

**A Study on Responsibilities of Branch Managers in
Human Resource Management (HRM): An Empirical
Investigation about Private Sector Banks in
Batticaloa**



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Abstract

In tradition all the human resource activities are resided in a centralized human resource department. However at present all line managers are people managers who can act as an effective delivery point of all human resource policies and practices of an organization. In banking sector branch managers can be the line managers. It has been generally observed that there is an empirical knowledge gap regarding branch manager's responsibilities and effectiveness in human resource management (HRM). Therefore this study has explored about responsibility of branch managers in HRM of selected six private banks in Batticaloa district.

The objectives of this study were to identify the level of responsibility and effectiveness of branch managers in HRM activities of private banks from the perspective of employees as well as managers. The research framework consists of twelve variables which are used to measure responsibilities of branch managers in HRM such as human resource planning, selection, induction, performance evaluation, training and development, pay management, welfare management, discipline management, grievance handling, employee relations, employee movements and operational HRM activities.

In order to achieve objectives of the 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 result of the study showed that branch managers have high level of responsibility in HRM from both perspectives and the effectiveness of branch manager's performance in HRM also in high level even though bank adopted centralized HRM approach. Moreover their level of responsibility appears to be more in performance evaluation and the study 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 line managers in HRM from the service sector perspectives.

Key words: Branch manager, Responsibility and Human Resource Management.

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