

## A STUDY ON INTERNET USAGE BY THE FACULTY MEMBERS OF B-SCHOOLS IN MUMBAI

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### Abstract

*Our present study explore the usage of Internet by the faculty members of Business schools in Mumbai City. Well structured questionnaires are distributed to all faculty members of B-schools in Mumbai to collect data. Out of 275 questionnaires 269 questionnaires received, however 4 questionnaires were found incomplete therefore 265 questionnaires were considered for the data analysis.*

**Keywords:** *Internet, Faculty members, B-Schools, Mumbai*

### Introduction:

Business education has a long history in India, dating back to the 19<sup>th</sup> century. Early Business schools (B-schools) were focused on the commercial side of business, seeking to fulfill the needs of the British government. The Government of India has liberalized the business education in 1990s, which has resulted in a rapid growth of B-schools offering the programmes both at graduate & undergraduate levels.<sup>1</sup> In Mumbai there are more than thirty B-schools are there to offer MBA / MMS courses. Now B-schools are shifting from traditional method of teaching like classroom and lecture methods to participate method. Sharma<sup>2</sup> identified following dilemma arise in higher educational system after introducing Internet in teaching and learning

activity i.e. Learner is not dependent on teacher for interaction and Teachers can give lectures virtually to unknown learners.

Internet is considered as a one of the important tool or media to communicate the information from one end to another. Traditional media like newspaper, radio, television and telephone are generally based on centralized production and distribution. The growth of these media has been restricted to a particular area because of their own inherent characteristics. The new media, especially the Internet does not face such problems. It is more of a borderless media which is transformed into a network of networks. It gives a wide range of benefits to its users. It has become an indispensable communication medium for the world population.<sup>3</sup> In this study efforts are made to know the Internet usage by the faculty members of B-schools in Mumbai.

**Scope & Limitations:** Present study targeted the faculty members of B-schools which are offering MBA / MMS programs in Mumbai city.

**Methodology:** To collect data from the faculty members a well structured questionnaire are distributed.

**Objectives:** The purpose of the study is to know the usage of Internet by the faculty members of B-schools in Mumbai.

- To study the use of the internet by the faculty members
- To find out the extent of use the Internet
- To indentify the purpose for using the Internet
- To find out problems faced by the faculty members while using the Internet
- To know level of satisfaction with the Internet service provided

**Literature Review:** There are huge numbers of literature on the use of the Internet. The present study is an attempt to establish and exhibit the use of Internet by the faculty members of B-Schools in Mumbai.

Al-Ansari (2006) study examines the use of internet facility by the faculty members of Kuwait University. It also covers reasons for use, its impact on teaching and research, internet resources

they use and problems faced while access the internet. Findings reveals that faculty use the internet for sending email, search engines and WWW resources to communication, research and publication purpose. Low speed and lack of time are the major problems.

Parameshwar and Patil (2009) study presents the use of the internet by the faculty and research scholars at Gulbarga university library. Author used questionnaire method to collect data to find out use and impact on teaching and research, Internet resource and services uses and the problems faced while using the Internet. Data analysis shows that slow speed, downloading problems and lack of training are the major problems. Study concludes with the suggestion that to improve library information and communication technology, including email access, orientation and training programmes in the use of internet resources and facilities in library.

Kumar (2010) study find out the faculty use of Internet services at a university of agriculture and technology. Findings show that majority of the faculty use internet for research purpose. However, it is also found that users were not satisfied with the infrastructure facilities available in the library. Facilities such as number of terminals, multimedia facilities and printer were inadequate to the fulfillment of needs of the users.

Hadagali and Kumbar (2011) study investigates the use of internet by the faculty and research scholars of university libraries in Karnataka state. Purpose of the study is the find out various aspect of Internet use such as frequency, place, purpose and most preferred search engines and motivational factors of internet access.

Bankole (2013) study aims to investigate the extent and level of internet access and use among scientists at Olabisi Onabanjo University, Ago Iwoye, Nigeria, its impact on their academic activities and the constraints faced in internet use. The findings of the study shows that need for the university to improve on its internet infrastructures and effective user education among the scientists for the maximal benefit from utilization of internet.

#### **Data analysis & discussion:**

A total number of 275 questionnaires were personally distributed to B-school faculty members in Mumbai.

**Table 1: Distribution of Questionnaire:**

Total Distributed	No. of Respondents	Percentage
275	265	96.36

*Table -1* show the number of questionnaires distributed to faculty members of B-schools. We are very happy to quote that 96.36 % of respondents duly filled in and return the completed questionnaires.

**Table – 2: Frequency of Internet use:**

Sr. No.	Frequency	No. of Respondents	Percentage
1	Less than 1 hour	072	27.17
2	2 to 4 hours	180	67.92
3	5 to 6 hours	013	04.91
4	More than 7 hours	000	00.00
	<b>Total</b>	265	100.00

Internet is a system interconnected number of computer networks to communicate the information from one end to another. It is also called as a network of networks. *Table – 2* shows the how much time they spent to access internet. 67.92 percent of respondents spend their time to access internet between 2 to 4 hours, 27.17 percent for less than 1 hour and 4.91 percent between 5 to 6 hours. It shows that maximum number of faculty members utilized the internet for their day to day life.

