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A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT

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Abstract

This paper is mainly dealing with the systematic review of different studies carried out on the subject of employee relationship management and its impact on organisation development and other Human Resource related benefit. The study incorporates a critical review of literature ranging from a wide range of countries and industries. However, there exist some limitations of availability, accessibility and annexation of all the existing and relevant works. From the human resource point of view, research on employee engagement and development has got high relevance in recent years. Employee motivation and retention are the buzzwords of the present business world and all the organisations are endeavouring to motivate and retain employees through employee relationship management. The scope of employee relationship management is vast and as such, standardising ERM strategies across industries and business environment is a critical task. The study simply attempts to gather information to provide some input to the researchers and academicians regarding the different trends in Employee relationship management practices.

Keywords: Employee Relationship Management, Organisational Development, Employee Motivation, Employee Engagement, Review of Literature.

Introduction

A healthy management-employees relationship is essential for the positive growth of an organisation. Moreover, the performance of employees depends upon the organisational atmosphere largely. Autonomy of the employees in delivering their duty in the presence of hierarchical control by immediate superiors and maintaining a balance between these two elements need a good employee-employer relationship. The management constantly trying to maintain harmony, motivation, loyalty and satisfaction among their employees to ensure steady growth and peaceful functioning of the enterprise. Job satisfaction of employees is more essential for the retention of key and valuable employees of an organisation. Hence, understanding the nature of the management-employee relationship and nurturing this relationship is very essential in the part of the management. Therefore, the present study is exclusively designed to discuss the needs and impact of ERM practices in any organisation.

There are few important questions leads to this paper Firstly, how fir employee relationship management is accessory for an organization [] Secondly what are the pre-requisites for establishing employee relationship Thirdly what is the impact of employeeerdationship management The major findings and the identified gaps are discussed aftera thoroughreview of different pieces of literature.

REVIEW OF LITERATURE

Dr Usha Tiwari, stated that as consistent with the examiner average suggest score and percent rating of the overall employee satisfied with the facilities are 64%. The workers welfare facilities provided by the enterprise to employees are satisfied, but still scope of there for further improvement so that performance, effectiveness and productiveness may be improved to accomplish the organization goal.

Srinivas K.T stated that the management offering good facilities to all the employees such manner that employee emerges as glad about labor welfare facilities. It increases Relation in addition to quality and quantity. Enhancing the welfare facility through the personnel will become happy, employee performance. degree emerge as increase, it leads to improve positive effects of profitability and product of the enterprise.

S.Prabakar stated that the workers are extremely happy with intramural facilities provided by the organization in a few regions similar to external facilities there may be require of addition improvement in these facilities furnished to human i resources and also in several regions like non statutory centers, there may be require to create development in those amenities.

Dr.K.Lalitha and T.Priyanka stated that worker welfare amenities are challenge to this branch, if the workers are joyful with welfare services then only the constructiveness of that agency can be expand. Foundation on the learning of the worker welfare facilities in IT enterprise it is apparent that the business is very intense in the encourage welfare activated by IT industry.

B.Rajkuar, stated that workers are relatively unpreserved, which need regular welfare facilities for his or her up progression and presentation on this field. In India service region is most important division which create additional service, needs welfare procedures for their enhancement. The welfare measures helps to encourage and preserve workers maximum of welfare centers are scheme of disinfected amongst human resources and influenced through presenting welfare measures. This guarantees worker pride result in expand efficiency.

RESEARCH METHODOLOGY

In order to do research successfully and fulfill the objectives of research I studied the Employee Relations at Hatsun Software Solutions. I have done the research by interacting with the executive, managers of the HR Department and understood how the process is executed in the organization.

After that, I designed a questionnaire which had various questions related to Employee Relations. The questionnaire was distributed to the employees and filled up by them.

DETERMINING SAMPLE SIZE

POPULATION:

All the items under consideration in any field of enquiry constitute a population.

In my study, the population of the employees is 30.

SAMPLE SIZE

The sample size is 20 employees of Hatsun Software Solutions.

SAMPLING METHOD.

The purposive sampling is also known as Judgmental sampling or selective sampling or subjective sampling was chosen as most appropriate research design for study. In this sampling method the researcher chooses the sample based on who they thinki would be appropriate for the study. This is used primarily when there is a limited number of people that have expertise in the area being researched.

