

**A STUDY ON RELATIONSHIP BETWEEN THE MANAGEMENT AND THE EMPLOYEES  
WITH REFERENCE TO ALLWIN TECHNOLOGIES & SERVICES, CHENNAI**

**Authors**

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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 both 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 Relationship Management, Organizational Development, Employee Motivation, Employee Engagement.

**INTRODUCTION**

The term "Employee Relationship Management", translate as "management of the relationship with the employees" refers to the use of technologies in the management of human resources. This concept is based on client relationship management, with the employee at its center. Employee Relations Management (ERM) is a vital business process that manages employer-employee and employees-employee relations. It goes by the maxim that 'a satisfied is a productive employee'. Organizations which are following good employee relations realize that employees are important stakeholders in the organization. Employees who are content with their employers contribute more effectively forwards the goals of the organization. Employees who are content with their employers contribute more effectively towards the goals of the organization. ERM is influenced by organizational strategies, culture and other factors like employee commitments and employee engagement. Managing organizational aspects like motivation, leadership, decision making and communication that play an important role in employee relations management. Employee relationship is a process that develops and maintains



employee relations, ensures employee satisfaction, increases productivity and improves employee's morale. ERM enables employees to do their job in an efficient manner and achieve both corporate and personal goals. Employee relations were earlier known as Industrial relations. Industrial revolution can be traced back to the times of industrial revolution when many large scale organizations employed thousands of laborers. It is a multidisciplinary field that studies employment relationship. 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 a organization can adopt by superiors or the management to develop an healthy and friendly relationship between the employees and extracts the best out of each team member. The employee relationship management will helps to strengthening the bond among the employees and ensures that each employee is connected and building an healthy relation with each other.

### **Human Relationship between Manager and Employee**

The relationship between managers and employees is a human relationship. Each party has needs, both internal and external. Both of them integrate factors from each other. For example, nowadays young generation of employees have knowledge of new technology that managers might never have learned. On the other hand, Managers have experiences and management strategies that employees probably know nothing about. Both of them can create a better future together.

### **ROLE OF THE MANAGER**

"Anyone can be a supervisor but not anyone can be a manager." Manager should be like magician or maestro in his or her department; managers give knowledge, hope, experiences, and happiness to their employees. It's not easy to be a manager, a manager puts an employee on the right track to achieve organizations' goals. An important role of the manager is to connect his or her employees with their community. Managers can do this through conducting projects related to organization and providing employees with an excellent working environment for imaginative and innovative activities. Managers should follow model 4Hs, which refers to help, hope, harmony and happiness. Every manager should remember that he or she would be refreshed and be able to do different tasks with his or her employees.

It's not easy to communicate with young employees or connect with them. They have different knowledge and viewpoints. The main message for all managers is; discover yourself by discovering your employees and helping them to discover and explore themselves, as well as their competencies. Daily working and office hours represent direct ways managers and employees communicate. E-communications channels (E-mail, social network, employment management system (like HRIS or human capital inventory) represents indirect communication.

### **ROLE OF THE EMPLOYEE**

For their managers, employees should follow the 4Cs in the below model. They need to excel in communication, commitment, contribution, and competency. The model does not fit all. Each employee has his or her own pace and should capitalize on his or her strengths and know any weaknesses.



Human relations broadly implies the interactions and cooperation of people in groups which operate in different fields such as business, schools, clubs, homes and the government. However, in industrial and business settings the term 'Human relations' has a different connotation altogether for persons in managerial positions. In this context, it means the integration of people into a work situation which motivates them to work together effectively, providing them social, psychological and economic satisfaction. Defined this way, observes Davis, "Human relations are motivating people in organizational settings to develop teamwork which accomplishes individual as well as organizational goals effectively."

'Human relations' can be broadly applied to society as well as to organizations; it would be plausible to employ a more concise term for the field it embraces in organizations. 'Organizational behavior' is the term which has been used in this respect because it focuses precisely on organizational settings. In fact, both organizational behavior and human relations in organizations deal with the same theme but recent usage makes it imperative to differentiate between these two terms and thus justify their continued use.

Work relationships are those involving contacts with people in the working environment. People fail on the job daily because they cannot deal satisfactorily with its social and human conditions. Many people who get fired from are no doubt, fired because they cannot get along with other.

### **STATEMENT OF PROBLEM**

The study also aims at analyzing the good records of the business on employee performance, evaluations, discipline and other employee and employer matter. Moreover, this study as a feed back to the management, enabling to take appropriate action to stand a good relationship among its employees the study also aims at satisfaction amongst its employees.

- Resistance to change both by management and employees.
- Widespread unhappiness due to comparison with colleagues.
- To know whether the employee needs more training other than what offered in the organization
- Psychological behavior of employees towards conflicts in the organization

### **SCOPE OF THE STUDY:**

To understand how to assess the effectiveness of motivational practices in the organization. This study focuses on today's turbulent, often chaotic, environment, commercial success depends on employees making use of their talents in full. The management can create the work environment in which their employees will thrive. This study as a feed back to the management, enabling to take appropriate action to stand a good relationship among its employees the study also aims at satisfaction amongst its employees.

