

## Emerging trends in Banks and its impact on Employee Satisfaction : A Case Study with special reference to Employees of SBI Bank Dakshina Kannada District.

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### ABSTRACT

This study focuses on the innovative trends in banks and its impact on job satisfaction of the employees in Dakshina Kannada District. In this study the targeted population is employees of state bank of india and the total sample size is 25. The data was collected and administered by means of a structured questionnaire. SBI bank adopts different new trends such as financial inclusion, micro credit, NRI services, Aadhaar seeding, green channel counter, cash deposit machine, swayam, kiosk, cardless banking, green channel counter and so on. The study focused on different innovative trends implementing in SBI bank and the data will be collected from employees working in various branches in Dakshina Kannada District.

**Keywords:** bank, innovation, job satisfaction.

### I. Introduction:

In recent years, economic development in the world makes the rapid development of the bank industry at the beginning of the 21st century, the biggest banks in the industrial world have become complex financial organizations that offer a wide variety of services to international markets and control billions of dollars in cash and assets. Supported by the latest technology, banks are working to identify new business niches, to develop customized services, to implement innovative strategies and to capture new market opportunities. With further globalization, consolidation, deregulation and diversification of the financial industry, the banking sector will become even more complex.

In our study we have considered the innovative trends of the SBI bank. SBI bank adopts different new trends such as financial inclusion, micro credit, NRI services, Aadhaar

seeding, international banking, project finance, cheque truncation system, cardless banking, green channel counter, cash deposit machine, swayam, kiosk, cardless banking, green channel counter, bio metric login, HRMS, and so on. The total sample size is 25 and the data will be collected from employees working in various branches in Dakshina kannada district.

#### Objectives

- To identify the various new trends and technology adopted in the bank.
- To study the satisfaction level of the employees in SBI bank.
- To understand the awareness of new trends among the employees.

## II. Methodology:

This study was conducted in Dhakshina Kannada District. The study is based on both primary and secondary data. Primary data were collected through structured questionnaire and the secondary data was collected from books, magazines and web-sites.

## III. Hypothesis:

- Majority of the employees are not satisfied with the new techniques adopted by the bank.

### Analysis and Interpretation

#### Personal profile of the respondents

Particulars	No of respondents	Percentage
<b>Gender</b>		
Male	11	44
Female	14	56
Total	25	100
<b>AGE</b>		
Less than 20	--	--
20-30	9	36
30-40	6	24
Above 40	10	40
<b>Total</b>	25	100

<b>Educational qualification</b>		
Pg	9	36
Degree	12	48
Secondary	1	4
Others	3	12
Total	25	100
<b>Income level</b>		
Less than 1 lakh	1	4
1-2 lakh	3	12
2-3 lakh	10	40
Above 3 lakh	11	44
Total	25	100
<b>Designation</b>		
Assistant general manager	2	8
Assistant manager	6	24
Customer assistant	11	44
Cashier	6	24
Total	25	100

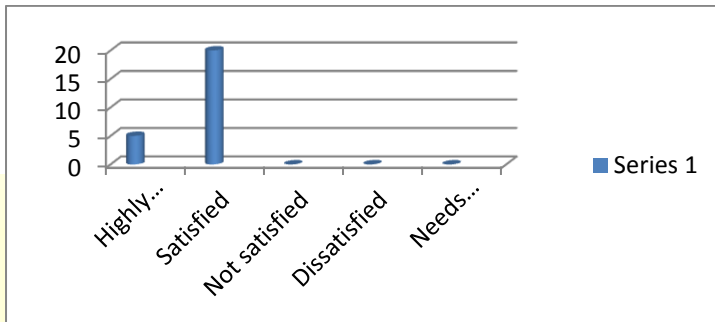
As per the above table 56% of the employees are females , 40% of the employees are in the age group of above 40 years, 36% of the employees are holding pg degree, 44% of the employees are getting a annual salary of above 3 lakh and 8% of the employees are designated as Assistant general manager.

