A STUDY ON TECHNOLOGICAL ADAPTION AMONG BANK EMPLOYEES WITH SELECTED BANKS IN COIMBATORE DISTRICT

Dr. L. NITHYA
Assistant Professor, Department of Commerce
THAMARAI P
Ph.D Research Scholar, Department of Commerce,
PSGR Krishnammal College for Women**,** Coimbatore-641004

Abstract

The current phase of technological adaption in banks highlights a paradigm shift in which institutions are driven to use cutting-edge tools and digital solutions to remain competitive, boost customer engagement, and sustain operational excellence. The banking industry's growing reliance on technology offers hurdles, particularly in adapting bank employees to these developments. The study will examine at the manner in which HDFC Bank and Karur Vysya Bank employees adapt to new technology. This study evaluates the current technological adaption of bank personnel, finds skill shortages, and investigates the influence on employee's efficiency. It focuses on employee resistance, integration problems, learning culture, customer impact, and regulatory compliance. The primary objective is to evaluate technological adaption levels among bank employees in selected banks. In this study both primary and secondary data has been used. A Primary data regarding technological adaption among bank employees were collected through structured questionnaires from HDFC Bank and Karur Vysya Bank employee with a sample size of 60 respondents was considered. The Findings summarize demographic characteristics of respondents, including gender, age, education, income, and work experience. It concludes that Investing in employees' technological adaption is vital for banks to thrive in a digital era, enhancing customer experiences and long-term success.

Keywords: bank employees, digital, technological adaption

INTRODUCTION In the ever-changing financial industry landscape, technological adaptability has emerged as a major factor of success for banks globally. The banking

sector, long considered as a pillar of stability, has undergone major transformations as a result of rapid advances in information technology and digital innovation. Adoption and integration of these technologies have not only transformed the way banks function, but have also transformed customer experiences, security protocols, and overall efficiency. This era of technological adaptation in banks reflects a paradigm change in which institutions are pushed to leverage the power of cutting-edge tools and digital solutions in order to remain competitive, improve customer engagement, and maintain operational excellence. The integration of fintech solutions, artificial intelligence, blockchain technology, data analytics, and mobile banking applications has reshaped traditional banking practises, allowing financial institutions to provide a diverse range of services while lowering costs and improving accessibility. Furthermore, the global pandemic has hastened the speed of technological implementation in the banking industry. The significance of solid online banking infrastructure, digital payment systems, and better cyber security measures has been illustrated by social distancing measures and the trend towards remote work. Banks quickly responded by embracing digitalization in order to maintain flawless operations and fulfil their customer's changing expectations.

In this dynamic environment, understanding the nuances of technological adaptation in banks is paramount. This exploration encompasses the strategies employed by banks to embrace innovation, the challenges they face in navigating this transformation, and the impact of these changes on both internal processes and customer interactions. Moreover, it delves into the evolving regulatory landscape, customer expectations, and the broader implications for the financial industry as a whole. This in-depth investigation of technological adaptation in HDFC and karur vysya banks aims to provide insight on the driving forces, possibilities, and challenges that financial institutions face on their path to a digitally transformed future. It emphasises the importance of connecting technological initiatives with business goals and customer-centric methods to guarantee that banks not only survive but prosper in a technologically challenged world.

Statement of the Problem

The banking industry's growing dependence on technology poses crucial challenges concerning bank employee's technological adaption. To meet the evolving needs of the digital banking sector, these difficulties include the need for up skilling and rescaling, resolving resistance to change, optimising worker productivity, assuring seamless integration of technology tools, and building a culture of continuous learning. In this study, an attempt has been made to analyse the technological adaption among the bank employees of HDFC Bank and Karur vysya bank and how far they have been adapted to the transformation.

