

**TECHNOLOGY ADAPTATION AND ITS IMPACT ON EMPLOYEES
PERFORMANCE (A COMPARATIVE STUDY ON SBI AND CBI AT MANGALORE)**

Shakin raj *

Dr Abbokar Siddiq**.

**Dept of commerce, St aloysius college (autonomous), Mangalore, shakinraj03@gmail.com*

***Associate professor, Dept of commerce and mgt, University college, hampankatta, mangalore, Dakishna kanada .*

ABSTRACT

This study is on the Adaptation of modern technologies in banking and its impact towards the human resources the managing an account area will get to be considerably more perplexing. There is an urgent need for not only technology up gradation but also for employee satisfaction. 2 way of functioning of banks to give them and rim in respect of services provided to the customers, better housekeeping, optimizing the use of funds and building up of management information system for decision making. Technology has the potential to change methods of marketing, advertising, designing, pricing and distributing financial products and services and cost savings in the form of an electronic, self – service product – delivery channel. In Indian context banking section is the beneficiary of inroads made by IT.. The adaption of new technology has made drastic change in efficiency of employees of a bank.it became a necessity for survival, particularly in the aftermath of liberalization, privatization, and globalization. In Indian setting keeping money area is the recipient of advances made by IT.. The adaption of new innovation has rolled out radical improvement in productivity of representatives of a bank. it turned into a need for survival, especially in the fallout of liberalization, privatization, and globalization. PCs are not new to our nation. Indeed the first PC was introduced as right on time as the 60's for the sake of keeping up and recording and putting away the exchanges related information.. The beginning development was however moderate. The Indian Banks have been falling behind their outside partners because of a mixed bag reasons.

Keywords: Banking, Technology, Human Resource, Performance and satisfaction.

Introduction:

A sound and powerful saving money framework is the foundation of an economy. Bank computerization particularly started after 1980-81 and computerized 1983-84 after setting up a committee under the chairmanship of deputy governor of RBI Dr.C Rangarajan, Bank have been computerized and to prepare guidelines for the same. The economy of a nation can work easily and without numerous bothers if the managing an account framework is adaptable as well as fit for meeting the new difficulties postured by the innovation and other outer and in addition interior elements. The significance and part of data innovation for attaining to this goal can't be undermined. Innovation advances have quickened changes bringing about higher creation of merchandise & administrations. The data innovation has changed the working of business over the world. It conquered any hindrance regarding both range and the scope of framework and in the process empowering better choice making in view of most recent and precise data and change in proficiency through different new procedures, items and administrations offered by both state possessed banks, private division banks and outside banks and monetary foundations. Toward the start of the 21st century, the greatest banks over the world have ended up complex monetary associations that offered a wide mixed bag of administrations to global markets and control billions of dollars in real money and resources. Bolstered by the most recent innovation, banks are attempting to distinguish new business corners, to create tweaked administrations, to execute creative systems and to catch new advertise opportunities. With further globalization, union, deregulation and broadening of the money related industry, the managing an account area will get to be considerably more perplexing. There is an urgent need for not only technology up gradation but also for employee satisfaction. 2 way of functioning of banks to give them and rim in respect of services provided to the customers, better housekeeping, optimizing the use of funds and building up of management information system for decision making. Technology has the potential to change methods of marketing, advertising, designing, pricing and distributing financial products and services and cost savings in the form of an electronic, self – service product – delivery channel. In Indian context banking section is the beneficiary of inroads made by IT.. The adaption of new technology has made drastic change in efficiency of employees of a bank.it became a necessity for survival, particularly in the aftermath of liberalization, privatization, and globalization. Computers are not new to our country. In fact the first computer was installed as early as the 60's in the name of maintaining and recording and storing the transactions related data.. The initial growth was however slow. Since 1980's there has been virtual explosion in the use of computers in both manufacturing & service sectors. The Indian Banks have been lagging behind their foreign counter-parts due to a variety reasons. In order to face global competition they had to take-up computerization on a massive scale within a short span of time.technology has given birth to new thinking of mankind. Today we come across model like people, policy and technology (PPT models in the banks)

Objectives:

The main objective of the study, is to study the impact of technology on banking sector and to establish standard performance for the daily usage. In the post liberalisation era all the sectors of the economy experienced heavy competition on account of opening up of the different sectors to international competition. The opening up of the sector to foreign banks has unleashed competition on a massive scale. It is in this background that the present study aims to bring out the developments in technology and its impact on bank employees during the last two decades..

1. To know the developments and the deployment of the technology in banking sector.
2. To know the level of awareness in the area where technology can be used by the employees.
3. To determine how skillful and knowledgeable the staff are in the use of information technology in commercial banks.
4. To compare the impact of technology on the financial performance of Banks pre and post e-banking period.
5. To determine whether there is an increase in the level of efficiency and effectiveness of employee's performance since the introduction of information and electronic technologies in commercial banking system.
6. To determine the extent to which information technology has contributed to Employee satisfaction and banks performance.

To know what extent technology has been upgraded in banks and employees have been trained

Scope of the Study:

This research is based adaptation of technology and challenges faced by the bank employees in mangalore city

Methodology of Study:

Collection of data:

The type of research methodology is descriptive and analytical.

The data collected for the study includes both primary and secondary data.

Primary Data: Selecting an appropriate sample size is a critical aspect in research with particular reference to this study. Since the banking employees are so many, a sample of 100 is convincing enough for employees as a true representative and this was considered for the purpose of this study.

Secondary data: The secondary data was collected from the following: Impact Study in the operations of Commercial Banks with reference to SBI and Centarl Bank at mangalore city and books.

