Innovation The Research Concept

Enhancing Effectiveness & Efficiency of Service Sector through Information Communication Technology (Ict)

Tulika Saxena
Associate Professor,
Deptt.of Management,
Step-HBTI, Kanpur

Soumya Vashisht
Research Scholar
Deptt.of Management,
STEP-HBTI, Kanpur

Abstract

The term information and communication technology is generally accepted to mean all technologies that allow people and organizations to interact in the digital world. Information and communication technology refers to the internet services with computers for the unified use of technology. Information technology (IT) is an application of computers and telecommunication equipment to store, retrieve, transmit and manipulate data, often in the context of a business or other enterprise .Information Technology has helped in customer service, huge corporations like Microsoft to attend customer needs through chats and e-mails services. The main use of IT in context of business or for an organization dealing with IT may be customer relations, business operations, corporate culture, security, research opportunities, corporate reports, industrial productivity, business mobility and research capacity. Information technology has penetrated in every sector of modern society, be it for commercial purpose or in economic matters. The impact of ICT is all pervasive in modern society. Companies and countries are leveraging IT to gain significant competitive advantage in the trade arena. Today the world is changing at a very fast pace .One of the most important factors of change is technology. Information Technology involves the processing of information by a computer. IT management may be considered as a discipline whereby all the informational resources of any organization may be managed in accordance with its need and priorities by the use of technology. The primary focus of IT may be considered as adding value to make an organization a benchmarking.IT may be tied with management methods for automation or support of human decision making.

Keywords: Information Technology, Communication, Service Sector, Management etc.

Introduction

The past fifty years have experienced revolution in economic growth because of technological change and development in communication. Over last two decades there has been an explosion of information and communication technology. Innovation has changed the way we consume various goods and services. In the modern economic perspective of information and communication technologies, it is considered an important factor of production for information and economic reasons. The service sector is the most important component in economy of any country. With the turn of twenty first century there is a down fall in manufacturing sector and service sector has played a vital role and contributed two-third in economy.

The 21st century was characterized by a common global phenomenon: globalization. In economic terms, globalization is the process of denationalizing local and global markets and transforming their political and legal landscape. With the ubiquitous expansion of the "free market principle", trade is becoming more international, while investors are ignoring national bureaucratic obstacles. As a result, "the global economy" has become a common slogan for all nations trading in the global economy. Intrinsic to the current trend of globalization is the alarming speed of the technological revolution, which is mainly due to the development of information and communication technologies (ICT).

Aim of the Study

1. To explore the impact and benefits of ICT in various service sectors like- Education, Virtual Education System, Health care, Knowledge Economy etc.

2. To Study the Impact of ICT in the Contemporary Society.

Benefits of Ict In Differrent Service Sector Fields

ICT stands for Information and Communication Technology. This term possibly comprises of all communication technologies, such as internet, cell- phones, satellite communication etc. In this era of technology, almost every domain such as education, healthcare, governance, business, design, manufacturing, environment, agriculture etc. is being benefited by ICT.

Benefit of ICT in Education

ICT is the need of the hour and is effective tool for extending educational opportunities. ICT in education refers to the implementation of its tools in learning and learning process and makes students familiar with their functionality. It supplements to the traditional method of teaching which consequently helps in enhancing the quality of education and making it more effective. The use of ICT in education has redefined the whole concept of teaching. It enables teachers in classrooms to teach difficult topics and complex diagrams in a very interesting and practical way and helps student and retain the concept in there memory.

Advantages of ICT in Education:

1. ICT facilitates teachers with extensive resources, expertise and advice.
2. Make the classroom more lively and interactive.
3. ICT facilitates easier planning and preparation of lessons and designing material.
4. Gives access to upload students and other school data anytime anywhere.
5. Encourages students to involve in productive activities.
6. Improve the concentration of students.
7. Inculcates self -learning and assessment in students.
8. Improve academic outcome of students.

Benefits of ICT in Virtual School

A virtual school refers to an institution that provides education facilities on internet. The process of globalization and ICT usage are transforming the learning system. With the advent of Internet, distance learning has undergone a great deal of refinement. The term distance learning is being gradually replaced by virtual school or Cyber School.

Advantages of ICT in Virtual School

1. It eliminates the need of commuting to the school since one can learn right from one's home.
2. Students, who have job and family obligations, could take advantage of online schools.
3. It allows schedule flexibility i.e. one can access to virtual schools 24*7.
4. The geographical distance is no longer a barrier to pursue education from institutes located at distant places.
5. Varieties of e- books are available on the internet. It encourages computer literacy and instills self -directed learning.
6. Evaluation of assignments can be done in real time.

Benefits of ICT in Healthcare

Information and Communication Technology has immensely influenced the health sector. ICT facilitates the common people by providing extensive information on health and fitness. Now anyone can read more about any disease, its symptoms, cure and precautionary measures on the Internet. It helps in improving the quality of health care. Using ICT tools government can spread awareness about the prevention of contagious diseases as well.

Advantages of ICT in Healthcare

1. Medical reports could be generated by automated machines.
2. The huge database of patients can be stored electronically.
3. It reduces the personal visit to doctors.
4. The medical reports can be transferred from one doctor to another using real time feature.
5. The possibility of diagnosis of any illness at its earliest is made possible through ICT, which leads to timely treatment.
6. It helps in reducing the morality rate which subsequently increases the average age of a person.

Benefits of ICT in Governance

ICT helps the government of any country to improve its efficiency of service delivery, exchange of information, administrative skills etc. The more public services can be delivered through electronic media, such as the Internet, cell phones etc.

