



# Study of Work Performance in Banking Sector in India

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**Abstract:** The source of subsistence to mankind is Artha (finance). Banks play an important role in our economy. Bank is an institution which deals with money and credit. It accepts deposits from the public, making the funds available to those who need them and helps in the remittance of money from one place to another. It also performs other functions like agency services and general utility services. Besides these, now banks are providing priority to the socially desirable sectors of the society. Banks are not only dealers of money but they are manufacturers of money. All financial activities of a country can be made only through banks. .

**Key Words:** E-Banking and M banking, Branch banking, Unit banking, Group banking, Chain banking, mixed banking.

## 1. INTRODUCTION:

it still needs empirical investigation on many counts, especially with reference to developing countries. In democratic country like India most of the development plans in public sector depend, to a great extent, on the mobilization of resources by the Banks through an effective utilization of their powers of releasing loans/credits. In modern times, the Banks has come to occupy an important place in the developed as well as the developing countries. Particularly in India, the Banks holds a very important place in the fiscal structure. It is the most elastic, viable and major source of funding to the states. Although several amendments have been made in the name of simplification of loan and credit procedures and streamlining of the work of Banks but they have not yielded desired results till now. Some loopholes still exist in the whole procedure of banking system. That is When we see the growth of banking from traditional approach to the new or modernization with the help of computerization to networking to ATMs and now E-Banking and M banking, banks have moved up the value banking sector then we find that chain. Internet banking refers to the use of internet as a remote delivery channel for banking services. It means any user with a personal computer and a browser can get connected to his bank website to perform any of the virtual banking functions.

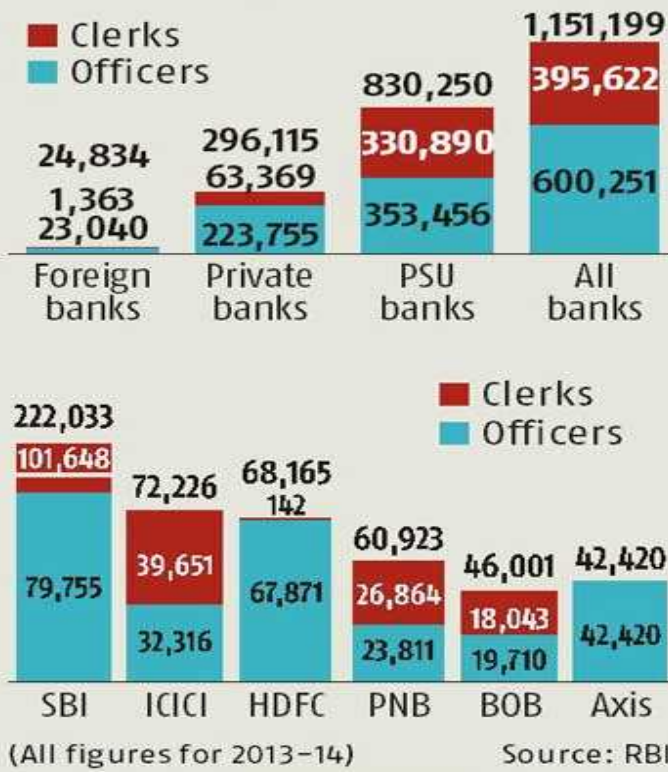
It would a borderless entity permitting anytime, anywhere and anyhow banking. A customer can log on banks website and access his account. Banking sector in India is passed through various stages from private sector to public sector with great banking history. It is well understood that without a sound and effective banking system in India it cannot have a healthy

economy. The banking system of India should not only be hassle free but it should be able to meet new challenges posed by the technology and any other external and internal factors. For the past three decades India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country. Now Public sector banks (PSB) like State Bank of India, Bank of Baroda, and State Bank of Bikaner and Jaipur, Punjab National Bank etc. are interested to appoint Business correspondents in each small village of the country and provide banking services to our rural people.

Banks play an important role in our economy. Bank is an institution which deals with money and credit. It accepts deposits from the public, making the funds available to those who need them and helps in the remittance of money from one place to another. It also performs other functions like agency services and general utility services. Besides these, now banks are providing priority to the socially desirable sectors of the society. Banks are not only dealers of money but they are manufacturers of money. All financial activities of a country can be made only through banks. There are several types of banks on the basis of their functions, ownership, domicile etc. The important types of banks are Commercial banks, Industrial banks, Agricultural banks, Exchange banks, Savings banks etc. Different banking systems are followed in different countries. The system of banking includes Branch banking, Unit banking, Group banking, Chain banking and mixed banking. Today we are in the era of globalization where every organization is focused toward survival in such a cut throat competitive business environment.

STAFF HEADCOUNT: PUBLIC & PRIVATE BANKS			
	MARCH 2005	MARCH 2014	EMPLOYEES ADDED*
Public sector banks	748,805	830,250	81,445
Private banks	92,419	296,115	203,696
Foreign banks	17,336	24,834	7,498
All commercial banks	858,560	1,151,199	292,639
*Additions over the nine-year period			Source: Reserve Bank of India

**MORE OFFICERS**



**2. OBJECTIVE OF THE STUDY:**

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. Research is an academic activity and as such the term should be used in a technical sense. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions, and at least carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Research is an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short search for knowledge through objective and systematic method of finding solution to the problem is research.

The positive motives for doing research may be either one or more of the following:

1. Desire to get a research degree along with its consequential benefits.
2. Desire to face the challenge in solving the unsolved problems i.e., concern over practical problems initiates research.
3. Desire to get intellectual joy of doing some creative work.
4. Desire to be of service to society.
5. Desire to get respectability.

