shifted to an alternative delivery channels of ATMs, Online banking, EFT. The expansion of IT now offers Tele banking, Direct bill payment, EFT (NEFT/RTGS), Mobile banking. Customers are now able to pay Bills, Deposit and Transfer funds, Request for loan and account statements with secure transactions. IT Act 2000 enacted by GOI provides legal guidelines of e –commerce transactions. RBI as well as GOI also issued the updated regulatory and supervisory functions and guidelines to minimize the risk in internet banking. RBI described three types of e banking services based on the levels of access granted. Information Only System: Information about Interest rates, Branch Location, bank products, loan has been provided on the bank’s website. E- Information Transfer System: The bank website provides customer- specific information as Request for account statement. This form of e banking found in 'read only' format. Fully E Transactional System: Bi-directional online transactions can be performed by customer through banks website. Successful implementation of E-banking system depends upon data security in network and online control measures. Today Indian banking sector offers an information technology enabled banking services to their customers to provide them vital, accurate and 24* 7 online banking services. Yet banks have been shifts their focus to customer retention, creditability through customer satisfaction. However, employees of banks also plays a significant role in providing improved services at reduced cost through information technology enabled banking products and services to the customers.

The specific research aims to find out impact of information technology on banking services through the comparative analysis of leading public and private sector banks. Innovative information technology tools have been offered by the banks to increase the satisfaction among customers and to retain more customers with public
and private sector bank. The survey has been conducted in Jaipur city of Rajasthan state. The research has been based on the responses of customers and bank’s employees regarding various innovative e banking services. The research is based on leading public sector bank (SBI, PNB) and Private sector bank (Axis, HDFC). The sample size is 600 for the research which comprises 400 customers, 100 from each selected bank and 200 bank’s employees, 50 from each selected bank. Secondary data regarding mobile banking, RTGS, NEFT, ATMs, (offsite, Onsite) has been collected from selected bank’s annual reports peer reviewed journals and publications, annual report of RBI bank. Brief description of all 6 chapters of research has been given below:

The first chapter entitled **ELECTRONIC BANKING: A MEDIUM OF GROWTH** is about information Technology innovation as cloud computing and E commerce business model implemented in Indian banking sector with the adaptation of mobile banking and online banking transactions, followed by the phases of transformation of E banking, evolution of e banking product and services along with fund transfer techniques through credit cards/debit cards and Real Time Gross Settlement (RTGS) System, National Electronic Funds Transfer (NEFT) at a glance has been given. At the end of chapter, an affirmative and negative aspect of E-Banking, types of risks and threats associated with E-Banking in Indian banking sector have also been discussed.

Chapter Second entitled **INDIAN BANKING SECTOR** describes the Indian Banking structure along with various phases of Indian banking industry. Indian banks have been categorized in two divisions one: the “Schedule Commercial Bank” and second: the “Non-schedule Commercial Bank”. The banks selected for this research are State Bank of India and PNB represents the public sector banks and HDFC Bank & Axis bank from private sector banks. The chapter highlights the strengths and weakness with threats of E banking for these banks however these banks are the largest banks in terms of customer base, branches and ATMs network and volumes of mobile banking. Role and supervisory functions of RBI with PEST (Political Economic Social Technological factors) analysis has been discussed in this chapter. This helps to identify the key factors responsible for the effective and efficient online banking services in public and private sector banks.
Chapter Third entitled **RESEARCH METHODOLOGY**, contains the review of related literature about the “Information Technology innovation in banks“, “Customers”, and “Banks” along with its snapshot. The need and relevance of the present research has been given in this chapter. The chapter also contains research objectives, hypotheses, sampling methods with research design including data sources, and sample size. The chapter third focuses on independent and dependent variables, pilot research to check the reliability and validity of methodology adopted and instruments used to achieve the set objectives. The methodology of descriptive statistical analysis and inferential statistical analysis tools are also the prime section of this chapter.

After defining the methodology of the specific research, in chapter Fourth entitled **DESCRIPTIVE ANALYSIS AND DATA INTERPRETATIONS**, the compiled data from customers and bank’s employees has been analyzed and presented in tables, graphs and inferences have been drawn for each statement of various dimensions for this research. The chapter also contains the demographic profile of customer’s and bank’s employees both, which were analyzed on the basis of various parameters like gender, age, qualification, occupation and income. At the end of the chapter comparative research in public (SBI and PNB) and private sector banks (Axis and HDFC) has been done using rank analysis on the basis of various dimensions as online benefits, customer support services, reliability, data security, customer satisfaction and employees responsiveness.

Chapter fifth entitled **EMPIRICAL ANALYSIS AND HYPOTHESIS TESTING** focuses on inferential results to reveal the need of research in current state. Statistical tools for testing of hypotheses as Independent t test, Multiple Pearson Co-relation, Multiple regression techniques have been applied. Empirical research helps to discuss the correlation between various dimensions of research on the basis of responses of both customers and bank’s employees. A comparative analysis has been performed in between public and private sector banks using various Statistical tools in IBM SPSS 22 and Spread Sheet 2007.

In the last chapter **Conclusion**, key findings for the research have been drawn through descriptive and empirical analysis. Results of hypothesis testing help to obtain conclusions in this chapter. Recommendations and Scope of further research have
been discussed in this chapter. References have been given for all the chapters. Appendices includes questionnaire for customer and bank employees, research profile and personal profile of the researcher.

As various E banking terms used in the research has been also abbreviated. A sincere effort has also been made to maintain style lucidity, clarity and simplicity of presentation in analytical approach used for the research. However, the contribution of this research is significant for banks. I express my admiration as well as my thanks to all.