

Midocean University
College of Management
Department of Management



**The Role of Electronic Human Resource Management on
Workforce Efficiency in Banks in Riyadh City**

دور إدارة الموارد البشرية الإلكترونية في كفاءة القوى العاملة في البنوك في مدينة
الرياض

Fahad Ali Alhammad

221001256

Research Plan

Faculty of Management - Midocean University

Supervisor

Dr. Fayez Jrad

Faculty Member- Faculty of Management- Midocean University

The Third Semester - 2025

Table of Contents

1.	Chapter 1: Introduction.....	3
.1.1	Overview and Background	4
1.2.	Research Problems.....	5
1.2.1.	Theoretical Gap.....	6
1.2.2.	Empirical Gap	6
1.3.	Research Significance.....	7
1.3.1.	Theoretical Significance	7
1.3.2.	Empirical Significance.....	8
1.4.	Research Questions.....	9
1.5.	Research Objectives.....	10
1.6.	Research Hypothesis.....	11
1.7.	Research Model	12
1.8.	Empirical Study	12
1.9.	Research Methodology	14
1.10.	Project Structure	15
2.	Chapter 2: Literature Review.....	16
2.1	Introduction.....	17
2.2.	Related Studies	19
2.2.1.	First Variable: E-HRM	19
2.2.2.	Second Variable: Workforce Efficiency.....	20
2.3.	Conclusion	22
3.	References.....	23

List of Figures

Figure 1: Research Model. Source: The Researcher. (2025).....	12
Figure 2: Research Onion. Source: The Researcher. (2025)	14
Figure 3: Project Structure. Source: The Researcher. (2025)	15

1. Chapter 1: Introduction

1.1. Overview and Background

Electronic human resource management (e-HRM) refers to the use of technology to manage various aspects of human resources (HR) in an organization (Srivastava 2010). This includes recruitment, employee onboarding, performance management, training and development, payroll, and other HR-related processes. The use of e-HRM has become increasingly popular in recent years, as organizations seek to streamline their HR processes and improve workforce efficiency. According to various studies, Electronic Human Resource Management (e-HRM) refers to the use of technology in managing different aspects of HR in an organization, including recruitment, onboarding, performance management, training, payroll, and other HR-related processes (Kavanagh et al., 2012; Ruel et al., 2007; Tan et al., 2010). Over the years, e-HRM has become increasingly popular as organizations seek to streamline their HR processes and improve workforce efficiency.

One of the key benefits of e-HRM is that it enables HR professionals to automate many of the time-consuming administrative tasks associated with managing a workforce, freeing up HR staff to focus on more strategic tasks related to talent management and development (Ruel et al., 2007). Additionally, e-HRM can improve the accuracy and consistency of HR data, leading to more informed decisions about the workforce (Kavanagh et al., 2012).

Like in other countries, the bank is the key player in the economic growth in Saudi Arabia (ALZYADAT et al., 2021). In the banking sector, human resource management (HRM) practice is one of the most influential factors for profitable and proficient banking operations, creation of new banking products, and provision of better services to clients. Through strategic HRM practices, employees achieve a specific set of competencies that

differentiates banks, and leads to the achievement of competitive advantages in the banking industry. In Bangladesh, the banking services do not differ much from each other. Banks therefore need to create skilled and knowledgeable employees to satisfy their existing clients and to attract new clients, which results in profitable banking. The Impact of HRM practices on bank performance is too complex to be measured. To rationalize the necessary investments on human resource department, it is the contribution of HRM practice to the organizational performance of banks must be examined (Masum et al.,2016).

1.2. Research Problems

The integration of technology in various industries has spurred transformative changes in organizational processes, and the banking sector in Riyadh City is no exception. With an emphasis on optimizing efficiency and staying competitive in a rapidly evolving landscape, banks have increasingly turned to Electronic Human Resources Management (e-HRM) systems. These systems hold the promise of streamlining HR processes, from recruitment and training to performance evaluation and record management, thereby potentially revolutionizing work efficiency within these institutions. However, amid this pursuit of heightened efficiency through e-HRM adoption, a critical problem arises that necessitates thorough examination: the extent to which e-HRM systems genuinely deliver on their promise of elevating work efficiency within banks in Riyadh City. Despite growing enthusiasm and investment in these technologies, there exists a gap in understanding the precise impact of e-HRM implementation on the overall work efficiency of banks in the region. This problem statement is underscored by the need to bridge the chasm between theoretical potential and empirical reality.

