

**INFORMATION TECHNOLOGY MANAGEMENT
PRACTICES OF COMMERCIAL BANK BRANCHES IN
BATTICALOA**



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Abstract

In utilizing information technology resources very efficiently and effectively in a centralized context (Head office- bank branches) banks use many information technology practices. "In a geographically-dispersed organization like bank, a centralized information technology approach will not be the most efficient, as the people with the most authority will be unable to directly supervise operations on a day-to-day basis" (www.ehow.com). In Sri Lanka, Banks' IT management structures are centralized, according to the above statement, this argument provides an opportunity to research these phenomena empirically. Therefore this research focused on information technology management practices, support and assistance branches received from the head office and effectiveness of IT in this study context.

The objectives of this study were to identify existing information technology management practices of commercial bank branches in Batticaloa, to measure the perceived level of support and assistance of head office at branch level and to assess the level of effectiveness of IT services of head office from the perspective of branch level in terms of age, gender, education, job category, bank, IT knowledge and experience in present work.

In order to achieve the objective one of this study, secondary data were collected mainly from the published annual reports of the selected banks and interview from staff of bank branches, collected data were analyzed by using content analysis. In order to achieve the second and third objectives of this study primary data were collected by researcher by using self administered questionnaire among the 150 staff of commercial bank branches in Batticaloa. The collected data were analyzed by using univariate analysis.

The result of the study showed that the information technology management practices of 3 private bank branches such as Sampath Bank, Commercial Bank of Ceylon PLC and HNB have explicit and proper information technology management practices than state banks. All commercial banks' head offices are offering enormous support and assistance, and effectual IT services to branches. In overall level of support and assistance branches received from the head office is in high level and IT services of head office are effective at all commercial bank branches in Batticaloa. But while compare the banks, Sampath Bank and Commercial Bank of Ceylon PLC are providing better support and assistance, and effective IT services to branches than other commercial banks in Batticaloa. While compare all commercial banks, Sampath Bank have amazing information technology management practices. This Bank offers enormous support and assistance, and effectual IT services to its branches.

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