

ABSTRACT

Banking industry is considered one of the most important economic sectors. Today banking have a major role in the economic development of a country, they identified as an instrument of socioeconomic development. In the present era, the banking sector is being considered as the backbone of the service sector in particular and the whole economy in general thus, banking practices have been changing very fast to keep pace with economic and technological development focusing on customer satisfaction as the primary goal and has introduced various new customer services and products using IT.

However MIS is a field of science that studies on how better we can manage technologies and how better we can design information systems, in order to enhance a firm's effectiveness, efficiency and profitability. In nutshell, Advances in information and communication technology (ICT) and the unanticipated growth of the Internet speed up interactions and transactions process resulting in new delivery channels for bank products and services which cut down cost, increase efficiency, and provide better value added service. Thus the deployment of IT-based products and services was one of many banks' strategies in facing the challenges associated with liberalization of financial markets. As banking industry become more automated, MIS in Banks are being constantly assessed, upgraded and fine-tuned to cater to the growing information requirements, and support the banks' strategic goals and direction.

The internet and services provided via electronic delivery channels have become a natural part of consumers' life in the past few decades in developed countries, as well as in developing countries in recent time. The evolution of Internet banking benefits both the banks and their customers and most banks have been using it as a new media for interactive communications channel.

Based on an extensive review of literature, the study uses empirical survey to examine the general impact of Information Technology (IT) on the banking industry. The study was customer-driven as well as manager-driven; therefore, one of the objectives of our study was to examine customer satisfaction derived from using personalized applications and services in the context of E-banking. To accomplish this goal the phenomenon of internet banking were investigated and the adoption and implementation of electronic delivery systems by Indian commercial banks were examined.

In the research the banking industry recognizes that IT was a major key to its development, and has a clear vision of how IT could be applied successfully. Also, decisions to adopt these systems were triggered mainly by the competitive conditions, as the expectation of their customers is very high and in response banks using internet- based systems to satisfy their customers.

The results of this study will show the current state of consumers' beliefs and attitudes toward electronic banking to examine factors affecting the diffusion of new technologies e.g. internet banking. In addition, the results are expected to provide a good basis for future marketing strategies concerning the development of electronic banking services.