

A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT IN RRK ALLOYS WITH REFERENCE TO COIMBATORE

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ABSTRACT

Employee relationship management constitutes an emerging trend of managing human resource by building and maintaining individualized and mutually valuable relationship with employees based on information technology. Employees are the major assets of an organization. It is very essential that the employees perform together as a collective unit and contribute equally towards the realization of common goal. However, given the early and still emerging state, there is little knowledge and agreement regarding ERM. Hence here the paper attempts to clarify the concept and derive research implications. The technological and strategic of ERM are discussed based on the Customer Relationship Management. As a result, a first general outline of an interesting concept is presented. Based on outline, the major implications for further theoretical and empirical evaluation of ERM are derived to propose directions for future research. Employee relationship management has focused on enabling to collaborate on typical managerial tasks with their employers. By engaging inputs from both sides of the employment relationship, ERM platforms aim to align the interests of both parties, worker and employer, and inform day-to-day business functions under a streamlined workflow. The equation that we are considering has the elements of scientific management, industrial welfare, human relations as the causative factors affecting good employment relation.

Keywords: Employee satisfaction, Employee relation, Employee benefits, Customer relationship, internal employee relationship management

1. INTRODUCTION OF THE STUDY

Employee relationship management means which manages the relation between the employee and management. The relation can be between the employee and employer as well as relation between employees at the same level. The employees will collectively contribute their efforts towards the realization of common goal. No conflicts can be accomplished if the individual are engaged in constant conflicts and misunderstandings. The targets of the organization will be accomplished and achieved at a much faster if the employees work together and maintain good relationship with each other. Employees must be comfortable with each other to deliver their best and enjoy their work. Management is nothing but is a technique which brings the employees together on a common platform guides them to achieve a common goal without fighting together. Employee relationship management includes different activities which a organization can adopt by superiors or the management to develop an healthy and friendly relationship between the employees and extracts the best out of each team member. The employee relationship management will help to strengthening the bond among the employees and ensures that each employee is connected and building an healthy relation with each other.

2. FUNCTIONS OF EMPLOYEE RELATIONSHIP MANAGEMENT:

Following are the important functions of employee relationship management. They are

- To Create healthy and balanced relation with the organization and as well as with the employer and employees.
- To Build confidence and moral values as well as to encourage the people to give their performance fully.
- To Bring out the inner potentials and make employees to come out with new innovative ideas and opinions.
- To Treat all employees equally without any favoritism and without any discrimination.
- To Develop the good coordination and improves better communication to avoid conflicts.
- To Encourage employees in decision making, seminars, and cultural events.

3. STATEMENT OF THE PROBLEM

An employee relation is an area within the human resources field. The purpose of employee relations is to strengthen the employer-employee relationship through identifying and resolving workplace issues, measuring employee satisfaction and morale, and providing support and input to the company's performance management system. An employee relation is important because human resources strategy and organizational success depend heavily on the productivity and engagement of a company's work force. The relationship between an employer and employee is a key deciding factor because it is very important to have mutual trust. An employer should trust his employee and an employee should trust his employer. This trust factor helps in building a relationship between both the parties. It helps in maintaining the satisfaction level of both the parties which is very important for both the employer and employee as if any of the parties is not satisfied the growth of the organization is not possible.

4. OBJECTIVES OF THE STUDY

Primary objective:

The main objective is “To study the employer and employee relationship in RRK Alloys”

Secondary objective:

- To know the problems in relationship and barriers in communication among employees.
- To identify the overall perception of the employees about the organization culture.
- To suggest suitable remedial measures to improve the industry relations.
- To know whether the working conditions in the company will motivate the employees to work more efficiently and productively.
- To understand how communication and information are shared between employee employer to build good relations.
- To evaluate how a good work environment is provided to an employee to create a positive bonding with the organization.
- To draw conclusions and suggestions regarding employee-employer relations in India RRK Alloys industry

5. SCOPE OF THE STUDY

- The main purpose of employee-employer relations is to maintain harmonious relationships between employee and employer. The focus on these relationships is accommodation. The parties involved develop skills and methods of adjusting to or cooperating with each other.
- This is an attempt to find out the level of satisfaction observed by the workers of the company regarding the relationship.
- The analysis and findings will be useful to improve the relationship with employer and employee.
- The analyses add to general feeling of satisfaction with the company and reduce employee's turnover over focus on RRK Alloys, Coimbatore.

