

CUSTOMERS' LEVEL OF PROBLEMS TOWARDS AVAILING DIGITALISED SERVICES OFFERED OF TNEB

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ABSTRACT

Today, every country needs to be completely digitalized that will engage society in a superior way. Today, the world has changed from information astute to techno learning shrewd. The growth of Internet usage has provided the new way of distribution of the services. Digitalization integrated into every aspect of the society, including businesses, government, healthcare, mass media, science, etc. It became a driver for companies' internal operations and external activities and also has put pressure on companies to explore new business opportunities systematically and at early stages. The main aim of the study is to identify the challenges faced by the consumers towards digitalized and other services of TNEB. The target sample for the present study comprises the customers of TNEB in selected circles in Chennai city is 580. Data were collected through interview schedule and Alpha test, ANOVA, t-Test, Chi-square Test, Correlation Analysis were carried out by formulating suitable hypotheses and were also tested at 5% level of significance. The study is also helpful for researchers who further want to investigate the impact of digitalization on performance of public undertakings.

Keywords: *Digitalization, adopted, innovation, website and Level of Problems*

Introduction

Today, every country needs to be completely digitalized that will engage society in a superior way. Today, the world has changed from information astute to techno learning shrewd. Consider something and it is accessible in a single tick. The advanced world that we live in today is that where each non military personnel have a brilliant prospect to change the lives from numerous points of view that were difficult to imagine only two or three years back. It is the result of a few developments and innovation progresses. The course of human improvement has taken new measurement with the presentation of data and correspondence innovation. Information and Communication Technology focuses on unified communications. It is integration of communications that is frequently used in wireless signals and telephone lines. It is termed as Telecommunications, computers as well as necessary middleware, audio-video systems, enterprise software and storage that allow users to not only access but also to transmit, collect and manipulate information. The test for all partners in the ICT environment has been to measure the effect of digitization. Even so, understanding the open door that broadband presents will require that policymakers experience a move in their reasoning. They should go past considering ICT and concentrate rather on digitization, with an emphasis on ICT utilization instead of simply get to.

Review of Literature

Pradhan Prasad (1990) suggested in his article that a two-part tariff structure can be evolved which will improve not only the load factor but also the demand factor. In agriculture, a suitable minimum guarantee charge for electricity is likely to lead to community utilization of equipment such as for lift irrigation. This will encourage installation of a network of lift irrigation schemes by co-operatives and may result in the pooling of resources of small cultivators enabling them to derive the benefits of rural electrification, which have been denied to them so far. In industry, a minimum guarantee charge will be resisted on the ground that the higher cost of electricity will raise overall cost of production. But this argument is baseless since, except for a few industries like aluminium, cold storage and inorganic heavy chemicals, electricity is not a significant item in the cost structure.

Padnapriya. K and P.V. Narasaiah (2012) The author supposed that the position of electricity is so wonderful that economists often set up a one to one communication between energy and economic development. Therefore, it is known as “the industry of industries”. The present power scenario demands a very inclusive and pragmatic move toward development of the economy. Reforms of Power Sector in India have gained drive with the scheme taken by most of the State Electricity Boards.

Mohanta. G. & et.al (2017) undertook a study to realize the challenges for the successful execution of the digital India initiative and also analyzed the crash of digital India project execution in the country. The authors examined the different pillars of digital India initiative such as, broadband highways, programme of universal access to phones public internet, e-governance, information to all, manufacturing of electronics, programmes of untimely

harvest, IT for jobs and services of electronic delivery are a range of programmes impacted on social sector, technology, economy, environment and development of agricultural sector in the country.

Golani,(2017) says that public undertaking services sector in India has undergone all the way through troublemaking changes in the most recent decade as far as implementation of technology is anxious. With the government given that incentive for digitalization of the economy, it is absolutely the success mantra for the public undertakings. As public undertakings are bare to troublemaking digital services, it is now putting its hands on shifting customer favorite from traditional services to its modern digitalization. People have vigorously in progress using technology to do digital transactions and avail digitalized services because they want added convenience at the cost of paying additional price.

