

A Study on Opportunities Created by ICT in Online Banking Services

Mr. George Thekkevilayil

Assistant Professor, Department of Information Technology
Nirmala Memorial Foundation College of Commerce and Science

Abstract: *In India's financial industry, Web banking administrations are extending everyday. This exposition means to explore India's financial areas' Web banking contributions. Information from essential and auxiliary sources, including bank chiefs, sites, and different sources, were accumulated for this review. Web banking administrations such email banking, telephone banking, and versatile banking, as well as ATMs (Robotized Teller Machines). The analyst reaches the resolution that compelling guideline and bringing purchaser mindfulness up in banking are key variables.*

Keywords: Customer satisfaction in the banking industry, Internet banking services, and advantages and disadvantages of Internet banking

REFERENCES

- [1]. Prasad, K.V.N. and Ravinder, G. (2011), "Performance Evaluation of Banks: A Comparative Study on SBI, PNB, ICICI and HDFC", *Advances in Management*, Vol. 4(2) September, pp. 43-53.
- [2]. Gokilamani, N. and Natarajan, C. (2014). *Service Performance in The Retail Banking of The Commercial Banks in Coimbatore District: An Empirical Assessment*, *Research Explorer*, 3 (8), 27-31.
- [3]. Sonal Thakur, "Consumer Perception: A study on E- Marketing", *International Journal of Recent Research Aspects* ISSN: 2349-7688, Vol. 2, Issue 2, June 2015, pp. 256-262.