

The Impact of User Demography on Contextual Issues of E-learning: With Reference to Banking Sector Employees

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The introduction of information technology in learning processes, commonly referred to as e-learning, opens new dimensions in developing competent employees over traditional forms of training and development functions. E-Learning is highly cost effective to the organization, convenient to the learners and saves learning time by quicker delivery cycles. Therefore, many organizations, including banks have introduced e-learning to their employees with the intention of bridging the competency gaps in a more effective and efficient way. However, there is a claim and statistically proven evidence that the expected effectiveness cannot be achieved due to low e-learning engagement of employees. Therefore, the purpose of this study is to critically examine the effect of demographic characteristics on the contextual issues faced by the employees in order to reveal any indications, if any, towards their effective engagement of e-learning. A questionnaire was used to collect data from 523 employees covering all employee segments in the selected bank employing the random sampling method. The findings of the study revealed that time management related contextual issues have majority of significant difference with demographic characteristics of employees and organizational related contextual issues have no any statistical significant difference.

Keywords: *E-Learning, Contextual Issues, Competency Developments, Effectiveness, Demographic Variables*

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