6. LIMITATIONS OF THE STUDY

- The study restricts itself within RRK Alloys employee only.
- The study assumes that the information was given by the employee without any bias.
- The study is done based on the opinions of the sample taken at random, the size of which is 120.
- The employee did not respond properly during peak hours.
- The project was only for 30 days. So there was time constraint.

7. REVIEW OF LITERATURE

Bajaj (2017) Employees can contribute more when the managers of the organization understands the demands of each employee and tries to fulfil their needs as kind of concern which initiates them to dedicate for the realization of organizational goals. Whereas, when employees engage in conflict and misunderstanding with the management, no objective can be accomplished. So, to foster employees moral and to get more managers should build health employee relation to mitigate productivity gaps.

Linjuan RitaMen (2017) The current study examines how employees' perceptions of empowerment impact the quality of the organization–employee relationship. Based on the on-line survey of 120 employees from a variety of companies in China, both dimensions of employee empowerment—feelings of competence and feelings of control—serve as positive predictors for organization–employee relationship. However, employees' feelings of control wield more weight in the prediction than do feelings of competence.

N.N. AbuManso (2018) This article examines the relationship between management style practiced by managers and employees' wellbeing in an international bank in Malaysia. This particular study examines the type of management style (autocratic, democratic, paternalistic and laissez faire) as measured by a customized questionnaire from two different sources in order to suit the purpose of this study. Employee's wellbeing is being measured quantitatively through a set of customized questionnaire on their physical, psychological and social health. Result revealed that the branch manager practiced paternalistic management style. Besides that, employees working under managers are healthy physically, psychologically, and socially. In addition, there is a rather weak but positive relationship between paternalistic style with physical and psychological health.

Ozola (2018) The aim of this research was to identify the human resource management practices that are effective for employee turnover reducing. For this purpose the methods of document analysis and expert survey were used. On the basis of analysis of the scientific literature retrieved from academic databases the human resource management practices, which were mentioned in connection with employee turnover, were detected and described its effect on

employee turnover. By conducting two separate expert surveys the initial information about the spread of some identified human resource management practices and about the potential effectiveness of these practices in Latvian organizations, is acquired and analysed.

Farndale, Van Ruiten (2019) in their study found that in addition to a link between perceptions of the opportunity for employee voice and organizational commitment, the relationship is also partially mediated by the employee–line manager relationship and trust in senior management. The mediation through the employee line manager relationship is weaker than the direct relationship, whereas the mediation through trust in senior management is stronger than the direct relationship between employee voice and organizational commitment.

Chaudhry (2020) Participative Leadership is a key factor that has major influences on the performance of the organization. Participative leadership possesses the consultative behavior such as consulting employees prior to making ultimate decision although they retain final decision authority. This is crucial for achieving high employee performance which leads to high employee commitment as followers feel appreciated and valued. Leadership is defined as the way in which leaders guide their followers in the direction that enable them to achieve organizational goals through motivating, participate in decision making, offering continuous training.

Sequeira and Dhriti, (2021) in their study show that when management of the organization creates equal opportunity and offers equal treatment to employees without biases which promotes positive attitude towards the organization and constructive feedback and guidance make employees to realize what the organization expect of them as they feel they attain mutual benefit. Concomitant to this, participative leadership style is most useful in long term and has a positive effect on employees performance.

Bajaj (2022) Employee relation is defined as the relationship between employees and managers to enhance moral, commitment and trust of employees and to create suitable working environment which enables them to put much effort for the achievement of organizational goals. An effective employee relation involves creating and cultivating a motivated and productive workforce. Creating healthy employee relation in an organization is a prerequisite for the achievement of organizational goals. For this to happen, organizations have to develop strong employee relationship which involves motivating employees, making them to participate in decision making activity and create an opportunity for free flow of information in the organization and resolve conflicts or disagreements when they arise in the work place. This scenario makes employees to develop a sense of ownership in the organization and this in return initiated them to work hard.

