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Educational Digital Transformation Among Management Students In Kopargaon

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Abstract

Digital tools are play a crucial role in the education sector .Which are esesntial for the study for the new digital era where the change is adopt is a very nessesary for maintain your self as a part of compition.In today world digital technology is rapidly change it impact on education sector.This studies primary goal is to identify the imact of digital transprancy among thr management in Kopargaon taluka of Ahilyanagar district of Maharashtra state.Where the sample for the is around 302 management student of the Kopargaon taluka .By distributing the questionnaire to the management student in kopargoan to gathered the data from primary sources .Ater collection of data,the relevant statistical pia chart method were used to analyze the data .The digital transformation have affect study of management student but need to develop digital infrastructure in rural areas.

(Key words :Digital tools ,management students,digital transformation,rural area,education sector etc.,)

Introdution

In today's era there are fastest change in technology this transforming every aspect of daily life. Digital transformation is a method of using digital technology to traditional and non traditional process in to new form. Ahmednagar is a district of Maharashtra (India).The impact of this transformation on various region and demographical area in rural area student are aware about adoption of digital technology for the academic purpose. It provide valuable opportunity for student in rural area, with the help of digital transformation

literacy level will also increased. Traditional educational system was replaced by modern method. Student are using the online learning platform like, AI Tool, Google, Digital libraries, and virtual classroom etc for the study purpose. Digital transformation will help to contribute to a better understanding of digital devices to promote educational values also digital literacy among the youth in rural area. Digital transformation is a method of using technology to adopt change how people work earn and interact. It asses the impact of online platforms and tools on student engagement learning outcomes and academics.

With the help of digital transformation new revolution are happen. It increase the innovation, flexibility, and accessibility among the youth in rural areas. Higher digitalization help for higher education where student from poor background may access the education. Transformation in education system is a powerful tool for increasing efficiency of students. Digital transformation among management students overcome the traditional understanding difficulty and aware about new opportunities and connect with global resources .Digital transformation is modify how education sector provide best opportunities for management students in rural areas This is allow to management students to gain their knowledge, skills, ability, strength and update with rapid changes in business environment even they are stay in rural areas. Technology open new doors to sick knowledge and apply them in practical problems and also students use online platform for searching and applying for internship and placement. Because of technology adoption they will learn about industry demand, customer satisfaction, democracy, drastic change in market. They also face many difficulties in adoption of new technology like poor network connection ,lack of devices, lack of knowledge of handling devices, lack of permission etc. Digital transformation help management students in rural areas giving them skills and abilities to succeed in digital era.

Literature review

1) (1 M. S., 2021)

The two articles focus on the impact of digital transformation in some areas. The first article by Riadh Manita explores how digital technology is transforming external audits also corporate governance. It highlights how digital tools improve auditing by analyzing comprehensive customer data, reducing errors, and enhancing decision-making and planning. This transformation increas audit quality, fosters innovation, and strengthens governance.It also limits managerial discretion. Digital audits promote real-time reporting, reduce risks, and help boards and audit committees make better decisions. They also benefit shareholders by providing more reliable and complete information.

The second article by Satish Nambisan examines the role of digitalization in innovation and entrepreneurship. It proposes a framework to study how digital tools influence businesses at individual, corporate, and social levels. The main motive to resolve conflicts arising from digital integration and highlights its potential benefits and challenges.these studies emphasize the importance of digitalization in enhancing governance, auditing, and entrepreneurship while pointing out the need for updated training programs and policies to adapt to these changes.

2) (Shinde, April 2024)

India's higher education sector, the third largest globally, is deeply rooted in history, with institutions like Takshashila University marking its ancient legacy. Education, regarded fundamental right and government duty, has seen significant transformation by digitalization, making learning more accessible and various. In Maharashtra, digital education has been introduced via online teaching also platforms, but its implementation at the ground level remains limited. Rural students face challenges like poverty and financial constraints,

which hinde their participation in digital learning. This study focuses on the problems and challenges of digitalization in higher education institutes (HEIs) in rural Maharashtra, particularly those affiliated with Swami Ramanand Teerth Marathwada University, Nanded. Using primary and secondary data, including interviews and observations from 70 HEIs, the research explores the effects of digital education on students and faculty, aiming to highlight the barriers and opportunities within rural higher education.

3) (Deshkar, 2023)

This study conducted a systematic review based on the PRISMA guidelines to analyze literature on smart rural development (SRD). Search queries in the Web of Science (WOS) database retrieved 128,276 papers on “Rural Development” (RD) and 419 on “Smart Villages” (SV). Filtering for overlapping themes (RD + SV) identified 88 documents, while a query on “SV + Framework” yielded 74. After manual screening and refinement, 67 relevant documents were selected. Additionally, 27 other sources, including grey literature like reports, books, and conference proceedings, were reviewed. This study approach ensures diverse perspectives and high-quality insights on SRD and framework formulation.

