

# A Study on HR in Private Sector Banks with A Focus on ICT

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**Abstract:** *The banking sector in India contributes significantly to the country's economic expansion. As a result, the performance of banks has a significant impact on how quickly the nation's economy develops. Banks' performance, in turn, is dependent on the performance of their human resources (HR), which are the most sensitive and valuable of an organization's resources. Powerful administration of HR alongside appropriate reception and usage of mechanical advances especially those in the field of Data and Correspondence Innovation, (ICT) has turned into a basis for banks for their endurance and development. Similarly, providing high-quality customer service in tandem with the promotion of bank products, particularly through the use of cutting-edge concepts like e-CRM, is another imperative. Human Resources (HR) are at the heart of everything. because only a workforce that is well-trained and knowledgeable about technology can provide customer service that meets the needs of today's discerning customers. This paper aims to investigate the relative performance of Old Generation Private Sector Banks (OPBs) based in Kerala with a focus on their HR productivity and allied HR-related performance parameters in light of India's banking sector's current state of VUCA (Volatility, Uncertainty, Complexity, Ambiguity)..*

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