

## **Impact of Electronic Human Resource Management Practices on Organizational Performance of Ceramic industry Sri Lanka**

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The Sri Lankan ceramic industry has a long history of manufacturing and distributing tiles all over the country and exporting them to many foreign countries in the world. Accordingly, the industry holds an important place in the Sri Lankan economy. Unfortunately, the organizational performance of the industry has declined over the last five years. Accordingly, the leading companies in the industry have taken measures to overcome the above-mentioned issue and they have implemented electronic human resource practices in terms of HRM perspective. Therefore, this study aims to identify the impact of electronic human resource practices on the organizational performance of the ceramic industry in Sri Lanka. There is less research on the impact of electronic human resource management on organizational performance in the Sri Lankan context and by focusing on the ceramic industry. This was conducted as a cross-sectional qualitative field study among a sample of 228 executives and above-carders selected from three main companies in the Sri Lankan ceramic industry. The study was conducted by using a simple random sampling method, and the unit of analysis was individual level. A standard measurement scale was used to collect primary data, which was developed by using a five-point Likert scale. Descriptive statistics, Pearson correlation coefficient, and simple regression were applied to analyse data using SPSS. The findings revealed that there is a moderate positive relationship between electronic human resource practices and the organizational performance of the ceramic industry in Sri Lanka.

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