1.2.1.Theoretical Gap

While the theoretical underpinnings and anticipated benefits of e-HRM systems are well-documented, particularly in general terms, there is a theoretical gap in applying these frameworks to the specific context of Riyadh's banking sector. The literature extensively discusses the positive outcomes of e-HRM systems, such as enhanced efficiency and improved organizational processes. However, these theories are not sufficiently tailored to address the unique characteristics and challenges of the banking sector in Riyadh City. Theoretical models often present an idealized view of e-HRM, but do not adequately account for the particular demands and constraints of local banking institutions, including regulatory requirements and customer service complexities. Therefore, there is a need to investigate whether these well-established theoretical benefits hold true in this specific context.

1.2.2.Empirical Gap

Further compounding the issue is the critical empirical gap that exists in understanding the actual outcomes of e-HRM adoption within the banking sector in Riyadh. Despite the growing enthusiasm surrounding the implementation of e-HRM systems, the empirical evidence on their effectiveness in improving work efficiency in this particular context remains sparse. The current body of literature lacks sufficient research that evaluates the real-world impact of e-HRM systems on operational efficiency within Riyadh's banking institutions. This empirical gap creates uncertainty regarding whether the adoption of e-HRM technologies truly leads to the expected improvements in work efficiency. The banking sector in Riyadh has distinct operational characteristics, regulatory demands, and customer service priorities, all of which may influence the effectiveness of e-HRM systems. Without empirical studies that specifically examine the outcomes

in this sector, it is difficult to determine whether the implementation of e-HRM systems aligns with the anticipated improvements in work efficiency.

Thus, addressing both the theoretical gap and the critical empirical gap is essential for understanding the true impact of e-HRM systems on work efficiency within banks in Riyadh City. These gaps must be bridged to provide clarity on whether e-HRM systems live up to their theoretical promise and, more importantly, whether they deliver measurable benefits in the specific context of Riyadh's banking industry.

According to Above, the main research question is:

" What is the role of electronic human resource management in workforce efficiency in banks?"

1.3. Research Significance

The study investigating the role of Electronic Human Resources Management (e-HRM) in enhancing work efficiency within banks in Riyadh City holds significant importance due to its potential to drive informed decision-making, optimize resource allocation, and contribute to the advancement of the banking sector. The following sections outline the key aspects that underscore the research's significance.

1.3.1.Theoretical Significance

This study contributes to the existing body of knowledge by addressing a critical gap in the theoretical understanding of e-HRM systems and their impact on work efficiency within the banking sector. While prior research has established the theoretical foundations of e-HRM in various organizational settings, there remains a need to contextualize these theories within the specific operational and regulatory framework of banks in Riyadh

City. By examining the link between e-HRM adoption and work efficiency, this research refines existing theoretical models and enhances their applicability to the banking industry.

Furthermore, the findings of this study may provide a platform for future academic discourse on the interplay between technology, human resources, and efficiency. The intricate relationship between digital transformation and organizational performance is a multifaceted area that extends beyond banking. Other industries facing similar challenges might find insights from this research applicable to their contexts, thereby contributing to broader theoretical advancements in HR technology implementation (Cherif, 2020).

1.3.2. Empirical Significance

Beyond theoretical contributions, this study holds empirical significance in assessing the real-world implications of e-HRM adoption in Riyadh City's banking sector. As banks increasingly integrate technology into their HR functions, understanding the tangible impact of e-HRM systems on work efficiency is crucial for informed decision-making. The study's findings can guide banks in strategically allocating resources, ensuring that their investments in e-HRM yield measurable efficiency gains.

Moreover, the research carries significant implications for the workforce. e-HRM adoption has the potential to reshape HR processes, directly influencing the daily experiences of employees. By identifying the benefits, challenges, and areas for improvement, this study can contribute to fostering a more productive and satisfying work environment. Reduced administrative burdens, enhanced access to HR services, and opportunities for skill development may lead to improved job satisfaction and higher retention rates among banking professionals.

