

Resource Management (HRM): An Empirical Investigation-Private Banks in Batticaloa

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In traditional HRM all the human resource activities are resided in a centralized resource department. At present all line managers are people managers who are an effective delivery point of all human resource policies and practices of an organization. In banking sector, branch managers can be considered as line managers. It has been practically-observed that there is an empirical knowledge gap on the topic of manager's responsibilities and effectiveness in human resource management. That, this study has explored about responsibilities and effectiveness of branch managers in HRM of selected six private banks in Batticaloa.

The objectives of this study were to identify the level of responsibilities and effectiveness of branch managers in HRM activities of private banks from the perspective of employees as well as managers. In order to achieve objectives of this study data were collected from 102 employees and 18 managers of selected private banks by using structured questionnaire. The collected data were analyzed by using univariate analysis. The results of the study showed that branch managers have high level of responsibility in HRM from both perspectives and the effectiveness of branch managers' in performing HRM also in high level even though bank adopted centralized HRM approach. Moreover the level of responsibility appears to be more in performance evaluation. This study also identifies the effectiveness is high in discipline management. Findings of the study will be important value addition to the existing body of empirical knowledge in the role of branch managers in HRM from the banking sector perspective.