A Study on Employees Relationship Management & its Impact on Employee Performance with Respect to Orange City Alloys Pvt. Ltd., Nagpur

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Abstract: *Employee Relationship Management or ERM is the process of managing relationships in an organization. These relationships can be between the organization and employees as well as co-workers working at the same level. For employees to be productive, they need to have a working environment that allows them to be creative. When employees have an easy-going relationship with others at work, it will show in their performance and productivity. There will be more communication, collaboration, and cooperation. The large part of organizational budget goes into recruiting, developing and retaining, developing key employees. Thus this process must be enough efficient, But, most of the organizations faces difficulties while recruiting, developing and retaining employees & thus organizations suffers with employee relationship , employee performance and financial loss. Thus this study attempts to find out the process of employee relationship and employee performance in Orange City Alloys Pvt Ltd. Nagpur.*

Keywords: Training, development, behavioral changes, job performance and self-development.

I. INTRODUCTION

Employees relationship management also involves the communication and relationship between management and its employees that is aimed at maintaining employer employee relationships that in the end contribute to satisfactory productivity, job satisfaction, motivation and morale of the employees (George & Jones, 2012). The effective employee relations enhances positive communication and attitude between management and employees, promotes the overall wellbeing of employees during their tenure at the company and helps in preventing and resolving problems involving employees' that affect work situations (Kaliski, 2019). Employee relationship management entails the ability of management balancing life and work needs, employee needs open, the ability of the organization to keep good relations with its stakeholders including trade unions, employees, suppliers and customers and measuring and monitoring results. Organizations normally engage in various employee relationships management practices to develop healthy relationships and extract the best out of each team member.

II. LITERATURE REVIEW

The studies of Lee Smither illustrated the effective means for retaining as well as developing human assets, through product life-cycle model from marketing theory. Though Product life-cycle theory cannot capture all the complexity of human resource management, But it may be possible to reduce turnover and also retain key employees by knowing where each employee presently lies on their individual lifecycle curve in your firm. It is also important to note that as product life cycles are becoming shorter in today's world, employee life cycles are also becomes shorter. Employees at each phase of the life cycle need to consider that the work they do is important and meaningful for the firm. By continuing encouragement, understand the needs, desires, and fears of your employees, develop two-way communication with your employees. Develop and sustain a culture of real personal interest.

If your employee see that firm care about them and their careers, they will do better job and deliver better results for the firm and also more committed to their careers with your company. The recent findings of the Kelly Global Workforce Index reflect a sympathy on the part of most employees, that the days of lifetime employment gone. Gradually many

people will have several careers and, in all prospect will have to take more personal accountability for managing their careers and learning new skills. But this will not always be a cake walk.

It will be much suited to rising areas of the economy where new and updated skills and opportunities are emerging As this mobility and vitality gathers speed and accuracy, many people will move outside of the typical employment relationship and accept different entrepreneurial ways of work. There will be a more emphasis on continuous learning and developing.

Rizwan Danish (2010) suggested that the Human Resources are the most important among all the resources an organization owns, and to retain efficient and experienced workforce in an organization is very crucial in overall performance of an organization. The results showed that different dimensions of work motivation and satisfaction are significantly correlated. It also displayed that reward and recognition have great impact on the motivation of the employees and their intention to stay with the organization

Ratna et al (2012) analyzed the key factors of retention, employee's satisfaction level about key factors and the retention strategies being followed in the telecom sector. The results found that factors such as compensation level, rewards, recognition training, and working conditions affect employee retention.

Jinlin Zhao and Elisa Moncarz (2009) investigated the organizational employee-retention initiatives and practices and the impact of those initiatives on employee turnover and retention. The study revealed that Corporate Culture, Hiring and Promotions and Training practices influence non-management employee retention. At the same time, Hiring and Promotion practices impact management retention, as well. Moreover, Organizational Mission, Goals and Direction, and Employee. Recognition, Rewards and Compensation were found to positively reduce non-management employee turnover.