Behind conducting any kind of research work is prime task to establish the basic objectives regarding conducting the present study work. Some of the important objectives are under mentioned below:

1. To understand the role of innovative trends in Indian banking industry.
2. To get the insights regarding job performance in state bank.
3. To get understand the usage and level of satisfaction with regard to innovative concepts.
4. To analyse the comparative study regarding pros and cons from the innovative banking trends.
5. To study the degree of satisfaction with adoption of new technology in State Bank Group.
6. To Know about the present banking sector trends with regard to adoption of technology.

So, these are some of the primary objective regarding to the present study conducted by the researcher.

**3. RESEARCH METHODOLOGY ADOPTED IN PRESENT STUDY:**

The present study will be based on both primary and secondary data collection method. The primary data will be collected with the help of questionnaire which deals with the various aspects related with various aspects related with the recent innovative trends of Indian banking sector. The data which is collected from the customer of State bank Group (SBG) who is providing the internet banking to their respective customer at large. While getting the first hand data through questionnaire in which researcher consider the respondents from all the segment such as according to income, occupation, age, geographical area and other related issues which represents the true picture of internet marketing condition with regard to Indian banking sector. Secondary data is collected with help of information provided by the banks and their staff. Researcher also takes the helps various published and unpublished data provided by bank staff regarding marketing of internet banking. In the present study researcher also takes the help of five scale measurement technique through which researcher tries to understand the level of satisfaction with regard to innovative techniques adopted by the State bank Group (SBG). Researcher also uses the technique of review literature which has study regarding to below mentioned topic.

Employee respondents

- 1 Public and private sector banks
- 2 Female and male employee respondents
- 3 Female and male employee respondents in public sector banks
- 4 Graduates and post graduates
- 5 Graduates and postgraduate in public sector banks
- 6 Graduate and postgraduate employees in private sector banks
- 7 Married and unmarried respondents



# International Journal of Ethics in Engineering & Management Education

Website: [www.ijeee.in](http://www.ijeee.in) (ISSN: 2348-4748, Volume 3, Issue 9, September 2016)

## One Way Analysis of Variance (ANOVA)

A few characteristics of the respondents had more than two categories/ options. For this one way analysis of variance was applied along with Post hoc test (Duncan's Mean Test) in order to compare the dimensions of work culture and employee satisfaction across the various personal characteristics of respondents for all the blanks and also for public sector banks and private sector banks separately. The personal characteristics included income, age and experience for all the respondents. The comparisons are discussed in the following chapters. Duncan's Mean Test was applied to study the differences in the dimensions with respect to the various demographic and bank characteristics as given below.

Employee respondents

- 1 Three experience groups
- 2 Three experience groups in public sector banks
- 3 Three experience groups in private sector banks
- 4 Three age groups
- 5 Three age groups in public sector banks
- 6 Three age groups in private sector banks
- 7 Three income groups
- 8 Three income groups in public sector banks
- 9 Three income groups in private sector banks

## Correlation

Pearson Correlation was used to understand the relationship among the various dimensions of work culture, employee satisfaction and demographic profiles.

**SBI (State Bank of India)** is an Indian multinational, Public Sector banking and financial services company. It is a government-owned corporation with its headquarters in Mumbai, Maharashtra. As of December 2013, it had assets of US\$388 billion and 17,000 branches, including 190 foreign offices, making it the largest banking and financial services company in India by assets. State Bank of India is one of the *Big Four banks* of India, along with Bank of Baroda, Punjab National Bank and ICICI Bank.

## 4. SWOT ANALYSES:

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. It is a way of summarizing the current state of a company and helping to devise a plan for the future, one that employs the existing strengths, redresses existing weaknesses, exploits opportunities and defends against threats.

SWOT analysis is an examination of an organization's internal strengths and weaknesses, its opportunities for growth and improvement, and the threats the external environment presents to its survival.

A SWOT analysis is a tool which allows users to look at the direction a organization or bank may wish to move towards in the future. A SWOT analysis is a useful tool,

which in conjunction with others can help make informed decisions. By specifying clear objectives and identifying internal and external factors that are either helpful or not, a short and simple SWOT analysis is a useful resource which may be incorporated into an organization's strategic planning model.

<b>Strengths:</b>	Internal attributes that is helpful to the organization or bank to achieving its objective.
<b>Weakness:</b>	Internal attributes that is harmful to the organization to achieving its objective.
<b>Opportunities:</b>	External factors that help the organization achieve its objective.
<b>Threats:</b>	External factors that is harmful to the organization to achieving its objective.

## Conclusions and Further Recommendation:

In this chapter researcher discuss about the major finding with the help of tables and graphs so that they can be easily interpreted and analyzed for making the present study useful for State Bank Group (SBG). This chapter also be discuss about the suggestions and recommendations for improving the present services provided by bank with regard to the latest innovative concepts and latest usage of various new concepts used by the State Bank group. Satisfaction level is measured by the five point rating scale technique.

In this chapter researcher will try to put all the aspects of the conclusion with help of comprehensive study. This chapter deals with the conclusion part which show the major conclusions which are drawn from the collected data with the help of questionnaire and other available data.

Banks are increasingly beginning to recognize Human resources as a possible area of core competence, and seek to pursue and retain the best talent in the industry. There is a realization that skill development is extremely important for staff retention as well as the quality of manpower, and all respondents to our survey had in place a system of continuous professional learning. A few respondents were in the process of revamping their training processes and emphasis is being laid on hard as well as soft skills. Banks are keen to tie up with external training agencies for in-house training. Some have even roped in top universities and business schools to help them in their initiative, while others have their own staff colleges for training employees.

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# International Journal of Ethics in Engineering & Management Education

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