A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT WITH REFERENCE TO RK INDUSTRIES

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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. 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. Observation says that the relationship among the employees goes in a long way in motivating the employees and increases the confidence level and morale of the employees

INTRODUCTION

Employee relationship management is an art, which effectively monitors and manages the relation between individuals either of the same team or from different teams. Employee relationship management helps in strengthening the bond among the employees and ensures that each one is contented and enjoys a healthy relation with each other. Employee relationship management includes various activities undertaken by the superiors or the management to develop a healthy relation among the employees and extract the best out of each team member. An organization is a place to work and not a battlefield where employees would fight with each other. One needs to treat his fellow workers well, understand each other's expectations for a healthy relationship and maximum output. The employees must be comfortable with each other and work together as a team.

The ultimate goal of maintaining a healthy employee relationship is to make the company successful. That's why every company or industry should focus on building good employee relationships between the staff. Some benefits of maintaining a healthy relationship are discussed below.

LITERATURE REVIEW

Noor et al. (2025) explores how strategic human resource practices, like performance-based rewards and inclusive culture, enhance employee commitment and satisfaction. Strategic ERM is shown to improve organizational resilience and agility.

Abdullahi Aliyu Maiwada (2024) In the modern global marketplace, organization have moved from traditional communication techniques to employee motivation and engagement strategies. This change highlights the need of strategic internal communication, a new but growing corporate topic. Employees are increasingly doing public relations duties in the modern workplace

Chaudhary et al. (2024) explore ERM practices within Nepalese SMEs and highlight how informal relationship-building, trust, and direct engagement with employees result in greater job satisfaction and reduced turnover. The study suggests that even in resource-constrained settings, attention to employee relationships can yield significant positive outcomes.

Minz (2024) emphasizes the necessity of trust, transparent communication, and virtual engagement strategies to maintain strong manager-employee connections. Virtual meetings, regular check-ins, and collaborative platforms are seen as vital tools to uphold morale and productivity.

According to Florini et al. (2023), organizations that prioritize care-based communication during crises build stronger bonds with their workforce. Empathetic check-ins, flexible work policies, and responsiveness to employee needs foster trust and long-term commitment

McQuarrie et al. (2023) studied employee relationships during crises like COVID-19, finding that care-based management — including regular emotional check-ins and flexible working — improved employee morale and loyalty.

Patel & Verma (2022) studied the effect of employee recognition on relationship strength between employees and organizations. They concluded that recognition programs that are frequent, personalized, and meaningful lead to stronger relationships and higher levels of employee satisfaction and engagement.

NEED FOR THE STUDY

This research aims to address the crucial need for effective employee relations management within the organizational communication process at RK Industries. Understanding and enhancing employee relations is imperative for fostering a positive work environment, boosting morale, and ultimately improving organizational productivity and performance. By investigating the current state of employee relations and communication practices, this study seeks to discover and execute improvement techniques cultivate better relationships between management and employees

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES:

To study on employee relationship management with reference to RK Industries.

SECONDARY OBJECTIVES:

1. To study the factors influencing employee relations in the Organization.

2. To study the strategies adopted by the organization to improve employer employee relation

3. To evaluate the effectiveness of efficient employee relations management on organizational communication dynamics within the company

4. To understand the Employee Relationship Management and its implication on turnover of the employee

SCOPE OF THE STUDY

The scope of this research encompasses an in-depth analysis of employee relations management within the organizational communication process at RK Industries. It involves examining various aspects such as communication channels, leadership styles, organizational policies, and employee perceptions. The study will focus on identifying existing challenges and opportunities in employee relations and proposing strategies for improvement. The research will primarily target employees and management personnel within RK Industries. However, the findings may have broader implications for understanding employee relations dynamics in other organizations operating in similar industries.

RESEARCH METHODOLOGY

The project was carried out by gathering both the main and additional information the information that already existed was gathered first. We collected information from different sources like journal, brochures, policy files, and the internet. This project was done using the data we collected.