Literature review:

(Kamlesh K Bajaj) Technology diffuses rapidly as a consequence of continuing scientific advancement and since it is available to organizations and their competition alike it is knowledge, which becomes the key differentiator, effective and innovative use of information technology to create the right kind of information from its knowledge base that is associated with technology can create significant value that will provide the competitive edge.

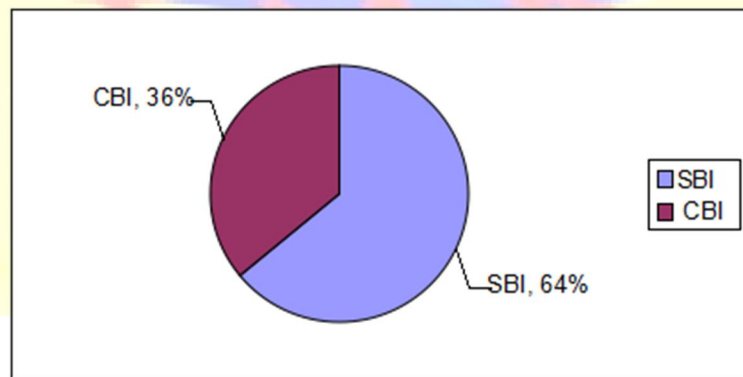
(SJ, Fourth edition) The banking industry in India is facing unprecedented competition from non-traditional banking institutions, which now offer banking and financial services over the internet, the deregulation of the banking industry coupled with emergence of new technologies, are enabling new competitors to enter the financial services market quickly and efficiently.

(SRIVASTAVA) Internet banking may put an end to the usage of calculator and paper-based bank statements/bulky ledgers, thereby leading to greater savings in paper, postage and time-internet services enable checking account statements and incorporate add-on features like funds transfer with their built-in security, accountability, low cost and efficiently, they are all set to replace the money in its conventional sense of trading.

(Beni) The wind of liberalisation sweeping through India has affected all sectors of the economy and centre of all these activities is the India banking industry in such a changing environment, to meet emerging needs the operations in banks need immediate automation to provide services compare to best international standards and to match technological changes taking place in other countries.

Data Analysis and Intertritation:

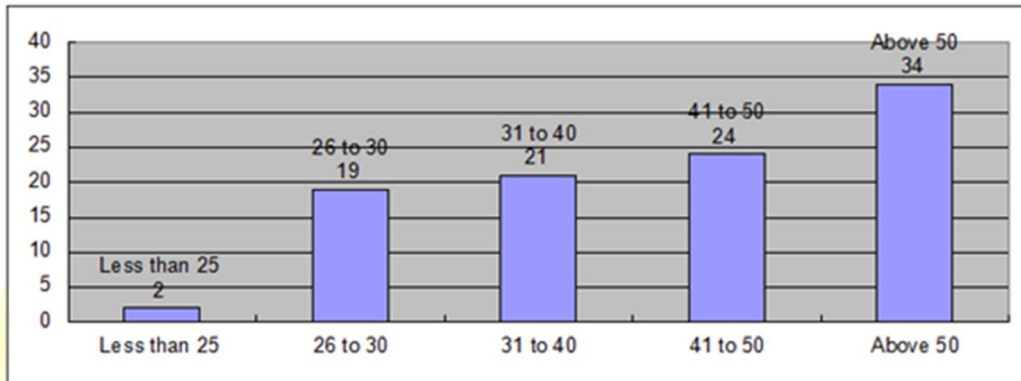
1. Bank & Branch:



Source: field survey

64% of the respondents were from SBI Bank and remaining 36% were from CBI Bank of Mangalore city

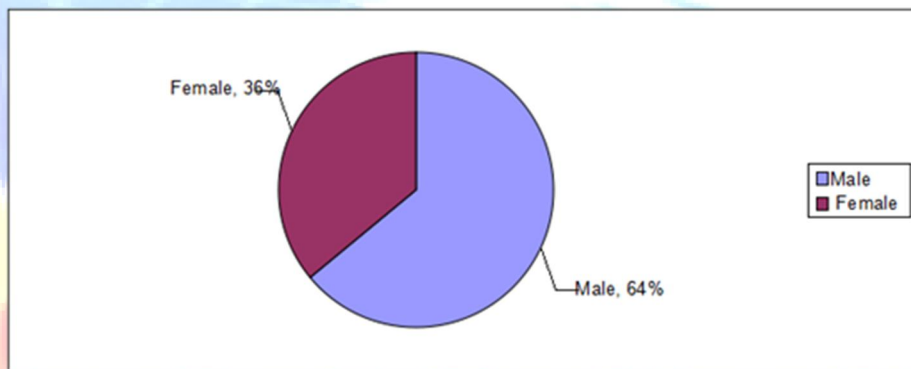
2.Age



Source:field survey

34 respondents are above the age group of 50 ,24 respondents were above the age group of 40, and remaining 42 respondents were below the age group of 40

