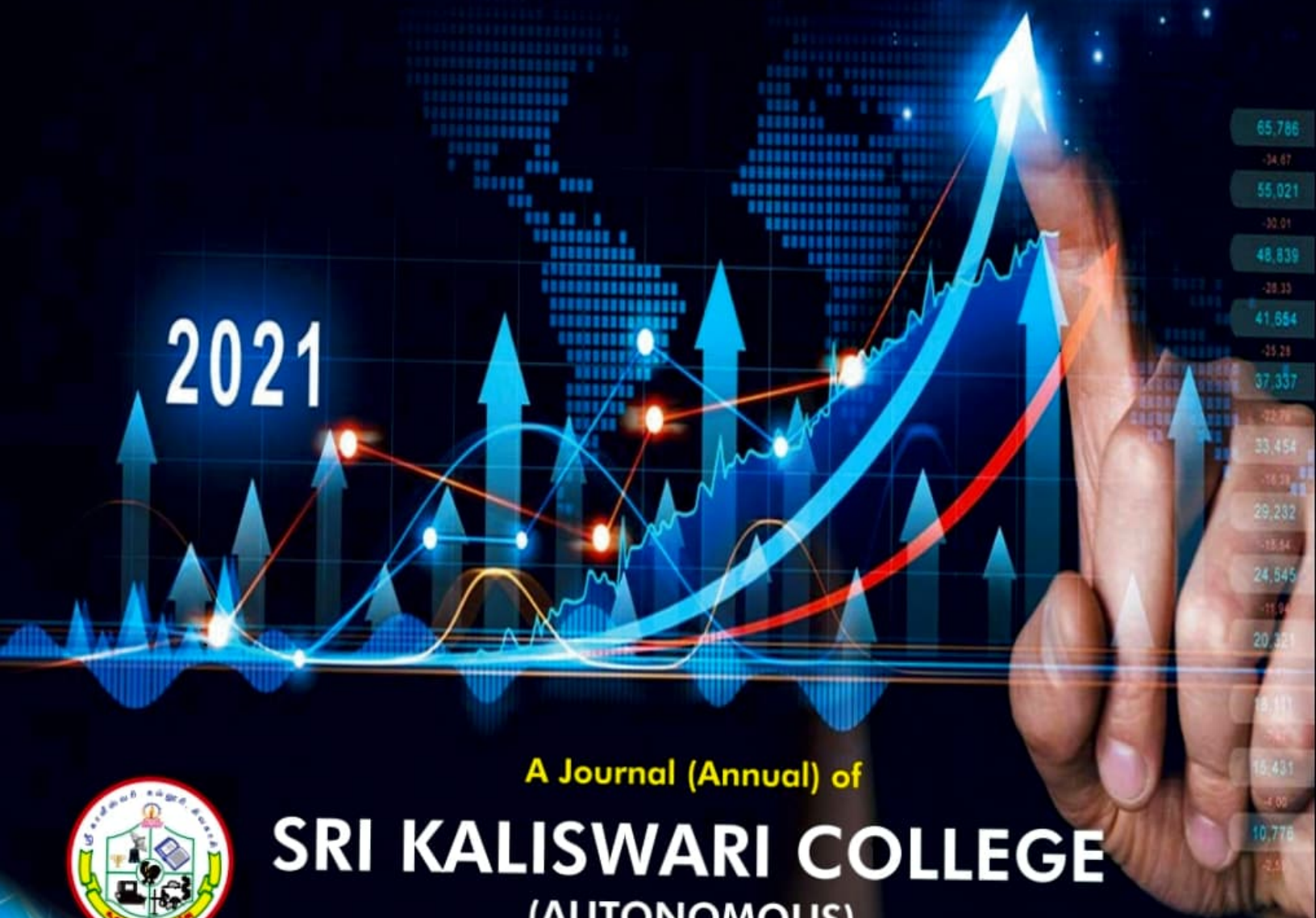


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# **Trends in Kalis Research**

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# ACADEMICIANS MADE E-MEETING APPLICATIONS RICHER

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## ABSTRACT

The COVID-19 changed the perception of the world in many fields, the process of utilizing the available resource was well learned and executed. One such field is “Academics”. It was through the e-meeting applications that the schools and colleges were able to carry on their teaching-learning process. It was through academicians that the e-meeting apps became popular and accessible by everyone. This paper aims to focus on the aspects of how the e-meeting apps business became richer through academic activity. It also focuses on the disadvantages of learning through e-meeting apps to both students and academicians.