Advantages of ICT in Governance:

1. Processing documents, such as licenses, collecting taxes electronically etc. are some examples of such possibilities.
2. ICT facilitates the sharing of information or ideas with different nations of the world.
3. They can improve government and strengthen democracy and citizen empowerment.
4. The use of ICT in government has set the stage for greater transparency and the possibility for greater citizen participation in every field.

Benefits of ICT in Emergence of Knowledge Economy

In this information age, computer literacy has become an integral part of any nation's economic growth. The traditional economy which is agricultural-intensive is in transition to "knowledge economy".

Advantages of ICT in Emergence of Knowledge Economy:

1. Knowledge economy is often defined in terms of knowledge intensive industries based on ICT production or higher shares of highly educated workers who produce ideas, knowledge and information.
2. Usage of ICT in economy has greatly influenced the economic benefits as well as job generation.
3. The knowledge economy consists of innovating organization using new technologies to handle, store and share information through knowledge management practices.
4. It is not limited only to the knowledge intensive industries but present in all sectors of economy.

Innovation The Research Concept

Impact of ICT on Society

Though the use of ICT has catered great benefits to the society but it does not mean that it is flawless. It too has its pros and cons. ICT has given birth to a knowledge-based society which indeed gives rise to the need for acquiring new digital competences and ICT skills that are necessary for employment, education and training, self-development ,and participation in society .It is transforming our society into a more complex and technical one.

Infomania

Now day's people tend to choose online communication rather than having real time conversations. The term "Infomania" is related to a psychological disability and has been used since 1980s. Infomania refers to the condition where a person has excessive desire to acquire information on any topic .It is considered as distraction which declines the ability to concentrate due to continual response to electronic communications, such as phone calls ,text messaging, e-mails etc. It interrupts the working and makes people neglect the important things.

The Digital Gap –"The Digital Divide"

ICT has divided world into two parts: The development and ever increasing use of ICT is turning the world digitize. The use of internet and telecommunication has digitally united the whole world irrespective of geographical distance, language and socio economic status. The rise of ICT has generated the digital gap between people with extensive use of internet and those who have no access to modern technology at all. The gap is growing each passing day, both internationally and within the nations and is referred as "digital divide".The digital gap must be bridged before it is too late. It can be achieved with the efforts of both the government and citizen of the nation.

Conclusion

No doubt India is marching fast towards ICT adoption technology and schemes as ICT is the hour of the day and is indispensible to achieve success, profits, timely - growth, development and progress for individual and organizations in particular and nation in general. An Individual, Government and Private sector all shall conduct awareness camps and classes for children, youth, adult and elders to remove their hesitation of using the information technology. Farmers, health staff, education departments, agriculture sector, economists as well as the entire Indian department whether operating in public, private, cooperative or other sectors should be imparted adequate knowledge of ICT in order to broaden their horizon in their respective fields.

REFERENCES

1. "Information and Communication Technology from". FOLDOC. 2008-09-19. www.tutor2u.net. Retrieved 2015-09-01.
2. Zuppo, Colrain M. "Defining ICT in a Boundaryless World: The Development of a Working Hierarchy" (PDF). International Journal of Managing Information Technology (IJMIT). p. 19. Retrieved 2016-02-13.
3. "IEEE-CS Adopts Skills Framework for the Information Age• IEEE Computer Society". www.computer.org. Retrieved 14 March 2018.
4. The Independent ICT in Schools Commission, Information and Communications Technology in UK Schools: An Independent Inquiry, 1997. Impact noted in Jim Kelly, What the Web is doing for Schools, Financial Times, 2000.
5. Royal Society, Shut down or restart? The way forward for computing in UK schools, 2012, page 18.
6. Department for Education, "National curriculum in England: computing programmes of study".
7. United Nations Office of Information and Communications Technology, About
8. "IT Costs – The Costs, Growth and Financial Risk of Software Assets". OMT-CO Operations Management Technology Consulting GmbH. Retrieved 26 June 2011.
9. "The World's Technological Capacity to Store, Communicate, and Compute Information", Martin Hilbert and Priscila López (2011), Science, 332(6025), 60-65; see also "free access to the study" and "video animation".
10. "Information in the Biosphere: Biological and Digital Worlds ", Gillings, M. R., Hilbert, M., & Kemp, D. J. (2016), Trends in Ecology & Evolution, 31(3), 180–189; free access to the article http://escholarship.org/uc/item/38f4b791
11. "Measuring the Information Society" (PDF). International Telecommunication Union. 2011. Retrieved 25 July 2013.
12. "ITU releases annual global ICT data and ICT Development Index country rankings - librarylearningspace.com". Retrieved 2015-09-01.
13. "Basic information: about wsis". International Telecommunication Union. 17 January 2006. Retrieved 26 May 2012.
14. "ICT in Education". Unesco. Unesco. Retrieved 10 March 2016.
15. Blackwell, C.K., Lauricella, A.R. and Wartella, E., 2014. Factors influencing digital technology use in early childhood education. Computers & Education, 77, pp.82-90.
16. "ITU releases annual global ICT data and ICT Development Index country rankings". Www.itu.int. Retrieved 2015-09-01.
17. "ITU releases annual global ICT data and ICT Development Index country rankings". www.itu.int. Retrieved 2015-09-01.
18. Bimber, Bruce (1998-01-01). "The Internet and Political Transformation: Populism, Community, and Accelerated Pluralism". Polity. 31 (1): 133–160. Doi: 10.2307/3235370. JSTOR 3235370.