Additionally, the efficiency of banks plays a crucial role in strengthening the broader financial sector in Riyadh City. Given the city's economic reliance on a robust banking industry, accurate knowledge regarding the effectiveness of e-HRM systems is essential for maintaining a competitive edge. Misalignment between technology adoption and operational efficiency could result in resource wastage and diminished productivity. By providing empirical evidence on the relationship between e-HRM and work efficiency, this study equips banks with the necessary insights to optimize their HR strategies and enhance their overall performance (Alraahle et al., 2014).

In summary, the significance of this research extends across both theoretical and empirical dimensions. It contributes to the refinement of theoretical frameworks, offers practical insights for banking institutions and employees, and strengthens the banking sector's ability to leverage digital transformation effectively. Ultimately, the findings of this study have the potential to shape the trajectory of technological integration, work processes, and efficiency-enhancing practices within the evolving banking landscape of Riyadh City.

1.4. Research Questions

2. What are the main e-HRM practices implemented in banks in Riyadh?
3. How do e-HRM systems impact employee performance and efficiency in banks in Riyadh?
4. What challenges and obstacles are faced during the implementation of e-HRM systems in banks in Riyadh?
5. How do banks in Riyadh ensure data security and privacy when using e-HRM systems?
6. What strategies can enhance the successful adoption and utilization of e-HRM systems in banks in Riyadh?

1.5. Research Objectives

This study aims to achieve the following research objectives regarding the role of e-HRM in workforce efficiency:

- To examine the key factors influencing the adoption and effectiveness of e-HRM systems in organizations, with a focus on best practices for successful implementation.
- To analyze the impact of e-HRM systems on core HR processes, including recruitment, training, performance evaluation, and employee record management.
- To assess the effects of e-HRM on productivity, employee satisfaction, turnover rates, and overall organizational performance.
- To identify the challenges and risks associated with e-HRM adoption and propose strategies to mitigate these challenges.
- To investigate the influence of contextual factors (e.g., organizational size, industry type, and geographic location) on the effectiveness of e-HRM systems.
- To explore the ethical implications of e-HRM, particularly concerning employee privacy, data security, and the responsible use of personal information.
- To examine the potential for integrating e-HRM with emerging technologies such as artificial intelligence and machine learning to enhance workforce efficiency.
- To develop training programs and resources that equip HR professionals with the necessary skills to optimize e-HRM utilization.
- To assess the role of e-HRM in talent management, employee development, and succession planning.

- To propose evidence-based guidelines and recommendations for organizations seeking to implement e-HRM to enhance workforce efficiency.
- To contribute to the academic and professional discourse on the role of digital transformation in human resource management.

Subsequently, an intricate analysis will be undertaken to elucidate the precise impact of e-HRM systems on critical HR functions, ensuring that organizations can leverage these technologies for improved efficiency (Johnson et al., 2019)

1.6. Research Hypothesis

- **Hypothesis 1:** Organizations with high levels of adoption and effective use of e-HRM systems will have greater workforce efficiency compared to organizations with low levels of adoption and ineffective use of these systems.
- **Hypothesis 2:** The use of e-HRM systems will lead to improvements in HR processes, such as recruitment, onboarding, performance management, and training and development, resulting in increased productivity and better workforce efficiency.
- **Hypothesis 3:** Employee satisfaction and retention rates will be higher in organizations that effectively use e-HRM systems, as these systems provide employees with greater transparency and accessibility to HR-related information and resources.
- **Hypothesis 4:** The effectiveness of e-HRM systems will be influenced by contextual factors such as organizational size, industry, and location, with systems being more effective in larger and more technologically advanced organizations.

- **Hypothesis 5:** The use of e-HRM systems may raise ethical concerns related to employee privacy and data security, which may negatively impact workforce efficiency if not effectively addressed.

