

A Paradigm Shift from Information to Transaction: A Longitudinal Study of HEI Websites in India

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Abstract

This working paper undertakes a longitudinal study to assess the presence of Higher Education Institutions (HEI) on digital platforms specifically websites. In 2015, Web 2.0 usage in terms of website development of top 300 higher education institutions (HEI) in India was examined. The study was converted into a research paper which has been accepted in International Journal of Business Information Systems (In press). The same websites of 300 Universities were revisited and analyzed in 2017. A major shift has been noticed. From basic informational websites universities have moved to a transactional level. Also, 30 per cent of higher education institutions have attached web analytic tools to their websites. Implications are indicated.

Keywords: IT maturity, Interaction, Transaction, Higher Education, Longitudinal study.

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