

A Study of New Trends in Online Banking Usage among University Academics

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Online banking is an electronic payment system that enables customers of a financial institution to carry out financial transactions using website operated by the institution, such as a retail bank, virtual bank, credit union or building society. There is a growing interest among professional customers in government and private banks in Sri Lanka to engage in internet banking.

This paper intends to identify and analyze the new trends of use online banking among university academic staff members. Information were gathered through conducting interviews and stuttered questionerswith a total of 100 academic members infour faculties ofthe University of Kelaniya. Secondary data were collected from books, articles, relevant websites and other relevant documents. Collected data were analyzed using descriptive research method.The result shows that 55 percent academic staff members have been using online banking for basic online banking facilities such as check balances, review histories, funds transfer and bill payments. 15 percent academic staff have been using both basic and other developed online bankingfacilities, for instance order checks, order saving bonds, place stop payments and state tax payments The study identified that over 30 percent academic members have not registered for online banking in any bank. There is a growing trend of using online banking facilities among young academic members than senior academic staff. Members in the Faculty of Commerce and Management and Faculty of Science are using online banking than the staff members Faculty of Social Sciences and Facultyof Humanities.

Key words: Academics; Funds Transfer; Online Banking; Payments.