Lin Zhao and Humayun Rashid (2010) indicated that to enhance employee retention, organizations have introduced various initiatives, which have led to mixed results. This was based on a survey conducted in a large global bank, which examined various job stressors impact on the retention of Information Technology (IT) professionals and how these impacts are mediated by work-leisure conflict. The results indicated that among all the job stressors, role ambiguity has the most adverse influence on retention. Work- leisure conflict partially mediates the negative relationship between role conflict and retention and fully mediates the negative relationship between role overload and retention. The empirical findings implied that organizations should tackle role ambiguity with highest priority and relieve work leisure conflict to effectively retain employees under job stress.

2.1 Objectives:

- To study some special aspects of employments relations and employee performance.
- To study various ERM strategies
- To study the need and importance of co-operative employments relations.
- To know broader perspective of employments relations, employee performance and recent trends on industrial relations.
- To make analytical study and interpretation of industrial enterprises.
- To make a review of the steps taken by industrial enterprises for improving industrial relations.
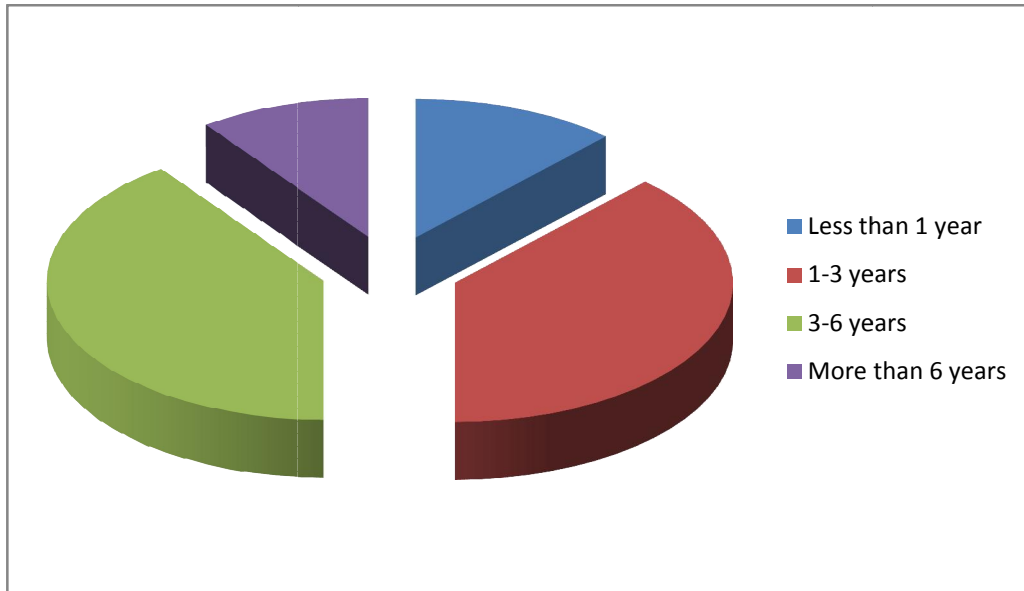
2.2 Hypothesis:

Effective enterprise resources management system resulted in better employee performance.

III. DATA ANALYSIS AND INTERPRETATION

Table 1: How many years have you with the Orange City Alloys Pvt Ltd ?

Serial No.	Particular	Number Of Respondent	% of Respondent
1.	Less than 1 year	12	12%
2.	1-3 years	38	38%
3.	3-6 years	40	40%