**Key Words:** E-learning; Academicians; Offline; Technology; Profit, Glitches.

## INTRODUCTION

The Education system was meant to be face-to-face. The traditional learning system “Gurukula” propagates the same, where the students were expected to stay with the teacher and learn the things done by “Guru” through observation and practice. Later on, as the days progressed this system was given a brick and mortar form by the Britishers calling it “school”.

A school is a place where the students are admitted and taught the prescribed syllabus. This became a popular means of education. The system of the school was completely welcomed by the Indians and children got an education by learning the facts through the teacher face-to-face.

COVID-19 posed a serious challenge to the world as well as to the students. They could

not come out of their home to learn. That was the most challenging phrase for everyone around the world. The schools couldn't resist themselves from the teaching-learning process. The process of spreading knowledge must go on to overcome every hurdle but how? The answer for the same was “Online!”

The online mode of learning is where the students can gain their knowledge from any part of the world through the internet connection. Internet means a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. This system of connection was chosen for the conducting of classes and communicating with the students through the pandemic period.

The learning process didn't stop even though the toughest phrase in the world. But this brought another challenge to the parents, students were locked inside the home, no physical activity, they became gadget addictions, screen-time of the students increased leading to eye problems. Despite all these challenges the only constant thing was learning! Learning to attend the classes properly, upload their assignments, give their tests online, participate in the activities online, etc. This constant learning process brought both advantages and disadvantages to the students.

Academics were among those people who thought to lean towards the online applications to carry out their teaching and learning process without any obstacles. COVID brought the traditional face-to-face learning process to the E-meeting process. E-teaching was the most difficult task for academics to switch online from the most important and traditional form of offline learning. This became possible after the COVID lockdowns because they didn't want their students to give up their learning process. Academics had to strive hard to learn those sophisticated technological aspects so that they could communicate with their students and continue their teaching-learning process.

Initially, it started with looking at the platforms that were available for free and moved towards the paid and customized versions of the e-meeting applications. The most difficult task was in front and the academics needed to adjust themselves and learn working with these applications.

As for how demonetization made e-payment apps popular, so did the COVID for E-meeting applications, the main reason behind which was the academics

It was an irresistible process for the schools and colleges to conduct their classes as the academic calendar was given and it was expected by the Authority body to adhere to the same. For the rescue came these E-meeting applications! It was through the academics that these e-meeting applications became more popular and accessible to laymen! Academics made these apps popular by using them to conduct their online classes and these applications were given significant importance for the installation and usage.

#### **OBJECTIVES OF THE STUDY**

To study the reasons for adopting e-meeting applications for the teaching

To know the user-friendly application to academics

To evaluate the profitability of e-meeting applications

To understand the disadvantages of e-meeting apps to both students and academics.

#### **SCOPE OF THE STUDY**

- The study is conducted from the academician's point of view
- The study is restricted to secondary data.

#### **TO STUDY THE REASONS FOR ADOPTING E-MEETING APPLICATIONS FOR THE TEACHING**

The main reason why the e-meeting applications were used for the teaching-learning process was, the "LOCK-DOWN".

India had never seen such circumstances before, not just India even the world had never imagined that they would be locked inside their homes!

The COVID taught a new lesson to the world, it dragged the attention of the busy world towards the inner world called 'Home', it enlightened everyone to understand the necessity of turning inside. It created the necessity to utilize the internet and online services. There was no excuse to anyone, irrespective of the profession and business carried on turning towards online was inevitable.

In such a situation the e-meeting apps came to the rescue of the entire teaching fraternity. The applications which were restricted only to e-meetings became a popular mode of communication in every school and college. E-meeting applications were recognized as the most important channel through which the learning process could continue. The lockdown opened a new way of doing business and giving services. Nobody had imagined that the services could go online! The physical classes like yoga, drawing & painting, crafts, singing, dancing, music everything became online. The classes which were very popular offline and thought that they could never be taught online turned to online classes because of the lockdown.

### **TO KNOW THE USER-FRIENDLY APPLICATIONS TO THE ACADEMICIANS**

Many options were available to the academicians when the classes when online, but the most popular among the options available was Zoom! Zoom application

became very famous when the switch over to the online started. Because it was easily downloadable, free, and user-friendly, the zoom application was widely accepted and widely downloaded by users, especially teachers and students. Even though the maximum limit of 40 minutes per session was given to every meeting, it did not have any impact on the download that happened.

