

A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO CARNATION CREATIONS PRIVATE LIMITED -COIMBATORE

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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. The technological and strategic of ERM are discussed based on the Customer Relationship Management. As a result, a first general outline of an interesting concept is presented. Based on outline, the major implications

for further theoretical and empirical evaluation of ERM are derived to propose directions for future research. Employee relationship management has focused on enabling 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 parties, worker, and employer, and inform day-to-day business functions under a streamlined workflow. The equation that we are considering has the elements of scientific management, industrial welfare, and human relations as the causative factors affecting good employment relation. Keywords: Employee satisfaction, Employee relation, Employee benefits, Customer relationship.

1. INTRODUCTION

1.1 STUDY

Employee relationship management (ERM) is considered to be a specific field of Human Management. ERM is the process of adopting controlling methods and practices to regulate employee relations. One of the main goals associated with Resource employee relationship management focuses on establishing and retaining productive relationships of employees within a company. A big component of ERM is effective organizational communication. This leads to the build of employee confidence, trust and loyalty. By effectively managing relationships, a company can determine whether or not companies objectives are being met. 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.

1.2 STATEMENT OF THE PROBLEM

In the modern business environment, organizations are increasingly recognizing that human resources are their most valuable asset. Maintaining a strong and healthy relationship between employees and management is essential for organizational success. Employee Relationship Management (ERM) helps in building trust, improving communication, and creating a positive work culture. However, despite its importance, many organizations struggle to implement effective ERM practices. One of the major problems faced by organizations is ineffective communication between employees and management. Lack of transparency, unclear instructions, and limited interaction can create misunderstandings and reduce employee confidence in the organization. In addition, inadequate grievance handling systems often leave employee complaints unresolved, leading to dissatisfaction and frustration. Another significant issue is the lack of employee engagement and motivation.

1.3 OBJECTIVES OF THE STUDY: PRIMARY OBJECTIVE:

- To study the Employee Relationship Management practices in Carnation Creations Private Limited.

SECONDARY OBJECTIVES:

- To analyze the relationship between employees and management in the organization.
- To evaluate the level of employee satisfaction regarding workplace environment and policies.
- To examine the effectiveness of communication systems within the organization.
- To identify the factors influencing employee relationships such as motivation, leadership, and teamwork.
- To study the grievance handling and conflict resolution mechanisms followed in the organization.
- To assess the level of employee engagement and participation in organizational activities.

1.4 SCOPE OF THE STUDY:

- The study focuses on Employee Relationship Management in Carnation Creations Private Limited.
- It examines the relationship between employees and management.
- It analyzes the level of employee satisfaction and motivation.
- It studies communication systems within the organization.
- It evaluates grievance handling and conflict resolution practices.

- It focuses on employee engagement and participation.
- It identifies factors affecting employee relationships such as leadership and work environment.
- The study is limited to selected employees of the organization.
- The data is collected through questionnaires and personal interaction..

1.5 LIMITATIONS OF THE STUDY:

- The study is limited to Carnation Creations Private Limited only.
- The sample size is limited, so it may not represent all employees.
- The study is based on the responses of employees, which may be biased or subjective.
- Time constraints limited the depth of the study.
- The data collected is restricted to a specific period and may change over time.
- Some employees may not have provided accurate or complete information.
- The study mainly uses primary data, with limited secondary data support.
- Findings cannot be generalized to other organizations.
- Limited access to confidential company information.
- External factors affecting employee relationships were not considered in detail.

2. RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data for a research study. It provides a structured approach to achieve the objectives of the study and ensures the reliability of the findings.

OBJECTIVES OF THE STUDY:

- To know the problems in relationship and barriers in communication among employee
- To know the factors contributing for employee satisfaction
- To know whether the working conditions in the company will motivate the employees to work more efficiently and productively

AREA OF THE STUDY

The specific area taken for the study in Angaalammanpuram , coimbatore. Hence the researcher through thin area to be most suitable for can during this study on the important of Employee relation at Carnation creations Pvt.Ltd Company.

NEED OF THE STUDY

One of the most pressing issues facing most organizations today is the need to raise employee Relationship. There is a widespread belief that Relationship improvements can only be achieved through a fundamental reform in the area of employee relations. Changes are thought to be necessary both in the organization

and structure of work and in the way in which employees are trained, remunerated and motivated.