**Table - 3: Places of Internet access**

Sr. No.	Places to access	No. of Respondents	Percentage
1	At cyber café	010	03.78
2	At home	134	50.57
3	At library	103	40.23
4	At faculty cabin	189	71.32

Now a day's internet access available not only at cyber café or any big organization even at home or train can also access the internet. *Table -3* shows where faculty members can access the internet. 71.32 percent respondents access internet at their cabin. 50.57 percent respondents at home. 40.23 percent at library and 3.78 percent respondents at cyber café.

**Table - 4 Instrument used to access Internet**

Sr. No.	Instrument	No. of Respondents	Percentage
1	Personal computer	198	74.72
2	Laptop	201	75.85
3	Cell phone	087	32.83

After massive revaluation in mobile industry cell phones like I-phone or Smart phone provide access to Internet. *Table – 4* shows which instrument respondents use to access the internet. 75.85 percent respondents use laptops. 74.72 percent respondents use personal computers and 32.83 percent respondents use cell phones to access Internet.

**Table - 5: Purpose of Internet use**

Sr. No.	Purpose to access Internet	No. of Respondents	Percentage
1	To send E-mail	263	99.25
2	Chatting (Social network)	102	38.49
3	Entertainment	089	33.58
4	Browse E-journals / E-books	250	94.34
5	Research activity	213	80.38
6	Teaching aid	213	80.38

It is one the prime objective of the study to know the purpose of Internet use. *Table – 5* shows the purpose of internet access. 99.25 percent of faculty members use to send e-mails. 94.34 percent of respondents use to browse e-journals / e-books. 80.38 percent of respondents use for

research activity and as a teaching aid. 38.49 percent of responds use chatting purpose and 33.58 percent respondents for entertainment purpose i.e. just to kill the time.

After knowing the purpose to access the Internet, it is also necessary to find out what are the factors influences to access the Internet. *Table – 6* revels that what are the factors influences to access the Internet.

**Table - 6: Factors influences to access the Internet**

Sr. No.	Reasons to access	No. of Respondents	Percentage
1	To keep update with interested subject / knowledge	210	79.25
2	To get quick information on interested subject / knowledge	253	95.47
3	Save time	202	76.23
4	To send papers to journals / conference / seminar	261	98.49

98.49 percent respondents access to send papers to journals/conference/seminar. 95.47 percent to access the get quick information on interested subject/knowledge. 79.25 percent to keep update with interested subject/knowledge. 76.23 percent to save time.

**Table - 7: Most preferred search engines**

Sr. No	Search engines	No. of Respondents	Percentage
1	Google	263	99.25
2	Alta Vista	122	46.04
3	Lycos	134	50.57
4	Yahoo	150	56.60
5	Hotbot	078	29.43
6	Khoj	101	38.11
7	Rediff	119	44.91

There are number of search engines are available to provide information on any keyword. We tried to find out which are the favorite search engines used by the faculty members. *Table - 7* shows the most preferred search engines. 99.25 percent faculty members use so called Google. 56.60 percent faculty use Yahoo. 50.57 percent use Lycos. 46.04 percent use Alta Vista. 44.91 percent use rediff. 38.11 percent use Khoj and 29.43 percent use Hotbot search engine.

**Table – 8: Problems faced while access the Internet**

Sr. No	Problems	No. of Respondents	Percentage
1	Difficult to find relevant information	201	75.85
2	Low speed	112	42.26
3	Electricity failure	089	33.58
4	No proper training	119	44.91
5	Less number of computers	091	34.34

After knowing the purpose and factors influences to access the Internet, it is also necessary to know what are the problems usually faced by the faculty members while accessing the Internet. *Table – 8* shows problems faced while accessing the Internet. 75.85 percent respondents face difficult to find relevant information. 44.91 percent face training to handle Internet and its resources. 42.26 percent face low speed of Internet. 34.34 percent face less number of computer terminals and 33.58 percent electricity problems.

**Table - 9: Satisfaction with Internet facility**

Sr. No	Level of satisfaction	No. of Respondents	Percentage
1	Fully satisfied	201	75.85
2	Partly satisfied	061	23.02
3	Least satisfied	003	01.13
	Total	265	100

*Table – 9* shows level of satisfaction of faculty members for Internet facility. 75.85 percent of respondents are fully satisfied. 23.02 percent partly satisfied and 1.13 percent least satisfied with Internet service available in their respective campus.

#### **Findings and suggestions:**

- There is need to increase awareness about Internet facility available in the campus.
- Management should conduct training at regular interval to update faculty member's knowledge in the area of ICT arability and use.
- When we see table-5, the problems like low speed and less number of terminals will cause the usage of Internet. To overcome these problems more number of computers should be purchased and well known service provider should be selected to get more fast Internet access.

**Conclusion:** Internet is one the important tool for information communication and dissemination. Faculty members should take use of it for teaching, learning and research work. Management professionals need more number of case studies related to all areas of management. Internet is one of the prime resources to get required information. For this reason, there is need for effective orientation to develop awareness and use of the internet.

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