Scope of the Study

This study focuses on the current status of technological adaption among bank employees, identifies skill gaps and investigates the impact of technology on workforce efficiency. Employee

resistance, integration issues, the function of a learning culture, customer impacts, and regulatory compliance are also investigated. In the digital banking era, the study provides concrete recommendations for banks to improve employee's technology adaption.

Objective of the Study

To analyse the technological adaption among bank employees of selected banks

Review of Literature

(Simran Jit Kaur.et.al)[1] has made a qualitative study on "Adoption of digital banking channels in an emerging economy: exploring the role of in-branch efforts" the paper was carried out to examine the impact of banks' in-branch efforts on enticing clients in India to switch from traditional branch banking to digital banking. Interviews with senior bank executives from India's public and private sector banks were conducted for the study and qualitative content analysis was performed to categorise interview responses into four key themes.

(Sana Arz Bhutto, Yasir Jamal b, Saif Ullah)[2] has made an investigation on the relationship between "FinTech adoption, service innovation, human resource competency, and business growth" in US banks. The study used a quantitative method, with survey questionnaires distributed to 55 banks and 311 replies collected. The data was analysed using Structural Equation Modelling (SEM).It emphasises how human resource competencies like adaptation and decision-making drive Fintech adoption. Furthermore, it implies that service innovation helps to business growth. The article highlights the need of good human resource practises in developing employee capabilities, optimising performance, and eventually encouraging FinTech adoption. It emphasises the study's contribution to existing knowledge by emphasising the role of service innovation in mediating the relationship between FinTech adoption and business growth.

(Smiely, S. Ruth, Grace, S. Esther) has explained "Effect of Financial Technology on the Financial Performance of Selected Banks in India". The research focuses on the impact of Fintech components such as mobile banking, internet banking, and agency banking, as well as economic aspects such as economic growth rate, currency rate (Indian Rupee), and interest rates, on the financial performance of the banking industry. The study lasted five years, from April 2018 to March 2022, and analysed secondary data. The findings show that mobile banking, online banking, and agency banking positively influence the financial performance of banks. In conclusion, the study recommends that banks invest in Fintech to improve operational efficiency, encourage customer adoption of these technologies, allocate resources for technological infrastructure enhancement, and expand agency networks, particularly in rural areas.

Research Methodology

The study is based on both primary and secondary data. The Primary Data relating to technological adaption among bank employees are collected from bank employees of HDFC bank and Karur vysya Bank through structured questionnaire. The actual responses collected were 74 and after eliminating the missing and invalid responses, a sample size of 60 respondents

has been taken for the study by adopting purposive sampling technique. The Secondary data is collected from relevant articles and websites.

Analysis and Interpretation:

Simple Percentage Analysis

Percentage analysis is carried out for all the demographic questions specified in the questionnaire. The percentage analysis is used mainly for standardization and comparison.

Table 1

Simple Percentage Analyses

Demographic profile		Frequency	Percentage
Gender	Male	26	43.3
	Female	34	56.7
	Total	60	100.0
Age	Below 25	16	26.7
	26-35	38	63.3
	36-45	2	3.3
	Above 45	4	6.7
	Total	60	100.0
Educational qualification	Undergraduate	32	53.3
	Post graduate	17	28.3
	Others	11	18.3
	Total	60	100.0
Average Annual income	Below 30000	10	16.7
	30001-60000	21	35.0
	60001-90000	17	28.3
	Above 90000	12	20.0
	Total	60	100.0
Work Experience	Less than 1 year	10	16.7
	1-3	21	35.0
	4-6	17	28.3
	More than 6 years	12	20.0
	Total	60	100.0

Source: Computed from Primary data

Gender

Out of 60 respondents, 43.3 per cent of the respondents are male and 56.7 per cent of the respondents are female. Hence, female respondents are more.

Age

Out of 60 respondents, 26.7 per cent respondents are below 25, 63.3 per cent respondents are between 26-35, 3.3 per cent respondents are between 36-45, 6.7 per cent respondents are above 45. Hence, majority of the respondents are between 26-35.

