

Human Resource Practices in Private Banking through the Spectrum of Technology

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Abstract: *The banking industry in India makes a substantial contribution to the country's economic growth. The performance of banks has a substantial influence on the pace at which the nation's economy develops. The performance of banks is contingent upon the performance of their human resources (HR), which are the most delicate and important assets of a business. Efficient management of human resources, combined with the effective adoption and utilization of technological advancements, particularly in the area of Information and Communication Technology, has become essential for banks to ensure their survival and progress. Equally important is the provision of top-notch customer service while simultaneously promoting bank goods, especially through innovative strategies like e-CRM. Human Resources (HR) play a significant role in all aspects of an organization. Only a workforce that is proficient and well-informed in technology can deliver customer service that satisfies the demands of modern discriminating clients. This study seeks to examine the comparative performance of Old Generation Private Sector Banks (OPBs) located in Kerala, specifically in terms of their HR productivity and other HR-related performance indicators, taking into account the current state of VUCA (Volatility, Uncertainty, Complexity, Ambiguity) in India's banking sector.*

Keywords: ICT, CRM, HRM, Old Private Sector Banks (OPBs), and Employee Productivity