

HUMAN RESOURCE MANAGEMENT IN ICICI BANK LTD: A STUDY

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INTRODUCTION

Human Resource Management (HRM) Practices have changed intensely due to globalization, Privatization, deregulation, competition and technological advancement. It is a fact that to thrive in the chaotic and turbulent business environment firms need to constantly innovate and be "ahead of the curve" in terms of business practices and strategies it is from this motivation to be at the top of the pack that HRM becomes a valuable tool for management to ensure success. Human Resource Management aims to increase contribution of employees in organisations. Those contributions are now ideas, Productivity working and success. In 1995, The Industrial Credit and Investment Corporation of India Limited (ICICI Ltd.) was incorporated as the initiative of world bank, the Government of India and representatives of Indian Industry The objective of ICICI is to create a development financial institution for providing medium term and long term projects financing to Indian Business. In the 1990's ICICI Bank transformed its business from a development financial institution offering only project finance to a diversified financial services group offering a wide variety of products and services, both directly and through a number of subsidiaries. Indian banking industry has been an important driving force behind nations economic development the emerging environment posses both opportunities and threats as well as human resource in dynamic economic and business environment.

REVIEW OF LITERATURE

In order to examine and analyze the HRM Practices, the researches, academicians and Policymakers have investigated several studies in different time periods. Many researchers have demonstrated that HRM Practices are the Key factor for employee performance. In this paper an attempt has been made to assess the relationship

between HRM and organisational performance of private sector bank. There are various HRM Practices are discussed by various researches and academicians.

Pfeffer (1998) Proposed seven HRM Practices that were: employment security, selective hiring, self managed teams and decentralization of decision making: comparatively high compensation contingent on organizational Performance, extensive and barriers and extensive sharing of financial and performance information throughout the organization.

Could-william (2003) showed that use of specific HRM practices in local government organizations in the United Kingdom (U.K.) was associated with a greater degree of job satisfaction workplace trust, commitment, effort and perceived organizational performance.

Budhwara and Boyne (2004), in India, categorised HRM Practices under four heads name recruitment and selection employee compensation, training and development and employee relations.

Dessler (2007) HRM refers to the policies and practices involved in carrying out the human resources aspects of a management position including Human Resource Planning, Job Analysis, Recruitment, Selection, Orientation, Compensation, Performance Appraisal, Training and Development and Labour Relations.

Katou (2008) conducted a study to measure the impact of HRM practices on organizational performance in manufacturing sector of Greece. The result indicated that the relationship between HRM practices (resourcing and development compensation & incentives, involvement & job design) and organisational performance is particularly mediated through HRM outcomes (skill, attitudes, behaviour) and it is influenced by business strategies (cost, quality, innovation.) The study concluded that HRM Practices are associated with business strategies will affect organization performance through HRM outcomes.

Rathnaweera (2010), The findings of the research revealed that Human Resource Management Practices are Significant predictors of employee satisfaction, commitment and retention.

Asta and Zivile (2011) researched on the link of HRM with organisational commitment and job satisfaction. Empirical result unveiled that HRM Practices such as skill enhancing, motivation enhancing and engagement enhancing have a positive relation with effective human resource like job satisfaction.

Lamba & Choudhary (2013) revealed that how HRM Practices provide an edge to employee's commitment towards an organization goal in the global in the global competitive market. The study concluded that HRM Practices such as training and development compensation and welfare activities has significant effect on organizational commitment and we associated with superior organizational performance, which help in retention of knowledgeable and skilled employees.

STATEMENT OF THE RESEARCH

Human Resource Management (HRM) play a vital Role in the achievement of organizational objectives by maximizing employee's performance in today's world of global business competition organizations are facing emerging challenges in the form of procurement and optimization of human resource capital. Human Resources are considered as a source of sustainable competitive advantage. The success of an organization of an organization is influenced by numerous factors but the key factor that affects the performance of organization is its workforce. In any organization HRM focuses on optional utilization and management of their human resource effectively in order to achieve maximum output. Managing People is concerned with deciding approaches and strategies to find alternatives of how to achieve organization goals.

