

A Review Paper of Internet Banking Services - Today, Information Technology revolutionized our life almost in every filed. One of among several blessing of information technology is Internet Banking services that brings ease and comfort for our banking activities.

The internship program provides the scope and gives the opportunity of learn different trends and aspects of a reputed organization. I have already acquired knowledge regarding corporative culture and I have tried to explain the knowledge by working in Mutual Trust Bank LTD. I have also picked up valuable experience in the last three months; I would like to thank you for assisting me a throughout and Independent University, Bangladesh for giving the opportunity to do my internship. I believe that you will have a positive view point on me as my analysis is genuine and honest. I shall be thankful if you kindly approve my effort. In conducting this report, I have received generous help from many persons, which I like to put on record here with deep gratitude and great pleasure. First and foremost, I am highly indebted to my internship supervisor Mr. He allowed me her precious time freely right from the very beginning of this internship work till the completion. His experienced guidance, affectionate encouragement and critical suggestions provided me necessary help for the report and make the way for the meaningful ending of this report work in a short duration. I have no hesitation to say that, without his constant supervision and valuable advices and suggestions from time-to-time, I would be failed to complete the whole thing. Bashundhara branch for spending their valuable time and share enough information with me. Specially, more delightfully I would like to thank Mr. I would also like to thanks Ms. Sharmeen Rahman Assistant Officer , Mr. Rumana Hossain Assistant Officer and Mr. Moreover I would also like to thanks all those who contributed through their comments and suggestions to prepare this paper in a comprehensive manner. There are some key factors that have an important impact on customer retention in the internet banking. In the report, the factors are being treated as the Independent variables and Customer Retention as the Dependent variable. It will be a causal study aimed to measure that, the existence of or a change in Independent variables causes or leads to a change in the Dependent variable. I have distributed 30 questionnaires among 30 respondents, who are the clients of MTBL, Bashundhara branch and use their internet banking service. A random sampling technique was adopted to do the survey. I have collect data from the survey and then analyzed it. After analysis, I got significant results of both the dependent and independent variables. From this, now we can get a clear idea that how internet banking impacts on customer retention. It focuses on the necessity, variables and gaps of the Internet Banking process of MTBL in the internal context of its Bashundhara branch. The report is aiming the influence of internet banking on the customers and their different opinions toward it. It will also show the analytical sense developed by analyzing the output processed on the surveys in that branch. There are five chapter of the report. First chapter is consisting of the Introduction of the whole report. Second chapter of the report is consisting of the company profile. In the third chapter there is the review of literature and the conceptual frame work of the study which indicate the research question and hypothesis. The forth chapter of the report is consist of the research methodology. The fifth chapter is consisting of conclusion and recommendation about the study. At the same time the banking process is becoming faster, easier and is becoming wider. In order to survive in the competitive field of the banking sector all organizations are looking for better service opportunities to provide their fellow clients. For last few years, internet banking is a very common service that is provided by most of the commercial banks in Bangladesh. Mutual Trust Bank Ltd. Now internet banking is a very popular form of transaction among peoples. Because by this they can do their various banking activities without going to the bank and in a very short time. The main objective of this research is to identify the key factors that influence the internet banking and Helps to retain customers of the Mutual Trust Bank Ltd. By this research we will able to know that which factors and how they influence internet banking of Mutual Trust Bank to retain customer. By this study, researchers will investigate the impact of Internet Banking on customer retention. This has enticed them to conduct a survey to find alternative solutions to improve service quality of their Internet Banking. I was assigned to find the factors that they need to look at or do further research of Internet Banking

