



DIGITAL HR, GIG ECONOMY, MOBILE BANKING CHALLENGES, AND SERVICES IMPACT UPON INDIVIDUAL PERFORMANCE USING MOBILE BANKING

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Authors' introduction:

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Abstract

Mobile banking has become abstract concept this upcoming economy, it facing critical challenges in today's world and more often it got impacted by HR recent trends Digital HR and GIG economy. The study contains a questionnaire based primary study. In which a questionnaire is developed and checked through convergent validity and face validity. Later results discussed in detail. Challenges to Mobile banking, Mobile banking serves, digital HR and Gig economy have a significant positive relationship with individual performance. IT shows individual performance while using mobile banking do have a huge scope. This paper is the first effort to come up with the effect of Recent HR trends, Challenges and Services to Individual performance using mobile banking.

Keywords: Digital HR, Gig Economy, M-banking Challenges, M-banking Services, individual Performance

Introduction

M-Banking is an innovative way to conduct the operations, opted by financial institutions across the world. It allows its users to operate their accounts through tablet and smartphone devices remotely. Institutions provide software to do this job, that software are usually called mobile applications. It works round the clock. Different caps arranged for working of mobile banking by different financial institutions. These usually constructed upon amount and accounts nature.

M-Banking contains the bank balances confirmation, current transactions listing acknowledgment, funds transferring, E-bills payments, and other prepaid payments managing at mobile devices. Sometimes statements provided at mobile application too.

Mobile banking provides benefits of cost-effectiveness through handling transactions while reducing the visits of the customer to branches. The only transaction which involves the cash could not be made through mobile banking. But developed technology comes with the option to deposit remotely along with the device camera which digitally transfers cheques to concerned financial institutions.

An earlier form of mobile banking was SMS Banking, later with the use of mobile web in 1999, first-time mobile banking offered by a European bank to its customers. Development of Google's Android revolutionized the mobile applications industry, SMS banking transmuted to Mobile Banking.

Mobile Baking-Pakistan

Mobile Banking in Pakistan is consistently moving towards the boom phase. The growth of Mobile banking in Pakistan is very fast. Yasir (2017) listed the facts that Mobile banking and internet banking in Pakistan has witnessed the proof of great scope. Its growth and enhancement show people interest in advancement and convenience. 18 Banks in Pakistan offers to their 2.5 million users, who were registered, M-applications based banking till June 2017. FY 17 also witnessed 25.7% & 12.1% growth rate in value and volume transactions respectively. Total transactions were 7.4 million which worth Rs. 141.1 Billion. Interbank and Intra Bank was the main source of these transactions. Secondly, Utility bills were the influence to influence the mobile banking usage positively.

Popping of Mobile banking valets has increased in the last few years, options are providing online payments for bills, investments, etc. (Ahmed, 2017). Ahmad (2017) discussed prominent seven mobile wallets available in Pakistan. Easypaisa account, JazzCash, Zong PayMax, Keene Wallet, praise, UBL Omni, and SimSim are leading mobile wallets in Pakistan. These are promoting mobile banking through bill payments, withdraw cash easily, and sent cash easily, online shopping, scratch cards, mobile top up, savings, insurance, easy load and easiest account opening.

The globalization singularity has augmented the interface of folks for their communal welfares and the pursuit of better living ethics (Hassan, Abbas, & Zainab, 2018). Sharia screening procedure in a state like Pakistan having resemblances and alterations with other counties (Waris, Hassan, Abbas, Mohsin, & Waqar, 2018). Financial Deficit has widened the importance of equity capital raising (Asif, Abbas, & Hassan, 2018). According to Abbas et al. (2018), to meet the growing financial challenges in the current atmosphere, credit risk analysis along with remodeling of current practices and advancement of procedures have become pivotal for sustained progress. Intellectual Capital is one of the key determinants of financial performance of the banking sector of Pakistan (Shehzadi, Abbas, & Hassan, 2018). Economic development has seen different phases in which, Developing country like Pakistan is being engaged in the formulation of different tools to boost the economy (Hassan, Abbas, & Shehzadi, 2008). Even investment avenues which pool the short investment and makes an idle sector of economy active are becoming part of the economy of Pakistan (Abbas S. , 2017).