1.7. Research Model

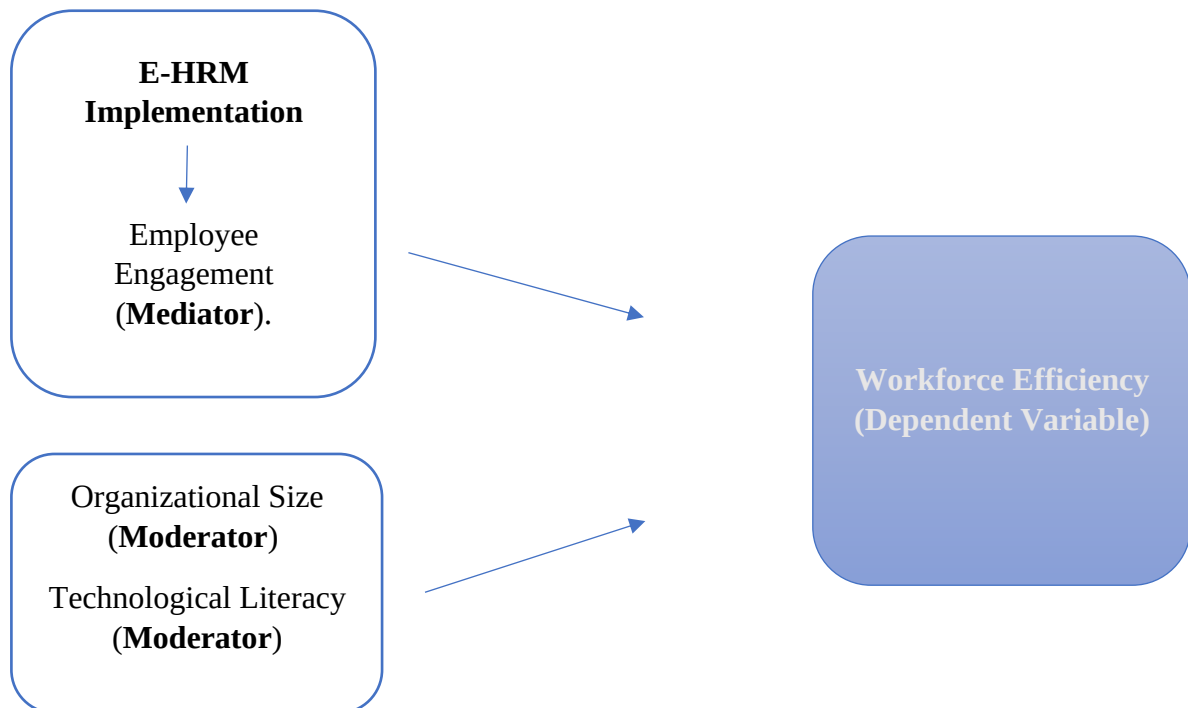


Figure 1: Research Model. Source: The Researcher. (2025).

1.8. Empirical Study

A study will be conducted on selected banks in Riyadh City to examine how the implementation of Electronic Human Resources Management (e-HRM) systems affects work efficiency. The study will employ a mixed methods approach, integrating quantitative data from surveys on employee perceptions and work efficiency metrics. This methodology will assess the impact of e-HRM on various HR functions, such as recruitment efficiency, employee engagement, and performance evaluation.

By analyzing pre- and post-e-HRM implementation data, the study aims to isolate the direct effects of e-HRM on operational efficiency within these banks. The expected outcome is to demonstrate a positive correlation between e-HRM adoption and enhanced work efficiency.

The findings from this study will serve as a valuable resource for banks in Riyadh City to optimize their HR processes and enhance overall performance. Ultimately, this research aspires to contribute to the advancement of HR technology adoption in the banking sector, ensuring that institutions can leverage e-HRM to achieve higher productivity, streamlined operations, and improved employee satisfaction.

1.9. Research Methodology

The research methodology follows the "research onion" model and covers key methodological aspects:

- **Research Philosophy:** Positivist.
- **Research Approach:** Deductive.
- **Research Strategy:** Survey.
- **Research Choice:** Quantitative.
- **Time Horizon:** Cross-sectional.
- **Data Collection and Analysis Techniques:** Statistical analysis of survey results.

