



**A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT ON AR DAIRY FOOD
PRIVATE LIMITED, DINDIGUL**

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ABSTRACT

The objectives were to identify relationships between human resource management (HRM) practices used by dairy farm businesses and the productivity and profitability of the dairies. Explanatory variables were the following practices: training, job descriptions, standard operating procedures, milk quality incentives, and the employment of Spanish-speaking employees. The dependent variables were return on assets, return on equity, rolling herd average, and somatic cell count. The effects of individual HRM practices were analyzed to test for means separation between groups that “used” and those that “did not use” HRM practices. The results did not support expectations that differences exist between the groups. 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

Keywords: human resource management, labor management, profitability, productivity.

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 an organization can adopt by superiors or the management to develop a healthy and friendly relationship between the employees and extracts the best out of each team member. The employee relationship management will help to strengthening the bond among the employees and ensures that each employee is connected and building an healthy relation with each other. People in organization interact with each other during work, formally and officially as well as socially and informally. During the course of interaction, relationships develop, which are invisible connecting links, colored by emotions of smile, hate, repulsion, respect, fear, anxiety and so on. These are usually mutual but not necessarily reciprocal. If A hates B, it does not follow that B hates A. It is possible that B loves A and even sympathizes with his thoughts.

Relationships imply feelings for each other. They may be positive (friendly, wanting to be close) or negative (unfriendly, wanting to

be distant). Relationships always exist between interacting persons. There is no neutral point. Indifference is not neutral. Indifference tends to be negative. Relationships influence behaviors at work. Expectations of each other, perceptions of the intentions of either, distributions of assignments, readiness to conform or to rebel, enthusiasm to contribute, etc., are to some extent outcomes of these relationships. Attitudes and motivations influence, and are influenced by, the nature of these relationships. Employees are among an organization's most important audiences with the potential to be its most effective ambassadors.

Employee Relations are practices or initiatives for ensuring that Employees are happy and are productive. Employee Relations offers assistance in a variety of ways including employee recognition, policy development and interpretation, and all types of problem solving and dispute resolution. Once there was a time when "Employee Relations" meant labor relations everywhere around the world. Negotiate. Orchestrate. Dictate. HR professionals helped negotiate collective bargaining agreements. The provisions of that contract defined the relationship between management, unions, and workers.

Today, Employee Relations is a much broader concept. It involves maintaining a work environment that satisfies the needs of individual employees and management. An effective employee relation involves creating and cultivating a motivated and productive workforce. People are generally motivated from within, but what can you do to help foster the type of environment where employees thrive, enabling your company to outperform the competition

"Employee Relations" starts with determining the type of workplace the company wants. It starts by considering what the company

wants its employees to say about working for the company. In a competitive market, it is important to that employees don't feel that they might be treated more fairly elsewhere. After all retention is one of the major functions of HRM. By considering what the company wants employees to say about working for it gives shape to the company's culture. The company culture conveys organization's core values to its employees, customers, vendors, and community. In addition to the workplace climate, the company also considers the types of processes or systems it wants to employ within the workplace to support the company culture and enhance the working relationship that exists between the company and its workforce. Such systems could include communications, policies, training, and development.

Today, Employee Relations does not necessarily involve unions. However, it does involve cultivating the leadership style and workplace practices that help make union organizing activities a less attractive option for employees. Establishing workplace and management principles set the stage for fostering a successful work climate and establishing your company's culture. Effective Employee Relations is about establishing processes that address and nurture that culture. Relationships also contribute to stress and conflicts at work, which in turn, affect quality of work life of individuals as well as the quality of organizational outputs, measured in terms of customer satisfaction, competitive advantage, innovation, and so on

IMPORTANCE OF EMPLOYEE RELATIONSHIP MANAGEMENT:

1. Increases productivity

Positive employee relationship management can create an atmosphere of

high productivity, encouraging teams to accomplish more than they typically would in the same amount of time. When people feel that their work is important, they might feel more motivated to finish their tasks. Certain ERM practices, like mentorship programs and professional development seminars, can help employees develop their skills.

