



## A Study on The Strategies to Enhance in Banking Sector

Rakesh Kumar, Research Scholar, Department of Management, Nirwan University, Jaipur (Rajasthan)

Dr. Mahesh Chandra, Professor, Department of Management, Nirwan University, Jaipur (Rajasthan)

### INTRODUCTION

In the dynamic banking business, increasing labor efficiency has become more important as a result of rising competition and an emphasis on offering great customer service. In spite of the fact that technology and procedures have seen significant advancements, some financial institutions continue to struggle with inefficiencies as a result of outdated systems, inadequate staff training, and management practices that are less than optimal. Through an in-depth analysis of the practices that are now in place as well as the prospective solutions that may be implemented in the future, the purpose of this study is to identify effective methods that may be used to enhance the productivity of workers in this sector.

The importance of this study lies in the fact that when it comes to the banking business, efficiency is essential to keeping ahead of the competition and fulfilling the ever-changing demands of customers. Because banks are coming under increasing pressure to enhance service delivery and simplify operations, it is essential for them to comprehend and implement efficient methods that may boost the job efficiency of their employees. This research will analyze a number of elements, including as the development of technology, the optimization of processes, the training of personnel, and the motivational methods, in order to uncover the most successful strategies and new ideas that are special to the banking business. Examining case studies, conducting polls with industry professionals, and analyzing the existing body of literature are all part of the study's ultimate objective, which is to give financial institutions with a framework that they can use to address inefficiencies and promote a more engaged and productive workforce. It is possible that the anticipated findings of this research may provide information and suggestions that will be of use to financial institutions that are looking to enhance their operational efficiency and achieve success over the long run.

### REVIEW OF LITERATURE

These are the requirements that must be met. With the purpose of applying the components of Theory A to the Indian banking sector, the primary objective of this study is to enhance the productivity of the banking system for the purpose of advancing India's economic development. In light of this, we analyzed the business model and organizational strategy of Indian banks from the following angles: business objectives, service planning, employee motivation, working strategies to increase productivity, self-and mutual-responsibilities within and between teams, the idea of a role model in banking service innovation, strategies for continuous monitoring and guidance, and, lastly, accountability at all levels of the organization.

**Sreeramana. (2022),** The level of employee involvement in the banking business is strongly correlated with the efficiency with which the firm is managed. The bank may see a decline in employee morale, productivity, and customer satisfaction if it cultivates an environment that places a high emphasis on the health and happiness of its employees, facilitates collaboration among employees, and offers opportunities for promotion. In the banking business, two elements that are connected yet of crucial importance are the examination of the impacts of organizational health and the performance of personnel. Both the innate abilities of the employees at a bank and the environment under which they are obliged to do their employment are factors that contribute to the output of those employees.

**Guðmundsdóttir, Svala. (2018),** This study does a detailed literature review on the subject of talent management (TM) and recruitment strategies in the banking sector. The essay focuses specifically on the banking industry. The objective of this article is to suggest paths for additional exploration, highlight and debate major areas of study, and provide an overview of the literature on TM studies applied to the banking and financial business. For the purpose of this study,



publications that were published between the years 2000 and 2021 in professional journals such as Scopus and Web of Science are analyzed. It seems from the findings that there is a rising interest in technology management (TM) among academics working in the banking business. This interest may be connected to the severe lack of workers who possess the requisite abilities. The findings are relevant to both the academic community and the banking sector. This is due to the fact that the study includes data that pertains to what has been examined in the past in the academic world, and it also underlines the need for more research into the understanding, appraisal, and application of TM.

**Masa'deh, Ra'Ed. (2021),** According to the findings of this qualitative research, which investigates the intricate domain of workers' perspectives on service quality in the banking industry, a comprehensive understanding of the factors that influence the delivery of high-quality services is provided. A number of findings from semi-structured interviews with frontline workers, supervisors, and support staff indicate the significance of being able to adapt to changes in technology, having good organizational support, and having great interpersonal skills when it comes to deciding the quality of service. The human-centered aspect of service delivery was brought to light by frontline staff, who emphasized the necessity of being aware of the needs of the customer, demonstrating empathy, and successfully communicating with the client. The managers stressed the significance of leadership styles and organizational support in the process of developing a culture that is conducive to providing excellent service. The effect that technology advancements have on support workers and the tasks that they do adds an extra degree of complexity to the situation. This demonstrates the need of taking a well-rounded approach to the use of technology in the provision of services.

## WORK-LIFE BALANCE IN BANKING SECTOR

One of the most important factors that motivates economic growth is the financial sector, which includes banking as one of its sub-industries. It transforms monetary savings into kinetic energy that may be used. It is anticipated that the banking sector would take the initiative to lead the drive because of the vital position it plays in the financial system. As a consequence of the reform process that started in the 1990s, the industry has taken advantage of a fantastic opportunity that has presented itself. Not only does the industry need to streamline its operations, but it also has to identify areas that have the potential for development and find out how to channel savings to such areas.

### History of banking

From the year 1786 to 1969, Indian banks expanded at a snail's pace, and they had occasional failures between the years 1913 and 1984. The Government of India passed the Banking Companies Act in 1949 with the intention of streamlining the processes and operations of commercial banks at that time period. In order to exercise oversight over the financial sector of India, the Reserve Bank of India, which is the country's central bank authority, was assigned a broad range of oversight tasks. In the year 1960, the government of India assumed control of seven banks that were considered to be subsidiaries of the State Bank of India. The event known as "nationalization" occurred on July 19, 1969. Nationalization was undertaken with the intention of enhancing the level of government monitoring of the lending process. Within the banking sector of India, there was a transition that took place in the 1990s toward a greater emphasis on technological innovation. Globalization and deregulatory policies have contributed to an increase in market competitiveness. This is because it is now easier for businesses to compete on a global scale. As the level of competition in the market continues to rise, businesses are under more pressure to increase their production while simultaneously reducing their expenditures.