The definition also referred to the knowledge management process is intellectual capital. Abbas et al. (2018), validated through their research findings that cognitive, emotional and behavioral determinants affect consumer approach. The induction of innovation in the current practices surely helps to achieve competitive advantage (Abbas S. K., Hassan, Asif, Junaid, & Zainab, 2018); (Abbas S. , Hassan, Iftikhar, & Waris, 2018) & (Abbas S. , et al., 2018). Furthermore, the low-income level has become the reason to develop the importance of intellectual capital, especially in underdeveloped nations (Abbas S. K., Hassan, Asif, & Zainab, 2018). It also has seen that Human capital relationship with organization performance is

not only the key determinants of performance. As, Quality Education in Pakistan has become a challenging part ever (Maryam, Amen, Safdar, Shehzadi, & Abbas, 2018) . So, Human Capital impacts but not much significant. Moreover, Information sharing effects broadly to employees working behavior (Hassan, Asif, Waqar, Khalid, & Abbas, 2018) and employee engagement based on services environment of an organization (Hassan et al., 2018). It has seen that green consumption is much important now in Pakistan (Hassan H. , Abbas, Zainab, Waqar, & Hashmi, 2018). Current Scenario in Pakistan is having growth for mobile banking as well as challenges and new trends most importantly for Marketing and Human resource

Literature Review

Mobile banking along with its advent facing a lot of challenges and trends development. Key Challenges includes the Handset accessibility, Security, Scalability and reliability, Application distribution and most importantly Personalization.

Handset Accessibility is a complex challenge to mobile banking applications banks never know how to respond to all available mobile phones (Aker & Mbiti, 2010). They provide Java ME, Sim Toolkit applications, only SMS (non-smartphones) and WAP browser to manage handset diversity. But it's a huge and upcoming challenge. Preliminary issues focused and few countries used portals “ R-world” to work on the available limitations of java phones. But this desire has deep roots with Banks if they consider java applications secure and workable. Even it could enhance the development. SMS banking now was not able to comprehend the problems. Complex transactions were not able to get resolved. Money moments during mobile banking follows the ISO-8583 standard. Mature banking calls for such standard and requirements.

Another burning challenge, **Security**, is thriving for opportunity along with other stances. Cybercrime increasing rate on a yearly basis has called upon the security problem of mobile

banking (Luarn & Lin, 2005). Remote hacking, jamming data streams, unauthorized use of the mobile application in any way is the type of cybercrime. Cybercrime can be explained as the broadcast of financial information over the remote location or the air. It is more complex and developing challenge day by day. Secure infrastructure can be gained through the wireless network, if, physical security relating to the device and smart-card based security is confirmed through the bank. In case, device stolen by a hacker, he should face encryption. This could let the other confirm that no other device is connected to their wallets. Encryption for both data remitted at air and stored for later use is required to cope up with such extricate challenge. OTPs are the finest tool in the current mobile banking scenario it is also addressing security challenge in a very distinct way.

Scalability and reliability is another important challenge of the instant. Scaling up is necessary to tackle the exponential growth of mobile banking users (Prasad, Gyani, & Murti, 2012). Systems like Mobile Transaction Platform has been introduced, to sum up such a challenge. Still, it is emerging, to comply with 24*7 usage need of mobile banking user and provide the scaling and reliability both with consistency.

