



# **A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT IN NEYCER INDIA PRIVATE LIMITED COMPANY AT VADALUR**

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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.

**Keywords:** Employee satisfaction, Employee relation, Employee benefits, Customer relationship.

## **INTRODUCTION**

Employee relationship management has focused on enabling employees 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.

ERM is the process of adopting controlling methods and practices to regulate employee relations. One of the main goals associated with employee relationship management focuses on establishing and retaining productive relationships of employees within a company.

A main component of ERM is effective organizational communication. This leads to the increase of employee confidence, trust and loyalty. By effectively managing relationships, a company can determine whether or not a company's objectives are being met.

## REVIEW OF LITERATURE

**Dr.B. Devamaindhan, (2014)** A good relationship is the best running of any business. It improves the work performance, an employee's feedback is must to analyze the both positive and negative. This research paper shows the employee involvement is important for changing employee's attitude.

**Stroh Meier, S. (2013)** In his study said that worker relationship management (ERM) constitutes an rising fashion of dealing with human assets thru constructing and retaining individualized and collectively precious relationships with personnel based totally on data technology. As a result, a primary popular define of an exciting and ambitious idea is offered. based at the outline, essential implications for similarly conceptual elaboration.

**Sadikoglu, E., & Zehir, C. (2010)** He positioned that investigating the consequences of innovation and employee usual overall performance on the between standard first class manipulate practices and company ordinary overall performance. The effects from studies of the relationship. The look at additionally offers managerial and studies implications, studies boundaries, and hints for future research.

**Dhanesh, G. S. (2014)** stated that CSR as business enterprise–employee dating management approach. This study examined corporation social obligation (CSR) as a likely courting management strategy that could support relationships among agencies and their employees. Specially, this look at explored linkages among worker perceptions of their organizations' CSR practices and business enterprise– employee dating dimensions of accept as true with, commitment, delight, and manipulate mutuality.

**A.Mani,( 2017)** Employee Relationship Management has focused on enabling to cooperate on typical managerial tasks with their employers. ERM is useful to manage and improve performance of both employees and management. It also supports the development of management.

## TABLES AND CHARTS [DATA ANALYSIS AND INTERPRETATION]

Table 1: Age group of respondents

Particular	No.of Response	Percentage
18-25	6	12%
26-35	20	40%
36-50	20	40%
Above 50 year	4	8%
Total	50	100%

### INTERPRETATION:

From the above analysis it is clear that majority of the respondents for this study Between 26-50 year of age. Organization has the employees who belong to all Age groups.

Chart 1: Age Group Of Respondents

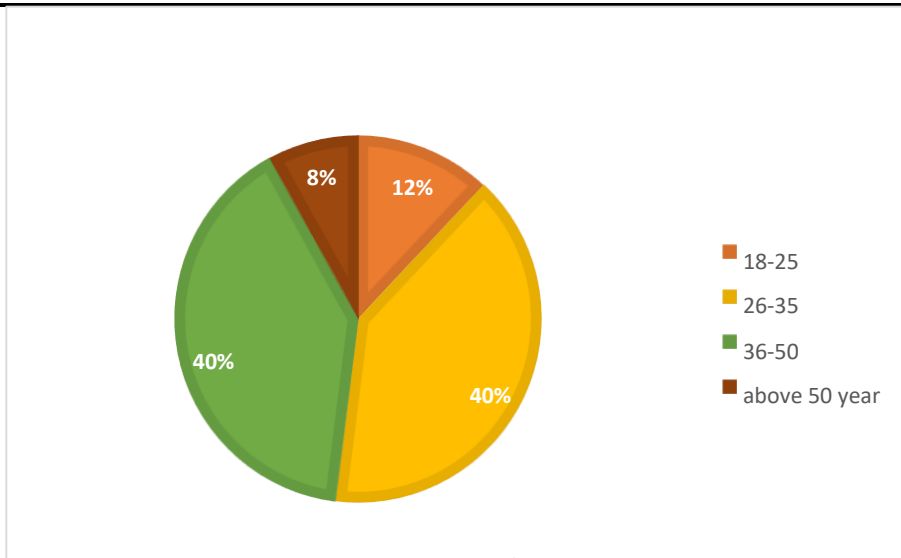


Table .2: Training programme undergone in the organization.

