International Journal of Research Publication and Reviews

Employee Relationship Management

N. Rajeswari, A.Sownthariya

ASST,PROFESER DEPARTEMENT OF MBA
E.G.S PILLAY ENGINEERING COLLEGE (Autonomus) NAGAPATTINAM
MBA –FINAL YEAR E.G.S PILLAY ENGINEERING COLLEGE (Autonomous)NAGAPATTINAM

A B S T R A C T

The review entitle " A STUDY ON EMPLOYEES RELATIONSHIP MANAGEMENT IN PRAGATHI OILS AT MAYALUDURAI .Employee relationship the board movement helps in fortifying the bond among workers and guarantee that every one is fought and partakes in a solid connection with one another.

In this study graphic plan and basic irregular testing was utilized . The populace size was 180.The example size was 123.The essential information was taken with the assistance of survey for the review .it is found out the greater part of the respondents are concur that they are glad to work in the association.

Measurable devices of chi-square connection and one way ANOVA was utilized .Finally the review is done to know the workers relationship the executives.

Keywords: Employee satisfaction, Employee relation, Employee benefits, Customer relationship, Internal employee relationship management.

1. INTRODUCTION

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 helps to strengthening the bond among the employees and ensures that each employee is connected and building an healthy relation with each other.

Let us discuss about some activities which are important for a healthy employee relationship management: Transparency in communication is the very important for a healthy employee relationship management

.• The important information must be discussed with the presence of all employees so that they will give their opinions freely. The important information should be put in notice boards also. So that all will read and know the information. Encourage group activities at work place. Motivate the employees to work together probably in a group so

• that they feel comfort to work with all peoples. An individual can spend more time at the work place and all employees should has to treat the team members as a part of their own family. Assign challenging work for the team members then they will feel more responsible and feel motivated to

• Deliver their efforts at their level best. The managers should not give work to the employees which is not interesting. The workstations and the cabins should be promoted rather than closed cabins to improve the relatio If employees are sitting in closed cabins they did not maintain any relationship with others in the organization. If they are having open cabins they will talk with each other and even share their secrets and the trust also increases on the other employees. The employees should be motivated to avoid politics and blame others in the work place. Because if the

• Employees are following politics at work place then the relationship between employees may be spoil. It is good to be friendly with colleagues but do not have unrealistic expectations from anyone.

Types of Employee Relations

:• Employee relation is the important part of your interaction with the employees. The organization has to take responsibility to educate and support the employees to create an environment which increases the productivity and positive morale. In additional employee relations includes responsibilities as preventing conflicts when possible, and resolving

2. RESEARCH METHODOLOGY:

RESEARCH:

Research is the process in which the researcher wishes to find out the end result for a given problem and thus the solution help in future course of action. The research has been defined as "A carefully investigation or enquiry especially through search for new fact in any branch of knowledge".

RESEARCH METHODOLOGY:

Research methodology is a plan of action for a reason project and explain in detail how data are collected analyzed and presented. So that they will provide meaningful information. This selection gives enough background effectiveness of employee high is collected from the specific category of employees.

RESEARCH DESIGN:

Research design is the plan structure and strategy of investigation conclude so as to be obtain answers research questions and to control variance.

The type of research design selected for the project is descriptive research design.

Descriptive design involves surveys and fact – finding enquires of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present. The main characteristic of this method is that the researcher has to control over the variables can only report what has happened or what happening.

It is overall operational pattern or framework of the project that simulates what information is to be collected form which sources by what procedures.

Descriptive researcher statistical researches provide data about the population or universe being studied.

SELECTION OF SAMPLES

POPULATION SIZE

There are totally 180 employees working in the organization.

SAMPLE SIZE

Out of the total population 180, the sample taken are 123 from the organization.

SAMPLE AREA

The research area was conducted at **pragathi oils at Mayiladuthurai,**

SAMPLE METHOD:

The researcher adopted survey method **simple random sampling** technique. Because it provides equal opportunity. The researcher adopted survey method because of less population in the organization and planned to give opportunity for all employees to share their views.

SOURCE OF DATA COLLECTION

PRIMARY DATA

Data refers to inform or facts. It includes numerical figures, non-numerical figures and descriptive facts. Qualitative and quantitative information. The task of data collection begins after a been research problem has defined and research plan has been decided.

The type of data used in primary data is using structured questionnaire. This means all respondents were given the same set of questions.

The primary data are those that are collected for time and thus happen to be original in character. The primary data used for this project was collected was collected using questionnaires. The information was collected from the employees through personal contacts.

SECONDARY DATA:

Apart from the primary data collected, the data collected through the text books, record of the organization, journals from library, academic reports and internet used for the study.

STATISTICAL TOOLS

- Percentage analysis
- Chi-square test
- Correlation coefficient
- ANOVA

PERCENTAGE ANALYSIS

Percentage area is the simplest and useful statistical devices used for interpretation of selected data in the research, business and economic statistic. it refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

CHI-SQUARE TEST

Chi – square symbolically written as is statistical measures with the help of which it is possible to access the significance of the differences between the observed frequencies and expected frequencies obtained from some hypothetical universe chi-square enable us to test whether more two population portion can be consider equal.

