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**Empirical Analysis on Employee Relationship Management at
Software Companies with Special Reference to Chennai City.**

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Abstract

This article aim to sketch out the significance of the owner and workers association and explain the position this association plays towards the development of a business. The task also point out the position work pleasure plays towards inspiring good associations among these two parties and offer rule to business owners on how the association can be managed. An association review was considered for the study. The study aimed to decide the business owners' view concerning relations, and whether they thought these play a major position towards the achievement of their businesses. The study more intended to compute job pleasure of the

workers. In the study, job pleasure was recognized as precise pointer of good relations among owner and workers. The study originate that business owners common a optimistic view that relations participate an significant position towards their business as these give to the enlargement of their business. The workers point out high levels of pleasure with their jobs. The study end by outlining the key reason and reimbursement of running owner worker relationships.

Key words: significance, development, pleasure, position, achievement, reimbursement

CHAPTER –I

1. INTRODUCTION

An Employee Relationship Management system is an information system that supports the relationship between a company and its employees. It has focused on enabling employees to collaborate on typical managerial tasks with their employers. By attractive contribution commencing together part of the service association, ERM platforms aim to align the interests of both parties, employee and boss, and notify every day production task below a smooth workflow. Employee relationship management is a procedure that companies utilize to efficiently supervise all connections with workers, ultimately to achieve the goals of the organization. The human resource department can play a critical role in this process, both in terms of training and training manager and executive on how to efficiently create and nurture relations with workers and in appraise and check individuals associations to decide whether objectives are being met. The term Employee Relationship organization convert as organization of the association with the workers refers to the utilize of technology in the organization of human resources. This thought is foundation on user association management, with the worker at its centre. Employee Relationship Management refers to managing the relative among the different workers in the association. The association can be between worker and the boss as well as among workers at the

similar level. Employee relationship management is an art which efficiently check and manages the relative among persons whichever of the same side or starting dissimilar teams. Employee association management action assists in reinforcement the bond among the workers and make certain that everyone is pleased and enjoys a healthy relation with each other.

Chapter - II

2.1 objectives of the study

- To study the association among workers and organization.
- To make out the workers approach towards the organization.
- Emphasize the serious position play by optimistic employer- workers relations towards business achievement.
- Worker relationships are the ways in which the company works together with the workers, workings to make a more productive workplace.

2.2. Scope of the study

- Human resources are the significant reason of manufacture, for the growth of some organization. It has become a privilege to expand the Human Resource.
- Human Resource growth aim to engage the improvement of ability, obtain and extend knowledge and the overall growth of the human feature in the organization.
- There are numerous companies where association is not good that's why workers quit commencing the organization.

2.3 Needs of the study

The nature of the association among a company and worker is far more composite than the connection with consumers. Consumers just go off to competitor when the association is not functioning while sad workers can stay for long periods in the company. A consumer only experiences the company at several key points of fact while workers are every day experiencing a relationship with their employer. The worker experience the connection with the employer from the moment the worker enter into a workplace. Their moment of fact is outshine by a total experience above a period of time. The problem with a relationship is that it is much like an iceberg. The observable division of the relationship is only the tip of the iceberg that is observable above the water level. Most of the issue that decides the worth of a relationship is under the water. All these are done with the aim of civilizing productivity rather than work together with employees.

A company will advantage only from worker Relationship Management technology if there are obvious strategy and set of laws of how these technologies should be utilize. A civilization that values the worker must permeate the organization before these technologies can start to make a optimistic contribution. Lacking an obvious management acceptance of worker centered values these technologies can become a unhelpful force which increase a unhelpful morale rather than a optimistic one. Worker relationship management tools breaks down the dependence on hierarchical command and control systems and bring in more and more a self organizing civilization of workers that are network to work together on points of want. Technology can absolutely help but old style interpersonal skills and conflict resolution techniques are still forming the baseline necessities for efficient worker Relationship Management.

