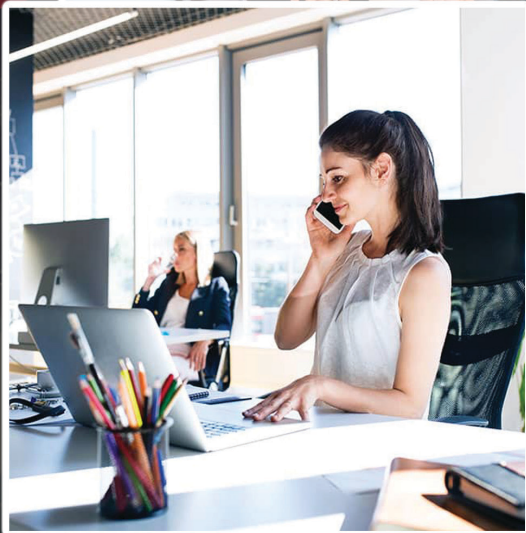
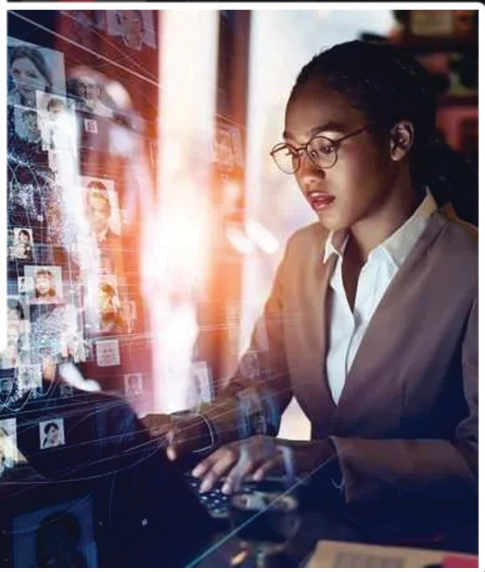


Recent Trends in Business Management



Prof. (Dr.) Arti Chandani

Dr. Rizwana Atiq

Dr. Prashant Ubarhande

Dr. Mohit Pathak

Ms. Smita Pande

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Authors

Prof. (Dr.) Arti Chandani

Professor, Jaipuria Institute of Management, Lucknow, India

Dr. Rizwana Atiq

Associate Professor, Department of Business Management, Integral Business School, Integral University, Lucknow, India

Dr. Prashant Ubarhande

Associate Professor, Symbiosis Centre for Distance Learning, Pune, India

Dr. Mohit Pathak

Assistant Professor, International Management Institute, Kolkata, India

Ms. Smita Pande

Research Scholar, Fellow Program in Management, Jaipuria Institute of Management, Lucknow, India

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An Overview on Factors Affecting Customer's Adoption of Mobile Banking & Its Importance in Sustainable Growth

CHAPTER SIX

Authors

Dr. Abhinav Gupta, Dr. Rizwana Atiq

***Corresponding author:** Dr. Abhinav Gupta, Assistant Professor, Department of Business Administration Gandhi Faiz E-Aam College, Shahjahanpur, India, Email: guptaabhinav571@gmail.com

Abstract

The world is changing rapidly with the quick advancement in innovation and technologies along with the rapid change in socioeconomics and lifestyle of individuals, the traditional way of banking is also updating by giving way to electronic banking (e-banking) as well as portable banking (mobile banking). Whereas, data suggest that the acceptance rate of innovation and technology in banking is extremely low. In India, as stated by an RBI, banks have initiated Mobile Banking tasks and there are 22 million active portable financial clients, which is generally 5% of the absolute bank accounts. Moreover, technical issues, confidentiality, as well as lack of awareness are considered the significant reason for client resistance to portable (mobile) banking. Thus, it is important for specialized businesses to understand the situation as well as fulfil the needs of clients in order to adopt and utilize mobile banking services.

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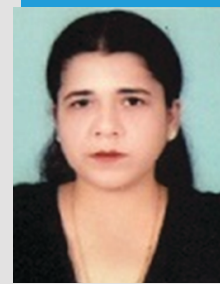
About the Authors



Prof. (Dr.). Arti Chandani

Dr. Arti Chandani is a Professor and chair of FPM (Fellow Programme in Management) at Jaipuria Institute of Management, Lucknow. She has more than 25 years of experience in teaching and research. She has published more than 50 papers in journals. She was awarded Best Teacher by the National Foundation for Entrepreneurship Development (NFED), Chennai in September 2003. She also received an award for Best Teacher in Financial Management at the Dainik Bhaskar National Education Leadership Awards in October 2013. She also received an award of “AIMS-JIMI Outstanding Woman Management Researcher Award” in January 2022.

Dr. Rizwana Atiq is an Associate Professor in Integral Business School, Integral University, Lucknow. She has more than 20 years of experience in teaching and research. She has published more than 20 papers in journals. She has taught International Marketing, Advertising and sales, Organizational Behavior and Services Marketing.



Dr. Rizwana Atiq



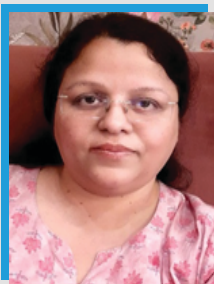
Dr. Prashant Ubarhande

Prashant Ubarhande, Ph.D. and MBA in Finance is an Associate Professor in Management at Symbiosis Centre for Distance Learning, Pune, India. His research domain includes Credit Rating, Risk Management, Banking Regulations and Financial Engineering. Analysis of the credit-rating models and enhancements in the credit determination system are primary objectives of his research.

Mohit Pathak is an Assistant Professor of Finance at the International Management Institute Kolkata. He holds a Ph.D. degree from Symbiosis International (Deemed University), Pune. He has presented research papers at several national and international conferences and published research articles in several reputed national and international peer-reviewed journals.



Dr. Mohit Pathak



Ms. Smita Pande

Ms. Smita Pande is a Doctoral student. She is pursuing the Fellow Programme in Management from Jaipuria Institute of Management, Lucknow, and her area of study is Sustainability/ESG reporting. She carries a rich corporate work experience of 17 years, of which 15 years is in the areas of Branch Operations, Team Management, Equity Stocks/PMS/Wealth Management, Market Research, Marketing, Portfolio Management, and Client Servicing in the Banking and Financial Services Sector. She has worked with top financial institutions like ICICI Bank and Standard Chartered Bank.

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