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 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.

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
• Questionnaires
• 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
114 responses

Employer's Training needs are discussed with the managers
94 responses

The organization is interested in developing the career paths for employees
114 responses

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

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

The manager takes the employee's opinion before making decisions
114 responses

TRUST: The organization treats employees fairly and without discrimination
114 responses

The employees trust the promises provided by managers
114 responses
The employees trust the decisions taken by managers

- Strongly Agree: 24.0%
- Agree: 36.0%
- Neutral: 18.0%
- Disagree: 10.0%
- Strongly Disagree: 12.0%

Values and Goals: Employees participate in setting the organization goals and values.

- Strongly Agree: 26.2%
- Agree: 32.2%
- Neutral: 24.0%
- Disagree: 14.0%
- Strongly Disagree: 5.0%

Employees understand and know the organization goals and values.

- Strongly Agree: 35.9%
- Agree: 35.9%
- Neutral: 19.1%
- Disagree: 8.0%
- Strongly Disagree: 4.1%

Shared goals and values lead employees to become active participants in the organization.

- Strongly Agree: 35.9%
- Agree: 35.9%
- Neutral: 19.1%
- Disagree: 8.0%
- Strongly Disagree: 4.1%

Leadership Styles: Manager encourages employees to be creative in their work and bring new ideas.

- Strongly Agree: 33.3%
- Agree: 20.6%
- Neutral: 29.2%
- Disagree: 11.4%
- Strongly Disagree: 5.5%

Managers give opportunity to employees to show initiative in facing difficult situations.

- Strongly Agree: 20.0%
- Agree: 20.0%
- Neutral: 20.0%
- Disagree: 20.0%
- Strongly Disagree: 20.0%
INTERPRETATION

- 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.

REFERENCES:
1. Girish Prasad Das, Narayana Maharana (2020) Employee Relationship Management (ERM) and its Significance a Systematic Review.

SURVEY QUESTIONNAIRE
A Study on Employee Relationship Management in K G Denim Limited

<table>
<thead>
<tr>
<th>Age</th>
<th>25-35</th>
<th>35-45</th>
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<td>Experience (in years)</td>
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QUESTIONS

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<td>Selection and recruitment process in the organization considered fair</td>
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<td><strong>TRUST</strong></td>
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<td>The employees trust the promises provided by managers</td>
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<td><strong>SHARED VALUE AND GOAL</strong></td>
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<td>Employees participate in setting the organization goals and values and works to achieve it</td>
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<td>Employees understand and know the organization goals and values</td>
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<td>Shared goals and value lead employees to become active participants in the organization</td>
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<td>Manager encourages employees to be creative in their work and bring new ideas</td>
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<td>Managers gives opportunity to employee's initiative in facing difficult situations</td>
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<td>Manager participate with employees in decision making process</td>
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<td><strong>EMPLOYEE RELATIONSHIP MANAGEMENT</strong></td>
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<td>Good relationship between the manager and employee affects job performance</td>
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<td>Employees carried out orders and instructions issued by the manager related to the work</td>
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<td><strong>AFFECTIONAL COMMITMENT</strong></td>
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<td>I would be very happy to spend rest of my career with this organization</td>
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<td>For me, this is the best of all the companies for which to work</td>
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<td>I am proud to tell others that I am part of this company</td>
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