TOOLS OF DATA COLLECTION

Primary and Secondary data were used.

In Primary Data

Standardized Questionnaire is used for data collection. A Questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The respondent has to answer the question on their own. Apart from this observations and interview has also been used as a source for primary data collection.

Interviews

- Questionnaires
- Observations

In Secondary Data

Secondary data means data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. Secondary data may either be published data or unpublished. It is collected from

- Journals
- Magazines
- Websites

DATA ANALYSIS

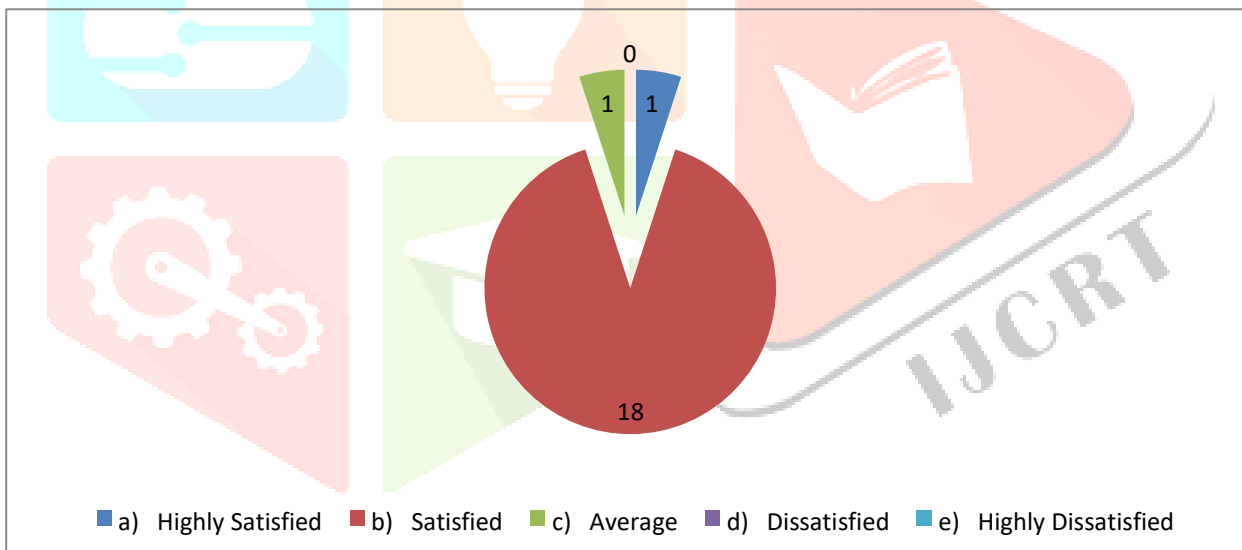
1. Rate your level of satisfaction with the working culture of the organization?

a. Highly Satisfied b. Satisfied c. Average d. Dissatisfied e. Highly Dissatisfied

Table 3. Working Culture

Sr. No	Attributes	No. of Respondents	Percentage
1.	Highly Satisfied	01	05%
2.	Satisfied	18	90%
3.	Average	01	05%
4.	Dissatisfied	00	00%
5.	Highly Dissatisfied	00	00%
TOTAL	-	20	100%

Figure 1. Graph showing Working Culture



Interpretation:

As graph shows almost all the employees are satisfied with the working culture of the Organization. This says that the work culture of organization is good and satisfying according to employees opinion.