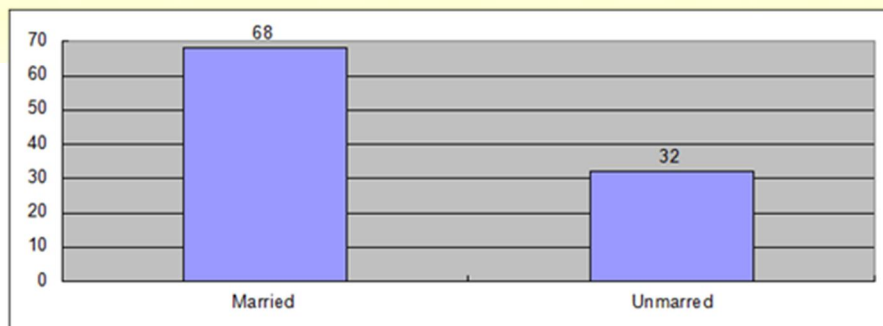
3.Gender



Source:field survey

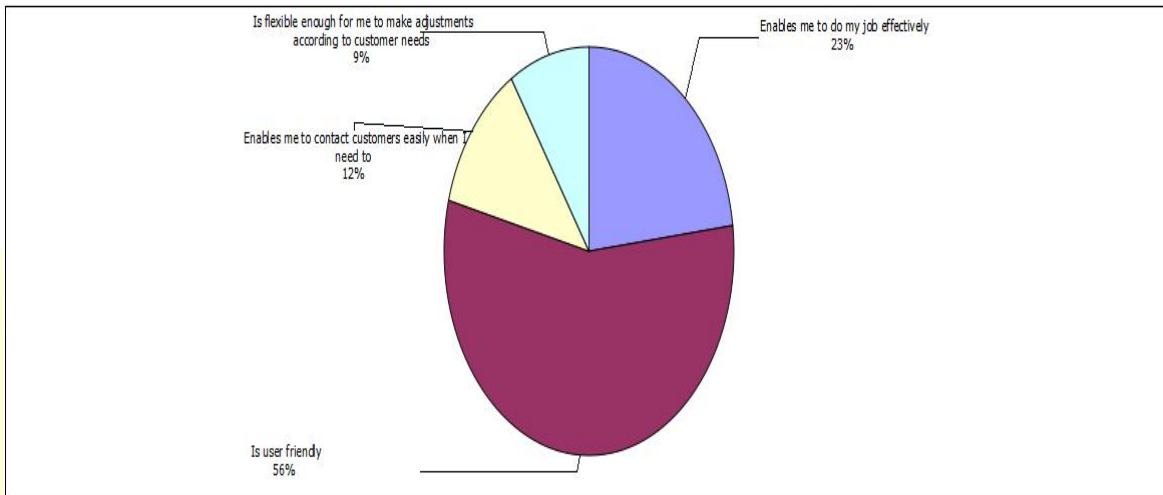
64% of the respondents are male employees, and the remaining are female employees.

4.Marital Status



Source:field survey

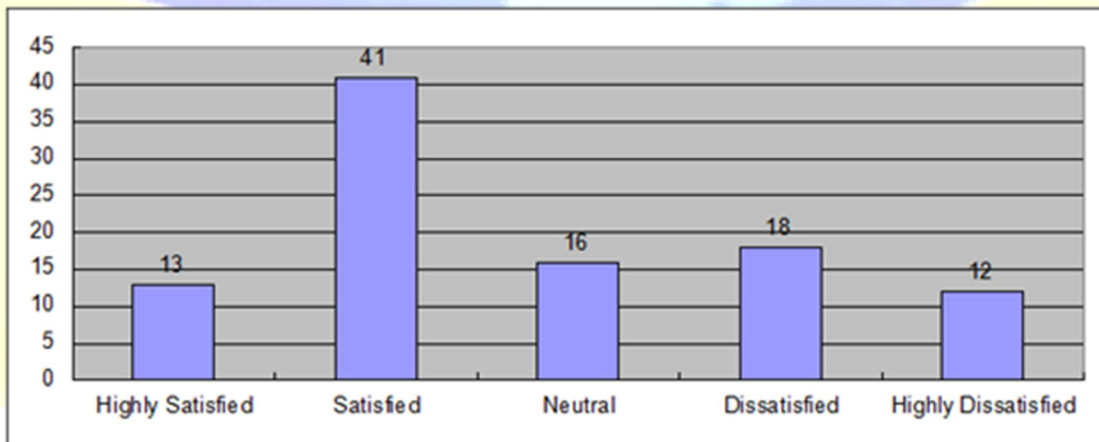
5. The technology I work with



Source: field survey

56% of respondents feel friendly usage of technology, 23% of respondents task can be completed effectively, 21% of respondents are satisfied with the usage of technology which easily satisfy the customers

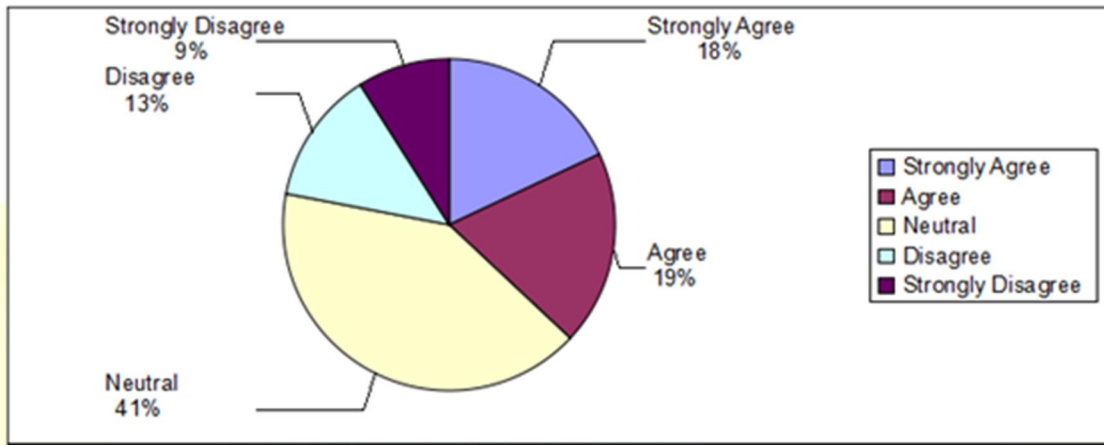
6. How satisfied are you with Working through e-channels?