2.4. Limitations of the study

Several of those that have encounter throughout this study are:

- Limited occasion period for the study was the main preventive reason.
- Cost reason was another preventive reason.
- The study was limited by ability, knowledge and information in the field.

CHAPTER - III

3.1 Review of Literature

This chapter discuss with the review of literature in relationship with worker association organization. There are many publications which have complete important contributions to the theoretical conversation. The review of literature pertaining to worker association organization talk about below: The association among the boss and the worker is significant, consequently organization needs to pay concentration to this association if they desire their organization to develop and be successful.

Bhattacharya et al. 2012 state, there are a number of worker maintenance tactic that organization can use in order to keep the high-quality association they have with the workers. Numerous source counting Kleinalten-kamp and Ehret (2006), Strohmeier (2013), and Yan and Stafford (2011) summarize association tactic under attack at personnel might include between others inspiring, as long as incentive, delegate significant tasks, being release and clear, group structure, and so on.

Chruden (1980), Testa (2008) in their studies have originate that high revenue rates of accomplished professional can pretense as a hazard to the business or organization, owing to human assets (such a ability, preparation and information) price. Particularly, certain the usual occupation of accomplished professional, these workers are possible to be reemployed inside the similar manufacturing by a challenger.

Joseph Stanley's study on "Workers role in association in India in selected community and confidential division activities", inspect the power of socio-economic cause of persons on the contribution body, the appraisal on crash of contribution in the organization and also recognized the troubles face by members of contribution bodies. The working of the contribution committees was fairly pleasing. Lack of lawmaking structure and lack of guidance and education were the two major troubles of contribution.

Rama Rao in his study constrained " Workers - organization associations in Cotton Textile Industry in Andhra Pradesh", inspect the different reason for disagreement among Workers and organization in the cotton textile industry in Andhra Pradesh and recommended events to reduce disagreement and allow Workers and organization in cotton textile industry in Andhra Pradesh to create a enhanced thoughtful and better joint co-operation among them.

Robbins (2003) defines approach as evaluative report and they can be any constructive or un constructive regarding matter, public, or proceedings. consequently they reproduce how one sense concerning amazing. The constructive report may give optimistic effects about the concerned objective, person or occasion whereas un constructive report may give unconstructive effects. An approach is an optimistic or unconstructive emotion or psychological condition of willingness, learned and prepared during experience that exerts exact power on a person's reply to public, matter and circumstances. This explanation of approach has confident insinuation for

manager. First, approach are learned. Second, approach define one's tendency toward agreed aspect of the world. Third, approach give touching foundation of one's interpersonal associations and recognition with others. And fourth, approach are prearranged and are stopped to the core of character.

The capacity to run imitation and present oneself capably to others (**Chiaburu and Stoverink 2013**). achievement in commerce nowadays depends on structure winning associations. Knowing how to present manually efficiently provide you a powerful rim over the rivalry. Business proprietor must contain a mixture of self-assurance, capability, approach, manners, and announcement. These are better by a refined managerial image; knowing what to perform, how and when to perform it.

The capacity to correspond and obtain your communication across (**Jones and Sinnett 2011**). Good correspond ability will allow business proprietor to convey significant information. They should never be language joined, know what to speak, and speak it.

The capacity to influence others and power their behaviors, approach, view and idea (**Kehoe and Wright 2013**). Business proprietor are confident to utilize the authority and scheme they have in their organization to influence and power workers to job powerfully and successfully to make sure that the organizational objective are met and good associations are maintain. The capacity to utilize authority (**P.feffer 2009**). Business proprietor must utilize the authority they have to control staff but must not take action in an intimidating way.

3.2 Research methodology

3.2.1. Introduction:

Research method is the orderly, theoretical examination of the technique practical to a pasture of reading or the theoretical examination of the body of technique practical to the field of

study. It offers the considerate of the orderly study of the technique that are, can be, or have been practical inside the study. This is also phrase as the narrative of technique.

