Research Methodology

Research Area
Over the years Indian banking industry has been undergoing changes to survive and grow in the face of global competition. The study is to be carried out on the Indian commercial banks. As per the data available the concentration employees is high in urban and semi urban areas. Of the total employement in banking system in India, Maharashtra has the highest number of employees then other states. Keeping in mind the time frame and large population the study focuses on Commercial banks in the Mumbai region. The Public, Private and the Foreign banks would be surveyed to collect the required data to study.

Research Design
The aim of study is to determine HRM practices which form part of organization culture, how they effect level of motivation, commitment and loyalty towards organization while achieving high level of performance and creating an employer brand. The research should be able to bring to light framework of combination of organizational strategies with organization culture to achieve sustained growth and competitive advantage in the dynamic business environment. The research is survey based and it tries to characterize response of employees toward organization it is Conclusive in nature. Descriptive research technique is to be used to draw conclusions.

Sampling Technique
As the desired data is to be collected from Indian Commercial Banks where population does not comprises of a homogeneous group, the Stratified Random Sampling method used to attain the required sample for the research. The population is divided in three stratum Public, Private and Foreign Banks. By stratification the different types of banks are now more homogeneous individually then rest of the banks. By collecting data in this manner, data will be more precise for each stratum and later could be compared with other stratum, banks.

Sample Size
As per the data available there are 79 schedule banks in India banking sector out of which 28 are public sector banks 23 are private banks and 28 are foreign banks.
The scope of research encompasses, 3 stratum Public, Private and Foreign Banks, all the 3 types of commercial banks, the location for the research being Mumbai which has both metro/urban and semi urban region. So 3 banks from each strata will be brought under the study i.e total 9 banks, minimum of 300 of existing employees from each stratum i.e in all 900 employees are expected to be surveyed during the research. This is an approximate figure presented, as in stratified sampling the sampling fraction is not required to be same for the study at the same time the data could be proportionate.

Sources of Data
The data for the research will be collected from primary and secondary source, the primary data to be collected from the existing employees employed at branch level. Similarly to understand how much bank attracts new employee a mix of fresh youngster seeking job will be surveyed so as to understand the organization image in the minds of potential human resource. The location of bank branches will not bring any difference to the study, the employee policy in the organization is assumed to be the same in all branches. The survey instrument to be used will be a carefully designed questionnaire to attain the data required to fulfill the research objective.

Methods of collecting data
Primary Data
- Sampling
- Online survey
- Questionnaire
- Structured Interview
- Observation
- Case study

Secondary data
Published reports, articles, in house published book and text material, data published on organization website.

Analysis of data
The purpose of the study is to understand how organizational culture and HRM practices influence organization performance, also how it helps creating employer brand for which only quantitative analysis or qualitative analysis of data alone will not be enough hence both the
methods to be applied to find out the implication as set in by the objective. The research design for the study required to gain knowledge of four sets of data to be collected from one source. The first set of data to be related to organization culture, Second set related to HRM practices, third set of data related to employer branding and fourth set measures criteria’s of organizational performance. The study focuses on the above mentioned four sets of facts on which statistical inferences. Suitable statistical tools and techniques to be used for drawing such conclusions, which will help us, understand the difference in the response.

The different banking sectors will be statistically analyzed, (with reference to the areas to be studied).