

LIBYAN INTERNATIONAL MEDICAL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION



COURSE TITLE: CONTEMPORARY ISSUES

# The Impact of Covid-19 on E-banking

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# INTRODUCTION

## Electronic Banking






# 1- INTRODUCTION



The main reason as to why I had decided to choose this topic is because of the degree of trendiness in correlation to the COVID-19 Pandemic.






## 2- INTRODUCTION



The modern world is unified with expanding online access to administrations. E-Banking is one aspect of

- this that is rapidly expanding. E-Banking is also
- known as electronic banking or Internet banking.
- Web-based banking allows a client to manage financial transactions over the Internet. Internet banking offers clients pretty much every help customarily accessible through a nearby office including stores, and online bill installments.



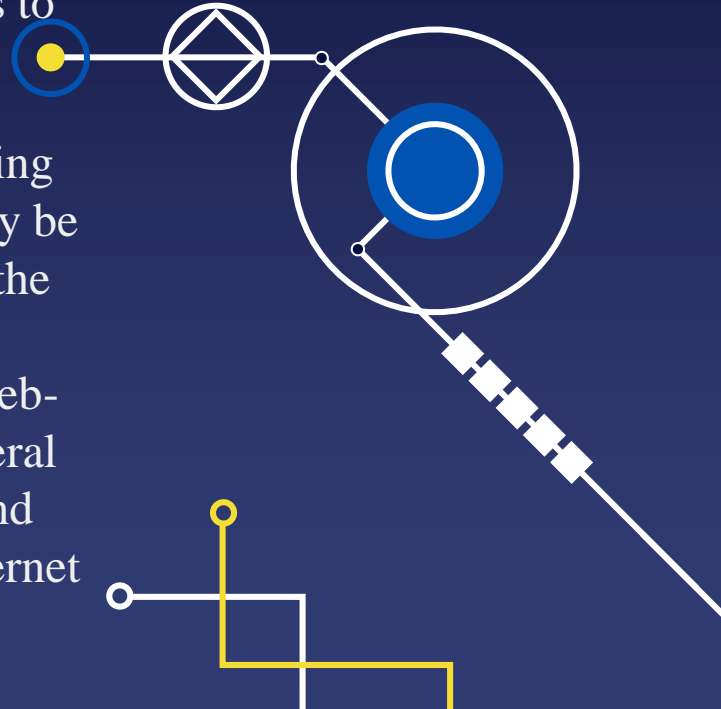
### 3- INTRODUCTION

During the Covid-19 situation the Government has announced a lockdown from March 2020 to August 2020. As a result, the majority of organizations and associations have been closed, and many people have lost their jobs.

# 4- INTRODUCTION

Nonetheless, banks were permitted to work with limited staff and in specific regions. According to wellness suggestions, avoiding individual interaction is one of the greatest ways to combat the present COVID-19 epidemic.

This suggests reducing the growth of persons and increasing the time they spend at home however much as might fairly be envisioned. According to these indicators, most banks in the affected countries have reduced the hours of operation of their branches and recommend that their customers use web-based banking. To encourage the use of this channel, several banks have made an effort to deliver positive messages and assist their consumers in remembering the benefits of Internet banking.



# KEY TERMS & TERMINOLOGIES

COVID-19

Coronavirus disease, also known as COVID-19, is an infectious illness brought on by the SARS-CoV-2 virus.

BANKS

An example of a financial institution that loans money is a bank, which both accepts deposits from the public and creates demand deposits.

E-BANKING

Electronic Banking is a sort of electronic payment system that enables customers of banks and other financial organizations to conduct a range of financial transactions via the financial institution's website.





LITERATURE REVIEW



# LITERATURE REVIEW

- With a high prevalence rate, COVID-19 has emerged as a major problem on a global scale and has had catastrophic effects on the epidemic, the economy, and society.



# LITERATURE REVIEW

- As a result, numerous studies on the negative effects of the virus have already been done or are currently being done.



# LITERATURE REVIEW

- During the COVID-19 timeframe, an abundant amount of customers and businesses have benefited from the adoption of E-Banking by virtue of the financial services that it had provided for them.