Source: field survey

41% of the respondents are satisfied working with e channels, 18% of the respondents are Dissatisfied with the usage, 13% of the respondents are highly satisfied. And 16 % of the respondents are neutral

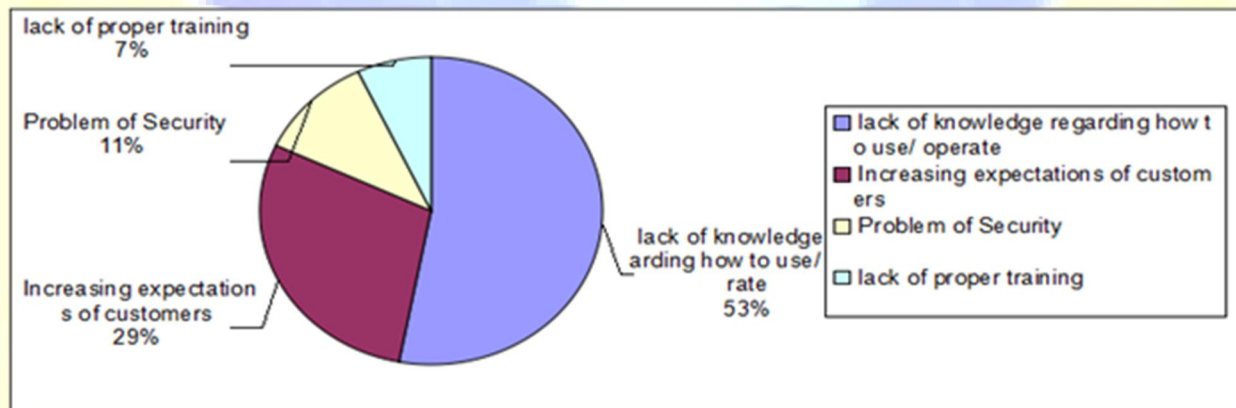
7. Responses regarding the statement, “There is a downsizing of employees due to the emerging Technology but efficiency in terms of productivity has increased.”



Source: field survey

18% of the respondents strongly agree with Retrenchment of employees due to technology up-gradation ,41% are don't agree and remaining disagree.

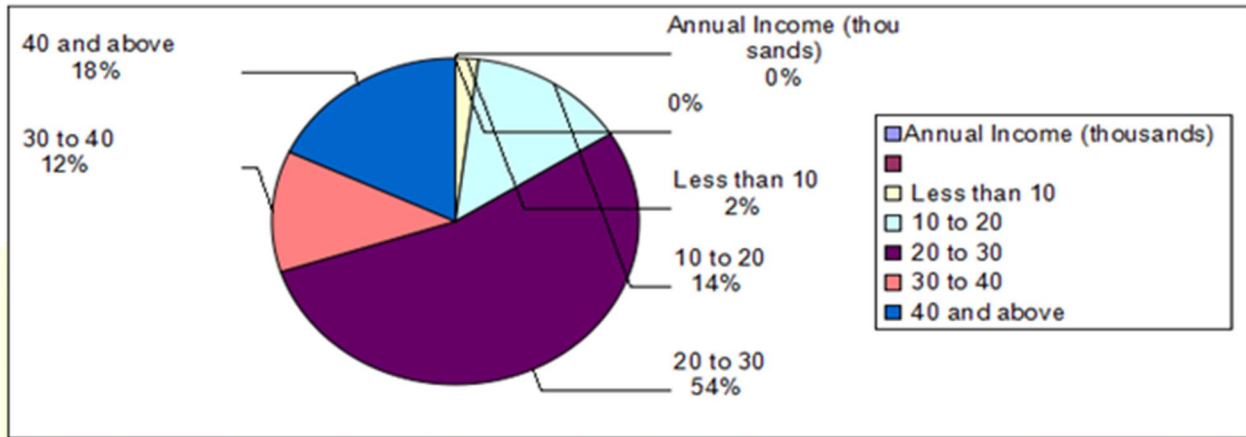
8. Difficulties Faced by the Employees



Source: field survey

Maximum employees are not aware about the knowledge of technology, 53% of the respondents are not knowledgeable in usage of technology, 29% of the respondents feel huge expectation from technology. 11% of respondents feel technologies are not secured to meet the customer expectation

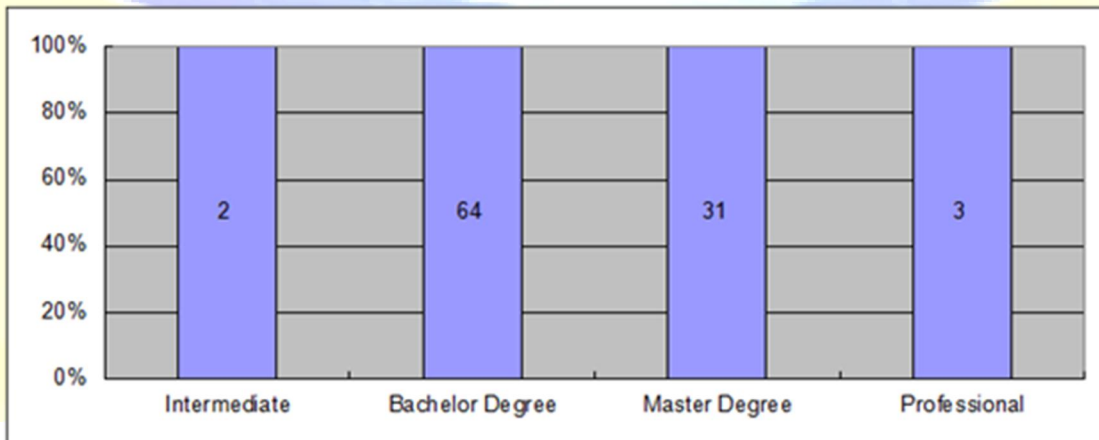
9. Annual Income (thousands)



Source: field survey

18% of the respondents are comes under the category of highly salaried, 54% of the respondents comes under the category Minimum Income Employees, 14% of respondents comes below the minimum level of salary.

