

**A Study on Responsibilities of Branch Managers in Human Resource  
Management (HRM): An Empirical Investigation about State Banks in  
Ampara District**



**Kavitha Sellathurai**



**Department of Management  
Faculty of Commerce and Management  
Eastern University, Sri Lanka**

**2011**

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## **Abstract:**

In global trend, HRM activities are devolved to the line managers. HR department assigns the HR responsibilities to the line managers to carry out the HR activities. In banking context, branch managers can be considered as line managers. The present study explores, empirical investigation regarding the level of responsibilities and effectiveness of branch managers for HRM in state bank branches in Ampara district. The objectives of this study were to assess the branch manager's responsibilities in HRM activities and to find out the level of effectiveness of branch managers in performing HRM at the branch level in the perspective of employees and managers. In order to achieve these objectives of this study, data were collected from 33 managers and 151 employees.

The research framework was developed based on twelve HRM functions and relevant indicators were used to measure the branch manager's responsibilities and effectiveness in HRM activities. Data analysis was done through univariate analysis for this study.

The findings of the study show that, branch managers have high responsibility and high effectiveness of HRM activities in the state banks in Ampara district in the perspective of managers and employees. Therefore, according to these findings, Branch managers play considerable role to fulfill HRM activities. It has been concluded branch managers engage HRM activities with effectively at branch level. In banking context, even though they adopt centralized HRM approach, branch managers perform effectively to carry out the HRM activities at the branch level.

**Key words:** Level of Responsibility, Effectiveness, Human Resource Management, Branch Managers

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