that can help them to improve service quality and retain customers. The purpose of this study is to find out the factors of internet banking that can impact to retaining customer in the context of Mutual Trust Bank Ltd. It will help the researchers to look into the overall condition of internet banking service of Mutual Trust Bank Ltd. Some information is taken from some of my friends. There are two sources from which I have collected data, Primary source and Secondary source. Face to face conversation with the officers. Face to face conversation with the clients. Working at different desks of the bank. The secondary data of this report are collected from MTBL Annual report, and some reports from which I got idea about the way of writing a report. Secondary data are collected in the following ways: There were some limitations of doing the study: This is not enough time to complete a fruitful research study. For this, the sample size population is limited in terms of its size and composition. Bashundhara Branch only, which may fail to represent the factual scenario of the relationship between measurable variables. This is one of the leading commercial banks which has ingenuous objective of bringing about qualitative changes. It has achieved immense success in all areas of ultimate objective in improving the socio-economic development of the country. The company operates various financial activities through its head office and 77 branches situated in Bangladesh. MTBL provides various consumer banking products and a wide range of commercial banking services also. The Company was incorporated on September 29, under the Companies Act as a public company limited by shares for carrying out all kinds of banking activities with Authorized Capital of Tk. The Company was also issued Certificate for Commencement of Business on the same day and was granted license on October 05, by Bangladesh Bank under the Banking Companies Act and started its banking operation on October 24, The bank conducts all types of commercial banking activities including foreign exchange business and other financial services. As envisaged in the Memorandum of Association and as licensed by Bangladesh Bank under the provisions of the Banking Companies Act , the Company started its banking operation and entitled to carry out the following types of banking business: All types of commercial banking activities including Money Market operations. Investment in Merchant Banking activities. Investment in Company activities. Financiers, Promoters, Capitalists etc. Any related Financial Services. The Company was incorporated on September 29, under the Companies Act as a public company limited by shares for carrying out all kinds of banking activities with Authorized Capital of BDT million divided into 2,, ordinary shares of BDT each. Page 6 Company Registration No: The organization envisions MTB to be: One of the Best Performing Banks in Bangladesh. The Bank of Choice. A Truly World-class Bank. The MTBL concentrates the following categories of banking services: Packages of Mutual Trust Bank Ltd. Now almost all the customer use internet banking. There are some terms and conditions of using internet banking given by MTBL to their customer. MTB shall act on the instruction received first. The other joint account holders shall expressly agree with the arrangement and give their consent in writing on the application form for use of Internet Banking. MTB reserves the right to ask for clarification and or information from the customer on any transaction and customer shall be required to respond in writing to such queries within 7 working days. In my internship program I have worked in the general banking side of the bank. My job responsibilities as an intern are given below. The rise of Internet Banking is also due to its number of benefits for both the provider and the customer as well. Other rationales for the adoption of such services are also related to competition as Internet Banking strategy has been an interesting way to retain existing customers and attract new ones Robinson, Among the numerous advantages to banks feature mass customization, more effective marketing and communication at lower costs amongst others Tuchila, Benefits for the end users are numerous as well and include mainly convenience of the service time saved and globally accessible service ; lower cost of transaction and more frequent monitoring of accounts among others see Pikkarainen et al. It is noteworthy that there is also a number of push factors encouraging the adoption of internet banking that have been evoked in the literate In spite of all these numerous advantages of Internet Banking, many people still prefer to conduct their banking transactions at the bank, something which they had been doing for years. Thus, apart from security aspects, there are numerous factors and barriers that making people still prefer the traditional way for their banking transactions. Internet banking is advantageous to both the banks and customers. Service quality has become an issue that businesses have focused up on with e-services that enable electronic communication; information gathering, transaction

processing and data interchange between online vendors and customers across time and space Featherman and Pavlou, In online environments, service quality is defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of product and services Zeithaml et al. Santos described e-service quality in terms of overall customer evaluations and judgments regarding the excellence and the quality of e-service delivery in the virtual marketplace. A study by Parasuraman et al. It is slightly different from the e-SQ scale developed by Zeithaml et al. Furthermore, a study by Ribbink et al. P a g e 14 Responsiveness:

Chapter 2 : E-Banking Research Papers - theinnatdunvilla.com

Research Proposal on E-Banking March 22, UsefulResearchPapers Research Proposals 0 E-banking or web-banking is the one of the types of the distance banking, which enables clients to take advantage of the services provided by a bank with the help of the computer under the assistance of the Internet.

The essay synopsis includes the number of pages and sources cited in the paper. Mobile banking is becoming a viable option for many banks. This 22 page paper looks at the potential of mobile banking and considers whether it is a strategy that should be adopted. The paper starts with an introduction, aims and objectives and gives a methodology based on a literature review. The literature defines mobile banking, considers the role of banks and looks at how mobile banking fits in with the traditional role of banks. The paper also discusses the advantages and disadvantages of mobile banking from the perspective of customer and the bank before reaching a conclusion. The bibliography cites 18 sources.

Innovation for Internet Banking - A Research Proposal The banking industry has changed a great deal, the use of internet banking has become more popular and reduced the level of differentiation between banks. The writer proposes research to find ways for banks so undertake innovation within the internet banking sector. Ten sources are cited in the ten page paper.

The Economy of Bangladesh This 8 page paper examines the economy of Bangladesh. The paper is written in 2 parts. The first, and largest part of the paper part looks at the overall economic performance and international trade patterns for Bangladesh. The second part of the paper the paper presents information on the business environment from the prospective of a business person in the country. The bibliography cites 3 sources. The paper provides business description, competitive analysis and marketing concept.