10. Educational Qualifications



Source: field survey

64% of the respondents are comes under the category of undergraduate, 31% of the respondents comes under the category of post graduate, 3% of the respondents comes under the category of various courses

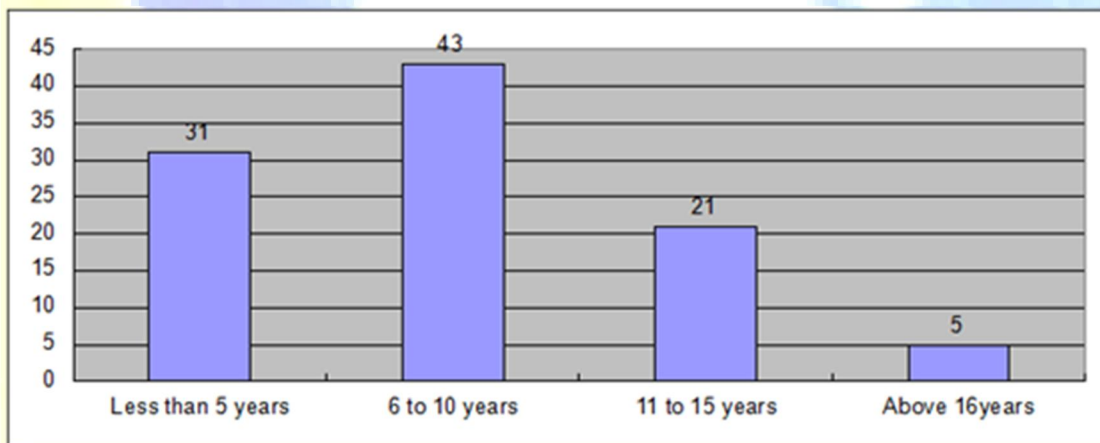
11. Category of job



Source:field survey

54% of the respondents are clerks, 30% of the respondents comes under the category of level of executors and managers and 16% of the respondents are officers.

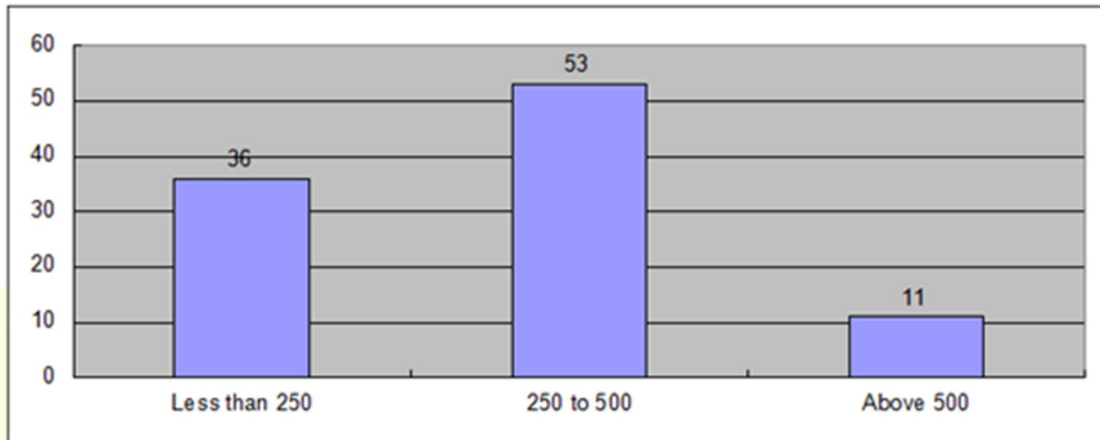
12. Years of experience



Source:field survey

43% of the respondents have experience for less than 10 years, 21% respondents have experience more than 10 years and 5% of respondents comes under the experience of more than 16 years and remaining less than 5 years.

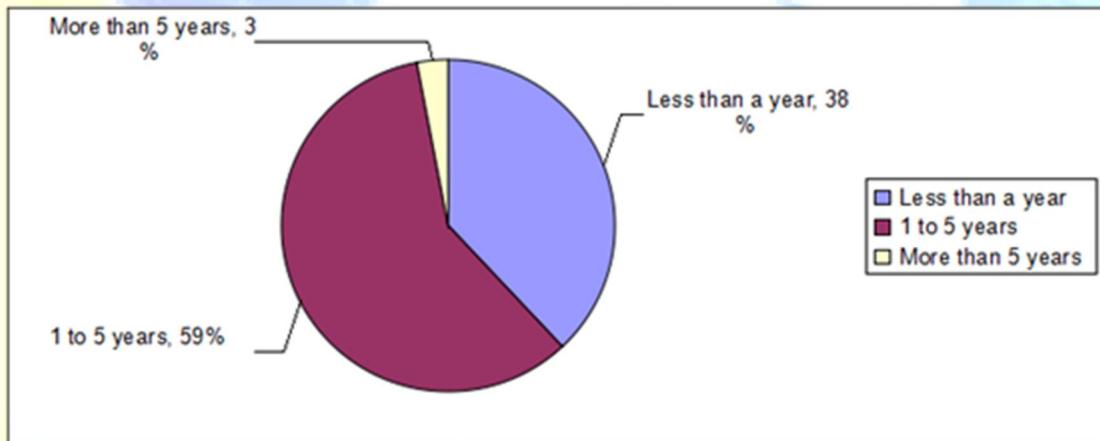
13. Approximately how many people visit your bank web site per day?