SCOPE OF THE STUDY

The scope of the research of Employee Relations Management will be limited to Carnation creations Pvt.Ltd Company. The research will rely on the organisation for vital information as well information from secondary source. The study will based on various employee relation acties.

POPULATION

All the items under consideration in any field of enquiry constitute a population. In my study, the population of the employees is 1500

SAMPLE SIZE

The sample size is 100 employees of Carnation creations Pvt.Ltd

SAMPLING METHOD

The purposive sampling is also known as judgmental sampling or selective sampling or subjective sampling was chosen as most appropriate research design for study. In this sampling method the researcher chooses the sample based on who they think would appropriate for the study. This is used primarily when there is a limited number of people that have expertise in the area being researched.

DATA COLLECTION

Primary Data

Standardized Questionnaire is used for data collection. A Questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The

respondent has to answer the question on their own. Apart from this observations and interview has also been used as a source for primary data collection.

- Interviews
- Questionnaire
- Observation

Secondary Data

Secondary data means data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. Secondary data may either be published data or unpublished. It is collected from:

- Journals
- Magazines
- Websites

TOOLS USED FOR ANALYSIS

To analyse and interpret collected data the following statistical tool were used.

- Percentage Analysis
- ANOVA
- Chi-square test
- correlation

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\frac{\text{No. of respondents}}{\text{Total}} \times 100 = \text{Simple percentage}$$

No. of respondents

CHI- SQUARE ANALYSIS

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where, O – Observed value, E – Expected value
 In general the expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT \times CT}{N}$$

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of significance. If at the stated level of the calculated value of χ^2 the difference between theory and observation is considered to be significant.

Otherwise it is not significant.

CORRELATION

Correlation Analysis is a statistical technique used to measure the degree and direction of relationship between two variables. It helps determine whether changes in one variable are associated with changes in another variable. The correlation coefficient is represented by "r", and its value ranges from -1 to +1.

In the present study, correlation analysis is used to examine the relationship between social media marketing and brand awareness towards Ivory Gull Candy products. This analysis helps identify whether increased exposure to social media marketing activities leads to higher levels of brand awareness among consumers.

Formula

$$r = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

ANOVA

Analysis of Variance (ANOVA) is a statistical technique used to determine whether there are significant differences between the means of three or more groups. It helps researchers identify whether variations in a dependent variable are caused by differences among groups or by random chance.

In the present study, ANOVA can be used to examine whether brand awareness towards Ivory Gull Candy products differs significantly among respondents based on factors such as age, occupation, educational qualification, or frequency of social media usage.

Hypothesis

Null Hypothesis (H₀):

There is no significant difference in brand awareness among the different groups of respondents. Alternative Hypothesis (H₁):

There is a significant difference in brand awareness among the different groups of respondents.

Formula for F-Ratio

$$F = \frac{\text{Mean Square Between Groups}}{\text{Mean Square Within Groups}}$$

Chi-Square Formula and Methodology

The chi-square test statistic is calculated using the following formula:

$$\chi^2 = \sum [(O - E)^2 / E]$$

Where:

O = Observed frequency (actual count in each cell)

E = Expected frequency (theoretical count if no association exists)

Exp

ected frequency is calculated using: $E = (\text{Row Total} \times \text{Column Total}) / \text{Grand Total}$

Chi-Square Test Results

The following tables present the chi-square test results examining the relationship between demographic variables and key employee relationship management dimensions:

Chi-Square Test - Gender vs. Trust in Management Decisions

Gender	Strongly Agree	Agree	Total
Male	70	5	75
Female	23	2	25
Total	93	7	100

TABLE.NO 2.1

Chi-Square Statistic (χ^2) = 0.156

Degrees of Freedom (df) = 1

P-value = 0.693 (Not Significant at 0.05 level)

Interpretation: With a p-value of 0.693, which is greater than the significance level of 0.05, we fail to reject the null hypothesis. This indicates that there is NO significant association between gender and trust in management decisions. Both male and female employees show similar levels of trust in management decisions.

