

E-Learning Trends in India a Strategic Perspective

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Introduction

The concept of e-learning is very broad, it emerged in early 90s with the support of ICT revolution. It has occupied wide range of activities across sectors and its functions. Also its demand is increasing day by day. It is definitely a growing field in education and training market. Sangeeta Kakoty, Monohar Lal & Shikhar Kr. Sarma (2011). E-learning system as an electronic system enable the learners by using different tools for different purposes. Learning happens everywhere starting from Kinder Gardens (KG), to higher education institutions including professional training institutions. Now a days even a pregnant women tries to make her child to learn before giving birth to her child. The business organizations of all sorts from Sole Trader to Multi National Corporates and conglomerates are also taking part in e-learning platform. This happens in across the sectors such as primary sector, industry sector, service sector and tertiary sector. Even a farmer listens to multiple sources of electronic media to learn something new, for use in their farming operations for better production, distribution and sustainability. Therefore; now days the concept of e-learning has become inevitable in every walk of life.

Concept of E-learning

E-learning has been demarcated by numerous folks, in several ways. There are two types in e-learning, such as, synchronous and asynchronous. Where the teacher and learner meets at the same time and both the teaching and learning happens simultaneously at a time is called as synchronous. Where the learner is given their own time to access an electronic content and allowed them to learn later at their time disposal, then it is viewed as the asynchronous. The third type of e-learning is an emerging concept, popularly known as blended e-learning; where both the traditional methods and electronic content are in use. It enable the learning much effective. Sunil Sharma et. al. (2014) & Arun Gaikwad, Vrishali Surndra and Randhir (2015), E-learners use, mobile devices and tabs for delivering part or entire course of a curriculum, invariably in School, Colleges, and Specializes Training Institutes.

The concept of e-learning can be further classified in toonlinemode learning, hybrid/blended mode learning and e-enhancement mode, but only e-enhancement mode is being in use in the Professional and non-Professional Higher Education Institutions.

E-learning in India

Education subject to see changes across countries; India is not an exceptional. Vivekananda, M., Satish Ruvn(2017),byadopting e-learning one can achieve his/her goals of reaching anywhere in the world.And they can reap a maximum benefit from anywhere any time basis. The future will be bright in the regime of e-learning and it will help the learners to save a lot of time; and helps them to spend the time for some useful productive purposes and convert them in to money. Shangeerthana, G. V.,Chandrasekar, K.(2016),corporate e-learning is the first initiative in the concept of digital India. Above 80 percent of the IT companies have implemented e-learning in India for their medium of training and development.

Purpose Objectives and Method of the Study

The main purpose of the study is to discuss the evolution, miles stones and impact of e-learning in Indiain diverse demotions in the society. The objectives of this paper is to critically evaluate the strength, weakness, opportunities and threats of e-learning system in India. This paper review paper, purely based on the published sources of secondary data mostly downloaded from e-learning platform. A simple discussion methodology is adopted using a SWOT analysis and McFarlan's strategic Grid. The analysis forms two fold, the first part presents a detailed analysis of strength, weaknesses, opportunities and threats of e-learning plat form in India. The second part makes an attempt to fit the current status in the McFarlan Strategic Grid followed by the concluding remarks.

The SWOT Analysis of E-Learning in India

The World Wide Web (WWW) is being used to improve communication, collaboration, sharing of resources, promoting active learning, and delivery of education in distance learning mode.The patterns of trade, competitions and technological innovation are changing at an ever-increasing rateHemant Rana, Rajiv, and Manohar Lal (2014). There is exponential growth of knowledge, again, at an ever-increasing rate. There are world-wide social concerns for freedom and general quality of life. Demand for universal access in respect of opportunities for relevant and quality education — especially for economic survival and advantage. In this part a detailed analysis of Strength, Weakness, Opportunities and Threats of E-Learning in India. Arun Gaikwad, VrishaliSurndra,and Randhir(2015),only through enlightening the learning process of a people through multi-faceted programmes, a country like India can achieve its development goals, for which the E-learning is the best option available to achieve these goals. It also a powerful tool to achieve inclusiveness of education in India. The following part of the paper gives a scanning view of the status of e-learning scenario in India.

SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Rapid increase in Internet connectivity 2. Availability of efficient e-learning infrastructure. 3. Emergence of new open mobile platforms and web apps 4. Well oriented teachers, professional trainers and learners 5. Increasing literacy rate and existence of user friendly, interactive interface design 6. Enabling teachers be qualified for handling online courses. 7. Motivates self-learning 8. Opens a new circle of knowledge transfer 9. Saves cost for corporate companies 10. Flexibility in access of content 11. Open distribution mechanism 12. Potential for mass delivery 13. There are no travel cost 	<ol style="list-style-type: none"> 1. Lack of number of experts in the field of e-learning platform 2. The popularity of E-learning is comparatively low in international market. 3. There is always a disparity in demand and supply of learning mends and resources. 4. Learners are informative but not been imparted knowledge on the subject. 5. Problems of Limited band width and slow speed 6. Limited interactivity among the learners 7. Lagging behind the standard requirements regulatory bodies of the Government 8. Increasing financial needs of the government for different schemes 9. Challenge of reaching the rural masses 10. Lack of sufficient internet infrastructure
Opportunities	Threats
<ol style="list-style-type: none"> 1. Acts as an effective tool for development of education sector 2. Efficient tool for reaching the unreached 3. Efficient tool for women empowerment 4. Efficient tool for raising the awareness of environment 5. Means of making a global citizen 6. Enable learners' life of worthy. 7. Assist the Government to communicate its rules and regulation to the public. 8. Bring transference and achieves Public Private Partnership (PPP) 9. Helps the farmersby providing online consultancy for developing agriculture. 10. Creates virtual learning environment. 11. Creates online platform for meeting teachers and learners 12. Helps a counties to raise the Literacy rate, Education and Economic Development 13. To bridge the gap of demand and supply of educational institutions. 	<ol style="list-style-type: none"> 1. Challenges the values and ethics 2. Challenge the class Environment 3. Danger of students being less exposed to the course curriculum. 4. Threat of dilution of Teacher student relationship 5. Too expensive for technically back ward regions. 6. Excessive influence of socio, economic, cultural factors. 7. Threat of misfit of the content. 8. Information asymmetry between teacher and learner. 9. Gender inequality issues 10. Technological issues of Internet access needs and deeds. 11. Religious and spiritual considerations 12. Threat of distraction of attention to both the teacher and leaners 13. Threat of over dependence on technology and losing touch of traditional learning skills.

Strengths

There is an increasing trends of experiences based on Mobil Learning, Game Based Learning and MOOCs, The rapid growth of e-learning environment due to flipped class rooms and e-learning analytics. India ranks second largest country next to US having number online courses. India shares nearly 16 percent of the world's online courses and offers enormous learning material both at free of cost and on payment (Sunil Sharma et. al. 2014). The government also has taken initiatives for developing online content and sponsors huge money for the same the National Programme on Technology Enhanced Learning (NPTEL) was initiated by seven Indian Institutes of Technology (Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee) along with the Indian Institute of Science, Bangalore in 2003. It was sponsored by MHRD Government of India. https://nptel.ac.in/about_nptel.php. E-learning is successful in Multi National Corporates (MNCs) for imparting trainings and enabling efficiency and effective performance. The beauty of E-learning platform is the flexibility in access of content from their own place, anytime, anywhere and as much as they need. Whereas in traditional learning systems the learning tasks are very rigid and most of times the students are must stressed at all levels starting from Kinder Garden KG to Higher Education Institutions. In e-learning platform, there is no need of separate distribution mechanism and infrastructure for each session and with different content. Arun Gaikwad, Vrishali Surndra, and Randhir (2015), a massive training programme can be delivered worldwide at a time without separate author at each platform using the internet infrastructure. It is a sustainable tool of reaching the unreached in the rural areas and motivating the learners for higher education. E-learning as a discipline will definitely support and play a key role in achieving the Government India's vision on Digital India. Sonia Sachdeva & Kavita (2017), the e-learning system will help the Educational Institutions to better educate the learners and build a knowledge economy through imparting innovative skills beyond the boundaries. Abhiyendra Kumar (2007), India has recorded several miles stone in Information Communication Technology (ICT), it has achieved remarkable progress is in the field of information technology, Infosys Narayana Moorthy and Sundhar Pichai are witnessing India's World Leadership of IT Profession in the World Market. Veera Manickam, M.R.M, and Mohanapriya, M. (2016), India has got enough potential for receiving huge amount of material, using online platform. It has become possible with the help of availability computer, laptop, Mobil handsets and tabs.

Weaknesses

E-learning system is gaining popularity in the country but mostly the skilled professionals in the e-learning platform are located in the urban areas that deprived rural masses to get benefitted in e-learning platform. Though India is the second market leader in the world e-learning market there is a drawback of availability of below average number of professionals and teachers in higher education using e-learning modules. Only a few non-professional teachers are using e-learning modules. Sunil Sharma et. al. (2014). The popularity of e-learning among the learners in India is very less when compare to advanced countries. There is always an existence of disparity in access to resources across people from different backgrounds. The e-learning is also not an exception in this. There is an irony that the learners in India may be well informed in general. But they are not well imparted knowledge in the subject. Because there is a lot of dilution of attention especially among the young teaching community and present learners of higher education. They are not able to pay much attention on their subject, therefore they don't have much grip over their discipline. Thus the students are also exposed to this trend.

