

# A Study on Employee Relationship Management With Reference To Easwari Moulds & Dies Pvt Ltd

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**Abstract-** *Employee Relationship Management is the important factor that lies in the current competitive organization. This relationship stands on organization communication among all the workers and the management which is the essential part to build a good working community. With respect to the growth of the company and to enhance work performance employee must get feedback in both positive and critical, Appreciation and Gratitude which is necessary. The negativity in the employee employer relation, the management might fail to know the issues with regard to the employees who do not achieve long term achievement in the enterprise. So, this study attempts to inspect In this current competitive world the accomplishment of good relationship is based on employee job satisfaction. Employees are treated as assets of the company. The employees must try their level best to adjust with each other and should compromise to the extent. And the employees need to enter the office positively. his study helps to understand the behavior of the employer and perception of employees.*

cultivating and maintaining positive connections between employees and their organization. It involves implementing practices and processes to promote open communication, mutual trust, and a supportive work environment. By focusing on building strong relationships, ERM aims to enhance employee satisfaction, engagement, and retention. Through initiatives such as effective communication channels, recognition programs, and opportunities for professional development, organizations can foster a culture where employees feel valued, motivated, and empowered to contribute to the company's goals and objectives. Employee Relationship Management (ERM) refers to the strategies, processes, and practices that organizations use to maintain positive and productive relationships with their employees. It encompasses various aspects such as communication, feedback, recognition, and support to foster employee engagement, satisfaction, and retention. ERM aims to create a conducive work environment where employees feel valued, respected, and motivated to contribute their best to the organization. It involves implementing policies and initiatives to address employee concerns, promote work Importance of Employee Relationship Management A harmonious workplace environment allows for the smooth flow of ideas, fostering innovation and efficiency. An effective way to improve the relationship between managers and employees is to foster team identity. It's important for team members to recognize their place within a team and see their role as collaborative rather than competitive. By acknowledging how their actions affect others, they're more open to accepting responsibilities from team leads. This positive attitude may also lead to higher productivity, as team members understand their accountability to collective goals and other team members. To build on this identity, you can also encourage collaboration with brainstorming sessions and interactions outside work

## I. INTRODUCTION

Employee relationship management (ERM) is an element of human resources management that focuses on building strong, positive relationships between employees and their managers Good employee relationship management goes far beyond whether or not you and your employees get along. Proper employee relationship management must include effective communication, employee satisfaction and implementation of the right tools and technology. Employee Relationship Management (ERM) is a strategic approach that focuses on nurturing and maintaining positive relationships between employees and their organization. It involves creating an environment where employees feel valued, engaged, and supported, leading to increased satisfaction, productivity, and loyalty. ERM encompasses various activities such as effective communication, conflict resolution, performance management, and employee development. By prioritizing the well-being and fulfillment of employees, organizations can cultivate a culture of trust, collaboration, and success. Employee Relationship Management (ERM) is a strategic approach aimed at

## II.OBJECTIVES

- To study on Employee Relationship management and to analyze the importance of employer, employee relation.

- To identify the factors contributing for employee relationship To find the impacts of employee relationship management

### III. SCOPE OF THE STUDY

The study will based on various employee relation practices. This study has covered the effectiveness and efficiency of Employee relationship management on employee's performance and to know the level of satisfaction on various facilities provided by the organization.

### IV. NEED FOR THE STUDY

Studying employee relationship management (ERM) is key for organizations to foster a positive work environment, enhance employee satisfaction and retention, improve productivity, and ultimately achieve business success. Understanding ERM helps in building trust, resolving conflicts, promoting effective communication, and nurturing a culture of collaboration within the workplace

### V. LIMITATIONS OF THE STUDY

- Few employee feel's that they need good relationship between the management and Some of therespondents were unable to respond due to personal bias.
- Some information cannot be accessed due to its confidential nature and the respondents are less interested in answering the questionnaire.

### VI. REVIEW OF LITERATURE

**Md. Sahedur Rahman (2021)**, "Effect of Employee relationship Management (ERM) on Employee Performance". The objective of the research is to examine the effects of ERM on employee performance at banking sectors and to provide suggestions on how to implement ERM in the organization. The organization has to implicate in the right way for the effective performance.