For example, the administrative department of a hospital might hold weekly seminars for employees, focusing on different administrative tasks. Learning about new programs and labor-saving tools can help medical recorders and administrators accomplish more.

2. Encourages leadership skill development

ERM programs can build employee confidence and motivate them to take on leadership tasks. For example, professional development seminars can help employees hone their abilities and learn new skills, like project management and conflict resolution.

They might use these new skills to become team leaders or volunteer to chair committees. Other types of ERM, like mentoring programs, can give employees role models and inspire them to take on more responsibilities in their daily work.

3. Enhances communication

When employees have positive professional relationships with their teammates and managers, they might feel more comfortable communicating with them about their needs and work preferences. Increased communication can help employees learn about valuable resources and tools for their work. It can also prevent

workplace incidents and customer issues by indicating potential problems early.

For example, a manager who practices successful ERM might be a resource for team members, who might ask them for advice about handling potentially difficult customer situations.

4. Reduces turnover

Positive relationships with peers and managers can help an employee feel valued at their workplace and encourage them to build a lasting career with the organization. Many of the common elements of ERM programs, like professional development workshops and diversity initiatives, can help employees develop their skills and learn new ones.

Also, companies with strong ERM policies might promote from within, giving employees an opportunity to move forward in their careers while staying at the same organization.

5. Conflict Reduction:

Effective employees relations practices help prevent potential conflicts by addressing issues early on. This proactive approach saves time and resources that would otherwise be spent resolving disputes.

6. Positive Workplace Culture:

Cultivating a positive workplace culture through good employee relations attracts top talent. Prospective employees are drawn to environments where they see effective communication, respect, and fair treatment.

7. Regulatory Compliance:

Adhering to employment laws and regulations is simplified with effective employee relations management, mitigating the risk of legal issues and fostering a culture of fairness and transparency.

FUNCTIONS OF EMPLOYEE RELATIONSHIP MANAGEMENT:

1. Promoting a living, demanding, and diverse working community.
2. To attempt to improve faith and values, employees are motivated to give 100%.
3. Bringing out internal talent, ingenuity, and fresh creative ideas and thoughts from employees.
4. To handle all workers equally without prejudice or preferentiality.
5. Build better teamwork and collaboration in order to prevent organizational disputes.
6. Promoting the involvement of the workforce in decision making, workshops, learning, and community programs.
7. Keep employees accountable and concentrate on their job and make them know their interests and commitment to the company.
8. To increase the efficiency, effectiveness, and competence of employees.
9. To increase the versatility of workers so that they can assume additional responsibilities when appropriate.
10. company will be there second home that is stress-free with improved amenities and other additional facilities including a gym, food courts, and music while getting coffee in a rack room helps to sustain a work atmosphere in which workers feel they 're thriving.
11. Health checks are carried out routinely so that employers know they have been given extra consideration and care to improve their wellbeing by the provision of free medical facilities.

OBJECTIVES OF THE STUDY:

Primary objective:

The main objective is “To Study On Employee Relationship Management in A R Dairy Food Private Limited, Dindigul.”

Secondary objective:

- To know the problems in relationship and barriers in communication among employees.
- To identify the overall perception of the employees about the organization culture.
- To suggest suitable remedial measures to improve the industry relations.
- To know whether the working conditions in the company will motivate the employees to work more efficiently and productively.
- To understand how communication and information are shared between employee employer to build good relations.
- To evaluate how a good work environment is provided to an employee to create a positive bonding with the organization.
- To draw conclusions and suggestions regarding Employee relationship management.

NEED OF THE STUDY:

The employees' interpersonal relationships and their impacts are important because poor interpersonal relationships in the workplace cause stress and negatively affect employees' careers.

Employee relationships are a major source of stress, which affects both the quality and quantity of output among various levels of employees. The most effective way to create a strong sense of efficacy is through mastery experience.

