

**INFORMATION NEEDS ASSESSMENT OF BANK
MANAGERS IN SRI LANKA: A CASE STUDY OF THE DFCC
BANK**

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ABSTRACT

INTRODUCTION

The study identifies and assesses the information needs of bank managers in Sri Lanka focusing on the case of DFCC Bank. It also deals with the contribution of information to the DFCC Bank managers, and determines their satisfaction in the fulfillment of their information needs. The managers participated in the research carried out one or more managerial activities introduced by Gulick as cited by 12 Manage (2010). The questionnaires were sent to the whole population and the interviews were held with six managers from different grades and different business divisions. The researcher used qualitative and quantitative techniques. DFCC Bank managers were divided in to three categories by the researcher taking into the extent they have contacts with the external environment of the Bank and internal processes of the Bank. Human Resources and Special Loans Administration Division had both qualities in a considerable manner. The findings revealed that the managers were from heterogeneous professional backgrounds. Their most needed information types were business & industry and government regulations & policies. Other bank and insurance companies, newspapers, journals & other publications, business statistics, annual reports and accounts were important information sources needed by the managers. Both electronic and paper based information services were needed by the managers. Main problems pertaining to information needs fulfillment were availability of information, cost, time, user friendliness and coverage. But the extent of contribution of information satisfied the managers to a certain degree. Researcher recommends electronic and paper based library services with an appropriate collection and also emphasizes that the managers too have fundamental and a continuing role when meeting their information needs.