Source:field survey

11% of of the respondents are regular users of bank facilities, 36% of respondents rarely use bank websites and 53% of respondents are not regular users.

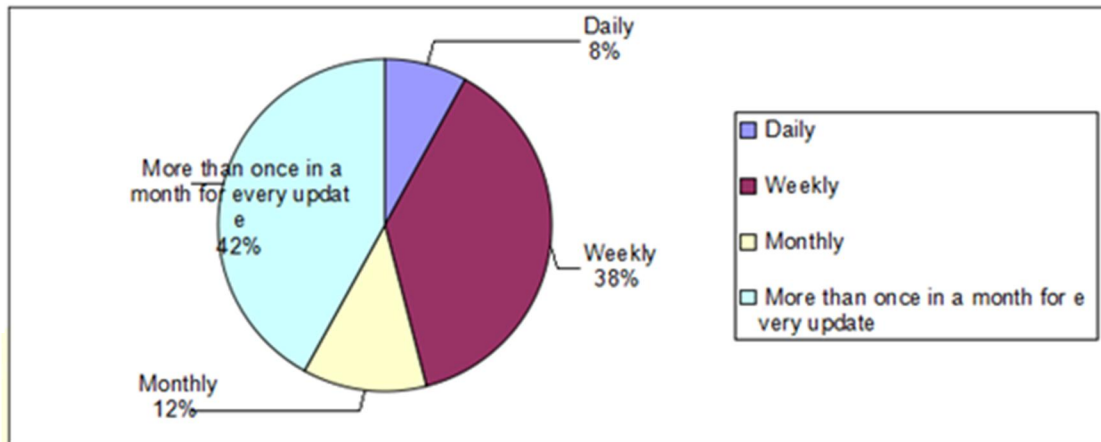
14.How long has your bank been providing Internet Banking?



Source:field survey

59% of the respondents says that the bank has provided internet facility for less than 5 years, 38% of the respondents agree for less than a year and remaining agree for more than 5 years

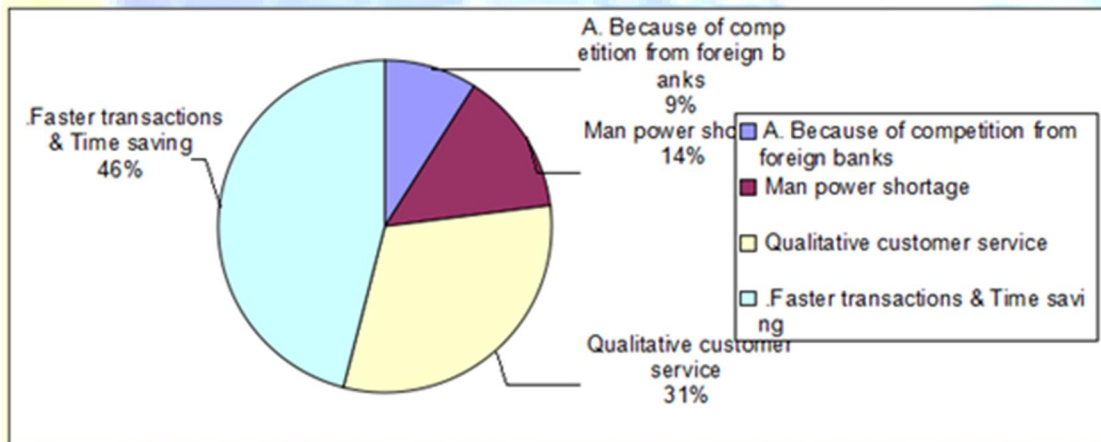
15.How frequently do you update your website?



Source:field survey

8% of the respondents update daily basis, 38% of the respondents updates weekly basis,12 % of respondents on monthly basis and remaining 42% update their website once in a month

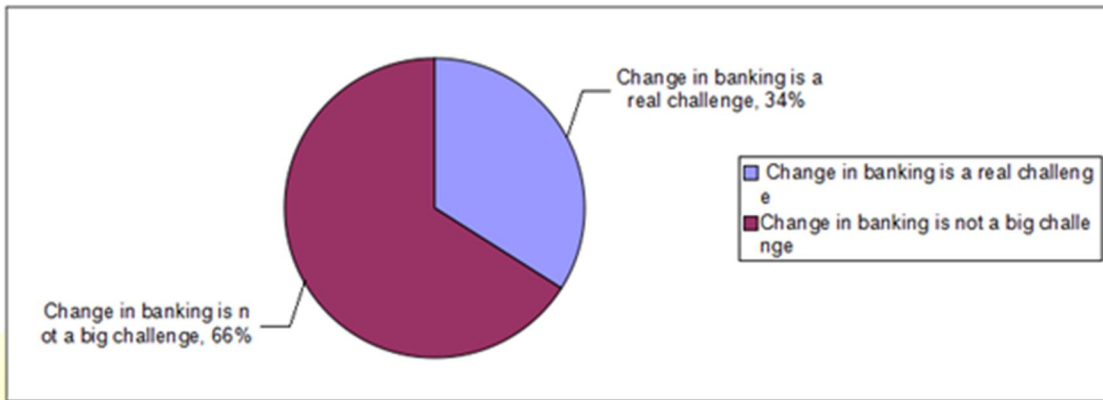
16.What was the reason behind introduction of internet banking?



