

A STUDY ON ACCEPTANCES OF E-BANKING SERVICES AMONG THE TEACHERS (WITH SPECIAL REFERENCE TO THE DIVISIONAL EDUCATION – NALLUR AREA)

MR.NATKUNARAJAH UMAKANTH*; MRS.SABINA DINESH KUMAR**

*LECTURER
UNIVERSITY OF JAFFNA
SRI LANKA.

ABSTRACT

The world today is one with increased access to online services. A part what is growing rapidly is online banking. Combined with online retailers there are lots of money changing hands, led only by the communication on Internet. The main objective of the research is to study the e-banking services So acceptances; this document is based on the descriptive research design and questionnaire used to collect the primary data of teachers working in Nallur Divisional education area. This document takes an in depth look at history e-banking with its advantages for both the bank and clients. This article analyzes the acceptance of e-banking services among Teachers with regard to ATM, mobile banking and Internet banking. A total of 150 responses from the teacher took various Schools in Nallur are included in this study.

KEYWORDS: - E-Banking, Benefits of E-Banking, Teaching Professionals, Acceptance, E-Banking Services.

REFERENCES

- Central Bank of Sri Lanka (2010), Annual Report, Central Bank of Sri Lanka
- Grönroos, C. (2000) *Service Management and Marketing: A Customer Relationship Management Approach*, John Wiley & Sons Ltd, Chichester, England, 6, 12-18.
- Grönroos, C. (1990) *Service Management and Marketing*, Lexington Books, Massachusetts, USA.55, 140-161.
- Antreas, D. A. (2000) Customer Satisfaction Cues To Support Market Segmentation and Explain Switching Behavior, *Journal of Business Research*, 47, 191–207.
- Mr.Purushottam A. Petare and ChetanK.Galage (2014) “ A Study on acceptances of E-banking services among the teaching professionals in Kolhapur city” *IJME*, Volume 11.