

**THE APPLICATION OF E-HRM PRACTICES AND ITS  
EFFECTIVENESS IN PRIVATE BANKS IN TRINCOMALEE  
DISTRICT**



**SUNTHARALINGAM PRATHEEPAN**



**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

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### **ABSTRACT**

Technological optimistic voices assume that, from a technical perspective, the IT possibilities for HRM are endless: in principal all HR processes can be supported by IT. E-HRM is the relatively new term for this IT supported HRM, especially through the use of web technology. Therefore, most of the organizations including banks adopting IT in HRM function and activities. In this regard the researcher has been selected four private banks to investigate the application of e-HRM practices and its effectiveness, because this research area is largely unexplored in our context.

The objectives of the study are to identify the existing e-HRM practices, usage level of e-HRM practices and to measure its effectiveness. Based on the literature and five year annual reports of four private banks in Sri Lanka an e-HRM research model was developed. There are 123 questionnaire was collected from four selected private banks in Trincomalee District. The results of this study expose that, the finding for first objective from the five year annual reports of each banks (content analysis) and finding stated for the second and third objective based on univariate analysis (descriptive statistics).

In connection with first objective, findings of the study revealed that various e-HRM practices were communicated by private sector banks, but relatively the Sampath Bank PLC and HNB PLC has communicated huge number of e-HRM practices (28,16 respectively) than Seylan Bank PLC and Commercial Bank PLC (13, 07 respectively) to their stakeholders. Regarding the second objective, the results of the study showed that there is over moderate usage level of e-HRM practices in four banks (mean value was above 3.50). In addition, regarding the third objective the totally four banks has higher level of effectiveness of e-HRM practices (mean value, 3.91). In cross-tabulating the overall usage level of e-HRM with working banks of employees there were some differences were observed when comparing banks, the Commercial Bank of Ceylon have higher usage level of e-HRM practices than other three banks. Furthermore comparison among four banks with effectiveness of e-HRM practices, Commercial Bank of Ceylon has higher usage level of e-HRM practices than other three banks.

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