### Survey questionnaire

Table No.1: Employee satisfaction towards new techniques

Particulars	No of respondents	Percentage
Highly Satisfied	05	20
Satisfied	20	80
Not satisfied	0	0
Dissatisfied	0	0

Needs Improvement	0	0
Total	25	100



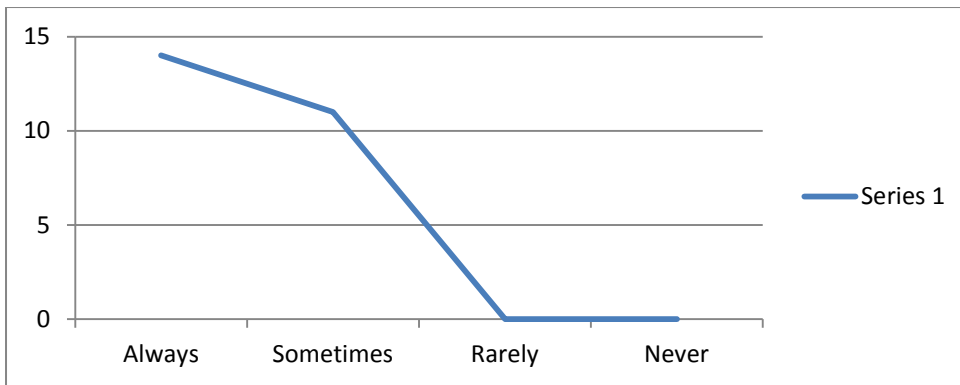
The above table and figure indicate that majority 80% of the respondents are satisfied towards new techniques, 20% of them were highly satisfied and none of the respondents were come under other categories i.e. dissatisfied and needs improvement.

Interpretation: Majority i.e 80% of the respondents are satisfied towards new techniques adapted by the SBI Bank because they were getting proper training and information about new techniques before it was implementing in the bank

Here we have done a chi –square test. As per the per test at 5% level of significance at 5-1=4 degree of freedom table value is 9.488. since calculated value of chi-square =92 is greater than the tabulated value,so we reject null hypothesis and conclude that the majority of the employees are satisfied with the new techniques adopted by the bank.

Table No. 2: Information about the new techniques

Particulars	No of respondents	Percentage
Always	14	56
Sometimes	11	44
Rarely	0	0
Never	0	0
Total	25	100

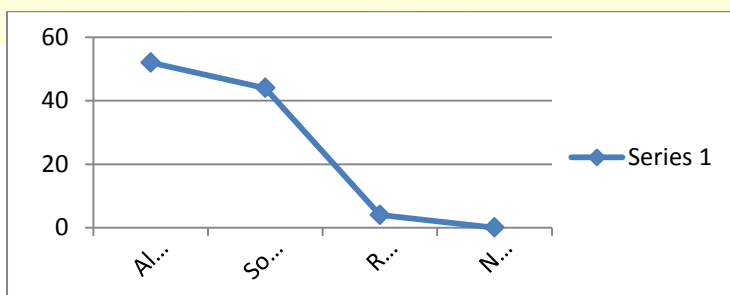


From the above table and figure it is understood that majority i.e. 56% of the respondents opined that they are getting proper information about new techniques, 44% of respondents opined that they always getting information about new techniques and none of them come under rarely and never categories.

Interpretation: majority i.e. 56% of the respondents opined that they are getting proper information about new techniques. It means SBI bank is more responsible for transferring information to employees about changes to make customer services more easiest and quick way without any delay and mistakes.

Table No.3 Availability of training facilities to cope up with changes

Particulars	No of respondents	Percentage
Always	13	52
Sometimes	11	44
Rarely	01	04
Never	0	0
Total	20	100



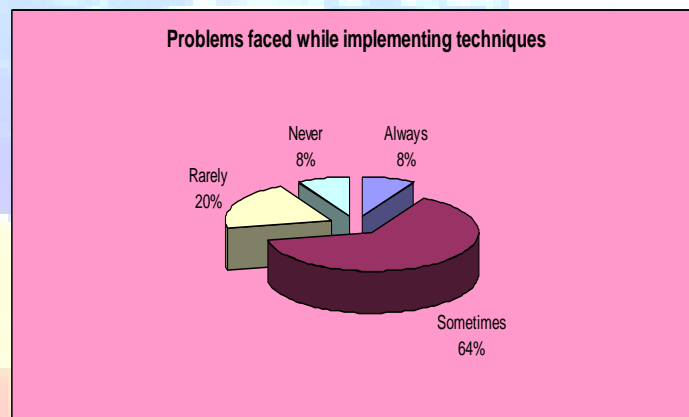
The above table and figure show that the respondents opinion towards availability of training facilities before adapting new techniques in the bank. Majority i.e 52% of the respondents

said that they were getting training facilities, 48% of them said that sometimes the bank provided them training, 4% of them said that rarely they getting training based on changes and none of them opted never category.