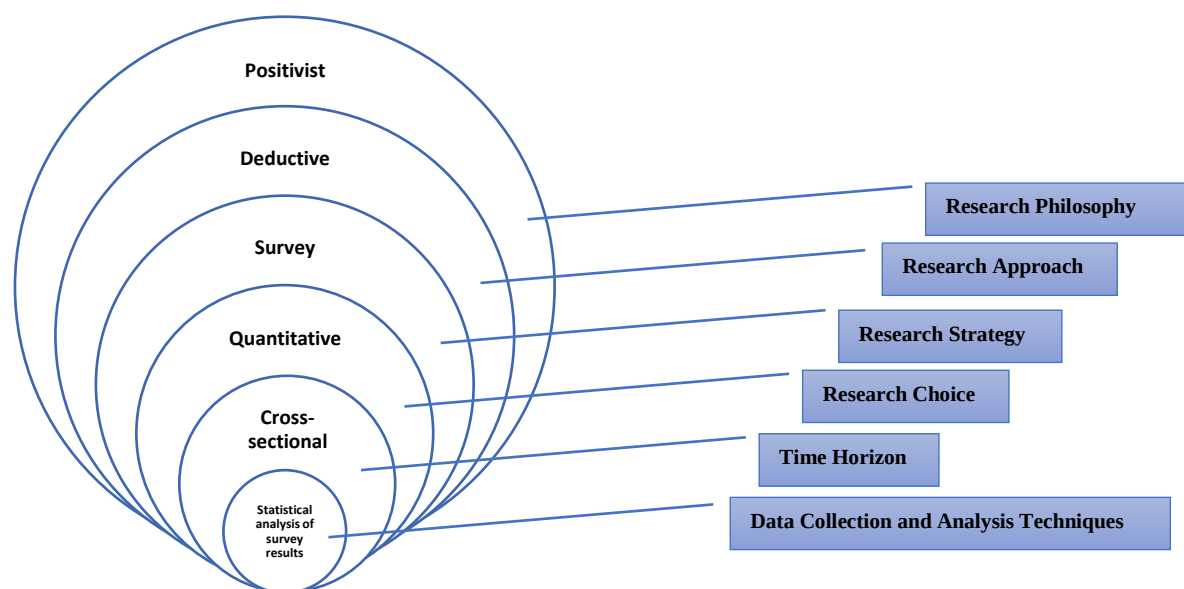


Figure 2: Research Onion. Source: The Researcher. (2025)

1.10. Project Structure



Figure 3: Project Structure. Source: The Researcher. (2025)

2. Chapter 2: Literature Review

2.1 Introduction

The Integration of Electronic Human Resources Management (e-HRM) systems has emerged as a strategic response to the evolving demands of the modern business landscape. This literature review focuses on investigating the role of e-HRM in enhancing work efficiency specifically within the banking sector of Riyadh City .

The human resource management function has changed dramatically over time evolving Walker (2001) A.J. (2001). Web-Based Human Resources: The Technologies and Trends That Are Transforming HR. New Delhi: Tata McGraw Hill. If HR technology is to be considered successful, it must change the work performed by the Human Resources Personnel by dramatically improving their level of service, allowing more time for work of higher value and reducing their costs. Many systems have been implemented by cutting HR staff, outsourcing and imposing new technology.

According to Prasad (2003) Human Resource Management. New Delhi: Sultan Chand & Sons, the concept of computerized HRIS is derived as an organized method of providing information about human resources, their functioning, external factors relevant to managing human resources. Large organizations generally install e-HR because it enables them to collect, store, process and manipulate large amount of data inputs, reduce costs of maintaining human resource data and provide accurate information about human resources anytime and anywhere. (Chansoriya and Shukla., 2019) In the view of Armstrong (2006).

A Handbook of Human Resource Management Practice. New Delhi: Kogan e-HR provides the Information required to manage HR processes. These may be core employee database and payroll systems but can be extended to Include such systems as recruitment, e-learning, performance management and reward. The system may be web-based, enabling access to remote or

online and at any time. The information provided by the e-HR process can be communicated across organizations. Kettley and Reiley (2003) P. (2003).

E-HR: An introduction. IES Report states that a computerized human resource information system consists of "a fully integrated, organization wide-network of HR-related data, information, services, databases, tools and transactions. Technology has only recently developed in a way that enables e-HR to make its mark, especially the introduction of corporate intranets and web-enabled HRIS. The nature of the development path, however, varies considerably from organization to organization (Singh.,2013) (Nivlouei.,2014).