SCOPE OF THE STUDY:

The main purpose of employee-employer relations is to maintain harmonious relationships between employee and employer. The focus on these relationships is accommodation. The parties involved develop skills and methods of adjusting to or cooperating with each other.

This is an attempt to find out the level of satisfaction observed by the workers of the company regarding the relationship.

The analysis and findings will be useful to improve the relationship with employer and employee.

HYPOTHESIS OF THE STUDY:

A research hypothesis is a specific, clear, and testable or predictive statement about the possible outcome of the scientific research study based on a particular property of a population, such as presumed difference between the groups on a particular variables or relationship between variables.

Hypothesis of the Project:

H0= There is no association between work place relationship and satisfaction level of employees.

H1= There is an association between work place relationship and satisfaction level of employees

Functions of Hypothesis:

- Hypothesis helps in making an observation and experiments possible.
- It becomes the start point for the investigation.
- Hypothesis helps in verifying the observations.
- It helps in directing the inquiries in the right direction.

Characteristics of Hypothesis:

- It should be clear and precise It should be clear and precise
- It should be capable of being tested It should be capable of being tested

- It should state relationship between variables It should state relationship between variables
- It should be limited in scope and must be specific It should be limited in scope and must be specific
- It should be understandable It should be understandable
- It should be consistent with most known facts It should be consistent with most known fact
- It should be test with amenable time It should be test with amenable time
- It should be comprises needed explanations It should be comprises needed explanations.

Sources of Hypothesis:

- Similarities between phenomena
- Observations in the day to practices
- Observations in past studies
- General patterns that influence the thinking process of people.
- Scientific theory

Importance of Hypothesis:

- Helps in the testing of the theories.
- Serves as a great platform in the investigation activities.
- Provides guidance to the research work or study.
- Hypothesis sometimes suggests theories.
- Helps in knowing the needs of the data.
- Explains social phenomena.
- Develops the theory.
- Also acts as a bridge between the theory and the investigation.
- Provides a relationship between phenomena in such a way that it leads to the empirical
- Testing of the relationship.
- Helps in knowing the most suitable technique of analysis.

Types of Hypothesis:

1. Null hypothesis:

There is no association between age of the employees and satisfaction regarding health and safety measure provided by the organization

2. Alternative hypothesis:

There is association between age of the employees and satisfaction regarding health and safety measure provided by the organization. To test above hypothesis Chi-square test is applied result of test is as follow.

RESEARCH DESIGN:

This study involves the descriptive research design. It includes surveys and fact findings of different kinds, which is one of the most suitable ways to carry out projects. The main purpose of this research design is it has no control over the variables. It gives report only what has happened or what is happening.

The study was conducted for a period of 3 months. The type of research conducted was descriptive, because the employees opinions are qualitative in nature. It can only be analyzed and described.

Descriptive: research design In this research study, the researcher has used descriptive research design. Descriptive study, Who, What, When, Where, How are the questions for researcher to find their answers during the study. A descriptive study may be simple or complex. This research study topic is according to the descriptive study. I have needed to find that all answers of these questions which come in descriptive study.

Sampling: The basic idea of sampling is that by selecting some of the sample from the population, researcher may draw conclusions about the sample study and generalize for entire population. A population element is the individual participant or object on which the measurement is taken.

Sample Size: Sample size is a part of target population, carefully selected to represent the population.

Population: 500 Employees

Sample Size: 124 Employees

RESEARCH METHODOLOGY:

Research Methodology is a way the systematically solve the research problem. Research methodology may be understood as a science of studying how research is done scientifically.

In this study the descriptive research design was adopted, since it includes surveys and fact- findings enquire of different kinds, which is one of the most suitable ways t carry out projects.

METHODS OF DATA COLLECTION:

The validity of research mainly depends on the proper data collection method and suitable technique of analysis Data-interpretation is used for the statistical analysis. Any estimate in the study is generalized only when the design of the study is properly executed.