The study is descriptive. Because it aims to find new relationships and understandings. Research designs can to change to look at different parts of the problems being studied.

Research Design:

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"

Descriptive Research Design:

Descriptive research design is typically concerned with describing problem and its solution. It is more specific and purposive study. Before rigorous attempts are made for descriptive study, the well-defined problem must be on hand. Descriptive study rests on one or more hypotheses. The research design followed for this study is descriptive type of research.

Area of the study:

RK INDUSTRIES

Sample size:

The sample size of 250 respondents were selected for the study

Sampling:

Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen.

Simple random sampling:

In a simple random sample, every member of the population has an equal chance of being selected. Sampling frame should include the whole population.

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

Statistical package for social sciences (SPSS) is mean for statistical analysis of data. Itas 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:

1. **Chi square**
2. **Correlation**
3. **Regression**
4. **One-way Anova**

Percentage = (No of respondents/Total no of respondents) *100 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 Isana blew to estimate the population's parameters. The main advantage of using non parametric test is that, the researcher can analyze qualitative data. In case of cross tabulation featuring two variables, a test of significance called Chi-square test is used to determine whether the two variables are associated with each other or not. It helps in finding the association between two or more attributes.

The formula for chi-square is as follows: Where, O = Ob the formula for chi-square is as follows: Where, O = Observed frequencies = Expected frequencies The calculated value of X 2 is compared with the table value, for given degree of freedom at a specified level of significance (5% and 10%). If the calculated value of X 2 is more than the table value, then difference between the variables is considered to be significant or otherwise insignificant.

$$x^2 = \sum \left[\frac{(O - E)^2}{E} \right]$$

Correlation:

Correlation is an analysis of the co-relation between two or more variables. Correlation isa statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases the other decreases. The correlation values can range from -1.0 to 1.0, where -1.0represents negative correlation and +1.0 represents positive relationship. It considers the relative movements in the variables and then defines if there is any relationship between them. The formula for correlation is as follows: Where, x = (X – X); y = (Y – Y); ax = Standard deviation of series X by = Standard deviation of series Y N = Number of pairs of observations = the correlation coefficient.

$$r = \frac{\sum xy}{N\sigma_x \sigma_y}$$

REGRESSION:

Linear regression is a statistical procedure for calculating the value of a dependent variable from an independent variable. Linear regression measures the association between two variables. It is a modeling technique where a dependent variable is predicted based on one or more independent variables. Linear regression analysis is the most widely used of all statistical techniques.

$Y=mX+b$ Where

Y=Dependent variable

X= Independent variable

m=Slope,

b=y-intercept (point where line crosses y-axis at x=0

ANOVA:

Analysis of variance (ANOVA) has been carried out to compare more than two means at a time. One-way analysis of variance involves only one categorical variable or a single factor of values. The process of analysis is given here under:

One-Factor ANOVA (F-statistics):

Sources of Variation	Degrees of Freedom (df)	Sum of squares	Mean square (variance)	F-statistic
Among (Factors)	c-1	SSA	MSA= SSA/(c-1)	MSA/MSW
Within (Error)	n-c	SSW	MSW= SSW/(n-c)	
Total	n-1	SST = SSA-SSW		

Where, n = total number of observations in all groups c = the

number of groups c – 1 = df1 n – 1 =df2

MSA is the mean squares among or between variances.

MSW is the mean squares within or error variances

$$F= \frac{MSA}{MSW}$$

CHISQUARE ASSOCIATION BETWEEN AGE OF THE RESPONDENTS AND OPINION ABOUT YOUR SATISFACTION WITH WORKING AT THE COMPANY

NULL HYPOTHESIS (HO):

There is no association between Age of the respondents and opinion about your overall satisfaction with working at the company

ALTERNATIVE HYPOTHESIS (H1):

There is association between Age of the respondents and opinion about your overall satisfaction with working at the company

STATISTICAL TEST:

