

A Study on Employee Relationship Management in KG Denim Limited

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Abstract- This study of Employment Relationship Management in KG Denim Limited is analysed with various questionnaires is made to make employee relationship with management. Employees are at the heart of every organization's success. If employees work together and have a good relationship with their employer, they can complete tasks much faster. Employee relationship management is important and valuable to organizational success and achieving competitive advantage. There must be a strong relationship between employees and employers that leads to better productivity, motivation and performance. ERM components such as HR practices, leadership style, and shared goals/values have a more significant impact on employee performance, while communication and trust have a moderate impact on employee performance. employee performance in the industry.

Keywords- Employee Relationship Management, Employee Performance, Organizational Success.

I. INTRODUCTION

The development and success of an organization are greatly influenced by employee satisfaction. An employee works more productively and turns out better work when they get along well with their manager and other company executives. Developing strong, lasting relationships between employees and their managers is the goal of employee relationship management. It includes all the matters between employers and directors that built up every day between these associations and ERM is relations which are collaborative including directors and workers. It promotes Commitment, facilitates workers in achievement of organizational objects minimizes workplace conflict and increases trust.

THEORETICAL BACKGROUND OF THE STUDY

Wherever The background of the study is made with several questionnaires The relationship between the various employees within an organisation is managed by the ERM. Effective organisational communication is key to ERM. Employee confidence, trust, and loyalty rise as a result. An organisation can determine whether its goals are being achieved by managing relationships well.

II. OBJECTIVES OF THE STUDY

This study aims to achieve the following objectives:

1. To investigate the importance of ERM at KG DENIM
2. To examine the effect of ERM on employee's performance at organization.
3. To identifying the obstacles and problems that impact negatively on implementation of ERM.
4. To provide recommendations and suggestions on how to apply ERM in the organizations

III. METHODOLOGY

Research Design

- Exploratory

Sample Design

- Sample Size: 144
- Sample Method: Non-Probability

Tools For Analyses

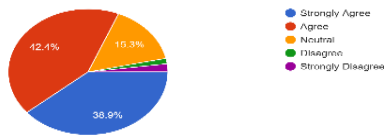
- Questionaries
- Surveys
- Observations

Method Of Data Collection

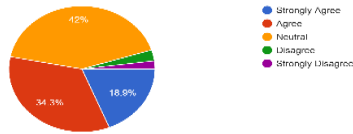
- Primary Data Collection

IV. DATA ANALYSIS & INTERPRETATION

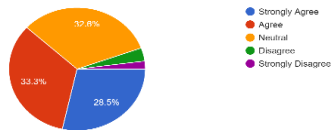
HUMAN RESOURCES PRACTICES Selection and recruitment process in the organization considered fair
144 responses



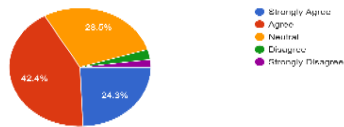
Employee's Training needs are discussed with the manager.
143 responses



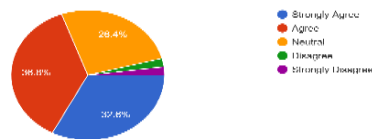
The organization is interested in developing the career paths for employee
144 responses



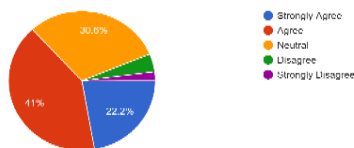
COMMUNICATION The manager can deliver clear messages to employees about matters relating to work
144 responses



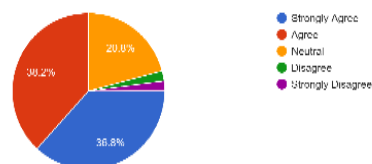
Delivery information process to employees is considered quick and clear
144 responses



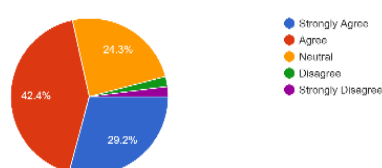
The manger takes the employee's Opinion before making decisions
144 responses



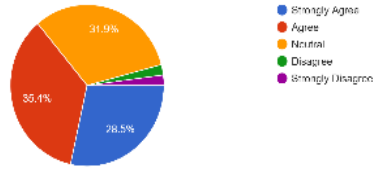
TRUST The organization treats employees fairly and without discrimination
144 responses



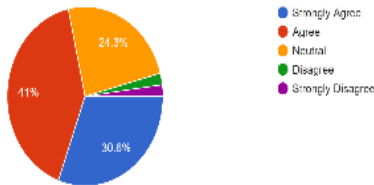
The Employees trust the promises provided by managers
144 responses



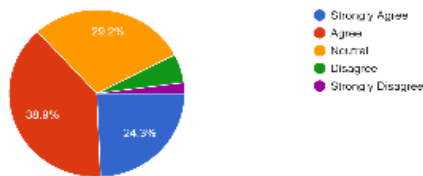
The employees trust the decisions taken by managers
144 responses



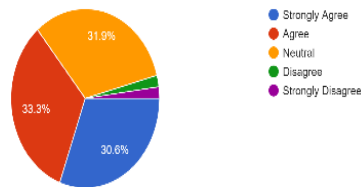
SHARED VALUE AND GOAL: Employees participate in setting the organization goals and values and works to achieve it
144 responses



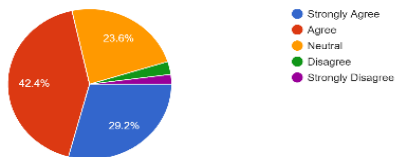
Employees understand and know the organization goals and values
144 responses