Mobile Oil Change provides a necessary service at competitive prices and at times and places convenient for customers. All companies owning any size fleet of vehicles needs the service, and every business needs the increased efficiency that Mobile Oil Change service can provide. Bibliography lists 7 sources. Fourteen sources are cited in the bibliography, with five tables and two figures also provided.

Chapter 3 : E-Banking Essays, E-Banking Term Papers, Research Papers on E-Banking

Impact of E-Banking on Traditional Banking Services the cheapest way of providing banking services. This research paper will introduce you to e-banking.

March 22, UsefulResearchPapers Research Proposals 0 E-banking or web-banking is the one of the types of the distance banking, which enables clients to take advantage of the services provided by a bank with the help of the computer under the assistance of the Internet. In order to get access to the services of E-banking one requires the standard Internet browsers Google Chrome, Internet Explorer, Opera, Mozilla, etc, so it is obvious that one does not need to install any additional software. In the modern dynamic time people do not have the opportunity to wait long hours in the bank queues waiting for their turn to get access to the services they require. Years ago, when the Internet did not exist, all the services could be received only in the bank house. Nowadays the number of the people who use the banking services has grown enormously, because in the modern society one can hardly survive without the account in a bank. So, the pressure on the bank clerks has increased seriously. The only way out to serve for millions of clients in a day time is the E-banking service which enables people solve their banking problems themselves without the need to visit the bank itself. With the help of E-banking clients are able to fulfill all possible operations: E-banking is a positive innovation, which enables banks to serve for the greater number of clients and to improve the quality of operations. E-banking is a reasonable decision of the banks to increase the number of clients, save their time and money. If one wants to dwell on the E-banking services, he should study the issue in detail and collect information to understand the structure and function of the Internet banking is the appropriate way. A successful research proposal is supposed to contain the points important for the research, the methods used for the investigation and observation of the issue and the literature sources used for the research on E-banking. The student is expected to discuss the worthy questions about the Internet banking in order to make the research paper informative and captive. It is not easy to prepare a successful research proposal from the first attempt, because the process of writing requires logic, ability to operate facts and analyze the issue in the appropriate way. It is possible to make the process of writing less troublesome with the help of a free example research proposal on E-banking in India placed in the net. The student is able to learn about the format of the paper and the organization of the text with the help of a free sample research proposal on E-banking in Pakistan. Your proposal will be written from scratch. Each customer will get a non-plagiarized paper with timely delivery. Just visit our website and fill in the order form with all proposal details: Enjoy our professional research proposal writing service!

Chapter 4 : Money & Banking Research Paper Starter - theinnatdunvilla.com

A RESEARCH REPORT ON E-BANKING Submitted to: I the undersigned here by declare that project titled as "E-BANKING" submitted by me under the guidance of XYZ is my original work. XYZ XYZ From.

There is an introduction of internet banking as well as a discussion of how the Basel Committee on Banking Supervision provides an avenue for the banking industry to address banking supervisory issues across the world. Money Overview Financial relationships and the manner in which consumers handle their money have changed over the years. Consumers do not have a need to develop a personal relationship with their bankers. They are comfortable managing their finances via non-traditional media. Calomiris and Ramirez found evidence that many believe innovation i. Technology has also allowed regulators to relax the restrictions on bank scale and scope. These types of actions have assisted the growth of a universal banking system. Application E-Banking Technology has made it possible for financial institutions to offer electronic banking to their customers. Fullenkamp and Nsouli have defined it as "the use of electronic methods to deliver traditional banking services using any kind of payment media" p. Benefits of Electronic Funds Transfer Customers find the service beneficial for several reasons: Financial institutions will provide their customers with a card which allows them to withdraw money from these machines. Direct Deposit " Many employers have mandated that employees have their payroll directly deposited into a checking or savings account. Once the funds reach the bank, the bank processes the transactions so that their customers will have access to the funds on the morning of their pay date. Pay-by-Phone Systems " A benefit to consumers is when their banks allow them to pay their bills by calling in the transactions and transferring funds between accounts. Personal Computer Banking " Given the use of technology, many consumers will base their banking selection on whether or not they can perform transactions online using their personal computers. This process is similar to using a credit card, but the funds come out of a checking account. In order to avoid a compromised situation, financial institutions must develop techniques that will assist in authenticating online banking users. In the past, many customers used a password to gain access to their accounts. This approach is considered to be an example of single factor authentication. Although allowing users to select an "easy to remember" password can be convenient, it does not assist in the fight against emerging fraud. Unfortunately, there have been many online scams where criminals have tricked customers into providing their user name and password. Many banks have moved toward the practice of creating authentic user names and alphanumeric passwords to minimize the effects of these scams. In addition, there has been secondary criteria added to the log in process. The entire section is 2, words.