In order that chi-square test may be applicable both the frequencies must be grouped in the same way and the theoretical distribution must be adjust to give the same total frequencies which is equal to that of frequencies is calculated help of the following,

Chi-square test, $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Where,

O_i - Observed frequency

E_i – Expected frequency

3. CORRELATION COEFFICIENT

Correlation coefficient is a measuring the relationship or independence of two or more variables. X and Y measure some character of a particular system. It is necessary to measure their independence of x and y. if the quantities' (x and y) vary in such a way that change in one variable, corresponds to change in other variables x and y are correlated.

ANOVA

Analysis of Variance (ANOVA) is a collections of statistical method and their associated procedures (such as "variations "among and between groups) used to analyze the differences among group means. ANOVA was developed by statistician and biologist Ronald. In the ANOVA setting, the observed variance in a particular variable is partitioned into components attributable to different source of variation.

ANOVA

Null Hypothesis:

H0: There is no association between the educational qualification and various communication methods to clarify his/her ideas

Alternative Hypothesis:

H1: There is an association between the educational qualification and various communication methods to clarify his/her ideas

To test the association between educational qualification and various communication methods to clarify his/her ideas

TABLE .2.3.1

The manager use various communications methods to clarify his /her ideas.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SSLC	37	1.95	.664	.109	1.72	2.17	1	3
HSC	59	1.71	.589	.077	1.56	1.87	1	3
DEGREE	15	1.80	.561	.145	1.49	2.11	1	3
UG	12	1.67	.651	.188	1.25	2.08	1	3
Total	123	1.79	.617	.056	1.68	1.90	1	3

TABLE 2.3.2

Test of Homogeneity of Variances

The manager use various communications methods to clarify his /her ideas.
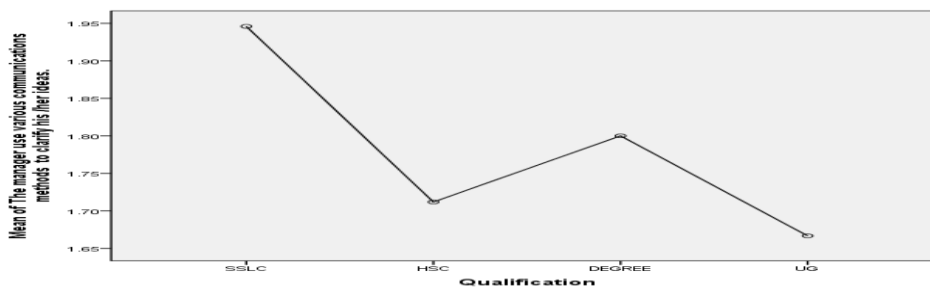
Levine Statistic	df1	df2	Sig.
.407	3	119	.748

TABLE 2.3.3

ANOVA

The manager use various communications methods to clarify his /her ideas.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.444	3	.481	1.271	.288
Within Groups	45.060	119	.379		
Total	46.504	122			

TABLE 2.2.4

Result:

Since the calculated value greater than 0.5. There is no significant difference between the education qualification and various communication methods to clarify his/her ideas.Therefore H0 Rejected.(<0.05).the above value is .288.

Conclusion:

 Employee Relationship Management components, Hr practices communication trust shared goals and values and leadership are implemented in organization and managers it high attention it can enhance ERM status in organization through help employees in achieving tasks and targets set ssfor their job positions and helps in developing effective communication channels and systems so that information needs of employee are met. It emphasizes on performance, growth and development of employees for creating competitive advantage. it helps in improving working conditions establishing healthy relationship among employees.

 Managers take the option of employees into account and let them participate in decision making which made employees trust their managers and to be proud of the organization they work they feel comfortable and do their best in their jobs.

Reference

- Lawler III, E. E. (1986). High-Involvement Management. Participative Strategies for Improving Organizational Performance. Jossey-Bass Inc., Publishers, 350 Sansome Street, San Francisco, CA94104.
- Strohmeier, S. (2013). Employee relationship management—Realizing competitive advantage through information technology?.
- Payne, A., &Frow, P. (2006). Customer relationship management: from strategy to implementation. Journal of Marketing Management, 22(1-2),135-168.
- Sadikoglu, E., &Zehir, C. (2010). Investigating the effects of innovation and employee performance on the relationship between total quality management practices and firm performance: An empirical study ofTurkish firms. International journal of production economics, 127(1), 13-26.
- Jo, S., & Shim, S. W. (2005). Paradigm shift of employee communication: The effect of management communication on trusting relationships. Public Relations Review, 31(2),277-280.
- Dhanesh, G. S. (2014). CSR as organization–employee relationship management strategy: A case study of socially responsible information technology companies in India. Management Communication Quarterly,28(1),
- Rhee, Y. (2004). The employee-public-organization chain in relationship management: A case study of a government organization (Doctoraldissertation).
- Liao, S. H., Chang, J. C., Cheng, S. C., &Kuo, C. M. (2004). Employee relationship and knowledge sharing: A case study of a Taiwanese finance and securities firm. Knowledge Management Research & Practice, 2(1),24-34.