Axelina Boström and Joakim Andersson (2019) made a study on digitalization strategies in public undertakings, a study in Swedish. A qualitative design was adopted for this study. The study made an attempt to measure how public undertakings work internally with several dimensions of digitalization. The key objective of the study was to contribute with knowledge for the general understanding internal work with digitalization. The results revealed that all banks are adopted a different internal approach to digitalization. However, there is no one-size-fits-all solution for a successful strategy, and the banks must adapt their internal work in order to manage the digitalization in the most suitable way.

Significance of the Study

Traditionally, the communication between a peoples and the government took place in the office. It is now being realized around the world that more comfort and greater convenience can be given to the peoples by taking the benefits of good governance to the citizen's doorstep by utilizing the new developments in information communication technology. Transparency and accountability, an absence of corruption, a growth in revenue and a reduction in cost are the visible features of good digitalization. It is in this context that the concept of digitalization has emerged. Digitalization allows peoples to communicate with the government as well as utilizes various services at less cost and more time save. The researcher wants to study how the Digitalization is useful for consumers to directly utilize services of government and public sector undertakings. By using digitalized services, how citizens can save their time, cost and effort by availing many services. The study is unique in a number of ways (i) firstly; it focuses on the present status of digitalized services of TNEB. (ii) The study will help determine problems in using the digitalized services of TNEB. The study will contribute to increase literature in the field. Projects on consumers perception on digitalization of services in Governance and its allied undertaken only during the recent years at national but in state local yet to be stabilized. As a result, such digitalized services of public sectors research work are yet new in the field.

Statement of the Problem

Digitalization incorporated into every aspect of the society, as well as businesses, government, healthcare, mass media, science, etc. It became a driver for companies' inside operations and outside activities and also has put force on companies to walk around new business opportunities systematically and at near the beginning stages. Digitalization

concerned a variety of issues like design, methodology, approach, qualitative empirical data and also it investigate the factors that underpin the choice of outside partners to collaborate, design, develop and put into practice fitness capability. At present number of empirical insights is limited, hence research on digitalization in the context is now gaining increased attention. Hence the researcher proposed to undertake a study on the effect of digitalisation in the consumers' point of view. In this background, the study has elevated the following research questions:

1. What are the demographical profiles of consumers' significantly influences in adopting digitalized services?
2. What are the basic problems faced by consumers in using digitalized services?
3. Do problems faced by consumers while availing digitalized services of TNEB differ on the bases of demographic factors of consumers?

These questions assist to focus, the significance and objectives of the study.

Objectives of the Study

The present study is undertaken with the following specific objectives.

1. To analyze whether the demographical profile of the respondent significantly influences the adoption of digitalized services of TNEB.
2. To identify the challenges faced by the consumers towards using digitalized and other services of TNEB

Hypotheses

The following hypotheses were formulated and tested in the present study

Ho: "There is no significance difference in problems which affecting among customers from different category while availing services of TNEB"

Scope of the Study

This present study confined with to its scope of digitalized servers offered by TNEB at selected circles in Chennai city focused digital literacy and digital infrastructure in the study area. Further, the present study was restricted to perception of selected customers on digital services of TENB.

RESEARCH METHODOLOGY

Research Design

Based on the objectives of the study, the researcher has chosen a pathway of descriptive research design to understand the level of awareness and perception of consumers in reference to digitalized services of TNEB. It seeks to determine how the dependent variable changes with variations in the independent variable. This involves having a hypothesis of the study followed by the objectives for data analysis and conclusion.

Nature of Data and Tools for Data Collection

The current study based on purely primary data. The primary data was collected through structured interview schedule.

Pilot Study

Prior to final data collection, the researcher conducted a pilot study from 50 sample respondents for pre-testing the interview schedule. After the collection of sample data, the researcher had made scrutinized the questions which are given in the interview schedule to check the consistency, reliability and validity. After an in-depth analysis and discussion with experts, the schedule was revised to improve the presentation of the items, based on comments and feedback of officials and experts in this field.

Size of Population

The target population for the present study comprises the customers of TNEB in selected circles in Chennai city.

Selection of the Sample

Data were collected directly from the field of survey. Probability sampling technique i.e., simple random sampling technique was employed to identify the samples for the present study. The researcher at first was able to get a list of customers from EB office with their mobile number / residential addresses. First the Chennai city is purposively selected. 580 sample units were personally contacted and interviewed on verbal-written mode.