Chi-square was used for the above hypothesis

Age of the Respondents			
	Observed N	Expected N	Residual
20-30	59	62.50	-3.50
30 -40	108	62.50	45.50
40 -50	82	62.50	19.50
Above 50	1	62.50	-61.50
Total	250		

	Observed N	Expected N	Residual
Highly satisfied	11	50.0	-39.00
Satisfied	66	50.0	16.00
Neutral	74	50.0	24.00
Highly dissatisfied	54	50.0	4.00
Dissatisfied	45	50.0	-5.00
Total	250		

Opinion about your overall satisfaction with working at the company

	Age of the respondents	Overall satisfaction
Chi-Square (a, b)	99.92	47.88
Df	3	4
Asymp. Sig.	.000	.000

REGRESSION DIFFERENCE BETWEEN YEARS OF EXPERIENCE AND OPINION ABOUT THE INVOLVEMENT OF HR IN RESOLVING CONFLICTS

NULL HYPOTHESIS:

There may be no relationship between years of experience and opinion about the involvement of HR in resolving conflicts

ALTERNATIVE HYPOTHESIS:

There may be relationship between years of experience and opinion about the involvement of HR in resolving conflicts

STATISTICAL TEST:

Regression was used for the above hypothesis

Table showing years of experience and opinion about the involvement of HR in resolving conflicts

Variables Entered/Removed[a]

Variables Entered	Variables Removed	Method
Years of experience	.	Enter

a. Dependent Variable: Involvement of HR in resolving conflicts
b. b. All requested variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.03	.00	.03	1.19

a. Predictors: (Constant), Involvement of HR in resolving conflicts
b. Dependent Variable: Years of experience

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.77	1	11.77	8.36	.004
	Residual	349.20	250	1.41		
	Total	360.98	250			

a. Dependent Variable: Involvement of HR in resolving of conflicts.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.31	.23	.00	10.06	.000
	Years of experience	.22	.08	.18	2.89	.004

Histogram

Mean = 1.39 E-17
Std. Dev.=0.866
N= 250
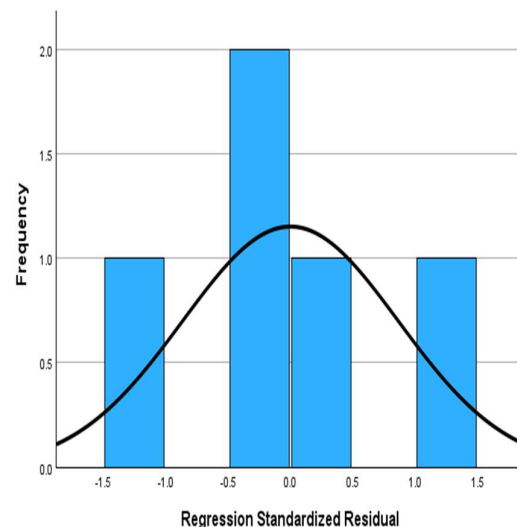
INTERPRETATION

Hence the significance was occurring and had a value .000 is less than 0.05 (.000<0.05). Hence H0 is accepted

RESULT:

There is may no relationship between years of experience and opinion about the involvement of HR in resolving conflicts

ONE WAY ANOVA DIFFERENCE BETWEEN CURRENT JOB DESIGNATION AND OPINION

ABOUT THE FEEDBACK RECEIVE ON YOUR PERFORMANCE

NULL HYPOTHESIS (H0):

There is no significant difference between current job designation and opinion about the feed receive on your performance

ALTERNATIVE HYPOTHESIS (H1):

There is a significant difference between current job designation and opinion about the feed receive on your performance

STATISTICAL TEST:

One-way Anova was used for the above hypothesis.

Table showing current job designation and opinion about the feed receive on your performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.34	3	1.11	.89	.000
Within Groups	306.27	246	1.24		
Total	309.60	249			

INTERPRETATION:

Here the significant was occurs and has a value .000 it is less than 0.05. Hence H0 is accepted.

RESULT:

There is no significant difference between current job designation and opinion about the feed receive on your performance.