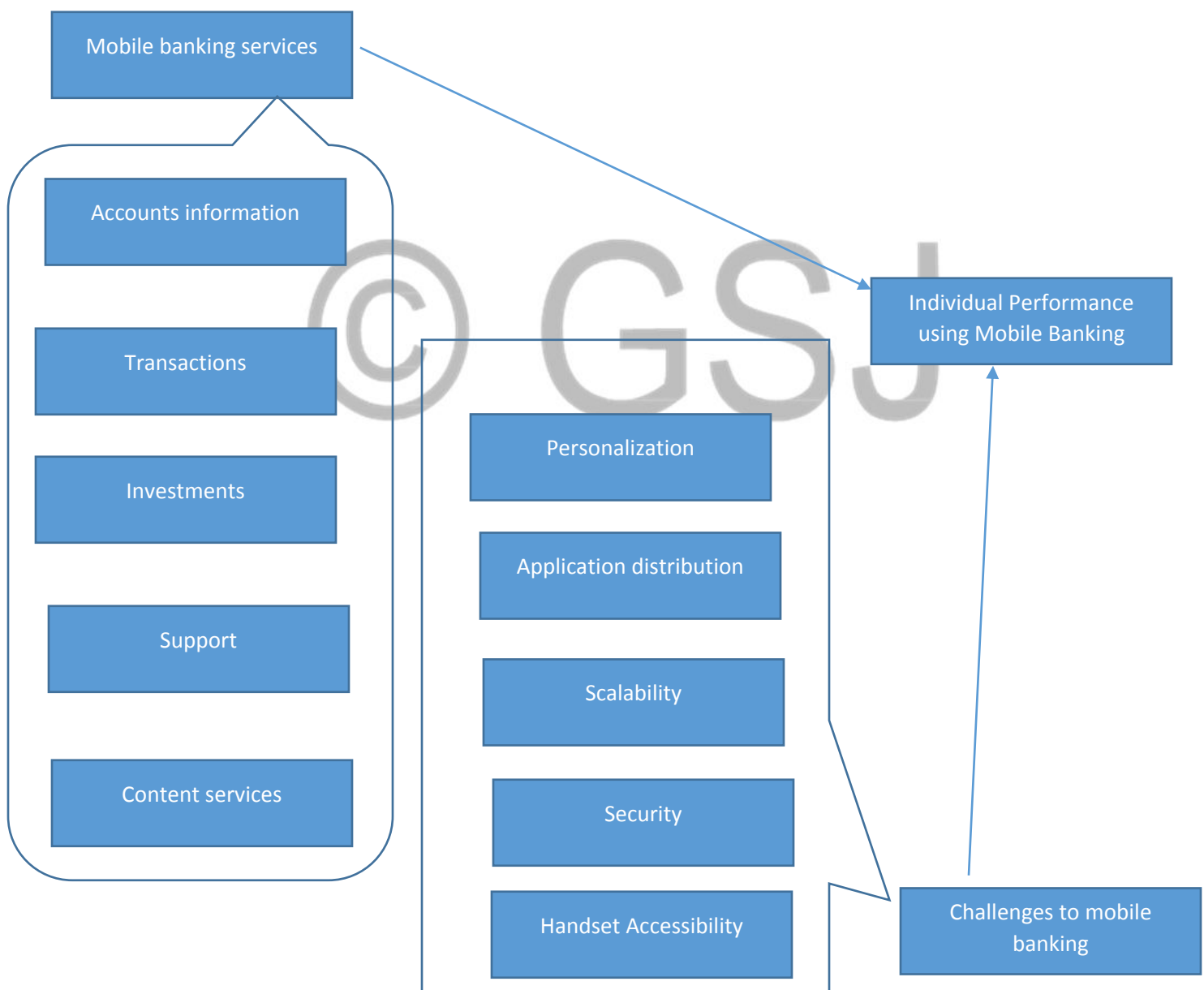
Application distribution is also a challenging question of today's mobile banking; it is known application upgradation is required but allowing such synchronization could construct abstract ways to security questions (Ngai & Gunasekaran, 2007).

Personalization is another interesting challenge being faced by mobile banking users and mobile banking industry overall. It is usually expectation through the mobile banking application that it will allow timing, date format, language, amount format, alerts customization approaches to beneficiary or user (Bamoriya & Singh, 2011).