**Ali, B. J., & Anwar, G. (2021)**, "an Empirical Study of Employees' Motivation and Its Influence Job Satisfaction". The study examines the relationship between the balance scorecard perspectives and job satisfaction at banking sector. An Empirical Study of Employees' Motivation and its Influence Job Satisfaction - The results show that non- reward incentives have a better impact on employee success because they encourage them to be more environmentally conscious.

**Ugoani, John ( 2020)**, "Effective Delegation and Its Impact on Employee Performance" - The results show that effective

delegation provides psychological empowerment and a collaborative, coordinated and comprehensive managerial technique for motivating and evaluating employees over their performance

**Richard Hannis Ansah (2018)**, "Importance of Employer Employee Relationship towards the Growth of a Business"- The objective of this research is to present evidence- based on the information to readers on the importance of the Employer Employee relationship for the growth of the business. Researcher found that the business owner shared a positive result that relationship plays an important role towards businesses as they add up to the growth of the business.

**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.

**Dr. K.R. Subramanian (2017)** had done research on the topic "Employer employee relationship and impact on organization structure and strategy" the objective of study to identify impact of relationship between employee-employer in the organization. The result of study was that organizational structures regulate the flow of information within the organization, which leads to effects on both the strategic intent and the realized strategy of business organizations.

**Dr. B. Devamaindhan (2016)**, "employer – employee relationship"- The objective of this research is to have healthy relation is vital for the successful running of any business. The employer should know what the employee is facing the problems then that would be an obstacle to achieve success in the business.

### VII. RESEARCH METHODOLOGY

In the project titled "A Study On Employee Relationship Management," Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind him. Research Design is defined as the "arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure"

## DATA COLLECTION

### 1. PRIMARY DATA

The research has been collected data with the help of primary way. It includes personal discussion with staff member off concern. Also Researcher has been collected the data with the help of investigation and questionnaires'

### 2. SECONDARY DATA

The secondary data are collected from information which is used by other. It is not direct information. This information already collected and analysis by other and that information used by others. The various sources of secondary data are Books, magazines, statistical data sources etc.

#### STATISTICAL TOOLS:

#### SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCE):

Statistical package for social sciences (SPSS) is mean for statistical analysis of data. It has got tools to obtain accurate result. SPSS is a computer program used for survey authoring and deployment, data mining, text analytics, statistical analysis, and collaboration & deployment. The following statistical tools were used in this study:

- Simple Percentage
- Correlation
- Regression
- ANOVA
- CHI-SQUARE

#### Percentage analysis:

In case Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data.

#### Correlation:

Correlation analysis is made to determine the degree of relationship between two or more variables.

#### Regression Analysis :

Linear regression is a statistical procedure for calculating the value of a dependent variable from an independent variable

#### ANOVA:

## Analysis of Variance (ANOVA), ONE-WAY AND TWO-WAY

Analysis of variance (ANOVA) has been carried out to compare more than two means at a time.

#### Chi-square Test:

The chi – square test is also known as non-parametric test or distribution free test is used when it is impossible to make any assumptions about population or when the researcher is unable to estimate the population's parameters.

## INDUSTRY PROFILE

An industrial policy of a country is its official strategic effort to encourage the development and growth of all or part of the economy, often focused on all or part of the manufacturing sector. The government takes measures "aimed at improving the competitiveness and capabilities of domestic firms and promoting structural transformation.. A country's infrastructure (including common elements transportation, telecommunications and energy industry) is a major enabler of the wider economy and so often has a key role in Industrial policy.

Traditional examples of industrial policy include subsidizing export industries and import-substitution-industrialization (ISI), where trade barriers are temporarily imposed on some key sectors, such as manufacturing. By selectively protecting certain industries, these industries are given time to learn (learning by doing) and upgrade. Once competitive enough, these restrictions are lifted to expose the selected industries to the international market.. More contemporary industrial policies include measures such as support for linkages between firms and support for upstream technologies. Likely operates in the manufacturing sector, specifically in the field of producing moulds and die-casting products

Here's a profile of the industry Manufacturing Focus: The company operates in the manufacturing industry, which involves the production of physical goods through various processes, including molding and die-casting. Specialization: EMD pvt ltd likely specializes in producing moulds and die-cast components for various industries such as automotive, aerospace, electronics, and consumer goods

A dies and moulds company would typically encompass details about the manufacturing processes, materials used, market trends, competitive landscape, and technological advancements. It would highlight the importance of precision engineering in producing dies and

moulds for various industries such as automotive, aerospace, consumer goods, and electronic.