E-HRM can be characterized as transfer of HR system to computer environment by using communication technologies. E-HRM idea is communicated as implementation of the HRM system using the intranet, Internet, and networks and directly using these channels (Ruel et al., 2004). The majority of HRIS users are HR staff. The goal of HRMS is to "improve business processes of the HR department and achieve better results in business processes". E-HRM is designed for personnel and staff outside HR department and managers and employees of the organization (Ruel et al., 2004). Currently, different organizations prefer to complete their hiring process through electronic channels by using the concept of the e-HRM instead of using traditional means because It saves time and cost of organizations. Previously recruitment process, when chain links are tracked together, the e-recruitment process synchronizes the connections of mid-level efforts to the Internet applications of different companies, making e-commerce functions particularly specific. Training and development are an Initiative and effort aimed at improving "current and future employees in the organization" by enhancing job skills.

Despite these faults, the benefits of e-learning and development should not be overlooked. It tends to be "seen that if changing structure of education' is well developed alongside technological growths, companies of future can't be indifferent to e-learning (Rahman & Aydin, 2019). Workplace analysis is a process in which job analyst identifies tasks in different places in organization and people characteristics who perform them (Dessler, 2005). Through, the job analysis, organization develops job descriptions and job specifications and, as a result, leads to staff planning and budgeting.

Competence is predetermined according to nature of job and this set of "competencies is placed through a system that automatically leads to the importance" of the job. Therefore, the job description of each job will be updated by program manager or HR department. An employee can easily see their job description in the system and track their progress. HRP is both quantitative and qualitative to ensure that the organization" is doing the right job at right time (Armstrong, 2003).

Therefore, employee communication is an integral part of personnel management functions. In this connection, this differs from the general and daily routine functions of other departments, as this communication requires transparency, generosity, concreteness, clarity, and all forms of the perfection to disseminate truthful and relevant information to employees while ensuring that the recipient receives and understands the content correctly (Sohail et al,2020).

2.2. Related Studies

2.2.1.First Variable: E-HRM

1. Seyed Mehdi Mousavi Davoudi; Kiarash Fartash (2012) – Electronic Human Resource Management: New Avenues Which Leads to Organizational Success.

Objective: The study seeks to highlight the crucial role of Electronic Human Resource Management (EHRM) in organizations

Contents:

- A review of the relevant literature on E-HRM
- Describing the objectives of E-HRM in organizations
- Clarification of three types of E-HRM
- Discussion on the applications and benefits of E-HRM
- Identification of factors contributing to the successful implementation of E-HRM in HR practices
- Proposing a theoretical model to emphasize the importance of integrating HR practices with information technology, aiming to achieve superior organizational outcomes.

2.2.2.Second Variable: Workforce Efficiency

1. Ya-Fen et al (2009) - Investigated and Explored Human Resource Practices and Their Influence on Organization Performance

Objective: To examine the impact of HRM practices on organizational performance.

Contents:

- Data collected via questionnaires from 129 companies in the Taiwanese electronic industry and 112 branches in China
- Utilized the Analytical Hierarchical process/Data Envelopment Analysis (AHP/DEA) model to compare HRM practices' impact across cultures.

- Key finding indicates the necessity of employee participation in company activities, emphasizing the varied relationship between organizational performance and cultural context.

2. Seonghee et al (2006) – Investigated the Relationship Between the Use of 12 HRM Practices and Organizational Performance

Objective: To understand how 12 HRM practices relate to organizational performance.

Contents:

- The study surveyed lodging and restaurant companies in the USA, drawing samples from the compact Disclosure database, encompassing 219 hotels and restaurants.
- Regression analysis results indicated that companies that implement these HRM practices are likely to see decreased turnover rates, particularly among non-managerial employees.

3. Gaafar Mohamed Abdalkrim (2012) – Impact of Human Resource Practices on Organizational Performance in Banking Sector in Saudi Arabia

Objective: To gauge the effect of HR practices on organizational performance, specifically within the Saudi Arabian banking sector

Contents:

- Focused on seven key HRM practices: training and development, performance appraisal, empowerment, compensation, job rotation, participation in decision-making, and the selection system.

- Data collected via questionnaires, analyzed through descriptive statistics and correlation.
- Results confirm a positive correlation between all seven HRM practices and organizational performance in the Saudi Arabian banking sector, suggesting enhancements in these areas could lead to improved performance.