Educational qualification

Out of 60 respondents, 53.3 per cent respondents are undergraduate, 28.3 per cent respondents are post graduate and 18.3 per cent respondents are others. Hence, majority of the respondents are under graduate.

Average Annual income

Out of 60 respondents, 16.7 per cent respondents are Below 30000, 35 per cent respondents are between 30001-60000, 28.3 per cent respondents are between 60001-90000 and 20 per cent respondents are above 90000. Hence, majority of the respondents are between 30001-60000.

Work Experience

Out of 60 respondents, 16.7 per cent respondents are less than 1 year, 35 per cent respondents are 1-3, 28.3 per cent respondents are 4-6 and 20 per cent respondents are more than 6 years. Hence, majority of the respondents are 1-3 years work experience.

t-Test - Demographic Variable of the Respondents and their technological

21

adaption on reasons how the respondents are adapted using technology

Ho: t-test has been used to test whether the scores obtained for the technological adaption on reasons how the respondents are adapted using technology has no significant difference among the respondents classified based on the demographic factor with the following null hypothesis.

Table 2 t-test

Demographic Factors		N	Mean	SD	t-value	Sig	S/NS
Gender	Male	26	2.7269	.79577	.926	.359	NS
	Female	34	2.5441	.70418			

Source: Computed from Primary data

The above table results show that there is no significant difference between gender (.359) their technological adaption on reasons how they are adapted using technology. Thus, it is inferred that the significant value is greater than 5% level of significance. Hence, the null hypothesis is accepted.

ANOVA - Demographic Variables of the Respondents and their technological adaption among bank employees using technology

Ho: Anova has been used to test whether the scores obtained for the technological adaption among bank employees has no significant difference among the respondents classified based on the demographic factor with the following null hypothesis.

Table 3 Analysis of Variance

Demographic Factors		N	Mean	SD	F	Sig	S/NS
Age	Below 25	16	2.6563	.96053	.594	.622	NS
	26-35	38	2.5579	.64750			
	36-45	2	3.2000	1.13137			
	Above 45	4	2.8250	.59090			
Educational qualification	Undergraduate	32	2.5625	.83656	.304	.739	NS
	Post graduate	17	2.6471	.70898			
	Others	11	2.7636	.51044			
Average Annual income	Below 30000	10	2.6100	.71407	.580	.630	NS
	30001-60000	21	2.5571	.86981			
	60001-90000	17	2.5353	.53144			
	Above 90000	12	2.8750	.82366			
Work Experience	Less than 1 year	10	2.6100	.71407	.580	.630	NS
	1-3	21	2.5571	.86981			
	4-6	17	2.5353	.53144			
	More than 6 years	12	2.8750	.82366			

Source: Computed from Primary data

There is no significant difference among age (.622), Educational qualification (.739), Average annual income (.630), Work experience (.630) of the respondents and their technological adaption among bank employees

Age

The mean score is found to be high in age group of 36-45 years. There exist marginal awareness score among age group of above 45 and below 25 years and lowest mean score has been found in age group 26 - 35years. The P value (.622) of F ratio (.594) shows that there is no significant difference in the respondents level of of technological adaption among

bank employees when respondents are classified based on the age group. Therefore, the null hypothesis is accepted.

Educational qualification

The mean score is found to be high in group of others followed by post graduate and lowest mean score has been found in group undergraduate. The P value (.739) of F ratio (.304) shows that there is a no significant difference in the respondents level of technological adaption among bank employees when respondents are classified based on the educational qualification. Therefore, the null hypothesis is accepted.

Average Annual income

The mean score is found to be high in group of respondents earning Above 90000 followed by below 30000 and 30001-60000 and lowest mean score has been found in 60001-90000. The P value (.630) of F ratio (.580) shows that there is no significant difference in the respondents level of technological adaption among bank employees when respondents are classified based on the average annual income. Therefore, the null hypothesis is accepted.