Interpretation: SBI Bank wants to update the knowledge and skill of employees based on the changes. Therefore they always provided good training facilities to employees to adapt the changes. Hence majority i.e 52% of the respondents opted always category.

Table No.4: Problems faced while implementing techniques

Particulars	No of respondents	Percentage
Always	02	08
Sometimes	16	64
Rarely	05	20
Never	02	08
Total	25	100

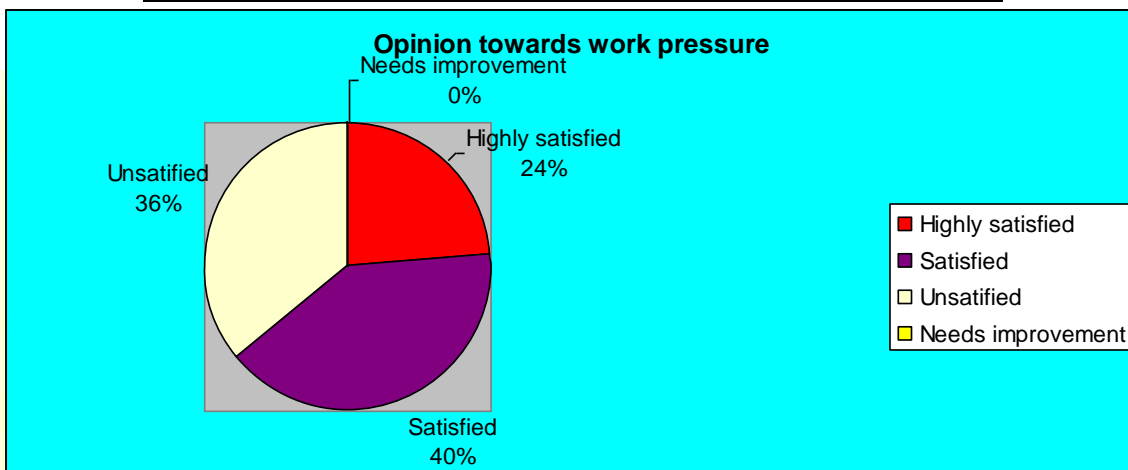


The above table and figure highlighted that majority i.e. 52% of the respondents said that sometimes they had faced problems while implementing new techniques, 20% of them opined that they rarely felt difficulties with new techniques and 8% each of the respondents said that they always had difficulties to adjust with new techniques and another 8% of them said that they never felt any problems due to new techniques.

Interpretation: Majority i.e. 64% of the respondents said that sometimes they felt problems while using new techniques because of less experience in implementing new techniques which slower their actual performance even if they are more trained with new techniques.

Table No. 5: Opinion towards work pressure

Particulars	No. of respondents	Percentage
Highly satisfied	06	24
Satisfied	10	40
Unsatisfied	09	36
Needs improvement	0	0
Total	25	100



The above table and figure indicate that respondents opinion towards work pressure. Majority i.e 40% of the respondents are satisfied towards work pressure, 24% of them are highly satisfied, 36% of them were unsatisfied and none of them said that they needs improvement at work place in favor of work pressure.

Interpretation: 64% of the respondents were happy towards their work pressure. It shows that the new technique doesn't give much burden to employees carrier and personal life and 36% of the respondents are unsatisfied because they felt that the changes created more work pressure which hamper their actual performance.

Table No. 6: Employee motivation due to new techniques

Particulars	No of respondents	Percentage
Always	14	52
Sometimes	11	44
Rarely	0	0
Never	0	0
Total	25	100

