



**A STUDY ON ELECTRONIC HUMAN RESOURCE
MANAGEMENT (E-HRM) AND GREEN BANKING PRACTICES
OF COMMERCIAL BANKS IN BATTICALOA**

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Abstract

In recent years, both academics and practitioners are paying more attention to electronic human resource management (e-HRM) and green banking concepts due to its significant influence on environmental performance of banks. In this context, e-HRM practices of the banks play a prominent role to turn into green banking practices by reducing the negative environmental impacts.

An empirical knowledge gap was observed and literature gap was identified by reviewing the existing literature in integrating e-HRM with green banking and also lack of instrument to measure the green banking concept/practices in general. In order to fulfill these gaps, this study was conducted with four research objectives such as to measure the usage level of e-HRM practices, to identify the existing green banking practices, to measure the usage level of green banking practices and also to measure the impact of e-HRM practices on green banking practices. Based on literature review, the conceptual model was developed and it was underpinned by the stakeholder's theory. In order to achieve the first, third and fourth objectives of this study, primary data were collected from 155 employees of selected Commercial Banks in Batticaloa and the structured questionnaire was administered to collect the data. Regarding the second objective of this study, data were collected from the secondary sources, mainly from last three years of banks' annual reports and content analysis was applied. The data were analyzed by using univariate (descriptive measures such as mean and standard deviation), bivariate (simple regression and correlation) and multivariate (multiple regression) analysis.

In connection with first and third objectives, findings of the study revealed that there is a high usage level of e-HRM and green banking practices exist in the selected Commercial Banks. Regarding the second objective, the current study identify 98 green banking practices. There is a positive and significant impact of e-HRM practices on green banking practices regarding the fourth objective. Moreover, findings of the study provide empirical evidences to support the application of stakeholder's theory certain extent in this study area. Findings of the current study will be important value addition to the empirical and literature knowledge regarding the impact of e-HRM practices on green banking practices. In addition to that, a 16 items instrument with four key dimensions was developed to measure the green banking practices and tested.

Key words: E-HRM, Green Banking, Commercial Banks, Environmental Performance

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