



BANK EMPLOYEES' PERCEPTION ON HRM

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KEYWORDS :

INTRODUCTION

Every organization irrespective of its nature is made up of people. They continue to maintain their commitment towards the organization are essential in attaining organizational objectives. Organizations which are able to acquire, develop, stimulate and retain outstanding employees are effective and efficient. Human resource thus plays a vital role either in the success or failure of an organization.

Human resource has long been considered an important factor in economic development. The word "resource" refers to productive power of natural goods. Human resource is therefore the productive power. Unlike the material resources, the human resources are the participants as also the beneficiaries of economic development process. A successful enterprise stands on sound management which gets effective results through the people. Experts express that management is an art as well as science of getting things done through and with people of all factor of production. "Labour" is the most important factor and utilization of other resources largely depends on the proper utilization of time and energy on the part of workers. Labour, at all times, has been considered as a separate factor of production. Any work whether manual or mental which is undertaken for a monetary consideration is called "labour" in Economics. The involvement and importance of human element is being increasingly realized by those responsible for the management of industrial establishments. Hence it arises the need for understanding human resource management.

The most important organizational problem to-day is that of personnel administration. Some of the most important topics of research in this area may be skills and abilities needed by management executives, selection and training of employees in business and effectiveness of personnel management programmes.

Rate of growth in human resources is determined by variables such as population structure, migration and labour force participation. Quality of human resources on the other hand is influenced by the status of variables like education and training, health and nutrition and equality of opportunity.

One of the hall marks of modern management is the ability to plan. Manpower planning means forecasting or predicting the number of people whom the organization will have to raise or promote in a given period. Broadly defined, manpower planning represents a systems approach to personnel management in which the emphasis is on inter-relationship among various personnel, personnel policies and programmes. This contrasts with the more traditional piecemeal approach concerned with selection, training, promotion and the various related but compartmentalized functions.

and skills represented by the talents and aptitudes of an organization's work force as well as the values, and aptitudes of the employed person's. Of all the M's in the management (i.e., Materials, Machines, Methods, Money and Motive power) the most important 'M' is the men or human resources. It is the most valuable asset of any organization.

Manpower planning and human resource planning, though used as synonyms, yet they are different in purport and meaning. In the past, the phrase manpower planning was widely used, but now the emphasis is on human resource planning which is more broad based. Human resource planning is the process by which a management determines how the current organization should move from its current manpower position to its desired manpower position.

Through planning, the management strives to have the right number and the right kind of people at the right place at the right time, to do things which result in both the organization and the individual receiving the maximum long range benefits.

CHALLENGES FACED BY BANKING INDUSTRY

In today's competitive business environment, quality and productivity are the two important factors for the survival and growth of any organization. Satisfied employees can facilitate these two factors and thereby help the organization to compete in the market and to withstand the vagaries of market turbulence. The profitability and success has become a question mark now-a-days. Only a dedicated, qualified, efficient human resource can bring success to the organization in this age of high technology.

Training and development of human resource to match ever changing industry demands requires HR to develop new and innovative ideas that suit individual as well as the Bank's criteria. Employee motivation and satisfaction is another area of concern for the HR today. In order to reduce the attrition rate, HR needs to realize that monetary needs are not the only motivational drivers for an individual but a sense of belongingness must be imbibed in employees.

With the increase in number of job options available nowadays, the HR function of an organization must take care that they hire those people who believe in long-term commitment to the organization. The HR then must take up the challenge of retaining them by developing retention techniques like Holiday plans fun-at-work etc. He also faces the challenge of creating a balanced organization that originates from mergers and acquisitions. With the rising MNC's, HR needs to focus on issues such as cross-cultural or Expatriates training, so that problems that can arise because of differences in international professional values can be minimised.

It is the sum of total of inherent abilities, acquired knowledge

The. key notion of success in the highly competitive current

banking industry is not just winning customers but in training them. New customers will try bank offerings based on the perceived quality, and that result in satisfaction, the perceived value of bank will increase and thereby prompting repeat visit for further financial requirements. This key concept of quality-satisfaction-loyalty relationship in retail banking market was put to test through an empirical approach 1 in this study and this view is exactly endorsed by the results of this study.

CONCLUSION

The effective HR management of staff within the organization is important to the organization's efficiency and effectiveness. Boyne argued that public service progress depends on good management, including a reflection on leadership skills and human resource management (HRM) practices. He handled and maintained the reflection on rules and company constitution limits the improvement of recent public organization. Human Resource Management system structures of the total activities relating in ensuring the effective and efficient utilize of the employees in the company to meet the company's goals and objectives. The development of efficient management of employees means cultivating effective working environments and contribution to the company's gain. Therefore, the current study examined the HRM practices and job satisfaction of the employees, and perceived organizational performance of private banking sectors employees.