# LITERATURE REVIEW

- After I had successfully managed to thoroughly complete my research on the papers that I have selected, I had then come to the cogent conclusion that the Pandemic had both negatively and positively impacted users of Electronic Banking in several ways than one.



# LITERATURE REVIEW

- The papers discernibly demonstrate that COVID-19 has unquestionably had an impact on customers and the financial sector. In conclusion, there is no doubt that E-Banking has immense potential; all that is required is to pursue it. After the COVID-19 era, it has been seen that E-Banking plays a significant role in citizen protection.



# DATA & METHODOLOGIES

- All of the 20 papers used a Primary Source of Data that have been collected from a variety of sources.

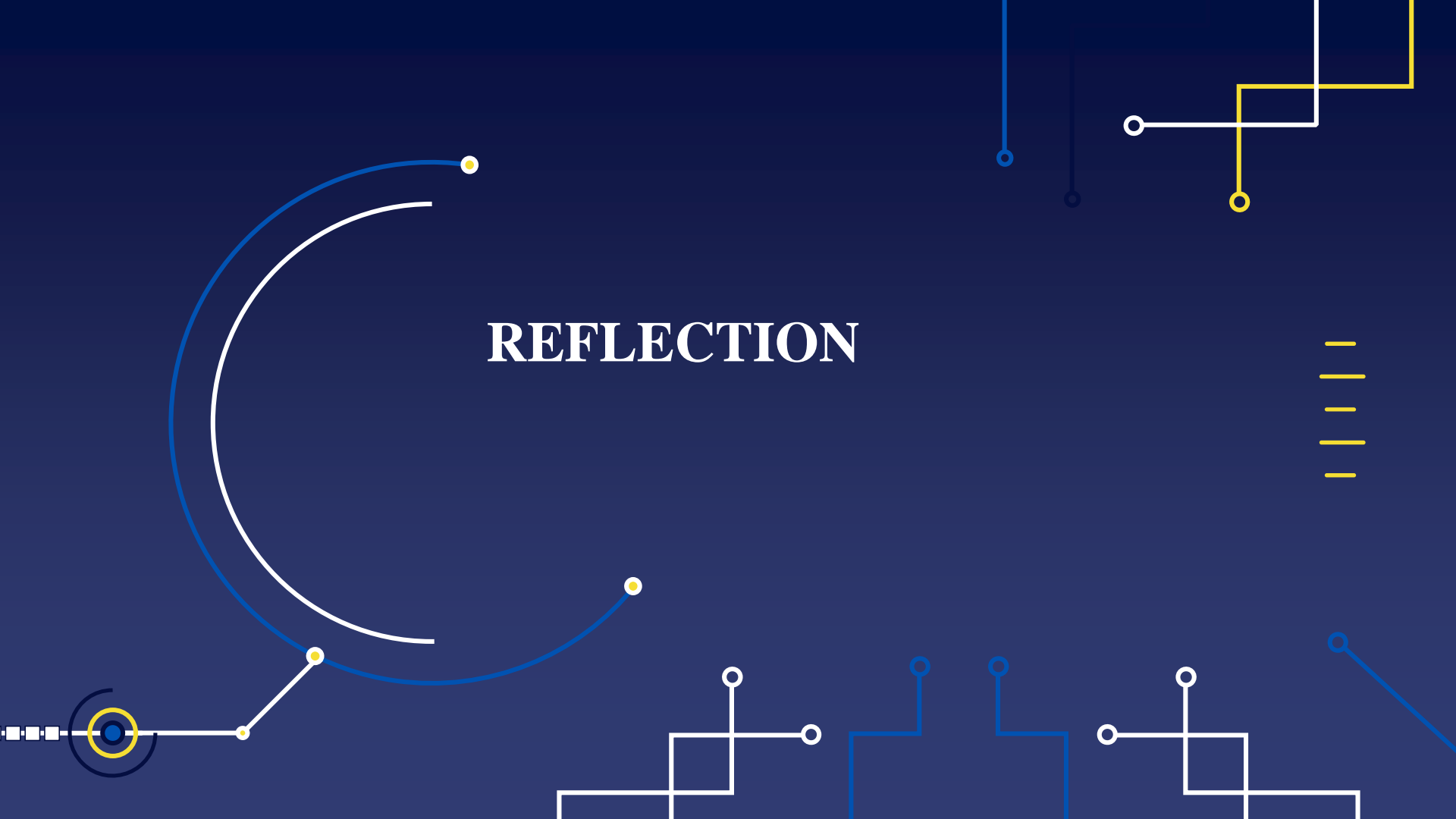


# DATA & METHODOLOGIES

- The Researchers used Quantitative Approach to analyze the data and to experiment a variety of different variables in order to evaluate the impact of the COVID-19 Pandemic.



# REFLECTION




# REFLECTION



## PART 1

The findings of my study meticulously emphasized that 17 out of the 20 collected papers evidently reveal that the adoption of Electronic Banking during the COVID-19 timeframe has mostly positively influenced consumers. Regarding paper 10, which focuses on a study that was implemented in Spain; whereby the purpose of said study, is to investigate the disparities in the deployment of online banking services in towns and cities.



# REFLECTION



## PART 2

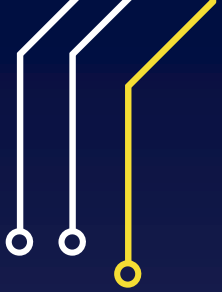
The purpose of this study was to evaluate a research model with four variables, namely PEOU – (Perceived Ease of Use), PU – (Perceived Usefulness), PS – (Perceived Security) and UB – (Use Behavior), and to elucidate the direct and mediated relationships between them. To fill this need, Davis (1989) established the well-known TAM, which served as the theoretical framework for determining how these primary elements influence the adoption of online banking services in Spanish towns and cities.