Lagergren and Anderson (2022) Healthy employee relation leads to more efficient, effective and productive employees which further leads to the increment of production level in the organization. Employee relationship management is relatively a recent term defined as a strategy to effectively manage employees in a way they can attain organizational objectives. Employee relationship management includes various activities on which an organization implemented by the management so as to develop friendly cooperative relationship with its employees. It helps to create cohesive work environment in which all employees work together in collaboration to ensure the realization of its goals. Besides, it promotes commitment, facilitates employees in achievement of organizational objectives minimizes workplace conflict and increases trust.

8. RESEARCH METHODOLOGY

Research is a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. According to Clifford Woody, “Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis”.

9. RESEARCH DESIGN

Research design is the arrangement of conditions of collection and analysis of data in a matter that aims to combine relevance to the research purpose with economy in procedure.

Descriptive research design-The design for this study is descriptive research design. This design was chosen as it describes accurately the characteristics of a particular system as well as the views held by individuals about the system. The views and opinions of employees about the system help to study the suitability of the system as well as the constraints that might restrict its effectiveness

10. SAMPLING TECHNIQUES

The sampling technique adopted for the purpose of the study is Non -probability convenience sampling. As the name implies a convenience sample means selecting particular units of the universe to constitute a sample.

Sample size-The sample size of the study is 120. This sample is considered as representative.

11. METHOD OF DATA COLLECTION

Primary source-The primary source of data is through Questionnaire.

Secondary source -The secondary source of information is based on the various details retrieved from Journals, Websites and Magazines. The data for this study has been collected through primary sources. Primary data for this study was collected with the help of Questionnaires and evaluation feedback forms. The extra information was collected through interviews with the employees at various companies.

12. TOOLS AND TECHNIQUES

Statistical tools like simple percentage and chi square used in the compilation and computation of data.

- Simple Percentage analysis
- Chi-square analysis
- Correlations
- Anova

1. PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. Percentage is used in making comparison about two or more series of data. Percentage is also used to describe relationship. It is also used to compare the relative terms of two or more series of data.

Number of respondents

Percentage of respondents = $\frac{X}{100}$

Total respondents

2. CHI-SQUARE

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$(O - E)^2 = E$

O – Observed value, E – Expected value

3. CORRELATION

The degree of relationship between the variables under consideration is measured through the correlation analysis. "Correlation analysis deals with the association between two or more variables". This correlation is a statistical device which helps us in analyzing two correlation of two or more variables.

$$R = \frac{\sum XY}{\sqrt{\sum X^2 \sum Y^2}}$$

4. ANOVA

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one way Anova test measurements:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient

MST = Mean sum of squares due to treatment

MSE = Mean sum of squares due to error

13. SUGGESTIONS

- The researcher wish to bring the following suggestion to the management of RRK Alloys, Coimbatore.
- Recreational activities can be taken care of by the management.
- The organization should improve the benefit and services provided to the employee's interest would be stimulated.
- The company can make the benefit and services attractive to personnel.
- The employer should plan out the welfare activities in an effective way to improve the organization image in the eyes of the subordinates.

14. CONCLUSION

The project titled "A study on the employer and employees relationship in RRK Alloys, Coimbatore, which was carried out among 120 workers. The study was an attempt to examine the relationship among peers, relationship with employer, relationship with departments and relationship with employees in the company. Nowadays employee relations appear everywhere, from small companies to the big organizations all over the world. We have seen that the importance of employee relations and how to practice it effectively. In this we have explained that how employee relation is relevant today, its role in supporting business to support business to improve performance. This relationship may significantly affect the productivity as well as the working environment in organizations. It is very useful to manage and improve performance of both employees and firms. Therefore organizations should focus more on improving and enhancing their relationship with staff members for the ultimate benefit of the organization and in order to realize organizational goals and targets.

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