The second most popular e-meeting application was "Google Meet" by the popular search-engine company Google.

The maximum time limit of 40 minutes on zoom became a barrier to its growth, people wanted an app that would not restrict their meeting by time, the best one amongst the available options was Google meet. The Google meet did not restrict its use by time. It could be used for an unlimited period. This option made most of the customers switch to over zoom to Google meet.

The other e-meeting application which became popular during the period was-"Microsoft teams", it was a chat-based collaboration platform complete with document sharing, online meetings, and many more extremely useful features for business communications.

Microsoft Teams features make it stand out from other collaboration software:

- Teams are made up of channels, which are conversation boards between teammates
- All team members can view and add to different conversations in the General channel and can use functions to invite other members to different conversations, not unlike Slack.

- The basic chat function is commonly found within most collaboration apps and can take place between teams, groups, and individuals.
- Every team that uses Microsoft Teams will have a site in SharePoint Online, which will contain a default document library folder. All files shared across all conversations will automatically save to this folder. Permissions and security options can also be customized for sensitive information.
- Online meetings feature can help enhance the communications, company-wide meetings, and even training with an online meetings function that can host up to 10,000 users. Online meetings can include anyone outside or inside
- With audio conferencing, anyone can join an online meeting via phone. With a dial-in number that spans hundreds of cities, even users that are on the go can participate with no internet required.

### **TO EVALUATE THE PROFITABILITY OF E-MEETING APPLICATIONS ZOOM**

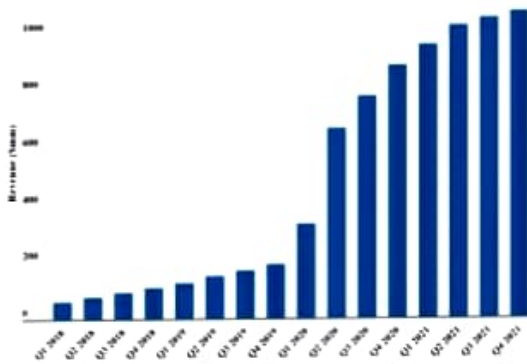
- One of the most used online video conferencing tools is Zoom, due to its easy-to-use functionality and good video and audio quality. Zoom allows a maximum of 100 participants, including the host, per meeting free of charge, but one can purchase the "large meeting" add-on to host up to 500 participants.
- With Zoom's free plan, unlimited calls, each up to 40-minute duration, can be made.

- With its pro account or paid plans, the limit moves up to 24-hour duration. With Zoom, meetings can be recorded but saved to the local computer only.
- Zoom video conferencing app, which was founded in 2011 by Eric Yuan and launched in January 2013, gathered considerable popularity and became profitable in the following years. But it truly entered the public consciousness during the corona virus pandemic, with users under lockdown across the world turning to the app to stay in touch with others.
- The company went public in April 2019 with a valuation of close to \$16 billion. Stocks, initially priced at \$36, traded at \$65 on the first day of going public. According to the Business of Apps website, it saw a 30-fold rise in just the first six months of 2020.
- Yuan stated in a blog post that over May 2020, Zoom was seeing 200 million daily meeting participants. The figure had risen to 300 million in a month by June as compared to just 10 million users in December 2019. Among the new participants, were the UK Cabinet and 90,000 schools in 20 countries.
- Zoom generated \$2.6 billion revenue in 2020, a 317 percent year-on-year rise, with meeting participants soaring by 2,900 percent.
- As of December 2020, it had 4,70,000 business customers. Zoom's valuation exceeded \$100 billion during the pandemic, a 383 percent rise from January 2020. Last year, Zoom's annual

revenue was \$2.6 billion and profit \$671 million

- Zoom generated \$4 billion in revenue in 2021, a 53% increase in year-on-year
- Zoom was one of the fastest-growing apps of the pandemic; meeting participants increased by 2900%
- It has 191,000 enterprise customers as of February 2022
- Zoom's valuation exceeded \$100 billion during the pandemic, a 383% increase in its value in January 2020. It has since dropped back down to \$35 billion

### ZOOM REVENUE



### Other Interesting facts about Zoom

- Over 90,000 schools used Zoom at the height of the pandemic
- Zoom was downloaded 485 million times in 2020
- In 2020, over 45 billion minutes of webinars were hosted on the platform

### Zoom annual revenue

Year	Revenue
2018	\$331 million
2019	\$623 million
2020	\$2.6 billion
2019	\$4.09 billion