Source:field survey

46% of respondents happy with the faster transaction and time saving, 31% of respondents feel Qualitative customer satisfaction, 14% of respondents think due to employee shortage. And remaining because of competition from foreign banks

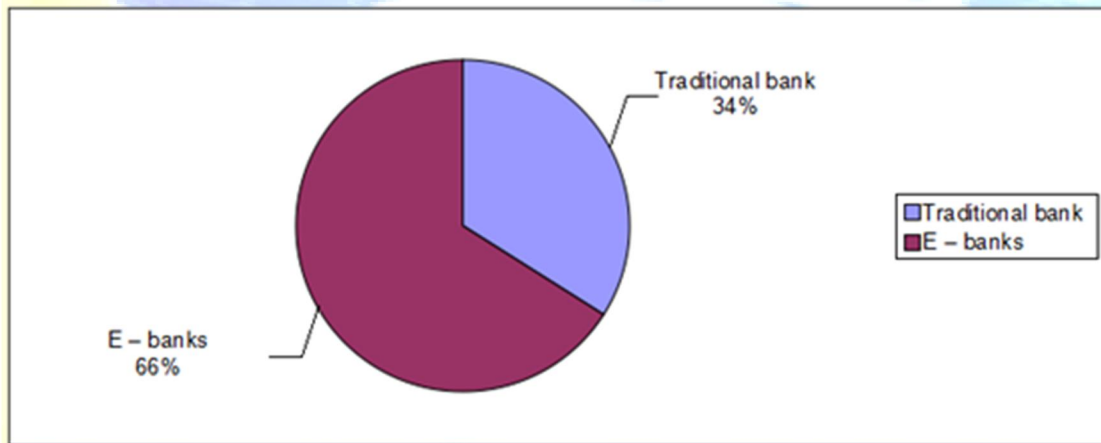
17.What kind of challenge do you face through change in technology



Source:field survey

66% of the respondents feel technology up-gradation is a big challenge and remaining feel as a real challenge

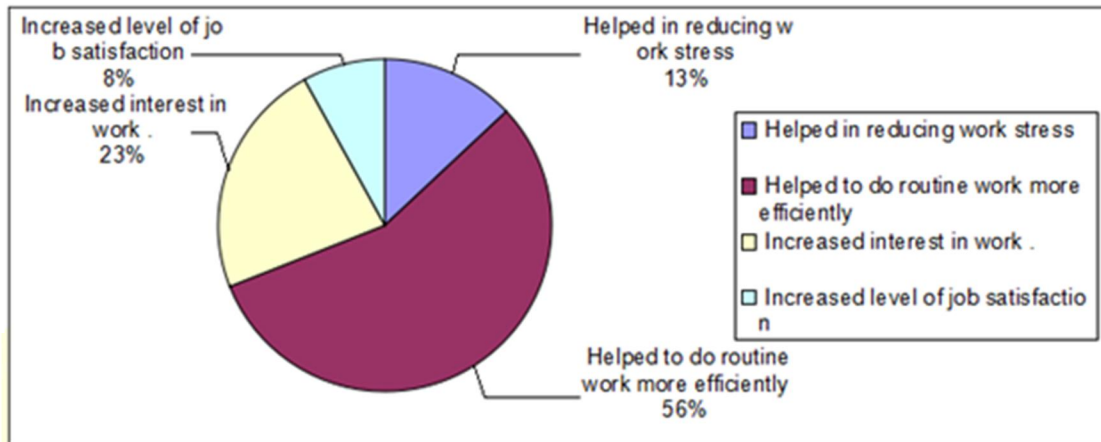
18.Comparative aspects between Traditional banks and E – banks Both
More facilities to employees
Employees of which type of banks are more satisfied from job
Salary package is comparatively better in
Top management involvement branch level is comparatively more in



Source:field survey

66% of respondents agree with technology up-gradation is necessary than the traditional bank.

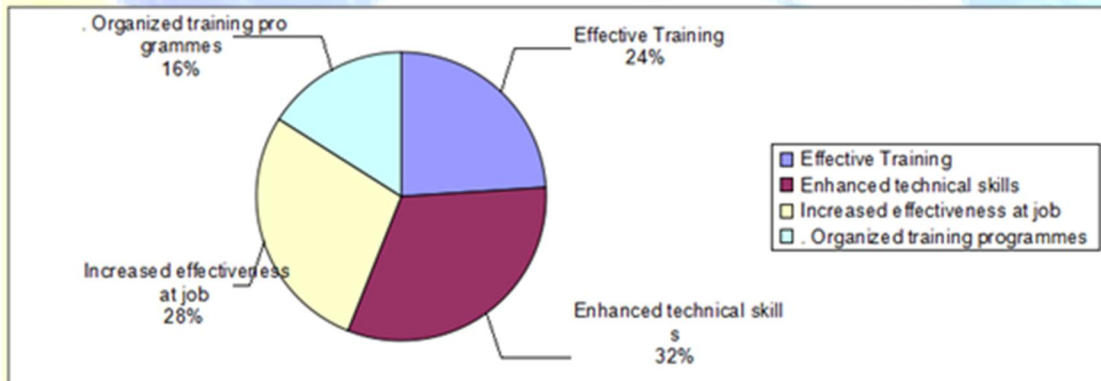
19.“Behavioral Factor” in e-banks



Source:field survey

56% of respondents feel technology has been helped to increase work efficiency , 23% of respondents feel more interested ,13% of respondents happy with reduction in job stress and remaining are satisfied.