Work Experience

The mean score is found to be high in group of respondents more than 6 years followed by less than 1 year and 1-3 years and lowest mean score has been found in 4-6 years. The P value (.630) of F ratio (.580) shows that there is no significant difference in the respondents level of technological adaption among bank employees when respondents are classified based on the work experience. Therefore, the null hypothesis is accepted.

Findings

Simple Percentage Analysis

The female respondents are more and the majority of the respondents are between the age group of 26-35. Mostly, the respondents are under graduate employees. Majority of the respondents are earning their average annual income between 30001 - 60000 and most of the respondents are earning according to the work experience of 1-3 years.

t-test

There is no significant difference between gender their technological adaption on reasons how they are adapted using technology. Thus, it is inferred that the significant value is greater than 5% level of significance. Hence, the null hypothesis is accepted.

ANOVA

There is no significant difference among Age, Educational Qualification, Average annual income, Work experience of the respondents and their technological adaption among bank employees. Hence, the null hypothesis is accepted.

Suggestions

- More technological skill development programmes to be conducted for all sector employees.
- The troubleshooting techniques can be taught to employees so that the server problems can be overcome.
- The bank can continuously monitor technological adaptation trends over time to identify any shifts or emerging patterns. This will help them to stay proactive in addressing potential challenges or opportunities related to technology.

Conclusion

The banking industry's rapid technological evolution has created both possibilities and challenges for bank personnel. In light of these findings, banks must commit to investing in the technological adaption of their employees. This includes not only providing the essential training but also fostering an environment that fosters creativity, cooperation, and a proactive attitude to embracing technology. To summarize, the banking industry's digital transformation requires a flexible and proficient in technology employees. Employees in the banking industry must constantly improve their abilities, embrace change, and priorities customer-centric approaches. Banks can fully realize the potential of technology by cultivating a learning culture, eliminating opposition, and guaranteeing strong integration. Employees play a critical role in data protection with enhanced security measures and compliance. Finally, good technology adaptation enables banks to create outstanding customer experiences and prosper in a constantly changing financial world. Banks that focus and help their employees' technological adaption will be better positioned to prosper in the dynamic digital era, providing superior services to customers and remaining competitive in an ever-changing landscape.

References

1. Kaur, S. J., Ali, L., Hassan, M. K., & Al-Emran, M. (2021). Adoption of digital banking channels in an emerging economy: exploring the role of in-branch efforts. Journal of Financial Services Marketing, 26, 107-121.

2. Bhutto, S. A., Jamal, Y., & Ullah, S. (2023). FinTech adoption, HR competency potential, service innovation and firm growth in banking sector. Heliyon, 9(3).

3. Smiely, S. R., & Grace, S. E. (2022). Effect of Financial Technology on the Financial Performance of Selected Banks in India. International Journal of Business Analytics & Intelligence (IJBAI), 10(2).

4. Medyawati, H., Yunanto, M., & Hegarini, E. (2021). Financial Technology as Determinants of Bank Profitability. Journal of Economics, Finance and Accounting Studies, 3(2), 91-100.

5. Safeena, R., Date, H., Kammani, A., & Hundewale, N. (2012). Technology adoption and Indian consumers: study on mobile banking. International Journal of Computer Theory and Engineering, 4(6), 1020.

6. Deb, M., & Agrawal, A. (2017). Factors impacting the adoption of m-banking: understanding brand India's potential for financial inclusion. Journal of Asia Business Studies, 11(1), 22-40.

7. Mutua, R. W. (2013). Effects of mobile banking on the financial performance of commercial banks in Kenya (Doctoral dissertation, University of Nairobi).

8. Au, Y. A., & Kauffman, R. J. (2008). The economics of mobile payments: Understanding stakeholder issues for an emerging financial technology application. Electronic commerce research and applications, 7(2), 141-164.