### Zoom profit

Year	Profit
2018	\$7 million
2019	\$21 million
2020	\$671 million
2021	\$1.06 billion

### MICROSOFT TEAMS

- Teams are part of the Microsoft Office 365 bundle. There are both free and paid plans that allow a Microsoft customer to host meetings with up to 250 attendees and record them as well. Teams don't have any duration limitation for meetings.
- Microsoft Teams to encrypt data "in transit." They store it in a secure network of data centers and use Secure Real-time Transport Protocol for video, audio, and desktop sharing.
- Among other functionalities, there are provisions of screen sharing, integration with company apps, dial-in facility with the phone, grid view, and captions using speech-to-text technology in these video conferencing tools.
- Microsoft Teams saw an approximately four times rise in just five months -- from 20 million in November 2019 to 44 million in March 2020 and 75 million in April.



According to digital experience management company Aternity, as published in Business of Apps, Microsoft Teams usage growth surpassed Zoom from February to June last year. From March to June 2020, Microsoft Teams notched an 894 percent growth. It added 95 million users in 2020. It currently has 145 million daily active users, including over 500,000 organizations, compared to 75 million last year

- According to Business of Apps, Microsoft Teams, along with Microsoft 365 and Dynamics, generated \$6.8 billion in revenue in 2020, a 700 percent increase year-on-year.

Microsoft Teams saw a huge uptick in users during the pandemic, rising from 20 million users in November 2019 to 44 million in March 2020, then 75 million by April. According to digital experience management company Aternity, Microsoft Teams usage growth surpassed Zoom from February to June.

Instead of Skype, Microsoft bundled most of its collaborative business software into Teams. In 2017, it shifted Classroom to Teams and announced it would discontinue Skype for Business. Additional features have been added since, making it an all-in-one communications platform for an organization of any size.

#### **Microsoft Teams key statistics**

- Microsoft added 95 million users in 2020. It was one of the fastest-growing apps of the pandemic
- It currently has 145 million daily active users, up from 75 million last year

- From March to June 2020, Microsoft Teams noticed 894 percent growth, more than Zoom
- Over 500,000 organizations use Microsoft Teams as their default messaging platform
- We estimate that Microsoft Teams generated \$6.8 billion in revenue in 2020, a 700 percent increase in year-on-year

#### **Microsoft Teams revenue**

Year	Revenue
2017	\$0.01 billion
2018	\$0.2 billion
2019	\$0.8 billion
2020	\$6.8 billion

#### **Microsoft Teams users**

Year	Users
2017	2 million
2018	8 million
2019	20 million
Q2 2020	75 million
Q4 2020	115 million
Q2 2021	145 million

#### **OTHER IMPORTANT INFORMATION**

- Microsoft Teams is available in 181 countries, in 44 languages
- Over 183,000 educational institutions are using Microsoft Teams
- Accenture, Continental AG, Ernst & Young, Pfizer, and SAP are among the companies with more than 100,000 active users.

#### **GOOGLE MEET**

- Google's video conferencing app Meet was specifically designed with business needs in mind as an easy-to-use interface

that can handle up to 250 people in an online meeting, depending on the Workspace subscription.

- The interface is fully integrated with other Google Workspace apps, like Google Calendar, that allow people to create and drop in and out of meetings quickly by just clicking a link.
- Google on March 3, 2020, announced that the enterprise functionalities of Meet were temporarily available to all Workspace, G Suite customers. Following this, all Google Workspace and Google Workspace for Education customers got their hosting cap raised to up to 250 participants per call and were able to record and live stream their video meetings. Also, there was no limit on the call duration.
- Meetings can be recorded with just two clicks. The captured audio, video, chat, and screen sharing activity are automatically saved to Google Drive. If the video meeting is created via Google Calendar, the recording will also be accessible through the Calendar entry.
- According to G Cloud, Google Meet is more secure than Zoom. Here messages are encrypted “in transit” that is between the user device and Google’s servers.
- As of May 2020, Meet’s peak daily usage had grown by 30 times since January, according to Google.