Chi-Square Test - Age vs. Communication Effectiveness

Age Group	Strongly Agree	Agree/Neutral	Total
Up to 20 years	9	1	10
21-30 years	28	2	30
31-40 years	37	3	40
Above 40	14	6	20
Total	88	12	100

TABLE.NO 2.2

Chi-Square Statistic (χ^2) = 4.298

Degrees of Freedom (df) = 3

P-value = 0.231 (Not Significant at 0.05 level)

Interpretation: The p-value of 0.231 exceeds the 0.05 significance threshold, indicating NO significant relationship between age and communication effectiveness. All age groups demonstrate relatively consistent positive perceptions of organizational communication.

Chi-Square Test - Educational Qualification vs. Employee Satisfaction

Education	Str. Agree	Agree	Neutral	Total
SSLC	14	1	0	15
HSC	28	2	0	30

UG	34	2	1	37
PG	17	1	0	18
Total	93	6	1	100

TABLE.NO 2.3

Chi-Square Statistic (χ^2) = 1.628

Degrees of Freedom (df) = 6

P-value = 0.949 (Not Significant at 0.05 level)

Interpretation: With a p-value of 0.949, there is NO significant association between educational qualification and employee satisfaction. The high satisfaction levels are consistent across all educational categories, suggesting that the organization's relationship management practices are equally effective for employees regardless of their educational background.

Chi-Square Test - Years of Experience vs. Sense of Belongingness

Experience	Strongly Agree	Agree/Neutral	Total
Up to 2 years	9	1	10
2-6 years	31	4	35
6-10 years	14	1	15
Above 10 years	38	2	40
Total	92	8	100

3. FINDINGS

1. The majority of the respondents (75%) are male employees, indicating higher male representation in the organization.
2. Most employees (40%) belong to the age group of 31–40 years, showing a mature and experienced workforce.
3. A significant number of employees (37%) are undergraduates, indicating a reasonably educated workforce.
4. The Quality Department has the highest employee participation (35%) among the respondents.
5. Most employees (40%) have more than 10 years of work experience, reflecting employee stability and retention.
6. Employees have a high level of trust in management decisions, with 93% strongly agreeing.
7. The organization encourages employees to openly discuss work-related issues, creating a transparent communication environment.
8. Interdepartmental cooperation is very strong, with 95% of employees strongly agreeing that interactions are productive.

9. Employees experience strong mutual understanding and teamwork within the workplace.
10. Most employees are satisfied with the organization's conflict resolution process and grievance handling system.
11. Employees feel emotionally secure in their work environment, which contributes to job satisfaction.
12. The organization actively promotes informal employee interactions through events and gatherings, strengthening workplace relationships.
13. Leadership behavior positively influences employee relationships and workplace harmony.
14. Employee recognition and appreciation are perceived as fair and unbiased.
15. Employees have a strong sense of belongingness and involvement in organizational activities and policy discussions.
16. Overall employee relationship management practices are considered effective and well-managed by the majority of employees.
2. Regular employee feedback surveys can be conducted to identify emerging concerns and improve workplace relationships.
3. More leadership development and supervisory training programs should be organized to strengthen managerial effectiveness.
4. Employee participation in decision-making processes can be enhanced further to increase engagement and commitment.
5. The company should introduce additional recognition and reward programs for outstanding performers.
6. Periodic team-building activities and employee engagement programs should be conducted to strengthen teamwork.
7. Career development and skill enhancement opportunities should be expanded to improve employee satisfaction and retention.
8. A structured grievance redressal system with faster resolution mechanisms can further improve employee confidence.
9. Employee wellness programs focusing on physical and mental health should be strengthened.

3.1 SUGGESTIONS

1. The organization should continue promoting open communication channels between employees and management.
10. Continuous monitoring of employee relationship practices should be

undertaken to sustain a positive organizational climate.

4. CONCLUSION

The study concludes that Employee Relationship Management practices in Carnation Creations Private Limited are highly effective and contribute significantly to employee satisfaction, trust, cooperation, and organizational harmony. Employees maintain positive relationships with management and colleagues, resulting in a supportive work environment. The organization demonstrates strong communication practices, effective conflict resolution mechanisms, transparent performance evaluation systems, and fair recognition policies. These factors have created a strong sense of belongingness and commitment among employees. Therefore, it can be concluded that effective Employee Relationship Management has played a vital role in enhancing employee morale, productivity, and overall organizational performance. Continued focus on employee engagement, leadership development, and welfare initiatives will further strengthen the relationship between employees and management and contribute to the long-term success of the organization.