# REFLECTION



## PART 3

The primary contribution of the aforementioned studies is the incorporation of technological and motivational aspects in the context of Internet banking user continuation intention.

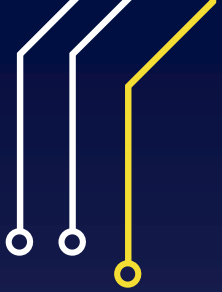


# REFLECTION



## PART 4

As a result, managers and software developers must grasp the fundamental incentive aspects of Internet banking customers in order to increase their retention intentions. It is also advised that management and marketing people devote special attention to creating a favorable image of Internet banking services among Internet banking consumers.

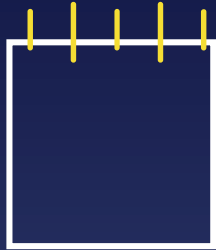


# LIMITATIONS

All of the research papers, which I have managed to collect concerning the studies conducted by the authors, are gathered by Primary Sources instead of Secondary Sources for the Data Analyses. This indicates a shortage of usage in Secondary Sources. I have also noticed that the majority of the papers tend to rely on a Quantitative Approach, as there are only a few papers that have conducted their research with a Qualitative Approach.

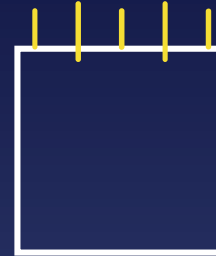


# IMPLICATIONS & RECOMMENDATIONS



## IMPLICATIONS

Basically it all depends on the user's competence towards making use of this technological innovation. In other words 95% of the gathered papers strongly depict that users of E-Banking during the COVID-19 timeframe have found it to be more reliable and efficient in contrast to conducting their daily financial transactions via a physical bank. On the other hand, the other 5% found the adoption of E-Banking to be less dependable and very detrimental when performing their financial duties.



