

BANKERS' AWARENESS OF MODERN INDUSTRIAL TECHNOLOGIES: A COMPARATIVE STUDY IN WESTERN PROVINCE OF SRI LANKA

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ABSTRACT

This research investigates employees' awareness of modern industrial technologies that contribute to the efficiency of Sri Lankan banking services, focusing on Artificial Intelligence (AI), biometric technology, blockchain technology, and big data analytics (BDA). Awareness levels were compared across bank types and employees' demographic characteristics. This aims to address a knowledge gap and improve efficiency levels. A cross-sectional, quantitative research design was used while collecting data through a seven-point Likert scale questionnaire from 375 employees in rationally selected public and private banks in the Western Province of Sri Lanka. Results revealed a higher awareness of AI and Biometrics than blockchain and no noticeable difference was shown in the awareness of BDA. Awareness levels significantly varied by sex, educational background, and education level. This study supports the improvement and innovation in Sri Lankan banks while assisting policymakers in developing strategies to enhance the efficiency of banks.

KEYWORDS: *Banking sector, Modern Industrial Technologies, Technology, Awareness, Bank Employees.*

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