Any organization without strong and effectives HRM is ought to suffer serious issues during their day to day actions.

Organization need to have HRM practices as well as business drivers that make the strategy interactive for organisational success. Healthy relations need to be maintained with employees to ensure a productive workforce. In Banking Industry, HRM is considered as one of the processes of discovery and transformation. The success of today's banking industry will specially depends on the human resource of the organization which plays crucial role in providing the serve needed.

OBJECTIVES OF THE STUDY

1. To explore and analyze the impact of Human Resources Management (HRM) of private sector bank with special reference to ICICI Bank.
2. To analyze, evaluate and examine the importance of Human Resources Management (HRM) in Banking business in general and ICICI Bank particulars.
3. The Study is also being undertaken to analyze the HRM strategies in the banking industry.

HYPOTHESES

For examining the impact of HRM on the organisation the following null hypothesis will be framed.

H01: Recruitment & Selection has no significant impact on the organisation.

H02: Training has no significant impact on the organisation.

H03: Performance has no significant impact on the organisation.

H04: Team Work has no significant impact on the organisation.

H05: Employee Participation has no significant impact on the organisation.

H06: Job satisfaction has no significant impact on the organisation.

H07: Compensation has no significant impact on the organisation.

The Hypothesis will be tested in the present research work are following:

1. The HRM process, the start of the strategy, illustrates the process of developing human resource plan. The strength and weakness of staffing options such as outsourcing, use of contingent workers and downsizing are involved in planning.
2. The recruitment process is done strategically to determine the talented employee fit for the position.
3. The selection process emphasizes the way in minimizing errors in employee selection and placement to improve the company's competitive position. The selection method standards such as validity and reliability are utilized.
4. An effective training systems of the manager's role in determining employee's readiness for training, creating a positive learning environment, and ensuring the training is used on the job.

RESEARCH METHODOLOGY

The Methodology of this research will be critical and empirical research seeks to examine and analyze the impact of HRM of private sector banking. For the present study ICICI Bank, a leading private sector bank is taken as a case study. The sample units include executives, middle level managers and managers who are working in the different departments of branches of ICICI Bank.

The study will be based on questionnaire, personal interview to analyze critically source of data will be the brochures, marketing journals. The work will be based on both primary data and secondary data. The primary data will be collected by open ended questions and close ended questions which are asked to the employees. The research will be conducted with the help of standard statistics & references.

Selection Criterion

ICICI Bank is India's Largest Private Sector Bank with total assets of Rs (6.461-29 billion) (US\$ 103. billions) at March 31, 2015 and profit after tax Rs- 111.75 billion (US\$ 1,788 million) for the year ended March 31, 2015. ICICI Bank currently has a network of 4,450 Branches and 13,916 ATM's across India. The ICICI Bank has witnessed tremendous change in terms of human tremendous change in terms of human resource, technology intervention and changing nature job in the context of Market demands.

For obtaining the required information interview method is used and structured schedule is filled by the reserarcher. Different branches of ICICI Bank which were contacted for the present study were as follows:

1. ICICI Bank, Samastipur
2. ICICI Bank, Madhubani

The books journals and newspapers, Govt's Reports etc. would be the main sources of the study.

Model Specification (Techniques/Tools)

Further for analysing the impact of Human Resource Management (HRM) practices on the organization Linear Regression models will be applied using SPSS.

Dependent and Independent Variables

The HRM of the organisation (Bank) is taken as dependent variable in the regression model. The Independent Variables used in model are Recruitment & Selection (R&S). Training (T) Performance Appraised (PA), Team work (TW), Employee Participation (EP), Job satisfaction (JS) and Compensation (C)

CONCLUSION

There is very much possibility of this research work that will help financial institutions as far as the HRM practices in concern.

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