Their industry profile would likely include details about their specialization, such as the types of moulds they produce he industries they serve their manufacturing processes, quality control measures, and any unique capabilities or technologies they employee

**VIII. DATA ANALYSIS AND INTERPRETATION**

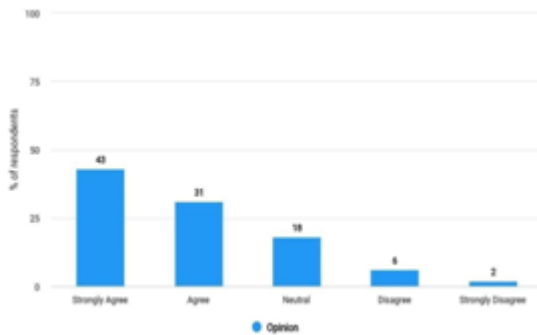
**Table showing important to build friendly relationship within the workplace?**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	86	43
AGREE	62	31
NEUTRAL	36	18
DISAGREE	12	6
STRONGLY DISAGREE	4	2
TOTAL	200	100

*Interpretation*

The above table shows that 43% respondents strongly agree and 31% respondents agree and 18% respondents are neutral and 6% respondents are disagree and 2% respondents are strongly disagree that it is important to build friendly relationship within the work place.

**Chart showing important to build friendly relationship within the workplace**



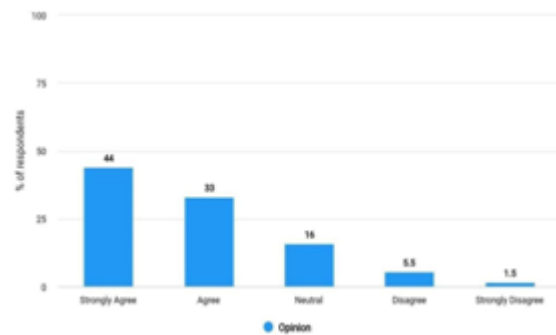
**Table showing need to be encouraged by someone in your work place**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	88	44
AGREE	66	33
NEUTRAL	32	16
DISAGREE	11	5.5
STRONGLY DISAGREE	3	1.5
TOTAL	200	100

*Interpretation*

The above table shows that 44% of employees strongly agree, 33% of employees agree and 16% of employees are neutral, 5.5% of employees are disagree and 1.5% of employees are strongly disagree that they need to be encouraged by someone in the workplace.

**Chart showing need to be encouraged by someone in your work place**



**CORRELATION :**

**CORRELATION BETWEEN RELATION WITH SUPERVISORS AND PLESANT COOPERATIVE WORKPLACE.**

**NULL HYPOTHESIS(H0):**

There is no significant difference between relation with supervisors and pleasant cooperative workplace.

**ALTERNATIVE HYPOTHESIS(H1):**

There is a significant difference between relation with supervisors and pleasant cooperative workplace.

**STATISTICAL TEST**

Correlation was used the above hypothesis

Relation with supervisor	Pearson Correlation	1	.019
	Sig. (2-tailed)		.786
	N	200	200
apleasantandcooperativeworkplacetoworkwithexpected	Pearson Correlation	.019	1
	Sig. (2-tailed)	.786	
	N	200	200

**INTERPRETATION:**

Hence the significant occurs  $R=0.019 > 1$ , (i, e) There is a significant difference between relation with supervisors and pleasant cooperative workplace hence the variables are positively correlated so reject  $H_0$  Null hypothesis and accept  $H_1$  alternative hypothesis

**RESULT:**

The above table there is a pearson correlation value is 1. So it is a perfect positive correlation.

**REGRESSION**

**REGRESSION DIFFERENCE BETWEEN AGE AND TRAINING PROGRAMS NULL HYPOTHESIS( $H_0$ ):**

There is no significant difference between age and training programs.

**ALTERNATIVE HYPOTHESIS( $H_1$ ):**

There is a significant difference between age and training programs.

**STATISTICAL TEST**

Regression was used the above hypothesis.