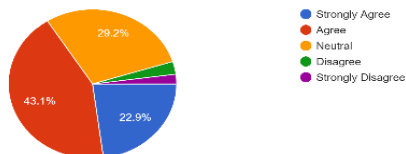
Shared goals and value leads employees to become active participants in the organization
144 responses



LEADERSHIP STYLES: Manager encourages employees to be creative in their work and bring new ideas
144 responses

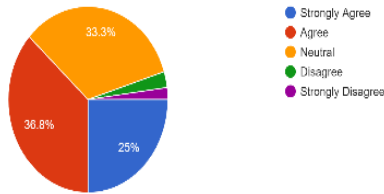


Managers gives opportunity to employees initiative in facing difficult situations
144 responses



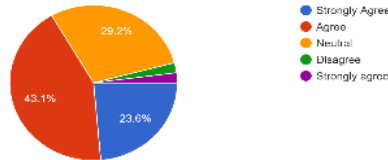
Manager participate with employees in decision making process

144 responses



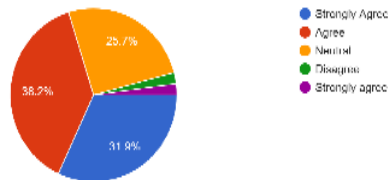
EMPLOYEE RELATIONSHIP MANAGEMENT Good relationship between the manager and employee affect job performance

144 responses



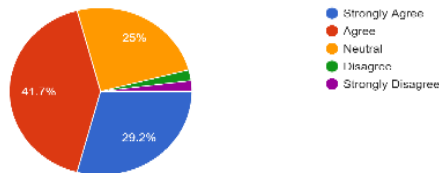
Employees carried out orders and instructions issued by the manager related to the work

144 responses



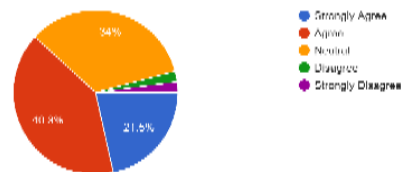
AFFECTIVE COMMITMENT I would be very happy to spend rest of my career with this organization

144 responses



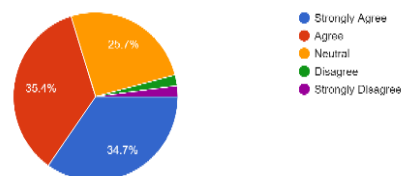
For me, this is the best of all the companies for which to work

144 responses



I am proud to tell others that I am part of this company

144 responses



INTERPRETATON

- Employees at the company fully agree that the selection and recruitment process was conducted fairly.
- The organisation is interested in advancing the employees' career pathways.
- Employees agree that management communication gets its point through to them regarding work-related issues quickly and clearly.
- Employees have trust in organisation promises and think that management considers their opinions before making decisions.

- Employees in the organisation understand its goals and values.
- They concurred that the interaction between management and workers has an impact on work output.
- Workers in the organisation are happy and glad to be a part of this company.

RECOMMENDATION

- It is important for the organizations to pay special attention to all components of ERM involving HR practices, communication, trust, leader ship styles and shared goals and values as important variables because of its great effect on employee performance on long term.
- Organizations should have clear model for ERM. This model should contain every aspect for the employee relationships where ERM must be a new concept the organizations adopt and implement where the employees are the key success of any organization.
- Organizations should provide inspiring and effective leadership, open, transparent communication which will lead to motivated employees and good performance.
- Organizations should open lines of communication which can improve employee’s relationships, and it should provide feedback, actively listening to employees.
- Managers in the both sectors should clarify goals and values, provide formal and informal feedback, and engage employees in open and honest dialogue, so they can improve the relationships they share with employee.

V. CONCLUSION

From the study on Employee relationship management in K G Denim Limited that if ERM components (HR practises, communication, trust, shared goals, and values, and leadership styles) are implemented in organisations and managers give it high attention, it can improve ERM status in organisations by assisting employees in achieving tasks and targets set for their job positions and helping in the development of effective communication channels and systems so that employees' information needs are met. For the purpose of gaining a competitive edge, it places a high value on personnel performance, growth, and development. It facilitates the development of positive workplace relationships and better working environments.

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SURVEY QUESTIONNAIRE

A Study on Employee Relationship Management in K G Denim Limited

Age

- a) 25-35
- b) 35-45
- c) 45-55
- d) More than 50

Gender

- a) Male
- b) Female

Marital status

- a) Married
- b) Single

Experience (in years)

- a) 0 – 5
- b) 5 – 10
- c) 10 and above

QUESTIONS	5	4	3	2	1
HUMAN RESOURCES PRACTICES					
Selection and recruitment process in the organization considered fair					
Employee's Training needs are discussed with the manager.					

The organization is interested in developing the career paths for employee					
COMMUNICATION					
The manager can deliver clear messages to employees about matters relating to work					
Delivery information process to employees is considered quick and clear					
The manger takes the employee's Opinion before making decisions					
TRUST					
The organization treats employees fairly and without discrimination					
The Employees trust the promises provided by managers					
The employees trust the decisions taken by managers					
SHARED VALUE AND GOAL					
Employees participate in setting the organization goals and values and works to achieve it					
Employees understand and know the organization goals and values					
Shared goals and value lead employees to become active participants in the organization					
LEADERSHIP STYLES					
Manager encourages employees to be creative in their work and bring new ideas					
Managers gives opportunity to employee's initiative in facing difficult situations					
Manager participate with employees in decision making process					
EMPLOYEE RELATIONSHIP MANAGEMENT					
Good relationship between the manager and employee affects job performance					
Employees carried out orders and instructions issued by the manager related to the work					
AFFECTIVE COMMITMENT					
I would be very happy to spend rest of my career with this organization					
For me, this is the best of all the companies for which to work					
I am proud to tell others that I am part of this company					