4) (Sascha Kraus, 2022)

The article "Digital transformation in business and management research: An overview of the current status quo" reviews research on digital transformation (DT), emphasizing its growing importance in business and management. It identifies key themes and trends by analyzing 282 articles from top journals in the field. The study highlights the evolution of DT, focusing on its definitions, challenges, and contributions to innovation and organizational processes. The authors propose a framework to guide future DT research and stress the need for interdisciplinary approaches to address its complexities. The work serves as a foundation for further studies on DT in business contexts.

5) (Sharma, 2020)

India's education system is rapidly changing in digitalization, transforming traditional classroom practices and advancing education delivery. Innovative technologies are being adopted and accepting to meet the needs of modern learners, particularly in rural areas, through digital platform that enhance access and learning quality. Digital education enables personalized learning, collaboration, and creative teaching methods while preparing students for important roles in the digital economy. By 2020, over 1.5 million new digitized jobs were anticipated globally, despite a significant IT and technology skills gap. The integration of digital platform in education enhancement skills like storytelling, data visualization, and content creation, equipping students for future, technology-driven careers.

6) (Bholane, 2024)

The study says that digital transformation in higher education, focusing on its key factor, stages, objectives, technologies, and challenges. Technologies like online portal and VR enhance teaching, learning, and student management, playing a critical role during COVID-19 by enabling remote education. Digital tools increase learning outputs, simplify concepts, facilitate online exams, and support employment opportunities. They help institutions attract students and staff, secure funding, and drive innovation. The study motive to understand the digital transformation process and challenges, highlighting examples of technologies driving this change. It relies on secondary data to provide a comprehensive analysis of these aspects

7) (Kadve Dipak Bapurao, 2021)

This study says that the digital transformation of education under the "Samagra Shiksha Abhiyan," a national initiative announced by the Indian government in 2018, focusing on its implementation in Jalgaon district, Maharashtra. Data from 50 educators in government schools highlight notable progress in achieving digital education goals. Hence, challenges such as lack of internet connectivity, poor teaching materials, limited technical support, and insufficient classroom infrastructure. Despite these difficulties, the initiative has significantly advanced digital transformation in education in the specific region. The study offers strategies to address these barriers, the program's critical role in promoting inclusive, quality education through digitalization.

8) (Katyudo K. de S. OLIVEIRA, April 2022)

The study provides information about the TADEO method, designed to facilitate digital transformation in education and achieve Education 4.0 objectives. This integrates technological, human, organizational, and pedagogical drivers to equip students with social, and technical skills required for the Fourth Industrial Revolution. TADEO was applied in elementary and higher education to improve understanding of climate change and develop projects addressing environmental issues caused by human activities. Also, it fostered 21st-century skills, including soft and hard skills. Evaluations from students and educators confirmed the method's effectiveness in achieving its educational and developmental goals.

9) (Ahmad Aljanazrah, 2022)

The study by Ahmad Aljanazrah et al. examines the digital transformation of higher education during the COVID-19 crisis, focusing on challenges, attitudes, opportunities, and lessons learned from students and staff. Using qualitative methods, it identified barriers such as technical infrastructure, digital issues, and unpreparedness for online education. While students appreciated the flexibility and availability of online resources for theoretical courses, they expressed concerns about digitizing practical courses. The study highlighted the need for better preparation and training to ensure effective online teaching and learning. It also noted opportunities for developing technical and educational skills and recommended expanding the research to other universities and contexts.

10) (Antonio Palacios-Rodríguez, 2023)

The rapid transformation of technology has driven the digital transformation of education, enhancing teaching and learning through online platforms. This editorial highlights contributions to the topic "Educational Digital Transformation: New Technological Difficulties for Competence Development." It explores various aspects, including students' experiences with online education, videoconferencing, and the role of video games in teacher training and programming education. Studies, such as those on Jordanian university students and Filipino high school students, reveal challenges like engagement issues and videoconferencing fatigue. These findings emphasize the need for improved training policies, innovative practices, and well-designed online learning environments to optimize educational outcomes.

Research gap

This research objectives to analyse the impact of educational digital transformation on management students in Kopergaon. The objectives include the current level of digital literacy among students, evaluating the effectiveness of online learning platforms, analyzing improvement of development of digital skills, searching the challenges and opportunities related with digital transformation, and ultimately, recommending strategies to enhance the quality of management education.

This research will provide valuable information into the specific needs and challenges faced by management students in Kopargaon and inform the development to improve their educational experience and career opportunities in the digital era.