Tests of Normality

The normality of the sample has been checked. The two tests for normality are run. For dataset small than 600 elements, researcher has used the Shapiro-Wilk test; otherwise, the Kolmogorov-Smirnov test was also used. The resultant is Avg_ Exp_ Score .954 with Sig 312 and Kolmogorov-Smirnov statistic .097 with sig 194*. The p-value is more than 0.05. So, researcher can conclude that the data comes from a normal distribution.

Tools for Data Analysis

The collected data were processed and analyzed by SPSS soft-ware version 20.0. In order to suit the requirements of the present study, the following tools have been employed. Simple percentage analysis, Descriptive Statistics, Factor Analysis, Cronbach's Alpha test, ANOVA, t-Test, Chi-square Test, Kruskal wallis test Correlation Analysis, Regression and Multiple Regression Analysis. The tests in this study were carried out after formulated suitable hypotheses and were also tested at 5% level of significance.

Level of Problems

The very high Level of Problems is measured using three items such as No quick response for customer queries, Frequent Power cut and Power fluctuation, Difficult to change wrong entries, Poor service follow up, Service charges with Tax, Difficult understanding terms and conditions, Technical glitches (like website crash, timeout, etc.), Lack of security and privacy concerns, for different online transaction and Not properly inform about disconnection of service for nonpayment of bill. None of them have cross loadings with other factors and dimensions. The factor has a reliability score of 0.787, which is greater than accepted cut-off of 0.7.

Analysis of Significant Variances

This section of the study aimed to analyze the significant difference in the level of problems faced by different category of respondents selected for the present study with regards to the services offered by TNEB. In order to find the significant variation in level of problems faced by customers from various purpose of connection of services and to test the significant variation the following null hypothesis is formulated and tested.

Ho : “There is no significance difference in problems which affecting among customers from different category while availing services of TNEB”

To find the significant difference in level of problems affecting at very high level the Kruskal-wallis test (‘H’ test) was applied for each factor separately. The results are presented in the following Tables.

Category of Customers and Significant Difference Very High Level Problems

TABLE 1

CATEGORY OF CUSTOMERS AND VERY HIGH LEVEL PROBLEMS TOWARDS AVAILING SERVICES OF TNEB

Problems at Very High Level	Category of Customers (Purpose of Connection)					Kruskal wallis test	
	Domestic purpose	Social Organization purpose	Industry purpose	Agriculture purpose	Commercial purpose	H ²	P
No quick response for customer queries	268.12	357.00	306.92	295.00	287.83	17.96	0.001
Frequent Power cut and Power fluctuation	269.76	346.17	392.83	302.00	256.03	50.866	0.000
Difficult to change wrong entries	268.75	372.50	335.54	285.00	270.04	32.539	0.000

Poor service follow up	282.45	347.63	275.08	300.00	284.63	10.666	0.031
Service charges with Tax	264.76	339.21	387.00	294.00	267.98	42.599	0.000
Difficult understanding terms and conditions	335.96	270.66	317.08	286.00	288.98	11.468	0.022
Technical glitches (like website crash, timeout, etc.)	276.08	344.75	360.88	553.50	252.44	50.599	0.000
Lack of security and privacy concerns	283.91	372.17	331.96	274.00	251.67	35.154	0.000
High charges for different online transaction	260.23	391.67	309.96	283.00	484.02	38.585	0.000
Not properly inform about disconnection of service for nonpayment of bill	284.89	287.00	335.58	303.50	281.3	6.832	0.145

