

IMPACT OF INFORMATION TECHNOLOGY IN THE STATE BANKS IN THE BATTICALOA DISTRICT.



PERMANENT REFERENCE

MR ANANTHEESWARAN JAYASITH



Project Report
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**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY
SRILANKA
2000**

THE ABSTRACT

To know the impact of Information Technology in the state banks in the Batticaloa District, data collected from samples of 40 bank officials, 40 business people and 40 other customers in the Batticaloa District through 3 variables. They are customer satisfaction, Competitive Advantage and Cost Effectiveness to test the feasibility of these three variables univariate analysis was conducted.

Result of customer satisfaction and cost effectiveness are moderately contributed to the general growth of the state banks in the Batticaloa District. The variable Competitive Advantage shows that there is contribution to the general growth of state banks in the Batticaloa District.

TABLE OF CONTENTS

	Page No.
Title page	I
Acknowledgment	IV
Abstract	V
Contents	VI
List of figures	VIII
List of tables	IX

CHAPTER 1

INTRODUCTION

1

1.1 Problem Identification	2
1.2 Research Objective	2
1.3 Conceptualization	3
1.4 Methodology	3
1.5 Limitations	6
1.6 Assumptions	6

CHAPTER 2

LITERATURE REVIEW

7

2.1 Banking Services and its Important	7
2.2 Use of IT in the Banking Sector	12

CHAPTER 3

DATA PRESENTATION, ANALYSIS AND EVALUATION

24

3.1 Personal Information	24
3.2 Research Information	35

CHAPTER 4

DISCUSSION **38**

- 4.1 Discussion on Personal Information 38
- 4.2 Discussion on Research Information 41

CHAPTER 5

CONCLUSION **46**

- 5.1 Recommendation 46
- 5.2 Implication 48

REFERENCES **49**

APPENDIX

- Appendix 1 : Covering letter related to questionnaire 50
- Appendix 2 : Questionnaire related to Personal Information 51
and Research Information.