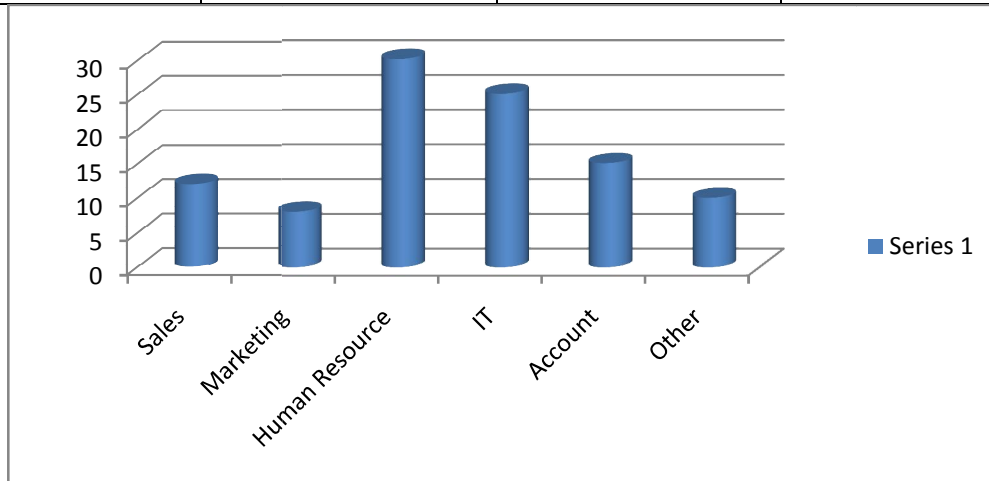| 4. | More than 6 years | 10 | 10% |
| | | 100 | 100% |

Fig.1

From the above table the majority of the respondent are work in the organization from 3 to 6 year with the percentage of 40%.

Table 2: In which department do you work?

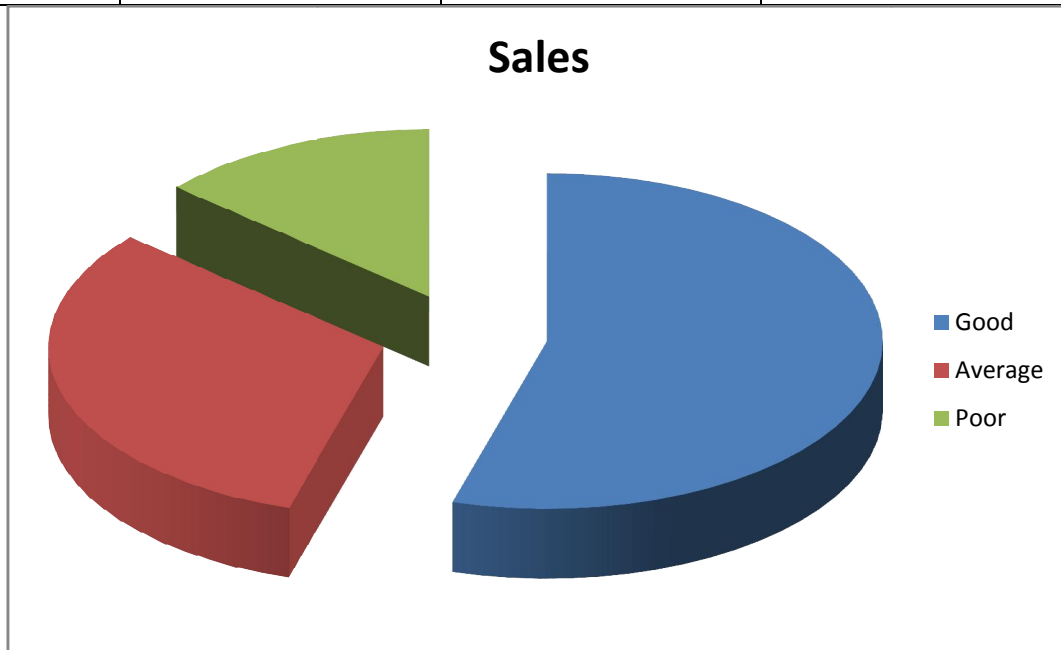| Serial No.	Particular	Number of Respondent	Percentage
1.	Sales	12	12%
2.	Marketing	8	8%
3.	Human Resource	30	30%
4.	IT	25	25%
5.	Account	15	15%
6.	Other	10	10%
	Total	100	100%

From the above table the majority of the respondent are work in the Human Resources department with the percentage of 40%

Table 3:

How would you rate the HR department's performance in recruitment and selection?

| Serial No.	Particular	Number of Respondent	Percentage
1.	Good	60	60%
2.	Average	35	35%
3.	Poor	15	15%
	Total	100	100%

Fig.3

From the above table the majority of the respondents says good performance with the percentage of 60%

Table 4: Do you feel induction training and regular trainings are necessary for any employee for good relations?