Particular	No.of response	Percentage
On the job training	50	100%
Off the job training	0	0%
Total	50	100%

**INTERPRETATION**

From the above analysis it is clear that organisation follows on the job training for its job employees along with on the training if the job training can also be done for its employees.

Chart .2: Showing the training programme undergone in the organisation.

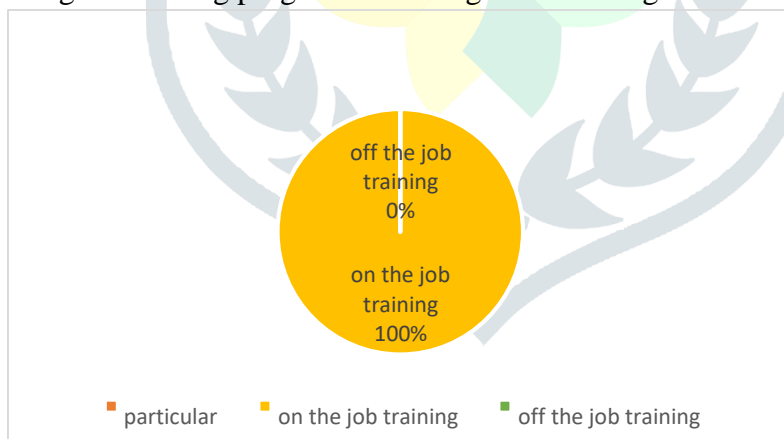


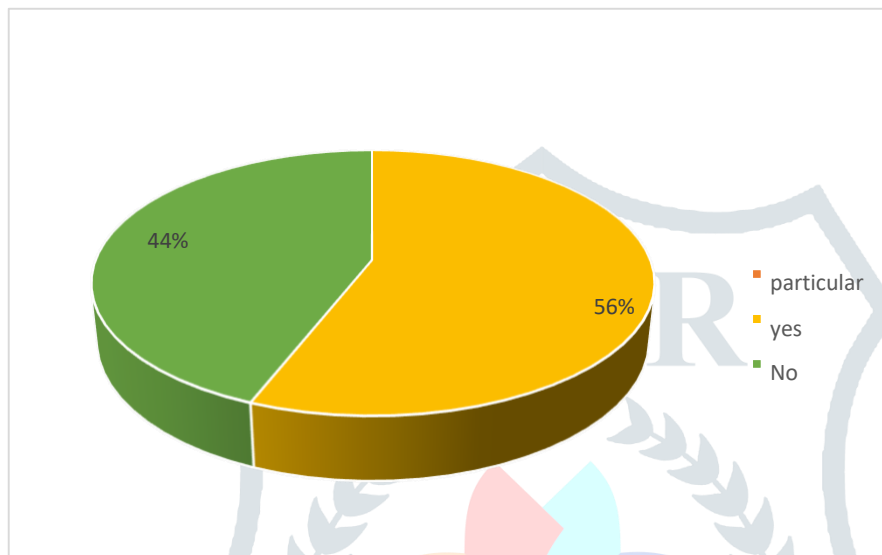
Table .3:showing that Management take time out to get to know employees personally.

Particulars	No. of response	Percentage
Yes	28	56%
No	22	44%
Total	50	100%

## INTERPRETATION:

From the above analysis it is understood that employees feel like management should spend time for understanding employees which in turn improves the relationship between employees & employer.

Chart.3: showing that Management take time out to get to know employees personally.



## CONCLUSION:

The result obtained from the study concludes that the organization provided on the job training to the employees. The management has not given sufficient time to know the employees personally, i.e.; the higher officials. Communication is the key factor which built the workplace relation. The job assigned to the employees is very less and they finish of the work assigned to them early in a day. The employees are satisfied with the opportunity given to them to build their skills. Moreover, it is noticed that employee transfer or the changes in staffing is good.

Thus, the organization neycer pvt Ltd, Vadalur needs to build a necessary strategy in order to make employees satisfied in the workplace and focus towards the recognizing the employees, so that it would increase the productivity. It would be suitable that employees would be laid off/ terminated so that the job allocation given to them would fulfill the day.

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