

**THE EFFECTIVENESS OF DIGITAL TRANSFORMATION ON
EMPLOYEE PERFORMANCE IN BANK SECTOR IN**

AMPARA DISTRICT



By

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ABSTRACT

Digitalization is that the method of process of storing, transforming, and transferring data into a computer readable format. In recent years, the banking industry has seen significant transformations. The primary aim of the researcher was to find out the Effectiveness of digital transformation on employee performance in banks in Ampara district. The research was conducted based on a population study of 179 Employees in selected bank sector in Ampara district. To achieve the objective of the research researcher used descriptive analysis, correlation analysis and regression analysis.

According to the descriptive analysis results the mean value of Digital Transformation, Employee Performance have high level. Correlation analysis was used to achieve this objective. Researcher identified, there is a statistically and strong positive relationship between Digital Transformation and Employee Performance. According to the simple regression results indicates that, Digital Transformation significantly impact on Employee Performance. Finally researcher recommend further advocate that managers should adopt diverse management approaches according to the different backgrounds of employees. During digital transformation, managers should be aware of the diversity of their employees and adopt targeted management methods and strategies.

Key words: *Digital Transformation, Employee Performance*

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