## RECOMMENDATIONS

According to the studies, COVID-19 has unquestionably had an impact on customers and the banking sector. The future of E-Banking is unquestionably bright, but to take advantage of them, action is required. Following the COVID-19 era, it has been seen that E-Banking is crucial to ensuring individuals' safety

# CONCLUSION

In conclusion, the overall performance of E-Banking during the COVID-19 time period was astounding as more customers deemed the adoption of it to be beneficial to their daily financial transactions





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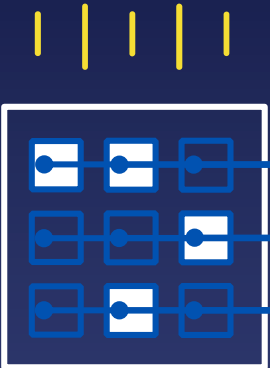
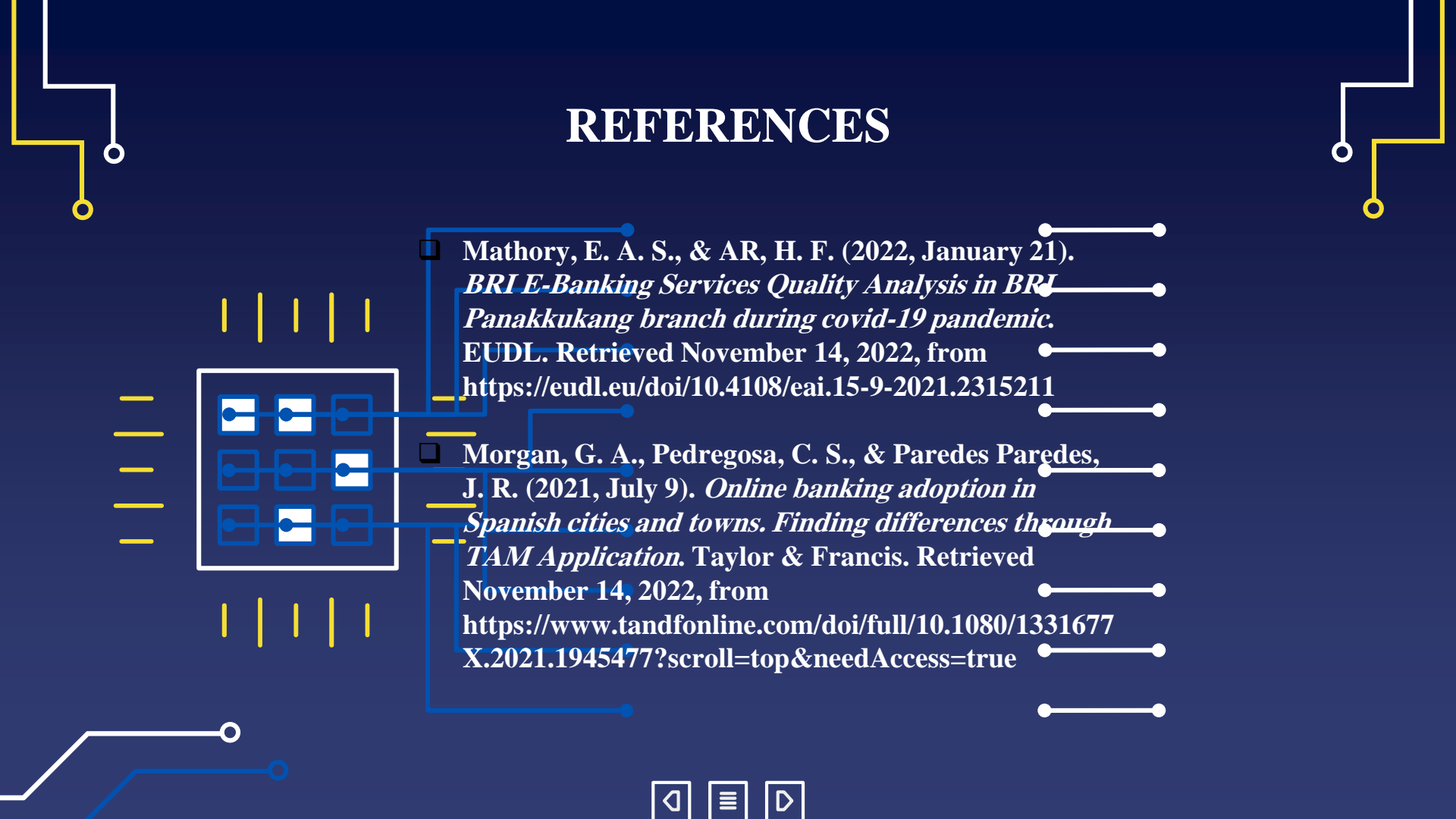
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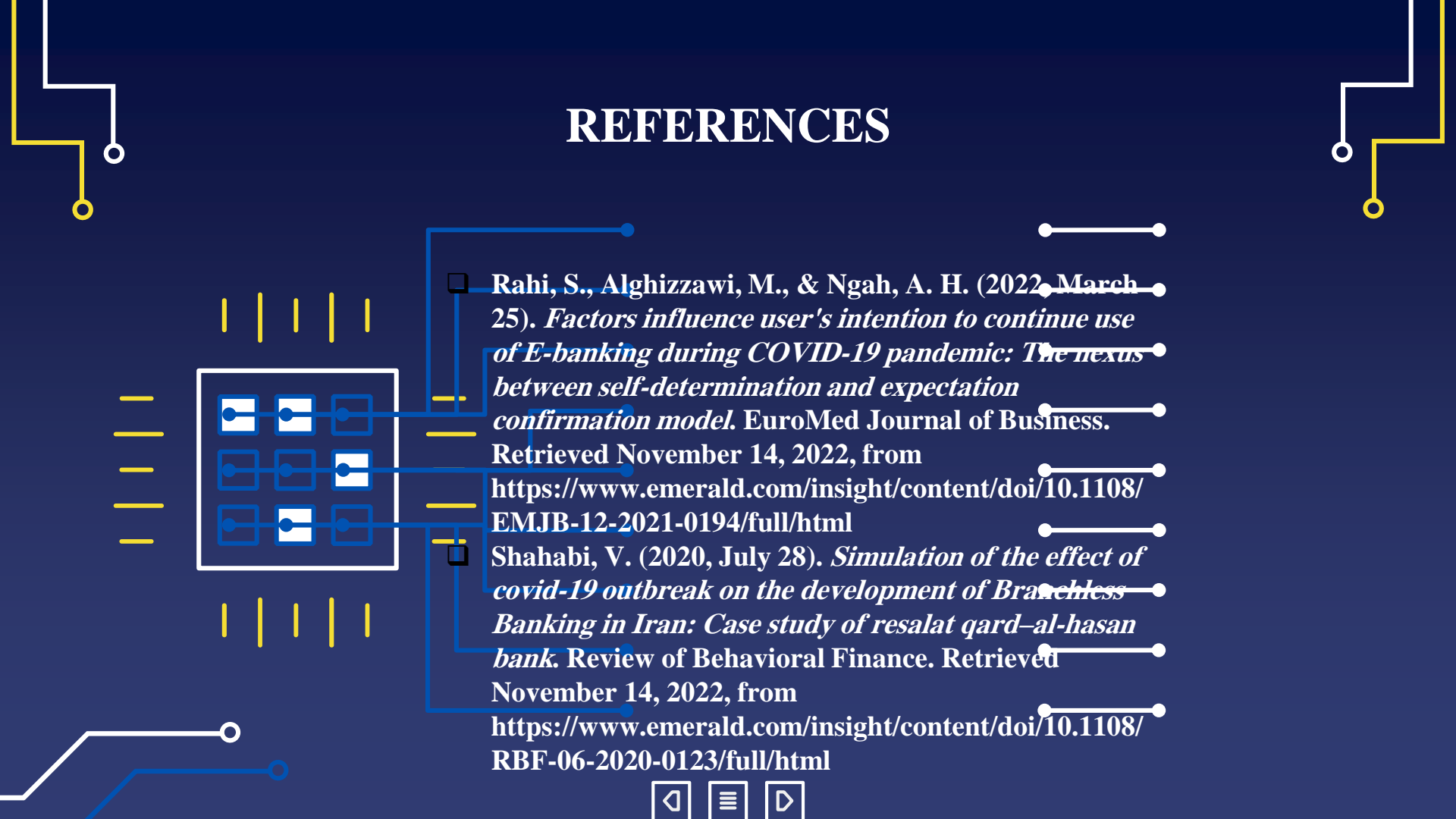
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