Chapter 5 : A Research Report on E Banking by Sanjay Gupta - Issuu

E-Banking in Bangladesh: The Future of Banking Kamrul Hasan E-banking is the waves of the future. It provides enormous benefits to consumers in terms of ease and cost of transactions, either through internet, telephone or other electronic delivery channels.*

The dynamic and flexible nature of this communication channels as well as its ubiquitous reach, has helped in leveraging a variety of banking activities. New banking intermediaries offering entirely new type of banking services have emerged as a result of innovative E- business models. The Internet has emerged as one of the major distribution channels of banking products and services, for the bank in US and the European countries. Initially, banks promoted their core abilities i. More recently, due to advances in Internet securities and the advent of the relevant protocols, banks have discovered that they can play their primary roles as financial intermediaries and facilitators of complete commercial transactions via electronic network especially Internet. Some banks have chosen a route of establishing a direct web presence while others have adopted for either being an owner of financial services centric electronic marketplace or being participants of a non- financial services centric electronic marketplace. The trends towards electronic delivery of banking products and services is occurring partly as a result of consumer demand and partly because of the increasing competitive environment in the global banking industry. However, very few banks have been successful in developing effective strategies for fully exploiting the opportunities offered by the Internet. Banking transaction had all ready started taking place through the Internet way back in The Internet promised an ideal platform for commercial exchange, helping banks to achieve new level of efficiency in financial transaction by strengthening customer relationship, promoting price discovery and spend aggregation and increasing the reach. Electronic finance offered considerable opportunities for banks to expand client base and rationalize their business while the customers received value in the form of savings in time and money. This book presents a comprehensive view of the global E-Banking industry covered in four sections. It is also deals with the impact of E-Banking industry structure. It also brings guidance for those banks, which are planning to build online businesses. This section focuses on cross border transaction, B2B transactions, and electronic bill payment and presentment and mobile payments. In the spite of all the hype, E-Banking has been a non-starter in several countries. The fourth section E-Banking: Key Issues and Solutions, identifies various issues why E-Banking is not gaining high acceptance among customers and the risks involved in it. This section highlights the negative side of the story and offers valuable advice to the banks to mitigate those risks. E-Banking Scenario The banking industry is expected to be a leading player in E-Business while the banks in developed countries are working primarily via Internet as non- branch banks, Banks in developing countries use the Internet as an Information delivery tool to improve relationships with customers. Around one fifth of finish and Swedish bank customers are banking on line, while in US, acc. Banks have established an Internet presence with various objectives. Most of them are using the Internet as a new distribution channel. Financial services, with the use of Internet, may be offered in an equivalent quality with lower costs to the more potential customers. There may be contacts from each corner of the world at any time of day or night. This means that banks may enlarge their market without opening new branches. The banks in US are using the web to reach opportunities in three different categories: In Asia, the major factor restricting growth of E- banking is security, in spite of several countries being well connected via Internet. Access to high quality E-banking products is an issue as well. Majority of banks in Asia are just offering basic services compared with those of developed countries. Still, E-banking seems to have a future in Asia. To McKinsey survey, E- banking will succeed if the basic features, especially Bill Payment, are handled well. However, providing this service would be difficult for banks in Asia because it requires a high level of security and involves arranging transactions with a variety of players. In , a Reserve Bank of India survey revealed that all of the major banks were either offering E- banking services at various levels or planned to do so in the near future. In the same year, out of an estimate 0. The above statistics reveal that India does have a high growth potential for e- banking. The banks have already started focusing on increasing and improving their E- banking services. As a part of this,