Research methodology

Objectives:

- 1) Understanding the impact of digital transformation among management students.
- 2) Analysis of what type of difficulties face by students during the education process through the digital transformation in education sector .
- 3) Identify the gap between traditional learning and online learning.

Hypothesis:

- 1) There is a no impact of digital transformation in digital sector on management student in kopargaon taluka.
- 2) There is a impact of digital transformation in digital sector on management student in kopargaon taluka.

Type of research:

This research will be Quantitative and Qualitative research .The researchers collect primary data from the education institute in Ahmednagar district of Maharashtra with the questionnaire method.

Type of data:

Primary data will be collected from students through questionnaire method.

Population of research :

Total Management students in Kopargaon. Population is around to 1400. Total population will be divided in sub group. The sample will be choose from groups.

Sample size:

Sample size is 302 according to the Krejcie and Morgan table.

Sampling methods/techniques:

Random Sample method students of management.

Data are in following types:

1. BBA
2. BBA -IB
3. MBA

Data collection:

Sr no	Questions	Percentage
1	1)What is your stream? 1) BBA 2) BBA-IB 3)MBA	30.6% 39.6% 29.6%
2	2)How often do you use digital platforms for educational purposes? 1)Daily 2) weekly 3) Occasionally	67.8% 25.3% 6.9%
3	3)Which digital tools do you use for your academic purposes? 1) Google 2)Zoom 3)You tube 4)All the above	30.6% 26.6% 24% 63.2%
4	4)Which challenges face by you during the online learning? 1)Lack of knowledge 2)Lack training 3)Lack of understanding 4) poor internet 5)All the above	13.8% 35.5% 41.1% 8.9%
5	5)How has digital transformation changed your learning experience? 1) positive 2) Neutral 3)Negative	38.8% 52% 38.8%
6	6)Are you able to access quality education context through digital platform? 1)Yes 2)No	90.1% 9.9%
7	7)Do you feel more confident in your studies with access to digital tools? 1)Yes 2)No 3)May be	45.4% 18.4% 36.2%
8	8)How do you find online classes is effective? 1)Yes	

	2)No	88.5% 11.5%
9	9)How does the lack of physical interaction with teachers and classmates affect your learning experience? 1)Lack of personal connection 2)Difficulty in asking questions. 3)Less motivation 4)Less effective feedback	23.8% 50.7% 20.5% 5%
10	10)Do find online classes or digital resources more effective than traditional classroom teaching? 1)Strongly agree 2) Agree 4) Neutral 4)Disagree	39.4% 33.1% 24.5%
11	11)Do find online classes or digital resources more effective than traditional classroom teaching? 1) offline mode 2) online mode 3) Hybrid	31.5% 18.9% 49.7%
12	12)Have you able to learn new skills through online portals? 1)Yes 2)No	89.5% 10.5%
13	13)What is contribution of traditional methods in your learning process? 1) Conceptual clanty 2)Face to face interaction 3)Strong alumni connection 4)Discipline and time management	22.3% 42.5% 28.2% 7%

14	14)What is contribution of online methods in your learning process? 1)Flexibility 2)Cost effective 3)Skill base learning Global 4)opportunities	34.9% 31.9% 26.6% 6.6%
15	15)Do you think digital transformation has provided you with more opportunities for skills development?	
16	16)Do you have to struggle to maintain focus during online classes? 1)yes 2)no 3)may be	27.5% 13.2% 59.2%
17	17)Do you face challenges in understanding of adopting to digital tools for education? 1)Technical issues 2)Lack of training 3)Complex interface	33.6% 48% 18.4%
18	18) What additional support do you need for better access to digital education? 1)Better internet 2)More devices 3)Training	36.2% 47.7% 16.1%
19	19) What steps can educational institutions take to improve education in rural areas? 1)Setting up computer lab with internet access 2)Provide free or low cost laptop to students 3)Provide Training 4)Others	28% 47.4% 20% 4.6%

Findings : 1.Management students in Kopargaon Maharashtra are eager to learn about new technologies transformation they are ready to adopt things .

2.There is lack of proper knowledge and skills of digital tools

3.Awareness among management students in Kopargaon is increasing day by day.

4.The difficulty face by students like poor internet connectivity.

5.There is shortage of digital infrastructure in rural areas in Ahmednagar.

6.Digital transformation asses to management students in Kopargaon to get knowledge and learn new skills.

Conclusion:

There is need of digital infrastructure in rural areas.Student in Kopargaon are more eager to learn new technologies.Many difficulty face by students like less internet connection, lack of proper training and knowledge.Because of digital transformation awareness opportunities are also increased.Digital transformation will help to better understanding of subjects.

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