Serial No.	Particular	Number of Respondent	Percentage
1.	Yes	68	68%
2.	No	32	32%
	Total	100	100%
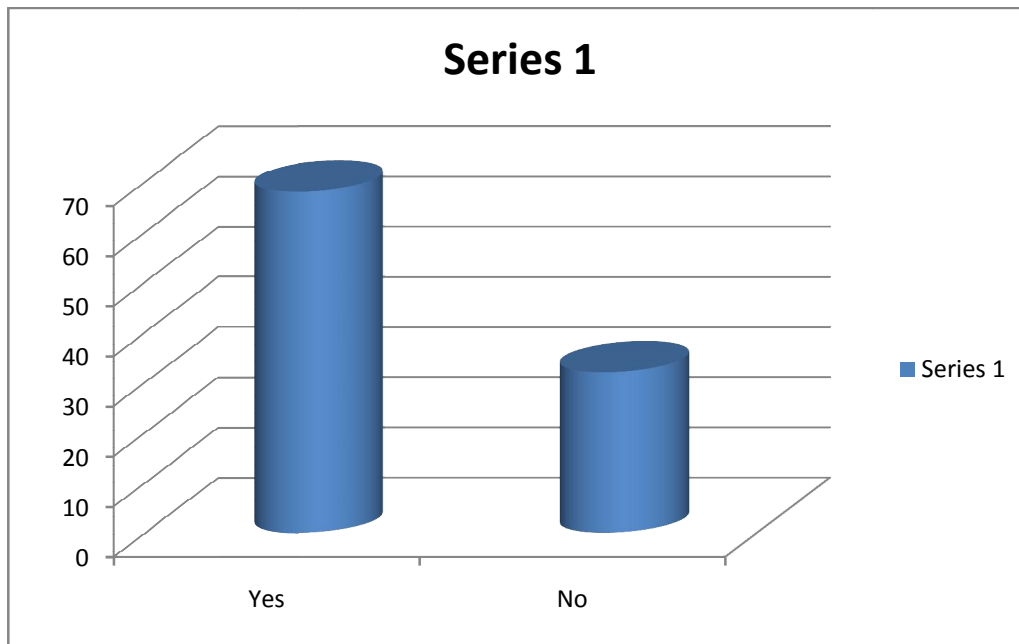
Fig.4

From the above table the majority of the respondent say training are necessary with the percentage of 68%.

IV. CONCLUSION

After the analysis of data it was founded that about 60% of employees were satisfied with their employment relation, and performance but still there were certain dimensions which need to be focused and worked upon to further improve the employee life cycle. The study helped us in understanding and comparing the ideal work environment and the real work environment in the health care industry.

The employees agree that there is an opportunity for career growth with their organization, but they need to adopt new practices to increase the opportunities for career growth for an employee. They do experience personal growth like updating skills. Their work gives them a feeling of personal accomplishment. Job requirements are clear to majority of the employees. Their job profile matches with their skills and qualifications. They have clearly defined quality goals. Superiors help them to improve their work by providing timely feedback and value their efforts. They are being encouraged to do things in a better way.

The tools and resources given to the employees to carry out their relations in the organization. Also they are provided with adequate opportunity to interact with other employees within the organization. Most of the employees are satisfied by the way in which their efforts are being rewarded. Overall we can conclude by saying that majority of the employees are satisfied with their life cycle, but by implementing various practices the organization can further increase the level of life cycle within their employees.

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