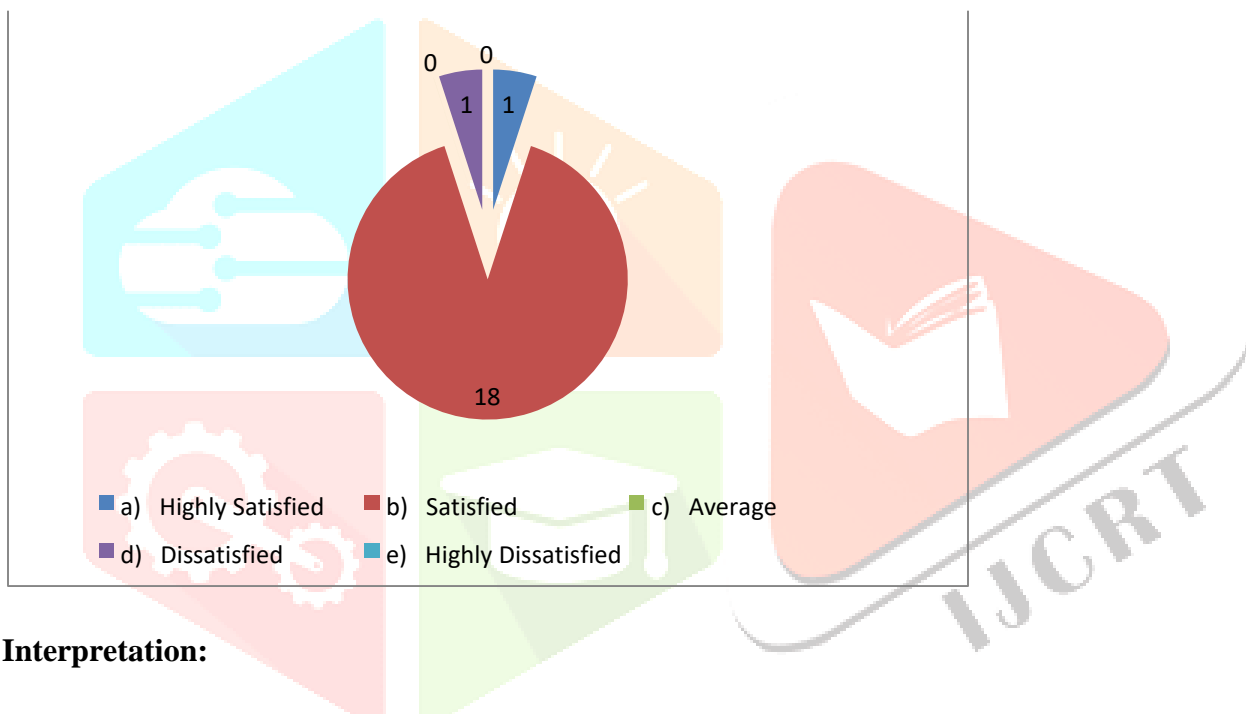
2. Are you satisfied with your relations with your coworkers?

a. Highly Satisfied b. Satisfied c. Average d. Dissatisfied
e. Highly Dissatisfied

Table 4. Relations with coworkers

Sr. No	Attributes	No. of Respondents	Percentage
1.	Highly Satisfied	01	05%
2.	Satisfied	18	90%
3.	Average	00	00%
4.	Dissatisfied	01	05%
5.	Highly Dissatisfied	00	00%
TOTAL	-	20	100%

Figure 2. Relations with coworkers

**Interpretation:**

According to graph almost all the employees are satisfied with their relations with their coworkers.

But there are very few employees who is not satisfied with the relations with their coworkers.

3. Do you get Support from manager/supervisor for your work?

a. Yes b. No c. Not Applicable To Me

Table 5. Support from manager

Sr. No.	Attributes	No. Of Respondents	Percentage
1.	Yes	19	95%
2.	No	01	05%
3.	Not Applicable To Me	00	00%
TOTAL	-	20	100%

Conclusion:

The assessment of the different studies carried out to understand the Relationship between Management and employees reveals the following points.

1 Most of the studies agree to the fact that ERM practices ensure firm growth as well as employee productivity, satisfaction and commitment toward the organisation.

2 Several studies also confirmed that without the presence of communication, trust, and effective leadership style in the organisation it is quite difficult to create and maintain a healthy employee relationship.

3 Some researchers also confirm that sharing of knowledge, work-related information and proper management of workflow is possible only in the presence of a good relationship among employees and employer.

4 Moreover, it is also a fact that ERM creates a happy and 91-97% sustainable work environment that motivates employees by creating a sense of togetherness and ensures organisational commitment.

5 Rarely any study was found discussing the impact of ERM practices in different firms. For example, how ERM works out in public sector firms and private sector firms. Comparative studies on the impact of ERM on employee's productivity or competitive advantage gained by identical firms (ie Private and Public sector) belonging to the industry.

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