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Age <sup>b</sup>		Enter

Dependent Variable: Satisfiedwiththetrainingprograms

All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.197 <sup>a</sup>	.039	.034	.92986

Predictors: (Constant), Age

Dependent Variable: Satisfiedwiththetrainingprograms

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6.880	1	6.880	7.957	.005 <sup>b</sup>
	Residual	171.200	198	.865		
	Total	178.080	199			

Dependent Variable: Satisfiedwiththetrainingprograms

Predictors: (Constant), Age

**Coefficients<sup>a</sup>**

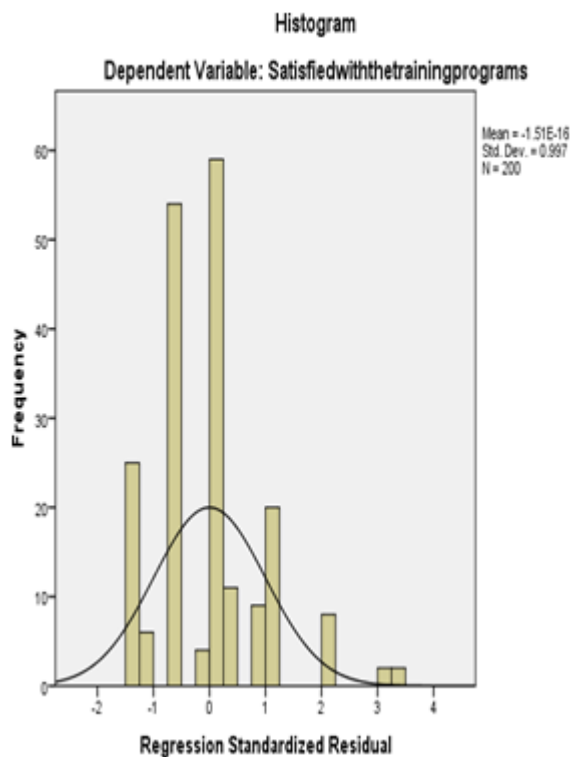
Model	B	Std. Error	Standardized Coefficients		t	Sig.
			Beta	t		
1	(Constant)	1.532	.134		11.453	.000
	Age	.136	.048	.197	2.821	.005

Dependent Variable: Satisfiedwiththetrainingprograms

**Residuals Statistics<sup>a</sup>**

Minimum	Maximum	Mean	Std. Deviation	N	
Predicted Value	1.6678	2.2130	1.8600	.18594	200
Residual	-1.21300	3.05959	.00000	.92752	200
Std. Predicted Value	-1.034	1.898	.000	1.000	200
Std. Residual	-1.304	3.290	.000	.997	200

Dependent Variable: Satisfiedwiththetrainingprograms



**Charts**

**INTERPRETATION:**

Here the significance was occurs and has a value 0.005 is lesser than 0.005.Hence H0 is accepted.

**RESULT:**

There is no significant difference between age and training programs

**IX. FINDINGS**

- Most of the employees (78.5%) are Male
- Majority of the employees (32.5%) are of age between 21 – 25
- Most of the employees (62%) are Diploma Qualification
- Most of the employees (43%) strongly agree that it is important to build friendly relationship within the work place.
- Majority of the employees (44%) strongly agree that they need to be encouraged by someone in the workplace
- Majority of the employees (42%) strongly agree that healthy relationship within organization will be more effective and successful

**X. SUGGESTIONS**

- Employers should collect regular feedback from employees.
- Some employees do not have a good relationship with the co-worker. Therefore, company has to clear grievance and disputes among employees to enhance relationship with co-workers.
- Some of the employees are not satisfied with the treating employees in the organization so company have to improve the treating an employees without discriminations
- Employers should fix counseling session, meetings and communication to each of the individual employees to know the satisfaction level of the employees

**XI.CONCLUSION**

The purpose of this study is to determine the relationship between Employer and Employee at **EMD** (Easwari Moulds And Dies Private Limited ). This study helps to understand the behavior of the employer and perception of employees. It is found that there is high level of job satisfaction with respect to disciplinary issues.The most of the employees at **EMD** (Easwari Moulds And Dies Private Limited) are satisfied with the working facilities provided by the employer and working timings, salary and problem solving skills and behavior of the employers and they are happy with the training and development programs which was conducted by the organization it helps to mould employees skills and knowledge which is required for the specific jobs.From the survey it was found that **EMD** (Easwari Moulds And Dies Private Limited ) should take initiatives to maintain good relationship with the employer and employees it is benefited for the successful organization. Good relationship between

employer and employee wins trustworthiness and it is effect on the employee's performance and maintains the employer – employee compatibility.

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