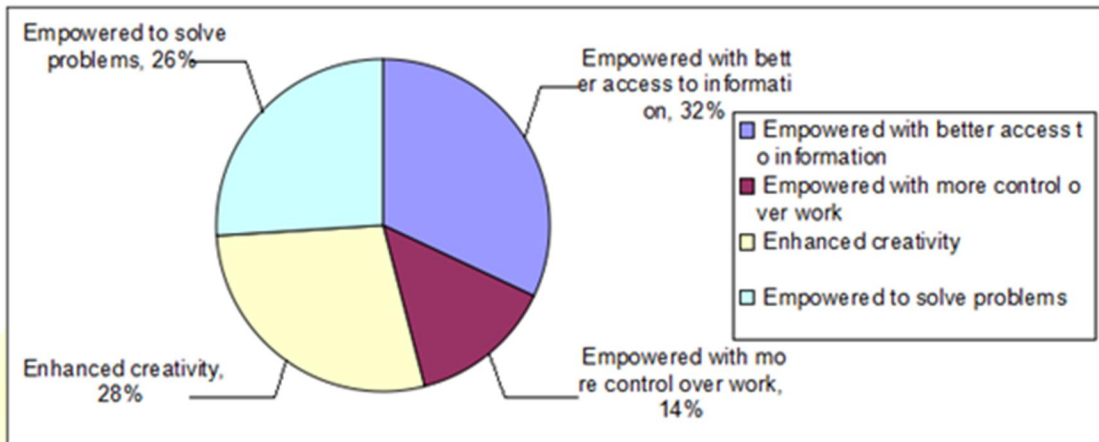
20.“Training and Development Factor” in e-banks



Source:field survey

32% of the respondents feel enhancement of technology has been improved the skill 26% of the respondents feel increase in job effectiveness.24% of the respondents feel that training is necessary and remaining give importance for organised training program

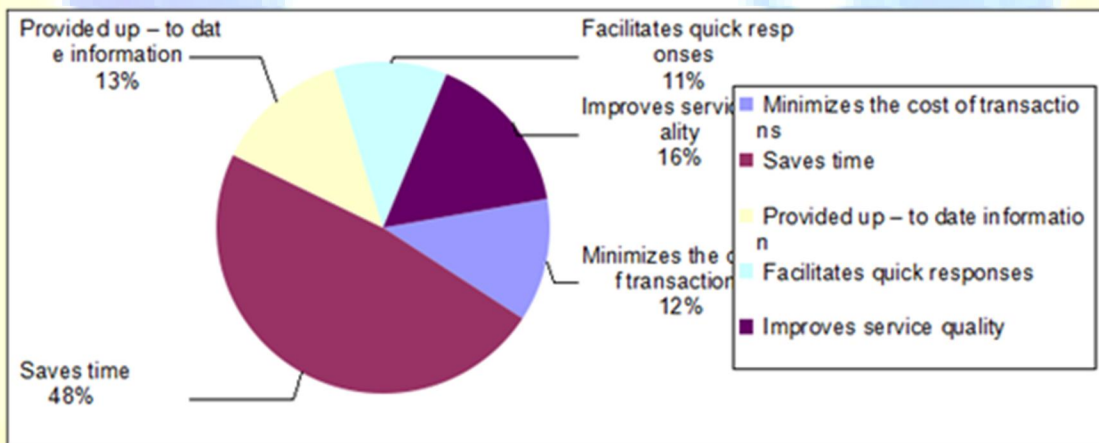
21.“Knowledge Management Factor” in e-banks



Source:field survey

32% of respondents are empowered with usage of technology, 28% of the respondents are more creative through knowledge management factor and 26 % of respondents found they are problem solvers

22.Employee Benefits with Electronic banking



Source:field survey

48% of respondents feel through technology up-gradation have been increased the efficiency and saved the time of work,16% of the respondents feel the quality of service have been increased 13% of respondents feel ability to update the information which is necessary in changing scenario and 11% of respondents go for faster responses from the customer and 12% of respondents feel cost reduction.

Findings:

1. Employees feel technology adaptation are meant for friendly usage and work can be completed effectively, which easily satisfy the customers
2. Maximum employees are satisfied through electronic transaction compared to traditional banking system
3. Employee turnover have been reduced and less number of reduction of employee absenteeism.
4. Lack in knowledge of technology and less users of employees who depends with technology.
5. Maximum employees are not aware of banking facilities which offered by bank websites
6. Through technology, information up-gradation became easier for employees which satisfy the customer expectation
7. Employee feel change in banking system due to advancement, training and development became necessary for future requirement of skill
8. Work efficiency have been increased and reduction in work load which reduced the job stress of employees
9. Through technology employee become more innovative and creative through knowledge
10. Quality of service to customer through technology have to be increased.

Suggestions:

1. Adopting a webs Mindset
2. Adaptation in e sales, e services, e auction, FTP , Internet client should be faster
3. Increase in E security of customer transaction.
4. To increase psycho social behavior of employees which changes life style and personality
5. To cover up the problem areas like enforcement process , monitoring recovery and fraudulent cases through technology
6. Technology skill oriented program is to mandatory for all the levels of employees
7. To increase efficiency of service with new competitors who deal with financial services through technology
8. Maximum banks should adopt advanced technology which give growth to bank satisfaction and employees performance
9. To increase in the level of work satisfaction of employee which reduces the job stress so enhancement of proper training and development program is necessary.
10. To meet emerging and operation in banks there is a need for immediate automaton which can match the technological changes

Conclusion:

From this study technology adaptation become necessary for bankers and employees who use this technology. ,employees found difficult in initial stage and later by enhancing training as a

tool for increase efficiency of every employees who works in a bank made compulsory as career guidance .employees chosen technology as a part of their career which shows pathway to reach promotion and transfer. Banks have been reached their goal in the name of customer satisfaction as the same time employees satisfaction too by increasing efficiency through training and development. banks have been seen their future with new soft ware up gradation and its usage by employees .revolution of technology has given birth to effective performance and promised work environment for banks which resulted in techno-friendly relationship between employees and management relation.