#### **TO UNDERSTAND THE DISADVANTAGES OF E-MEETING APPS TO BOTH STUDENTS AND ACADEMICIANS.**

The lock-down didn’t become a hindrance to the teaching-learning process

through the e-meeting applications. These applications gave a new diversion to online learning! But it carried its disadvantages with it to both the students as well as to the teachers. A few disadvantages are listed below:

#### **OBSTACLES TO THE STUDENTS**

- Online Learning May Create a Sense of Isolation: Everyone learns in their manner. Some students possess the ability to work independently, while others find comfort in their community on campus with easy access to professors or their fellow students. Which was not possible through online learning.
- Online student feedback is limited: E-Learning tends to struggle with student feedback. Students completing regular assessments become dissatisfied when they experience a lack of personalized feedback. The traditional methods of providing student feedback don’t always work in an E-Learning environment, and because of this, online education providers are forced to look towards alternative methods for providing feedback.
- Lack of communicational skill development in online students: developing the communicational skills of the students is an area often neglected during online lessons. Due to the lack of face-to-face communication between peers, students, and teachers in an online setting, the students might find that they are unable to work effectively in a team setting. Neglecting the communicational skills of the students will inevitably lead to many graduates who excel in

theoretical knowledge, but who fail to pass their knowledge on to others.

- Online instructors tend to focus on theory rather than practice. The problem is that a large portion of E-Learning training providers chooses to focus largely on developing theoretical knowledge, rather than practical skills. The reason for this is evident – theoretical lectures are considerably easier to implement in an online learning environment than practical lectures.
- E-Learning lacks face-to-face communication - A lack of any kind of face-to-face communication with the teacher will not give proper student feedback, causes social isolation, and could cause students to feel a lack of pressure.
- Online learning is inaccessible to the computer illiterate population- In India, despite the country being one of the major players in the world of E-Learning, there is still a large gap in computer literacy in the population. Until such gaps in society exist, online education will not be able to reach all citizens. Therefore, we must look at online learning as an addition, rather than as a replacement to traditional education.
- **Inability To Focus On Screens** - For many students, one of the biggest challenges of online learning is the struggle with focusing on the screen for long periods. With online learning, there is also a greater chance for students to be easily distracted by social media or other sites.

- **Technology Issues** - Another key challenge of online classes is internet connectivity. While internet penetration has grown in leaps and bounds over the past few years, in smaller cities and towns, a consistent connection with decent speed is a problem. Without a consistent internet connection for students or teachers, there can be a lack of continuity in learning for the child. This is detrimental to the education process.

#### **OBSTACLES TO THE ACADEMICIANS**

- No break – as an online class can be conducted from any place, the academicians were made to do classes even though it was a holiday by the government.
- Lesser pay – most of the colleges cut the pay to academicians during the lockdown days, even though the classes and meetings went on as per the schedule the payment of salary was lesser to academicians. The reason quoted for the same was that there is no commutation to the institution daily.
- Lack of training – initially when online classes were adopted the academicians were not trained properly to use the same, because of which there were many glitches faced by them.
- No interaction- the academicians are known for the interaction with students, this helps in the proper evaluation of the learning of students. As it is online learning, there is no such interaction with the students because of which the

learning of the students is not understood by the teachers.

- Learning assessment is difficult- the face-to-face interaction gives a clear picture of whether a student has learned a particular concept properly or not, their body language reveals the same. By which the concepts would be repeated by the teacher to student again. This is impossible in case of the online learning!

### **FINDINGS**

- Academicians faced a lot of glitches during the beginning of the online mode of learning, whereas this was overcome by the fraternity very soon.
- Students also adapted to the new online-oriented classes easily, but because of this, absenteeism increased in the offline classes.
- E-meeting applications contributed to the continuous learning process of the schools and colleges
- With the adoption of the e-meeting app as a mode of communication, the popularity and profits of e-meeting companies increased, especially during the lock-down period.

### **SUGGESTIONS**

- A hybrid model of teaching-learning is the best practice for academic activities, however, the academicians will have to balance the students and content suggested by the education board.
- When hybrid mode becomes part and parcel of the academic activities, then the absenteeism of the students can be monitored and avoided.

- The companies will have to work to bring in the sense of classrooms to the academicians, through the 'together-mode' which must become effective and popular.

### **CONCLUSION**

It can be concluded that during the phase of pandemic only online or only offline will not help the students in their overall development. It is important to have a blended mode of learning for students so that they can adapt themselves to any changes that are posed by the external environment. These techno-oriented students will learn better if there is a proper mixture of online and offline. It was academicians who made these e-meeting applications popular by bringing them into the teaching-learning process. Despite the hardships, they managed to learn the technology and adopted the same in their academic activity, which contributed to the wealth creation of the companies.

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