3.2.2. Research:

Research and investigational growth is original effort carry out methodically to enhance the reserve of information, counting information of people, civilization and society, and the utilize of this reserve of information to work out new application. It is used to create or substantiate facts, repeat the consequences of preceding effort, resolve original or obtainable troubles, support theorems, or extend new assumption.

3.2.3. Research plan:

Research plan is measured as an "outline" for investigate, trade through at least four troubles: which question to reading, which information are applicable, what information to gather, and how to examine the consequences. The greatest plan depends on the investigate question as well as the orientation of the researcher. Every design has its positive and negative side. In sociology, there are three essential design, which are measured to produce trustworthy information; these are cross-sectional, longitudinal, and cross-sequential. The study is carried out on the basis of expressive and examining type of researches. Each of those can be clear as follows

3.2.4. Descriptive research:

Descriptive research is use to explain individuality of a people or occurrence being considered. It does not reply on how/when/why the character arise. Somewhat it addresses what the character of a people or circumstances being reading. Hence the research cannot explain what reason the circumstances. The explanation is used for frequencies, normal and other arithmetic computation.

3.2.5. Exploratory research:

Exploratory research is carrying out for a difficulty that has not been undoubtedly clear. The reason the investigate is to gain knowledge with a occurrence or obtain new insight into it in order to originate a more exact difficulty or expand theory. The consequence of investigative research is not frequently helpful in decision making by them, but they can give important imminent into a agreed circumstances.

3.2.6. Sampling:

It involve assortment a virtual little number of element from a better distinct collection of element and expecting that the information collect from the little group will permit decision to be made concerning the better the group (population).

3.2.7. Sampling method:

The sampling method used for this read is Non-probability convenient Sampling. Convenient Sampling is one of the kinds of non-probability sampling technique in which the sample size is defined and every objective in the people has an equivalent possibility of being selected as sample.

3.2.8. Sample size:

Sample is a division of people. Sample size is the real number of subject selected as a sample to represent population uniqueness. In this research, sample size is 50.

3.2.9. Sources of data

The data are collected from two major sources

- Primary data
- Secondary data

3.2.10. Statistical tools used: The subsequent tools and techniques have been used for the statistical analysis of randomly selected data.

- Chi-Square test.

- Correlation analysis.

Chi- square test:

Chi- Square examination is extremely controlling examination for testing the significance of the inconsistency among theory and test it was given by prof. Karl person in 1900 and is known as chi- square test of goodness of fit. It allow us to establish the variation of the test from theory is just by option or is it actually owing to insufficiency of theory of healthy the experiential date.

$$\text{Chi-square test}(\chi^2) = \sum \frac{(O-E)^2}{E}$$

$$\text{Degree of freedom} = (R-1)(C-1)$$

Where O = Observed frequency

E = Expected frequency

C = No of columns

R = No of rows

$$\text{Expected Frequency} = \frac{\text{Row Total X Column Total}}{\text{Grand Total}}$$

Correlation Analysis:

Correlation is a statistical compute that point out the extent to which two or more variables change jointly. A positive correlation point out the extent to which those variables raise or reduce in equivalent. A negative correlation point out the extent to which one variable raise as the other reduce. Its formula is as follows:

$$R = \frac{N \sum XY - (\sum X)(\sum Y)}{(\sqrt{N \sum X^2 - (\sum X)^2})(\sqrt{N \sum Y^2 - (\sum Y)^2})}$$

CHAPTER – IV

4.0 Data Analysis and Interpretation

Statistical analyses

4.1 Chi – square test

HYPOTHESIS

Null Hypothesis: (H0) – There is no significant relationship between Qualification and Teamwork in Organization.

Alternative Hypothesis: (H1) – There is significant relationship between Qualification and Teamwork in Organization.