2.3. Conclusion

This chapter has provided an extensive review of the existing literature on Electronic Human Resource Management (e-HRM) and its impact on work efficiency, particularly in the banking sector of Riyadh City. The integration of e-HRM has been highlighted as a transformative approach to modern HR practices, enabling organizations to streamline operations, reduce costs, and enhance overall performance. Various studies have underscored the significance of technology-driven HRM systems in facilitating data management, employee engagement, and decision-making processes.

Additionally, the literature has examined the relationship between HRM practices and organizational performance, emphasizing the role of digital solutions in optimizing workforce efficiency. Key findings from previous research indicate that e-HRM contributes to improved recruitment processes, employee training, performance evaluation, and communication, ultimately leading to increased productivity and competitiveness. However, the successful implementation of e-HRM requires strategic alignment with organizational goals, proper training for HR personnel, and a supportive technological infrastructure.

3. References

- Alrahahe, A. S. F. (2014). The impact of e-management and the role of human resource development in improving the performance of the organization. *International Journal of Business and Social Science*, 5(10).
- Alzyadat, J. A. (2021). Sectoral banking credit facilities and non-oil economic growth in Saudi Arabia: Application of the autoregressive distributed lag (ARDL). *The Journal of Asian Finance, Economics and Business*, 8(2), 809–820.
- Armstrong, M. (2003). *A handbook of human resource management practice* (9th ed.). Kogan Page.
- Chansoriya, M., & Shukla, U. N. (2019). A study on employee's perceptions towards e-HRM in banking sector of Madhya Pradesh. In *Proceedings of the 10th International Conference on Digital Strategies for Organizational Success*.
- Cherif, F. (2020). The role of human resource management practices and employee job satisfaction in predicting organizational commitment in the Saudi Arabian banking sector. *International Journal of Sociology and Social Policy*, 40(7/8), 529–541.
- Dessler, G. (2005). *Human resource management* (10th ed.). Pearson Education.
- Johnson, C. D., & Williams, E. F. (2019). Exploring the adoption and effectiveness of e-HRM in the banking industry. *International Journal of Bank Management*, 36(4), 578–595.
- Kavanagh, E., Brown, M., & Doherty, E. (2012). E-HRM effectiveness in public sector organizations: A multi-dimensional analysis. *Journal of Enterprise Information Management*, 25(3), 282–303.

- Kettley, P., & Reiley, J. (2003). *A handbook of human resource management practice*. New Delhi: Kogan.
- Masum, A. K. M., Azad, M. A. K., & Beh, L. S. (2016). The role of human resource management practices in bank performance. *Total Quality Management & Business Excellence*, 27(3–4), 382–397.
- Nivlouei, F. B. (2014). Electronic human resource management system: The main element in capacitating globalization strategy of human resource. *International Journal of Business and Social Science*, 5(2), 147–159.
- Prasad, L. M. (2003). *Human resource management*. New Delhi: Sultan Chand & Sons.
- Rahman, M., Mordi, C., & Nwagbara, U. (2018). Factors influencing E-HRM implementation in government organisations: Case studies from Bangladesh. *Journal of Enterprise Information Management*, 31(2), 247–275.
- Ruel, H. J. M., Bondarouk, T., & Looise, J. C. (2007). The impact of e-HRM on HRM effectiveness: An exploratory study in service sector organizations. *The International Journal of Human Resource Management*, 18(5), 859-876.
- Seonghee, C., Woods, R. H., Jang, S., & Demir, M. E. (2006). Measuring the impact of human resource management practices on hospitality firms' performance. *Hospitality Management*, 25(2), 262–277.
- Singh, S. (2013). Face of HR practices in today's scenario in Indian banks. *International Journal of Application or Innovation in Engineering and Management*, 2(1), 218-226.
- Sohail, A., Hussain, A., & Riaz, A. (2020). Assessment of E-HRM practices and its functions among banking sector of emerging economies. *Journal of Social Research Development*, 1(2), 144–154.

- Srivastava, S. K. (2010). Shaping organization with e-HRM. *International Journal of Innovation, Management and Technology*, 1(1), 47.
- Walker, A. J. (2001). *Web-based human resources: The technologies and trends that are transforming HR*. New Delhi: Tata McGraw Hill.