the banks have begun to collaborate with various utility companies to enable the customers to perform various functions online. However, large banks appeared to have a clear advantage over small banks in the range of services they offered. Some banks in US were targeting their Internet strategies towards business customers. Apart from affecting the way customers received banking services, E- Banking was expected to influence the banking industry structure. The economies of E-banking were expected to favour large banks because of economies of scale and scope and the ability to advertise heavily. Moreover, E-banking offered entry and expansion opportunities that small banks traditionally lacked. Hence, banks must recognize the seriousness of the leverage the opportunities presented by the Internet. No single E-banking strategy is right for every banking company. But whether they adopted an offensive or a defensive posture, they must constantly re-evolution their strategy. In the fast paced e-economy, banks have to keep up with the constantly evolving business models and technology innovations of the Internet space. Early E-business adopter like Wells Fargo not only entered the E-banking Industry first also showed flexibility to change as the market development. Not many banks have been as a E- business Savvy. But the pressure is now building for all banks to develop sound E-business strategies that will attract and retain increasingly discriminating customers. Customers have some rational reasons for staying offline. Banks can solve these problems by refocusing investment on improving the sites basic functionally and user- friendliness, and avoiding advanced features that most customers neither develop a variety of partnerships. They have to put their time and efforts to identify the best opportunities. In the case of traditional banks, if they are too aggressive in using price incentives for customers to bank online, their efforts to build a sound E- Banking business may not fructify. Banks have to be creative in rethinking organizational structures and management processes. Traditional banks that are conservative in nature may find it difficult to attract and retain online talent. Moreover, getting people in the traditional business to help build an Eenterprise would not be an easy task. To make all this happen, requires a major revision of incentives systems, planning and budgeting processes and management roles. Banks can exploit the opportunities provided by the Internet if they demonstrate courage, use their imagination and take decisive action. E Banking gives banks the opportunities to significantly expand their customer relationships provided they position themselves effectively. To leverage these opportunities they must form structured alliances with service affiliates, and acquire competitive advantage in collecting processing and developing customer information. For instance, banks may gain revenue advantage on the retail side by charging for services such as EBPP and may improve cross selling of products. But on the other hand, the effect of the Internet on the commercial side of the bank is negative. Cash managers are worried about potential revenues decreases as the processing of paper bills declines and third parties attract customers to competing services. There are fears that the Internet is the first step on a download spiral in commercial banking that begins with losses in cash management and lockbox services and ends with banks being excluded from the payment loop. As EBPP become more popular, checks and check processing fees, a major source of bank revenues will decline. Banks will be left to handle settlements, which have low margins and will be less equipped to offer newer and potentially more profitable services. Security that may arise due to the unauthorized access to a banks key information like accounting system, risk management system and portfolio management system a breach of security could result in direct financial loss to the bank. In addition to external attacks, Banks are exposed to security risk from internal sources e. Employees can acquires the authentication data in order to access the customer accounts causing losses to the bank. Banks face the risk of wrong choice of technology, improper system design and inadequate control processes. Technology, which is outdated, not scalable or not proven, any lead to loss of banks investment and risk its business. However, it adds to the operational risk. Legal risk arises when violation of laws, rules and regulations or prescribed particles takes place or when the legal rights and obligations of parties to a transaction are not well established. These risks may also arise due to the uncertainty about the validity of some agreements formed via electronic media and law, regarding customer disclosures and privacy protection. E-banking extents the geographic reach of banks and customers beyond national borders, which may lead to cross border risks. This risk involves legal and regulatory risks, as there may be uncertainty about legal requirements in some countries and jurisdiction ambiguities with respect to the responsibilities of different national authorities. The risk of unauthorized data alteration is real in an E-

banking environment both when data is being transmitted or stored. Proper access control and technological tools to ensure data integrity is of almost importance to banks. Banks system must be technologically equipped to handle these risks. Reputation risk is the risk of getting significant negative public opinion, which may result in loss of funding or customers. The main reasons for this risk may be system or product not working to the expectations of the customers, system deficiencies, security breach, inadequate information to customers, about product use and problem resolution procedures, problems with communication networks that impair customers access to their funds or account information. As E-banking transactions are conducted remotely, banks may find it difficult to apply traditional method for detecting and preventing undesirable criminal activities, which may lead to money laundering risk. Application of money laundering rules may also be inappropriate for some forms of electronic payments. Banks, International organizations, govts. And financial institutions have to work together to manage all the risks mentioned above. It is critical that partnerships must continue to enhance consumer trust towards E- banking. Banks conducting business online have to consider security and reliability as their first business priority for customer retention. Here, convergence does not mean offering banking, broking and insurance services under one corporate name through the Internet. It covers different dimensions, including channel delivery, sales culture, back office processes and the knowledge management infrastructure all being integrated via Internet. A strategy that does not go beyond product convergence is bound to have some limitations. Effective knowledge management is the key issues to the E- business success of converged banking institutions. However, this requires high level of cross- organizational co-operation and information sharing. An effective knowledge management system will vastly improve the institutions ability to know its customers. Robust customer information management systems at the front- end, coupled with efficient fulfillment processes, can enable banks to shorten the delivery time of their products and services. Successful convergence will help them in the development of a seamless supply chain that will be transparent to the customers Another trend in e banking is a shift of focus of banks from being product- centric to customer- centric. To succeed on the Internet, banks must continually differentiate from their competitors, broaden their market and provide value through their products and services. Wells Fargo had shifted 1. The bank continued to enter new alliances and expanded its web offerings to maintain its dominant position.