Source: Computed from Primary Data

From the data analysis the table 1 clearly explains the mean score obtained for the dependent variable towards problems which are very highly affecting customers. The problem “No quick response for customer queries” scored the highest value (357) for customers belongs to Social Organization categories than other categories. Value of H test is 17.96 with probability value 0.001 is less than at 5 per cent level. It has been inferred that problem of no quick response exist differences in affecting problem at very high level among the various categories of customers. The problem “Frequent Power cut and Power fluctuation” scored the highest value (392.83) for customers belong to Industry categories than other categories. Value of H test is 50.866 with probability value 0.000 is less than at 1 per cent level. It has been inferred that problem exist differences in affecting problem at very high level among the various categories of customers. As compare with other category customers, social organization categories score high mean score for difficult to change wrong entries (372.5), Lack of security and privacy concerns (372.17). Industry customers have high score for Service charges with Tax (387) and Not properly inform about disconnection of service for nonpayment of bill (335.58), Domestic customers score higher than other towards difficult understanding terms and conditions (335.96), Agriculture customers score higher than other towards technical glitches (like website crash, timeout, etc.) (553.5), Commercial category customers score higher than other towards High charges for different online transaction (484.02). Out of ten selected problems under this group, The result of H test have probability value less than 0.5, Hence all the problems towards using services rendered by TNEB are significantly differ in affecting very high level among the customers belongs to different category. the null hypotheses is rejected and concluded that all the selected problems mentioned in the above table 1 are significantly differ in affecting at very high level among the customers belongs to different categories.

Category of Customers and Significant Difference High Level Problems

TABLE 2
CATEGORY OF CUSTOMERS AND HIGH LEVEL PROBLEMS TOWARDS
AVAILING SERVICES OF TNEB

Problems at High Level	Category of Customers (Purpose of Connection)					Kruskal wallis test	
	Domestic purpose	Social Organization purpose	Industry purpose	Agriculture purpose	Commercial purpose	H ²	P
Over Billing	283.32	288.63	346.08	275.71	394	13.064	0.011
Access to Higher officials through online is very difficult	277.84	282.46	375.25	547.5	269.03	40.657	0.000
Staff attitudes not friendly	288.65	288.92	351.42	262.5	270.67	13.166	0.010
Fine for delaying bill payment	265.65	331.63	364.46	266.5	279.48	26.485	0.000
Long time taken for rectifying fault in meter	294.69	296.79	344.67	288	258.07	17.886	0.001
Uncomfortable complaint handling procedures	246.05	378.67	333.67	547.5	290.15	61.196	0.000
Unfavor refund policy	245.01	348.38	342.75	353.5	398.08	75.482	0.000
Site slow in processing and quick Timeout during process	257.06	386.58	329.88	350.5	473.73	58.002	0.000
Reading entry user manual is not user friendly	286.95	240.67	327.92	247.5	291.72	25.926	0.000
Unfriendly website design	414.58	389.46	357.75	247.5	265.11	70.84	0.000

Source: Computed from Primary Data

From the data analysis the table 2 clearly explains the mean score obtained for the dependent variable towards problems which are highly affecting customers. The problems like over Billing (394), unfavour refund policy (398.08), site slow in processing and quick timeout during (473.73) scored the highest value for customers belongs to commercial categories than customers from other categories. Value of H test is 13.064, 75.482 and 58.002 respectively with probability value is less than at 5 per cent level. It has been inferred that these three problems exist differences in affecting problem at high level among the various categories of customers. The following problems i.e., staff attitudes not friendly (351.42), fine for delaying bill payment (364.46), long time taken for rectifying fault in meter (344.67) and reading entry user manual is not user friendly (327.92) scored the highest value for customers belongs to industry categories than customers from other categories. Value of H test is 13.166, 26.485, 17.886 and 25.926 respectively with probability value is less than at 5 per cent level. It has been inferred that these three problems exist differences in affecting problem at high level among the various categories of customers. Access to higher officials through online is very difficult 547.5 and uncomfortable complaint handling procedures (547.5) scored the highest value for customers belong to agriculture categories than other categories. Value of H test are 40.657 and 61.196 with probability value 0.000 is less than at 1

per cent level. It has been inferred that these problems exist differences in affecting problem at high level among the various categories of customers. As compare with other category domestic categories customers' score high mean score for unfriendly website design (414.58) . Out of ten selected problems under this group, The result of H test have probability value less than 0.5, Hence all the problems towards using services rendered by TNEB are significantly differ in affecting high level among the customers belongs to different category. the null hypotheses is rejected and concluded that all the selected problems mentioned in the above table 2 are significantly differ in affecting at high level among the customers belongs to different categories.