Methodology

The study is cross-sectional study and questionnaire is developed to conduct the analysis. Study setting gets minimal researcher interference. The questionnaire is checked through convergent validity (Cunningham, Preacher, & Banaji, 2001) and face validity. Items measured at 5 points Likert Scale.

Model 1



The above stated model shows that individual performance using mobile banking is a dependent variable of whereas Elements of Mobile banking services which includes Account information, Transactions, Investment, support and content services is the independent variables. On the other hand challenges to mobile banking adoption which includes Handset accessibility, Security, Scalability and reliability, application distribution and personalization is independent variable too.

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Results

To analysis the constructs and for validity following table shows the results.

Table: Statistical Test for Applicability of Factor Analysis

	N	Cronbach's Alpha	Kaiser-Meyer- Olkin	Bartlett's Test of Sphericity		
				App. Ψ^2	DF	P-Value
Account Information	3	0.671	0.772	2666***	16	.000
Transactions	3	0.719	0.781	6746***	16	.000
Investment	3	0.772	0.863	4309***	10	.000
Support	3	0.741	0.837	7836***	36	.000
Content Services	3	0.871	0.718	1197***	36	.000
Handset accessibility	3	0.769	0.742	6612***	36	.000
Security	3	0.691	0.6137	3723***	16	.000
Scalability and reliability	3	0.711	0.817	2319***	16	.000
Application distribution	3	0.843	0.647	7843***	10	.000
Personalization	4	0.829	0.719	1297***	78	.000

Note: ***, **, * Indicate significant at 1%, 6% and 10% level of significance.

It can be seen, All variables reliability is around 0.70, KMO is greater than 0.60 and Barlett test significance is .000 this shows that study instrument fulfills the validity requirements. A total questionnaire distributed was 511 only 465 were found useful and compatible for analysis. Study sample size includes the Lahore sample only. Study construct Lahore sample because Lahore is

diversified populous city of Pakistan. So, technically it represents all Pakistan. OLS regression runs upon the variables results table shown below.

	B	S.E.	Sig.
Account Information	6.657***	3.533	.000
Transactions	0.144**	.104	.031
Investment	0.408**	.191	.025
Support	4.841***	.394	.000
Content Services	1.910**	1.309	.036
Handset accessibility	1.141***	0.353	.005
Security	0.608***	.121	.006
Scalability and reliability	6.864**	.424	.029
Application distribution	4.940**	1.402	.040
Personalization	4.464**	0.454	.049
Constant	3.445	0.328	.009

Note: ***, **, * Indicate significant at 1%, 5% and 10% level of significance.

The table shows Accounts information, Support, Handset accessibility, and Security are significant variables which influence individual performance at 1% level of significance and these having a positive relationship with the individual performance. Transactions, Investment, Content Services, Scalability & Reliability, Application distribution and Personalization do have a significant relationship at 5% level of significance. Overall independent variables are having 69% impact upon individual performance while using mobile banking. Standard error is below all co-efficient it shows there is no Multicollinearity and data is good for analysis.

Model 2

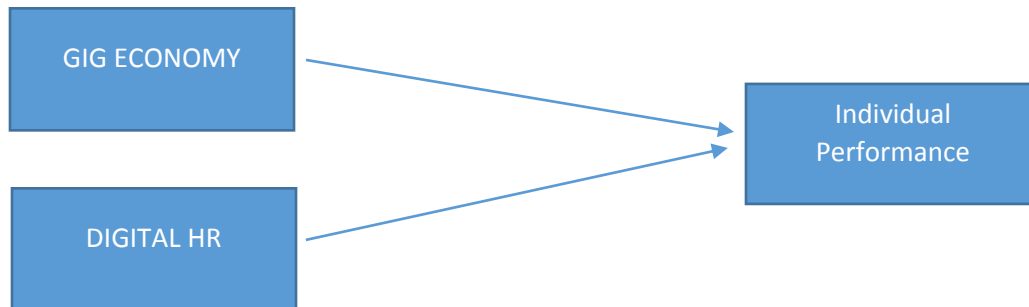


Table: Statistical Test for Applicability of Factor Analysis

	N	Cronbach's Alpha	Kaiser-Meyer- Olkin	Bartlett's Test of Sphericity		
				App. χ^2	DF	P-Value
GIG Economy	3	0.761	0.673	1356***	3	.000
Digital HR	3	0.749	0.687	4346***	3	.000