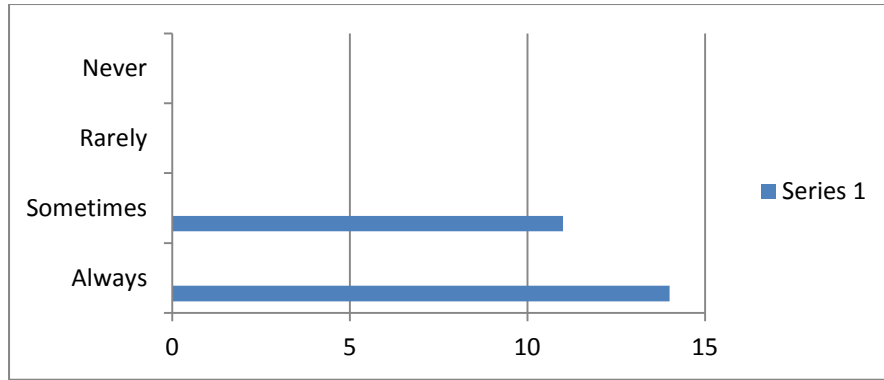


Table No. 7: Performance level of employees

Particulars	No of respondents	Percentage
Yes	23	92
No	02	08
Total	25	100

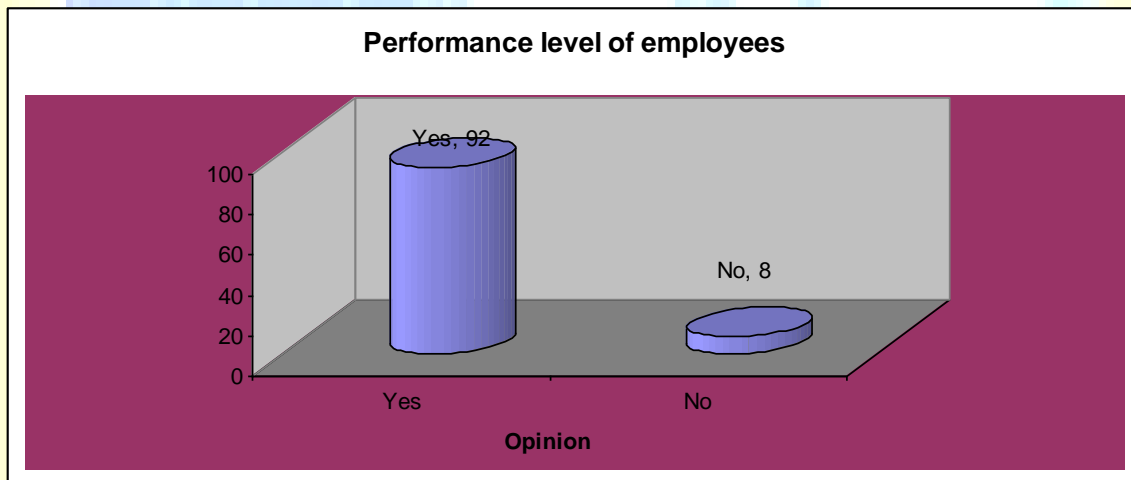


Figure No. 7: Performance level of employees

The above table and figure highlight that majority i.e. 92% of the respondents said that their performance level increased due to changes and 8% of them said that changes couldn't make any impact on their performance.

Interpretation: Majority i.e. 92% of the respondents' performance has increased due to changes. It means respondents invited changes and they were well prepared in advance to accept the changes. Hence they showed positive response towards actual performance.

Table No. 8: Opportunity to express opinion towards changes



Particulars	No of respondents	Percentage
Always	11	44
Sometimes	13	52
Rarely	01	04
Never	0	0
Total	25	100

Figure No. 8: Opportunity to express opinion towards changes

From the above table and figure it is understood that more than half i.e. 52% of the respondents opined that sometimes they got opportunity to express their opinion towards changes, 44% of them opined that they always expressed their opinion towards changes, 4% of them opined rarely they expressed response towards changes and none of them opted never.

Interpretation: more than half i.e. 52% of the respondents said that sometimes they got opportunity to express their opinion towards changes but near half of the respondents i.e 44 % of them opined that they always expressed their opinion towards changes. It indicates that before implementing the new technology the bank has considered the employees ideas, response and opinion on changes.

