

Zooming the EdTech Door : Evidence of Investors Behavior from Post-Covid India¹

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Abstract

The education sector has long attempted to embrace the digital transformation of education, which COVID-19's unexpected growth has sparked. Several commercial digital learning platforms have reacted to the pandemic by opening their catalog access and offering free courses and certificates (Shah, 2020). A significant increase in digitization and the use of career development apps, language learning platforms, video conferencing tools, learning management systems, test preparation platforms, and Virtual tutoring has been witnessed since coronavirus outbreak as schools and universities shifted to remote learning. The pandemic has thus caused a behavioral shift in the fundamental areas of education. Given the scenario, there are enormous prospects to invest in educational technology, with powerful growth in listed equity and venture capital markets to deliver strong financial returns. This study aims to capture the growth in the EdTech segment in the Indian Market.

JEL Code : G4, I2, O3, C1

Keywords : Behavioral Finance; Education; Research Institutions; Technological Change; Statistical Methods; India

I. Introduction

The COVID-19 pandemic spurred investment in digital learning platforms, replacing in-person education with online alternatives (Bao, 2020). Some for-profit platforms offered free courses in response, reshaping educational behaviors (Barnes, 2020). This shift prompted extensive investment in technology and training, accelerating innovation in education (Alsulami, Khayyat, Aboulola and Alsaqer, 2021).

¹ Presented at IPE Conference under MoU signed with IPE, Osmania University (India) in 2021

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to understand investor behavior better. Second, it ignores the implementation knowledge and perspectives of stakeholders. Therefore, more thoroughly examining the connections between these factors and the stakeholders could lead to equally intriguing findings. Since India is the subject of this article, other countries can also be investigated with a particular focus on the continuing evaluation of new transdisciplinary paradigms in industrialized and developing nations.

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