FINDINGS

- It is found that the majority 46.8% of the respondents belongs to the age group of 20-30

- It is found that the majority 69.4% of the respondents are Female

- It is found that the majority 36.8% of the respondents are in higher secondary qualification

- It is found that the majority 44% of them having an experience of 6-10 years

- It is found that the majority 62.1% of the respondents are earning. 20000-30000

- It is found that the 76.8% of the respondents are working in Operator level

- It is found that the majority 49% of the respondents are in the satisfied in current job

- It is found that the majority 36.4% of the respondents are neutral in positive relationship with supervisor

- It is found that the majority 35.3% of the respondents are satisfied in overtime pay and incentives

- It is found that the majority 32% of the respondents are agree that providing effective training

- It is found that the majority 32.8% of the respondents are neutral that effective strategies to retain employees

- It is found that the majority 34.4% of the respondents are neutral that benefits and compensation provided by company

- It is found that the majority 29.4 of the respondents are agree that comfortable discuss about work to manager

- It is found that the majority 31.6% of the respondents are satisfied that employee morale and teamwork

- It is found that the majority 34.7% of the respondents are satisfied that involving HR in conflict resolution

- It is found that the majority 32.8% of the respondents are neutral that feedback receives on your performance

- It is found that the majority 29.3% of the respondents are agree that communicated aligned and business goal

- It is found that the majority 33.1 % employees are neutral in coordination of task in flexible model

- It is found that the majority 29.3% of the respondents are neutral that company policies and changes
- It is found that the majority 33.5% of the respondents are neutral that strong reputation for retaining employees
- It is found that the majority 36.7% of the respondents are main reason for leaving the company is working environment
- It is found that the majority 28.8% of the respondents are neutral that overall satisfaction of working for the company
- It is found that the majority 34.9% of the respondents are suggest to improve better communication for better employee relationship
- It is found that the chi-square has the significance was occurs and has a value .000 is less than 0.05(0.000<0.05). Hence H0 is accepted H1is rejected. There is no association between age of the respondents and opinion about your overall satisfaction with working at the company
- It is found that the correlation the significant occurs at .000 and it is less than 0.05. Hence H0 is accepted. opinion about the positive relationship with supervisor and Opinion about that communicated aligned with business goal
- It is found that, regression the Hence the significance was occurring and had a value .000 is less than 0.05 (.000<0.05). Hence H0 is accepted. There may no relationship between years of experience and opinion about the involvement of HR in resolving conflicts
- It is found that the one-way Anova has the difference between the two variables of the significant was occurs and has a value .000 it is less than 0.05. Hence H0 is accepted. There is no significant difference between current job designation and opinion about the feed receive on your performance.

SUGGESSION

- Employers should fix counselling session, meetings and communication to each of the individual employees to know the satisfaction level of the employees.
- Some employees do not have a good relationship with the co-worker. Therefore, company have to clear grievance and disputes among employees to enhance relationship with co-workers.
- The, company should maintain sound relationship between the management and employee to get better work performance.
- Employers must collect regular feedback from employees.
- Organization should take care about the conflict between the employees and between the management
- Organization should provide employees with a certain level of independence to enable them to work effectively.

CONCULSION

- Nowadays employee relations appear everywhere, from small companies to the big organizations all over the world. We have seen that the importance of employee relations and how to practice it effectively. In this we have explained that how employee relation is relevant today, its role in supporting business to support business to improve performance. This relationship may significantly affect the productivity as well as the working environment in organizations. It is very useful to manage and improve performance of both employees and firms. Therefore, organizations should focus more on improving and enhancing their relations
- We have seen that the importance of employee relations and how to practice it effectively. In this we have explained that how employee relation is relevant today, its role in supporting business to support business to improve performance. This relationship may significantly affect the productivity as well as the working environment in organizations. It is very useful to manage and improve performance of both employees and firms. Therefore, organizations should focus more on improving and enhancing their relationship with staff members for the ultimate benefit of the organization and in order to realize organizational goals and targets.

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