Table No. 9: Career Opportunities

Particulars	No of respondents	Percentage
Yes	25	100
No	0	0
Total	25	100

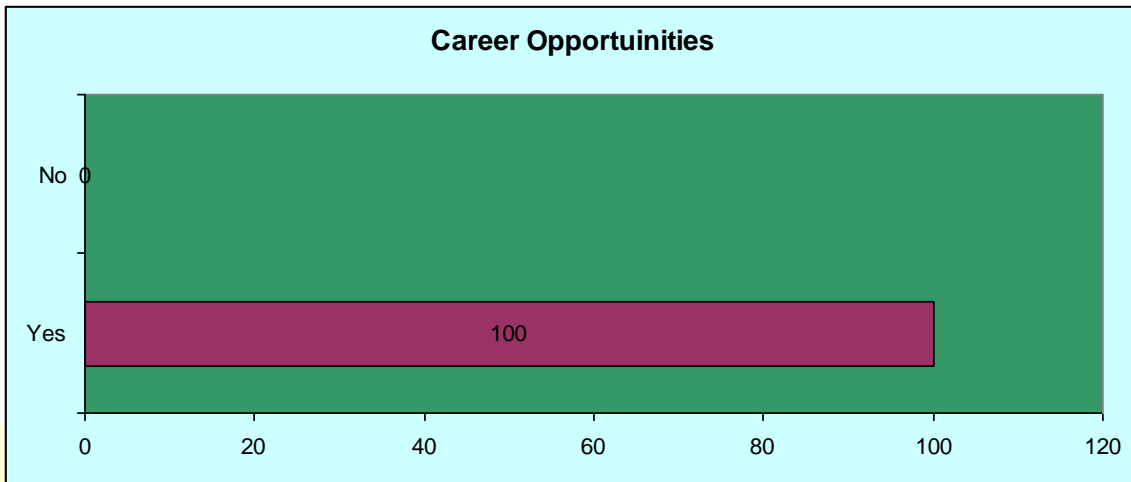


Figure No. 9: Career Opportunities

The above table and figure highlights that 100% of the respondents are agreed that they have career opportunities due to the frequent changes in the technology.

Interpretation: It means due to the frequent changes the management had been provided adequate training facilities which would be increased new skills and knowledge of the respondents in their work and also they found improvement in their career.

Table No. 10: Concern about employees

Particulars	No of respondents	Percentage
Always	15	60
Sometimes	08	32
Rarely	01	04
Never	01	04
Total	25	100

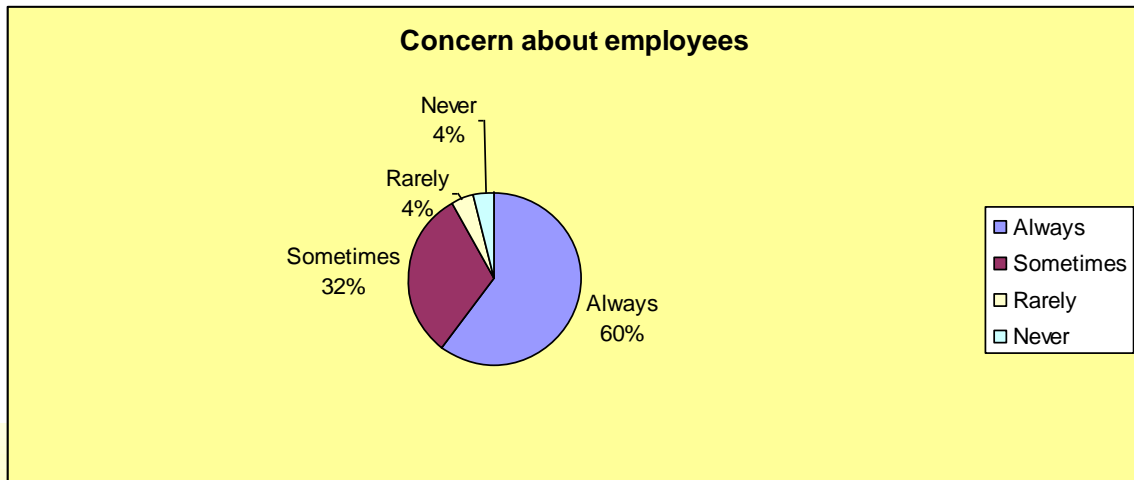


Figure No. 10: Concern about employees

The above table and figure show that management concern about employees while making changes in present technology. Majority i.e. 60% of the respondents agreed that the management has always concern about employees, 32% of them said that sometimes they concern about employees and 4% each of the respondents opted rarely and never.

Interpretation: Majority i.e. 60% of the respondents agreed that the management has always concern about employees. It shows Management has considered employees ideas and needs while making changes and also they made changes in favor of employees.

#### IV. Suggestions:

The suggestions for the study are as follows:

- Before implementing the new techniques bank should do employee survey and also consider the suggestions of the operating staff.
- The bank should provide training facilities for productive purposes instead of unproductive topics.
- The training centers should be established nearby branch or one center in each district.
- There is lot of stress and strain for cross selling of products, hence bank should recruit more manpower to overcome this problem.
- The bank has to increase more security service inside the premises as well as outside.
- The bank should provide up-to-date information at the right time to the employees.

- There are lot of technical errors while working with these new techniques,so the bank has to take necessary steps.

## V. Conclusion:

State bank of India has adopted lot of new techniques. These new techniques has bring many changes, which improve the services of employees. It results overall improvement of the bank and also it would be helpful to the bank employees to provide good services to the customers.

