
EXPLORING THE ROLE OF DIGITAL HR PRACTICES AND REMOTE WORK CULTURE IN ENHANCING EMPLOYEE ENGAGEMENT AND JOB SATISFACTION: EVIDENCE FROM NON-BANKING FINANCIAL INSTITUTIONS

Pooja Singh*; Alok Singh**

*Research Scholar,
Department of Commerce,
Shyama Prasad Mukherjee Government Degree College,
University of Allahabad, Prayagraj, INDIA
Email id: poojasinghspm.au@gmail.com

**Assistant Professor,
Department of Commerce,
Shyama Prasad Mukherjee Government Degree College,
University of Allahabad, Prayagraj, INDIA
Email id: draloksingh@outlook.com

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ABSTRACT

The rapid digitalization of human resource management, accelerated by the COVID-19 pandemic, has significantly reshaped workplace dynamics across sectors." With the introduction of digital HR practices and the normalization of remote work culture, Non-Banking Financial Institutions (NBFIs) in India have seen a twin revolution. Although previous studies have looked at these two aspects separately, little is known about how they interact to affect work satisfaction and employee engagement. In order to close that gap, this study thematically analyzes academic literature to evaluate how digital HR tools—like cloud-based learning platforms, HR information systems (HRIS), AI-enabled hiring, and virtual performance management systems—interact with remote work frameworks to affect workforce outcomes. The results indicate that, particularly when backed by inclusive policies and strategic leadership, digital HR initiatives improve transparency, autonomy, and motivation. The results indicate that, particularly when backed by inclusive policies and strategic leadership, digital HR initiatives improve motivation, autonomy, and transparency. Flexible work schedules and better work-life balance are two benefits of remote employment, but if not handled with structured communication and wellness techniques, they can also result in social isolation and technological stress. According to the data, the best engagement and retention outcomes are obtained by hybrid models that combine digital HR tools with considerate remote work practices. However, there are major implementation hurdles because NBFIs lack the digital preparedness and infrastructure that commercial banks have. For HR policymakers and institutional leaders, this report provides useful insights that support an integrated, employee-centric approach to digital transformation. By highlighting the underrepresented NBFIs industry, it adds to the larger conversation about creating workplaces

that are resilient and prepared for the future in the digital economy that will emerge after the epidemic.

KEYWORDS: *Digital Hrm, Remote Work, Employee Engagement, Job Satisfaction, Nbfis, Hybrid Work, Hris, Thematic Analysis.*

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