Category of Customers and Significant Difference Moderate Level Problems

TABLE 3
CATEGORY OF CUSTOMERS AND MODERATE LEVEL PROBLEMS TOWARDS
AVAILING SERVICES OF TNEB

Problems at Moderate Level	Category of Customers (Purpose of Connection)					Kruskal wallis test	
	Domestic purpose	Social Organization purpose	Industry purpose	Agriculture purpose	Commercial purpose	H ²	P
Server connectivity is poor	259.2	271.54	502.5	353.5	287.36	60.054	0.000
Development and Registration Charges are very high	290.51	230.63	366.13	341.5	476.14	42.427	0.000
Using bill calculator link is difficult to understand	295.04	264.17	346.25	247.5	264.54	30.403	0.000
Unable to understand process of Payment gateway	379.41	322.33	361.04	232	267.18	22.246	0.000
Bill calculation is not transparent	290.25	380.13	333.04	247.5	269.87	23.151	0.000
Very short due date of HT Services	277.04	278.75	422.67	353.5	291.93	20.506	0.000
High Level of corruption in digitalized services	280.39	361.00	346.5	347.5	289.18	28.642	0.000
Poor Periodic Maintenance Services	296.95	249.67	328.08	556.5	274.48	26.478	0.000

Source: Computed from Primary Data

From the data analysis the table 3 clearly explains the mean score obtained for the dependent variable towards problems which are very highly affecting customers. The problems like server connectivity is poor (502.5), using bill calculator link is difficult to understand (346.25) and very short due date of HT Services (422.67) scored the highest value for customers belongs to industry categories than other categories. Values of H test 60.054 , 30.403 and 20.506 respectively with probability value is less than at 1 per cent level. It has been inferred that these three problems exist differences in affecting problem at high level among the various categories of customers. Bill calculation is not transparent (380.13) and high level of corruption in digitalized services (361.00) scored the highest value for customers belong to social organization categories than other categories. H test values 23.151 and 28.642 respectively with probability value are less than at 1 per cent level. It has been inferred that these two problems exist differences in affecting problem at high level among the various categories of customers. The problem “development and registration charges are very high (476.14)” scored the highest value for customers belong to Commercial. Value of H test is 42.427 with probability value 0.000 is less than at 1 per cent level. As compare with other category customers, domestic categories score high mean score for unable to understand process of payment gateway (379.41), the result hold good with H test is 22.246 with probability value 0.000 is less than at 1 per cent level. The problem “poor periodic maintenance services (556.5)” scored the highest value for customers belong to Agriculture. Value of H test is 26.478 with probability value 0.000 is less than at 1 per cent level. Out of eight selected problems under this group, The result of H test have probability value 0.000, Hence all the problems towards using services rendered by TNEB are significantly differ in affecting moderate level among the customers belongs to different category. the null hypotheses is rejected and concluded that all the selected problems mentioned in the above table 3 are significantly differ in affecting at moderate level among the customers belongs to different categories.

Category of Customers and Significant Difference Less Level Problems

TABLE 4
CATEGORY OF CUSTOMERS AND LESS LEVEL PROBLEMS TOWARDS
AVAILING SERVICES OF TNEB

Problems at Less Level	Category of Customers (Purpose of Connection)					Kruskal wallis test	
	Domestic purpose	Social Organization purpose	Industry purpose	Agriculture purpose	Commercial purpose	H ²	P
Charges for reconnection is high	282.01	274.04	328.67	246.5	394.79	5.921	0.005
Refund of wrong and excess payments is not sure	293.64	262	333.08	247.5	272.41	24.350	0.000
Getting new service through online is very difficult	272.67	299.92	341.71	272.0	297.74	21.472	0.000

Performance of Digital Meter is poor	271.58	299.21	340.75	269.0	399.95	22.136	0.000
Difficult to cancellation of wrong entries.	297.52	253.54	329.54	547.5	271.92	25.529	0.000
Performance of Grievance Redressal Forum is poor	282.35	246.96	351.75	528.5	286.08	30.992	0.000
Performance of complaint booth is very poor.	285.73	268.04	324.29	259.5	299.98	17.535	0.002
Variation is informed properly in web portal	298.1	265.92	351.96	253.5	257.33	36.688	0.000
Government subsidy and free units deduction are not transparent	263.01	302.58	282.04	250.5	339.53	27.666	0.000