There are two methods of data collection, they are:

- Primary Data

- Secondary Data

Primary data:

The primary data are those which are collected afresh for the time, and thus happen to be original in character. The study is mainly based on primary data. The first information is collected by a structured questionnaire. The researcher collects the primary data in the course of doing experimental research. The researcher can obtain primary data either through observation or through direct communication with respondents of everyone through personnel interview.

Secondary data:

Secondary data are in the form of finished product as they have been already treated statistically in some form or other. The secondary data and information collected. From secondary company websites and also discussion with the management of the organization, Secondary data was also collected from journals, magazines and books and articles

DATA ANALYSIS AND INTERPRETATION

CLASSIFICATION OF RESPONDENTS REGARDING EXPERIENCE

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	BELOW 2 YEARS	44	35
2	2-4 YEARS	27	22
3	4-6 YEARS	21	17
4	ABOVE 6 YEARS	32	26
TOTAL		124	100

CLASSIFICATION OF RESPONDENTS REASON FOR LEAVING THE ORGANISATION

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	MARRIAGE	27	22
2	TEAM FITMENT	46	37
3	CAREER OPPORTUNITY	36	29

4	OTHERS	15	12
TOTAL		124	100

ORGANIZATION ADDRESSES EMPLOYEE CONCERNS AND FEEDBACK

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	EXTREMELY WELL	63	51
2	VERY WELL	50	40
3	MODERATELY WELL	11	9
4	SLIGHTLY WELL	0	0
TOTAL		124	100

CLASSIFICATION OF RESPONDENTS PERCEPTION IN THE COMPANY

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	50	44
2	GOOD	55	40
3	FAIR	19	16
4	POOR	0	0
5	UNSATISFACTORY	0	0
TOTAL		124	100

RESPONDENTS ARE COMFORTABLE DISCUSSING CONCERNS AND ISSUES WITH MANAGERS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	VERY COMFORTABLE	52	42
2	SOME WHAT COMFORTABLE	47	38
3	NEUTRAL	25	20
4	SOME WHAT NOT COMFORTABLE	0	0
5	NO, NOT COMFORTABLE	0	0
TOTAL		124	100

CLASSIFICATION OF RESPONDENTS ARE SATISFIED WITH THE WORKING ENVIRONMENT

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	77	62
2	SATISFIED	37	30
3	NEUTRAL	10	8
4	DISSATISFIED	0	0
5	HIGHLY DISSATISFIED	0	0
TOTAL		124	100

SUGGESTION:

- To build the relationship between supervisors and subordinates, the management should encourage efforts to increase employee commitment to the organization.
- The organization may focus more on career-enhancing activities for employees to increase their satisfaction, which, in turn, improves relationships and interpersonal dynamics.
- Employee ideas and views should be given due respect by the management to increase their commitment and relationship with the organization.
- The organization should concentrate on training employees to enhance their ability to learn new things and develop professional skills to achieve fruitful results.
- The occupational capability of employees to perform stated activities can be increased by providing necessary training, as they are assets to any organization.
- Management should give positive feedback in meetings to improve the relationship between management and employees.
- Employee relationships can be built by providing monetary benefits for their

performance in the organization. These monetary benefits can include incentives, etc.

- To improve relationships among various departments in the organization, specific interview goals can be established, thereby fostering better employee relations.

CONCLUSION:

- The research analysis titled "Employee Relationship Management in A.R. Dairy Food Pvt. Ltd., Dindigul," provided insights into the relationship between employees and management, as well as the occupational nature and ability of employees to fulfill the organization's goals.
- Employees in the service sector are crucial for the sector's overall development. This research helped analyze interpersonal relationships and the ability of employees to meet stated goals. There is a general saying that "Blissful Employees are Productive Employees." If employees are satisfied, they will be more committed to the organization they work for.
- The project facilitated understanding how to communicate with employees, value their views, motivate them, and improve their professional abilities to

enhance employee relationships based on the organization's requirements.

- Building employee relationships plays a vital role in this research by boosting communication among employees. A.R. Dairy Food Pvt. Ltd. is promising and faces a challenging future in society, as employees are essential to success in the food industry.

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