

IMPACT OF JOB AUTOMATING TECHNOLOGY USAGE ON PERCEIVED JOB INSECURITY: WITH SPECIAL REFERENCE TO NON-MANAGERIAL EMPLOYEES IN PRIVATE BANKS IN MONARAGALA DISTRICT, SRI LANKA

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ABSTRACT

Automation, AI, and robotics advancements have intensified concerns regarding job insecurity worldwide. The rapid advancement of automation technologies has sparked concerns about job displacement and employee insecurity across various industries, including banking. The purpose of this study is to ascertain how job automation affects non-managerial staff members' perceptions of job insecurity in private banks located in the Monaragala District of Sri Lanka. This study investigates the level of perceived job insecurity among non-managerial employees in the private banking sector of the Monaragala District, Sri Lanka. A stratified random sampling method was used for sample selection. The sample size is 169 non-managerial employees in private banks in the Monaragala District. The population consists of 300 non-managerial employees in private banks in the Monaragala District. The data were gathered using a structured questionnaire to evaluate the impact of job automation technology on job insecurity using a 5-point Likert scale. The data were analyzed through univariate, correlation, and regression analyses using the SPSS software (version 21). The unit of the study was individuals: non-managerial employees of private banks in Monaragala District, Sri Lanka. This study was designed using a descriptive method. The findings reveal a surprisingly low level of perceived job insecurity among respondents, indicating that employees do not view technological advancement as a direct threat to their job security. Cronbach's alpha was used to measure internal consistency reliability. All items have item-total statistics that are 0.70 or higher, which is considered acceptable. This study investigated the impact of perceived job insecurity and various technological factors, including Internet usage, mobile phone usage, and the presence of internet-based jobs, on job insecurity using multiple linear regression analysis. The research shows that automation in the banking sector offers both benefits and challenges, but by recognizing employees' complex perspectives, plans that protect both the industry's continued prosperity and the well-being of the workforce can be developed. In an era of rapid technological change, this study provides important insights into how non-managerial bank employees in Monaragala District perceive job security.

Keywords: Automation, internet based job, internet usage, job insecurity