

**EFFECTIVENESS OF EMPLOYEE
ORIENTATION PROGRAMMES AT BANKS IN
BATTICALOA DISTRICT**



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ABSTRACT

Recruiting and retaining staff with the "best fit" to the job profile among the banking industry is becoming increasingly challenging in the current business environment. In this occasion banks are induced to preparing their fresher to meet the growing challenges and they are getting on an initiative to provide concentration on employee orientation in order to get maximum effectiveness from their newcomers. However the newcomers' performance is inadequate in the banking industry in Sri Lanka. Therefore the researcher intended to study how far those programme effective in selected banks in Batticaloa District.

The main objective of this study is to evaluate the "degree of effectiveness of employee orientation programmes are being followed by banks in Batticaloa District". In order to carried out this study, seven variables were considered namely prior planning, meeting of business needs, customer focus, relevance of information, human side of orientation, technical side of orientation and gradual introduction.

This study was considered relating to 90 new employees who have been recruited within one year during the study being conducted from four selected banks (People's Bank, Bank of Ceylon, Sampath Bank and DFCC Bank). The structured questionnaire was administered to collect primary data from new employees. However the data were possible to be collected from 80 respondents. Collected data were analyzed and presented by Univariate analysis using SPSS 11.0 computer package.

Overall the results were found that the meeting of business needs relevance of information, human side of orientation, technical side of orientation and gradual introduction are moderately contributes to the employee orientation and the overall effectiveness also was found that moderately effective. In addition to the above it is advised to capture some considerable effort in order to get maximum worthiness from their employee orientation at banks in Batticaloa District.

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