ADVANCEMENT OF INFORMATION AND COMMUNICATION TECHNOLOGY AND ITS IMPLICATIONS ON WORK CULTURE, THE CASE STUDY BASED ON SAMPATH BANK LIMITED

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Abstract

Present banking industry found it very difficult to survive in the competitive market environments. Banks continue to update their technologies with value additions and provide customers' a better service for them to be retained. Small banks amalgamate with others and try to delay the normal death and larger banks do acquire small banks to be stronger than others.

Even though a bank provides the essence of latest technologies to its customers. Cultural factors within a bank are often identified as a crucial influence on the success or failure. Many organizations have conducted social researches in finding out the factors affecting to the changes in organizational culture. And several researchers have suggested ways in which management can accommodate these factors or solve the problem they pose.

This research attempts to go one step ahead and tries to explore the possibilities of availing factors generated through ICT advancements to affect on work culture. This research is restricted to Sampath bank since it is considered to be technologically driven bank in Sri Lanka.

The research uses the culture model or Goffee and Jones (1998), which identifies cultural characteristics as dimensions of sociability and solidarity and describes culture in terms or communities and how people relate to each other. Within the model, the two dimensions manifest four culture types, each of which may affect performance positively or negatively. ICT advancements in Sampath bank are categorized under developments in communication, automations and banking solutions. This paper tries to find out whether there are correlations between the usage of such advancements towards the sociability and solidarity prevailed within team members of Sampath bank.
The primary data for the study are collected through comprehensive questionnaire distributed among all executives of Sam path bank since they are the driving forces who have the experienced for more than 8 years in the same bank.