Source: Computed from Primary Data

From the data analysis the table 4 clearly explains the mean score obtained for the dependent variable towards problems which are highly affecting customers. The problems like Charges for reconnection is high (394.79), Getting new service through online is very difficult (341.71) and Government subsidy and free units deduction are not transparent (339.53) scored the highest value for customers belongs to commercial categories than customers from other categories. Value of H test is 5.921, 21.472 and 27.666 respectively with probability value is less than at 5 per cent level. It has been inferred that these three problems exist differences in affecting problem at high level among the various categories of customers. The following problems i.e., Difficult to cancellation of wrong entries (547.5) and Performance of Grievance Redressal Forum is poor (528.5) scored the highest value for customers belongs to Agricultural categories than customers from other categories. Value of H test is 25.529 and 30.992 respectively with probability value is less than at 5 per cent level. It has been inferred that these two problems exist differences in affecting problem at high level among the various categories of customers. Performance of complaint booth is very poor (324.29), Refund of wrong and excess payments is not sure (333.08) and variation is informed properly in web portal (351.96) scored the highest value for customers belong to industry categories than other categories. Value of H test are 17.535 and 24.350 with probability value 0.000 is less than at 1 per cent level. It has been inferred that these problems exist differences in affecting problem at high level among the various categories of customers. Out of nine selected problems under this group, The result of H test have probability value less than 0.5, Hence all the problems towards using services rendered by TNEB are significantly differ in affecting less level among the customers belongs to different category. the null hypotheses is rejected and concluded that all the selected problems mentioned in the above table 4 are significantly differ in affecting at less level among the customers belongs to different categories.

Category of Customers and Significant Difference Very Less Level Problems**TABLE 5****CATEGORY OF CUSTOMERS AND VERY LESS LEVEL PROBLEMS TOWARDS AVAILING SERVICES OF TNEB**

Problems at Very Less Level	Category of Customers (Purpose of Connection)					Kruskal wallis test	
	Domestic purpose	Social Organization purpose	Industry purpose	Agriculture purpose	Commercial purpose	H²	P
Poor line man services while fault in line	282.16	289	340.33	269.5	289.94	18.377	0.001
Consumer registration user manual is not user friendly	277.23	249.04	314.71	550.5	306.51	24.809	0.000
Password re-generating /changed procedure is very difficult	269.67	234.79	353.5	247.5	307.11	40.220	0.000
Money and Security Deposit is very high.	292.15	207.58	351.29	347.5	388.57	44.956	0.000
Availing service is not convenient at digital platform	372.68	270.75	300.25	350.5	309.76	21.955	0.000
Transformer Maintenance is very poor	267.15	295.29	315.04	398.5	303.13	18.524	0.001
Meter reading staff behavior is not friendly	358.51	315.92	344.33	320.5	294.76	31.200	0.000
Bill collecting counter staff attitude is not favourable.	283.53	279.96	334.83	316.5	379.87	16.528	0.002

Source: Computed from Primary Data

From the data analysis the table 5 clearly explains the mean score obtained for the dependent variable towards problems which are highly affecting customers. The problems like Poor line man services while fault in line (340.33) and password re-generating /changed procedure is very difficult (353.5) scored the highest value for customers belongs to Industry categories than customers from other categories. The following problems i.e., Consumer registration user manual is not user friendly (550.5) and transformer Maintenance is very poor (398.5) scored the highest value for customers belongs to Agricultural categories than customers from other categories. Money and Security Deposit is very high (388.57) and Bill collecting counter staff attitude is not favourable (379.87) scored the highest value for customers belong to commercial categories than other categories. Availing service is not convenient at digital platform (372.68) and Meter reading staff behavior is not friendly (358.51) scored the highest value for customers belong to Domestic categories than other categories. Out of eight selected problems under this group, all problems' results of H test for all the problems have probability value 0.000 is less than at 1 per cent level. It has been inferred that these

problems exist differences in affecting problem at very less level among the various categories of customers. Hence all the problems towards using services rendered by TNEB are significantly differ in affecting very less level among the customers belongs to different category. the null hypotheses is rejected and concluded that all the selected problems mentioned in the above table 5 are significantly differ in affecting at less level among the customers belongs to different categories.

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