In most of the places India faces problems of low band width and slow process therefore we face difficulty when conducting mass online classes, training session and exams. Arun Gaikwad,

Vrishali Surndra, and Randhir (2015), another drawback in the e-learning platform is that in most of the cases, except in contact sessions or on satellite mode, the interaction between the teacher and learner is very less. This cannot be as good as that of the traditional system. The government prescribed certain standards to maintain in all aspects of teaching learning environment. In most of the higher education institutions in India, those standard requirement are not yet fully met. Due to increased population, increased literacy rates, there is a heavy demand for higher education; and there is always a mismatch of demand and supply of education requirements and supply/availability of educational institutions. Therefore the Distance education institutions are established to meet the demand for education requirements. Sunil Sharma et. al. (2014), now the e-learning has come to occupy this market niche. In India, still there is a financial need for the government to invest in e-learning initiatives, to offer for those who are not having access to the e-learning courses. Lack of sufficient appropriate infrastructure in the rural areas is another weakness. Though the villages are well connected with mobile infrastructure; they definitely give exposure on irrelevant information to the needs. Therefore reaching the rural masses with the appropriate content for their overall development is still a question mark and real time challenge. Zahoor Ahmad Lone., (2017), another irony in rural areas is, it is very difficult to find a skilled person to educate the willing learners; and bringing them in to the knowledge society. The sad affair is that the educational institutions in India is still lacking require appropriate information infrastructure and updated the skill inventory among the teachers and trainers Veera Manickam, M.R.M, and Mohanapriya, M. (2016).

Opportunities

Though there are difficulties and weaknesses in e-learning system, it has got good reputation among the urban and semi urban students in higher education. We hope it will slowly reach the unreached. E-learning is an efficient tool and it has the potential for reaching the unreached in the rural areas and motivating the learners for higher education. It is left to them if they are curious in choosing the appropriate content. This will help them for efficient learning. E-learning can be used as an efficient tool to increase awareness on environment peace, culture, social diversity, and increased competitiveness; and achieve the concept of a global village. It deliver the government's agenda thus it can bring transference; and achieve Public Private Partnership (PPP). Sunil Sharma et. al. (2014). E-learning creates an online platform for meeting teachers and learners by developing and delivering e-content. Above half of the population of the country falls under target market for e-learning platform in the near future. And it helps to achieve growth rate in economy. Arun Gaikwad, Vrishali Surndra, and Randhir (2015), it can be used as an educator and training levels at educational institutions and corporate companies. It can be used to bridge the gap of inequality in demand and supply of educational institutions, thus e-learning has got a potential to serve the unserved. Sanjay Rajpal, et.al. (2008), if the e-learning is utilized properly it will bring in a turbulent changes in the Indian economy. The conventional education system enrolls more number of students if it keeps on encouraging this trend it can't meet their future requirement. Therefore encouraging e-learning would a potential opportunity to educate the future generation. Vivekananda, M., Satish Ruvn (2017), by using e-learning, even the traditional system of education can also perform better. It can break the frontiers of limited, resources, limited time, limited subject etc., Zahoor Ahmad Lone., (2017), e-learning will bring revolutionary changes by building knowledge economy and help them for socio economic and financial mobility, and Deepshikha Aggarwal., (2009), this will help a student to recollect a content if he misses connection in the sessions due to some reasons. Suprio Biswas & Somnath Hazra (2016), India can be digitally linked under one umbrella. India has got the potential to lead the world by digitalization.

Threats

The ICT revolution in the for internet social media through computers and mobile devices challenges the values and ethics of a country it's a challenge for teachers in the class room because the students are well informed on electronic content Hemant Rana, Rajiv, and Manohar Lal (2014). Rakesh, H. M., (2014) teachers in most cases are reluctant to change, only a minimum number of teachers are adapting the changes. There is a danger of students being less exposed to the course curriculum and more exposed to the general other aspects. This may spoil the interest of the teachers and demotivate them to focus on their task efficient. This ultimately leads to failure in the learning process. Students may not be patient enough and passionate in listening to the class, this leads distraction in the class room sessions. This may further disappoint the teachers.