Observed frequency:

Qualification of Employees	Team work Encouragement in Organization				Total
	Very high	High	Neutral	Low	
Schooling	0	2	2	0	4
Diploma level	2	0	5	2	9
UG	2	5	10	0	17
PG	3	5	11	1	20
Total	7	12	28	3	50

$$\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

Expected Frequency

0.56	0.96	2.24	0.24
1.26	2.16	5.04	0.54
2.38	4.08	9.52	1.02
2.8	4.8	11.2	1.2

$$\text{Chi-square test}(\chi^2) = \sum \frac{(O-E)^2}{E}$$

Where

O = Observed frequency

E = Expected frequency

CHI-SQUARE TABLE:

O	E	O - E	(O - E)²	$\frac{(O - E)^2}{E}$
0	0.56	-0.56	0.3136	0.56
2	0.96	1.04	1.0816	1.126
2	2.24	-0.24	0.0576	0.0257
0	0.24	-0.24	0.0576	0.24
2	1.26	0.74	0.5476	0.4346
0	2.16	-2.16	4.6656	2.16
5	5.04	-0.04	0.0016	0.000317
2	0.54	1.46	2.1316	3.9474
2	2.38	-0.38	0.1444	0.06067
5	4.08	0.92	0.8464	0.20745

10	9.52	0.48	0.2304	0.02420
0	1.02	-1.02	1.0404	1.02
3	2.8	0.2	0.04	0.01428
5	4.8	0.2	0.04	0.00833
11	11.2	-0.2	0.04	0.00357
1	1.2	-0.2	0.04	0.0333
TOTAL				9.8747

Calculated value of $\chi^2 = 9.8747$

$$\begin{aligned}
 \text{Degree of Freedom} &= (r-1)*(c-1) \\
 &= (4-1)*(4-1) \\
 &= 3*3 \\
 &= 9
 \end{aligned}$$

At 5% level of significance = 0.05

Tabulated value of $\chi^2 = 16.919$

Therefore,

Calculated value of $\chi^2 = 9.8747$

Tabulated value of $\chi^2 = 16.919$

Interpretation: Above the tabulated value 16.919 is greater than the calculated value 9.8747 Therefore H0 is accepted. Since H0 is accepted and H1 is rejected, there is no significant relationship between Qualification and Team work in Organization.

4.2. Correlation analysis

Whether there is a relationship between organizational culture and information received by the employees to do their job.

X: Organization culture

Y: Information received

X	10	20	15	5
Y	12	20	17	1

Correlation table:

S.No	X	Y	XY	X ²	Y ²
1	10	12	120	100	144
2	20	20	400	400	400
3	15	17	255	225	289
4	5	1	5	25	1
Total	50	50	780	750	834

$$R = \frac{N \sum XY - (\sum X)(\sum Y)}{(\sqrt{N \sum X^2 - (\sum X)^2})(\sqrt{N \sum Y^2 - (\sum Y)^2})}$$

$$= \frac{4(780) - (50)(50)}{(\sqrt{4(750) - (50)^2})(\sqrt{4(834) - (50)^2})}$$

$$= \frac{3120 - 2500}{(\sqrt{3000 - 2500})(\sqrt{3336 - 2500})}$$

$$= \frac{620}{646.5269}$$

R =0.9589(positive correlation)

Inference:

There is a positive relationship between Organization culture and information received by the employees to do their job.

V – CONCLUSION

In this study is recommended to no way allow an unconstructive association to survive between themselves and their workers. If this occurs, the output levels of the organization will reduce. The workers are the ones who have straight make contact with the customers and go the further mile to be obliging. When they are pleased, a good association among them and the customer is formed and keep. When they are sad these workers frequently straight their sorrow towards the customers.

This study decorated the dangerous position play by optimistic owner and workers associations towards business achievement. Various sources recommended that lacking muscular associations, it become unfeasible to be winning as a business proprietor. The organization require to have long- term and worker associations that will bring them during demanding and hard period, as well as associations with other organizations, to share struggle, capital and greatest practice, which can actually provide them an rim.

This study also assist us to know concerning the efficiency of the worker associations and its organization. A enhanced association among the workers and the organization has been followed which assist to decrease the troubles in the organization and also assist to raise the output. It is obvious that good worker associations are the basis of superior construction with

least cost and upper income. It also outcome in better effectiveness of workers. Good associations decrease the disagreement.

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