### Type of banking model used:

Banks have access to a wide range of strategic methods from which to pick. Because of the breadth and depth of the banks' activities as well as their predicted earnings, the strategic possibilities for



the banking model are determined by both of these factors. Because of their large asset needs and low profit margins, the traditional brick-and-mortar banking company and the infrastructure supplier model are both unappealing business models. Although online banking is gaining popularity in a number of countries, the open platform aggregator banking model is the best option for financial institutions that want to maintain a large margin over time. The majority of banking processes are automated and integrated via the use of electronic banking, which makes it a highly efficient method.

### IMPROVE BANKING PRODUCTIVITY

Utilizing Theory of Accountability may result in an improvement in productivity within the banking industry. This is accomplished by assessing and improving employee performance at a variety of levels. In today's increasingly digital workplace, which has removed human error from many HR operations and drastically decreased the need for human engagement in financial services, problems with performance management are only becoming worse. This is because technological advancements have made it possible to eradicate human mistake. In the banking industry, managers and employees are being encouraged to take a more proactive role in their own personal growth and performance via the use of performance management. Enhancing the performance of both individuals and teams should be a top priority for organizations, in addition to implementing performance management systems that are enabled by technology.

### RESEARCH METHODOLOGY

Data from secondary sources was gathered from a broad variety of sources, in addition to interviews conducted in person with executives from the Bank of Baroda. Secondary data may be obtained from a variety of sources, such as papers published by the Reserve Bank of India (RBI), banking periodicals and magazines, and the Dr. V. S. Krishna Library located at Gujarat University in Kutch. There are a variety of additional examples of secondary data sources, such as books and journals that dealt with the topic, reports that were published by organizations that are working in this area, and research projects that were carried out at various institutions in this and related subjects.

### SECONDARY DATA

Data from secondary sources was gathered from a broad variety of sources, in addition to interviews conducted in person with executives from the Bank of Baroda. Secondary data may be obtained from a variety of sources, such as papers published by the Reserve Bank of India (RBI), banking periodicals and magazines, and the Dr. V. S. Krishna Library located at Gujarat University in Kutch. There are a variety of additional examples of secondary data sources, such as books and journals that dealt with the topic, reports that were published by organizations that are working in this area, and research projects that were carried out at various institutions in this and related subjects.

### LIMITATIONS OF THE STUDY

- The number of branches and middle-level executives (who meet the inclusion requirements) are the two most important factors in sampling. Consequently, the research could only use a small sample size.
- The research only looked at two types of banks—public and private—and was exploratory in nature; it aimed to learn more about the different stress factors and work-life balance solutions offered by these two types of banks.

### RESULTS AND DISCUSSIONS

A description and discussion of the results of the research are provided in this chapter. These findings were obtained via the analysis of data collected through the questionnaire-cum-interview program. Both public and private banks were included in the survey's scope of inquiry. Questioning was conducted with a total of three hundred middle-level executives working in the banking business. For the purpose of achieving the monthly objectives and making certain that the first line





managers finish their assignments, it is the job of the middle level executives to give supervision and help to the first line managers. The capacity of the middle-level executives to collaborate effectively with one another is very necessary for the success of the bank.

### **Educational Qualification**

It was found that 73% of the workers had postgraduate degrees, while 26% had bachelor's degrees. This information was obtained in relation to the educational qualification levels of the workers. In addition, it was observed that roughly 27 percent of workers employed by public banks had also completed the "CAIIB" (Certified Associate of Indian Institute of Bankers) examination, which was conducted by the Indian Institute of Banking and Finance. This was done in order to qualify for promotions and advances in their careers. On the other hand, fourteen percent of employees working for private banks have advanced degrees in fields such as international banking, treasury management, risk, and other related fields.

### **Felt that things were going your way**

Sixty-one percent of the employees at the bank said that they were doing well in their lives and that everything was going according to his or her expectations. In addition to this, fifteen percent of executives working in the private sector of the banking industry reported feeling unsatisfied with their lives and the path they were pursuing in life. It was found that the p-value was significantly significant.

### **RECOMMENDATIONS, SUMMARY AND CONCLUSION**

According to the findings of the present research, how successfully Human Resource Management Practices are implemented has a direct influence on the level of job satisfaction experienced by employees. In order to keep their employees happy and pleased while they are on the job, banks may implement the following tips. This will result in a decrease in employee turnover, an increase in the number of satisfied workers, and an improvement in overall performance.

### **CONCLUSION**

The fact that bank employees are forced to cope with the enormous levels of stress that have been brought on by the current pandemic problem is having a detrimental effect on their health. Banking job is increasing as a consequence of the fierce competition that exists in the industry. One of the many factors that contribute to the success of contemporary times is the level of productivity among workers, which is essential to the success of every company. It is a direct correlation between the mental health of workers and the production they produce. The objective of this study was to investigate the ways in which workers in public, commercial, and cooperative banks are affected by organizational and occupational variables. In spite of these limitations, every possible effort has been made to ensure that the study is as comprehensive as it can possibly be. Several aspects, including workload, role conflict, organizational environment, relationships with colleagues, and other factors of a similar kind, were shown to be contributors to the formation of employees, as was indicated by the findings of the study. When compared to their colleagues in the private sector, employees working in public and cooperative sector banks do not confront nearly as many problems.

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