The other dimension of threat is access to some attractive content is too expensive for technically/financially back ward regions. Cultural, gender, lifestyle, geographical, religious/spiritual, literacy, disabilities, are the other form of threats. Within the cultural issues category are content, multimedia, writing styles, writing structures, Web design, and participant roles other concern. Information asymmetry between teacher and learner Gender Inequality Issues challenges the discussing a content. The technology issue of Internet access need Religious and Spiritual consideration, problems of limited band with which slower the process and make the learners frustrate. Deepshikha Aggarwal., (2009) in India the web based learning still faces a problem of bringing success in e-learning due to various reasons. This is quiet common for both government as well corporates. Manu Sood, Virender Singh (2014), it is very important to study the mindset of the students in handling the e-learning resources, though the gender issues has got no influence but most of the case it is case sensitive, the system should be very cautious in framing the mindsets of the learners for their better. In most cases there is threat of misfit in the content available in the global market environment. The content available in the e-learning platform may be fit in one part of the world but not necessarily fit the other part. The online market is very rude in selling irrelevant content by convincing both the teachers and learners. They will realize its impotence only after buying such content. Most of the times the students of higher education acquire enormous data and most of them are irrelevant for them. There are thousands of companies across countries coming with lot of stuffs to sell, there plenty of things freely available at free of cost. For the recent past bulk data is availed through mobile devices such YouTube, Facebook. These two are the major players exploiting time of the young learners. This have broken the mental strength of the learners. There is a lot of distraction in the minds of the youth which pulldown their strength and energy that leads to poor performance and leads to adverse effects. This dilute their mindset and ultimately affects the social and cultural aspects.

Future Prospects of E-learning in India

India is one of the leading players in the international e-learning amenities and hold the status of one of the prominent IT service provider countries IT enabled services. India is known for a country of well qualified IT service providers professional. India is witnessing a Public Private partnership in providing e-learning experience to the country. Though India has got better internet usage interface and customer acquaintance its customer viability is still a question mark. The government has to take much up beat procedure to regulate the financial viability to energize the e-learning environment in India. The Indian Space Research Organization (ISRO) is launching a dedicated satellite for educational purposes Arun Gaikwad, Vrishali Surndra and Randhir (2015). E-Learning in India will grow as desired with a comparative low phase of growth. The use of computers and Mobil devices in education has already been witnessed and which will further be increased. Now the educational institutions are aspiring for increasing Virtual Learning Environment (VEL).

In some parts of the country this VEL has already been initiated. Therefore in a country like India where the literacy rate is very high and people are much exposed to ICT environment and in the midst of well-informed highly competitive environment, there will be a high need for e-learning services for different purposes among different segments of the economy. Hemant Rana, Rajiv, and Manohar Lal (2014).all the sectors of the economy even banking, education, entertainment industries can also learn how to use efficiently the e-learning platform to teach their learners for effectively achieving their goals.

Conclusion and Suggestions

(Hemant Rana, Rajiv, and Manohar Lal 2014),in this knowledge economy, the importance is not given for physical assets but the skills they learned and possess to handle those physical assets. If they lack in knowledge, even if they possess physical assets it is very difficult even to manage those assets. In finance perspective, the maximization of wealth will become a question mark without knowledge as resource. (Vivekananda M., &Satish Ruvn 2017),the government should own the e-learning portals so that it can offer for the benefits equitably to all people of all means.Shangeerthana, G. V.,Chandrasekar, K.(2016), the success of e-learning depends on several factors, therefore analyzing the appropriateness of the fit in the content, location, time and other factors according to the beneficiaries will determine the success. ParthaPratim Ray (2002).inindia it is very difficult to change the socio economic conditions of the students and their parents. The only way to change is providing a uniform standardized education platform which will reach every one without any difficulty.It can be achieved through some nationwide network which will provide equal education to all.AurobindoSaxena, et. al.(2016),it is important to note that though e-learning is increasing in India; it has got high impact in the urban area preferably in metros, mini metros, tier one and tier two cities. The government is taking initiatives to overcome all these issues. There is an increase preference for online education.VenuMadhavSunkara&Rajasekhara Rao Kurra(2017),the success of e-learning depends on the needs and preference of the learners. Therefore before framing the course the course provider should assess the needs of the learners. Prior knowledge of the learners should be tested before starting the course. Customize the learning experience by assessing persona learning preferences. Ahmad Tasnim Siddiqui, &MehediMasud(2012), e-learning should give a quality education using quality parameters.Abhiyendra Kumar (2007),India is a country of villages, village economy is the back bone of the Indian economy, therefore villages should be duly included in the process of e-learning which is very much essential for achieving the dream of digital India where lot of urbanization process is happening, if the poor people in the country are neglected then the real goal of digital India won't be a success. The only solution for achieving the dream of digital India is including the rural India in the main stream and imparting them the significance of e-learning blended with the ethical aspects and its significance. Veera Manickam, M.R.M, and Mohanapriya, M. (2016), there should be a centralized system for implementation of e-learning for efficient inclusion of every one. The government needs to concentrate more on creation, monitoring the usage efficiency and measuring the effectiveness on results. Sangeeta Kakoty, Monohar Lal &Shikhar Kr. Sarma (2011), by establishing a new standardized system will attract more customers in the market.

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