Tables show that convergence validity is fulfilled because all three conditions completed. Reliability for all constructs is above than 0.70. KMO more than 0.60 and Bartlett test shows significance. So, data is good to for analysis.

Variables Table:

	B	S.E.	Sig.
GIG Economy	4.251***	3.533	.000
Digital HR	0.254**	.024	.041
Constant	0.111	.003	.000

OLS regression analysis has run. It can be seen GIG economy effect is significant at 1% level of significance and Digital HR is significant at 5% level of significance. The overall model shows 45% R square which means both variables collectively affect individual performance at 45%.

Conclusion and Limitations

Individual Performance while using mobile banking does have a positive relationship along with current challenges of mobile banking and services to mobile banking. Services to the Mobile banking itself perform a great challenge role. It is the main reason to include the services in this study as a part of study model. Services and challenges combine could affect critically to mobile banking future in Pakistan. Cellphone devices use is increasing day by day in Pakistan. People prefer to use mobile banking. Smart phone has entirely changed the working pattern of organizations and individuals. Even digital HR and GIG economy also affects individual performance positively. More over digital HR and GIG economy could be the boosting factor of Mobile banking in Pakistan. It shows that Mobile banking could enhance the individual performance effectively in the presence of all of that things. Limitations of this study are Sample's size and study setting.



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Appendix

Questionnaire

Account Information

1. Mini Statements are available for M-banking?
2. Account History is available for M-banking?
3. Alerts on Accounts activity are working?

Transactions

1. Funds could be transferred between accounts through M-Banking?
2. Utility bills can be paid through M-Banking?
3. Remote deposits are available with M-Banking?

Investment

1. M-Banking is providing Port-folio management Services?
2. M-Banking is fetching real time stock?
3. M-banking is helpful for withdrawals from investment avenues?

Support

1. ATM location can be located through M-Banking?
2. Status of Loan applications can be checked?
3. Requests for Cheques book and cards can be submitted?

Content Services

1. General information is available at M-banking i.e. whether news etc.?
2. Royalty related offer are being made with M-banking?
3. Locations based services are being provided with M-banking?

Handset accessibility

1. Handset convenient to use M-banking?
2. Handset is appropriate to install M-Application?
3. Handset respond positively to M-Applications?

Security

1. M-Banking is free from scams?
2. M-Banking is cybercrime secured?
3. Un-authorized use of M-application is restricted effectively?

Scalability and reliability

1. M-Banking infrastructure is following to specific Scale?
2. M-Banking infrastructure is reliable?
3. M-Banking is using Mobile Transaction Platforms?

Application distribution

1. Customer are regularly upgrading M-Application?
2. Provider provides proper M-Application Updates?
3. Synchronization of all M-Banking components is preference?

Personalization

1. M-Application is in preferred language?
2. M-Application providing convenient date time format?
3. Amount format in Application is of Customer's choice?
4. Alerts of M-Applications are adjustable?

HR trends

GIG economy

1. Do you consider talent sourcing in M-banking will increase individual performance using M-Banking?
2. Do you consider Cost reduction by outsourcing will provide impact better to individual performance using M-Banking?
3. Do you consider supportive entrepreneurship to mobile banking could enhance the individual performance using M-banking?

Digital HR

1. Artificial Intelligence in recruiting staff to M-banking could increase the individual performance?
2. Artificial Intelligence could recruit effective employee for M-Banking, strengthen individual performance using M-banking?
3. Intense training and education at Digital HR could help individual performance M-Banking?