### **OBJECTIVE OF THE STUDY**

**PRIMARY OBJECTIVE**

- To assess the existing culture of the organization and to find its impact on employees' behavior at Allwin Technologies & Services (ATS).

**SECONDARY OBJECTIVES**

- To analyze the overall performance of the employees at Allwin Technologies & Services (ATS)
- To learn the employees relationship with their peers
- To study the employees feel about the management at ATS
- To understand how the employer encourages participation in decision making
- To find out the employees motivational factor

**RESEARCH DESIGN**

A research design is an arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure. The study is descriptive in nature i.e., descriptive research. Descriptive research is concerned with describing the characteristics of a particular individual or group. This includes surveys and fact-finding enquiries of different kinds. The main characteristic of this method is that the researcher has no control over the variables; one can only report what has happened or what is happening. Thus, the research design in case of descriptive study is a comparative design throwing light on all the areas and must be prepared keeping the objectives of the study and the resources available

**RESEARCH METHODOLOGY**

The research was done in order to understand the Recruitment and Selection Process followed at Gee Key Human Private Limited and the perception of the employees from all the cadres regarding it. In order to get the right kind of people in right place in the right time the organization should have the specific and clear personnel, policies and recruitment methods which are essential for the growth of the organization. Hence it was necessary to conduct a search on the process.

**DATA SOURCES**

This study involves collection of primary data from the employees of Allwin Technologies & Services. This survey method is used considering the size of the universe and time factor. Data will be collected through structured Questionnaire. Questionnaire will be designed and personally administered.

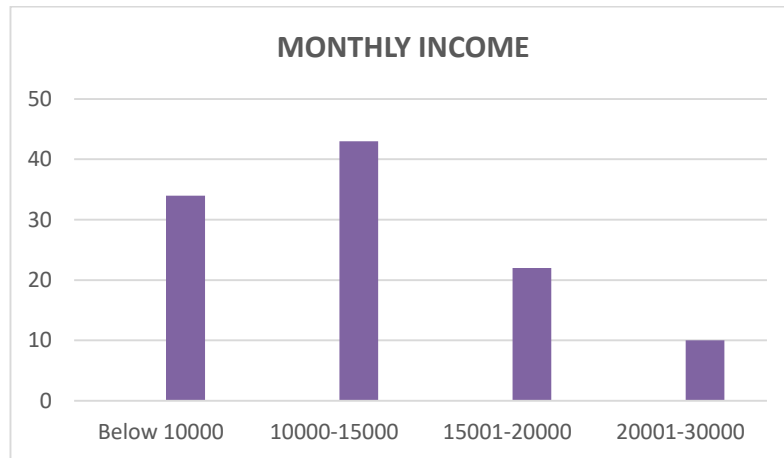
**LIMITATIONS OF THE STUDY**

- There may be personal bias of the respondents, which affect the results of the study.
- Numbers of respondents will be restricted due to the time factor.
- Due to time constraints a detailed study cannot be made
- Only limited number of question will be asked

**DATA ANALYSIS AND INTERPRETATION**



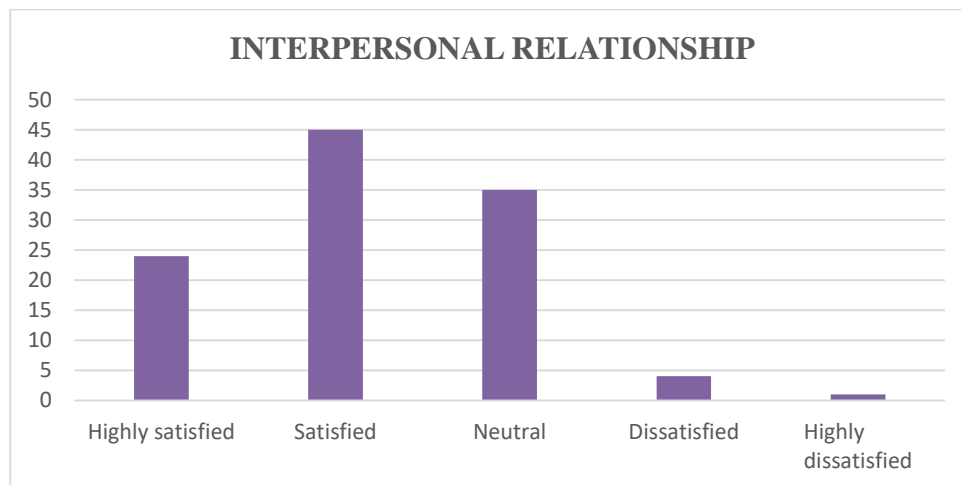
**RESPONDENTS BASED ON MONTHLY INCOME**



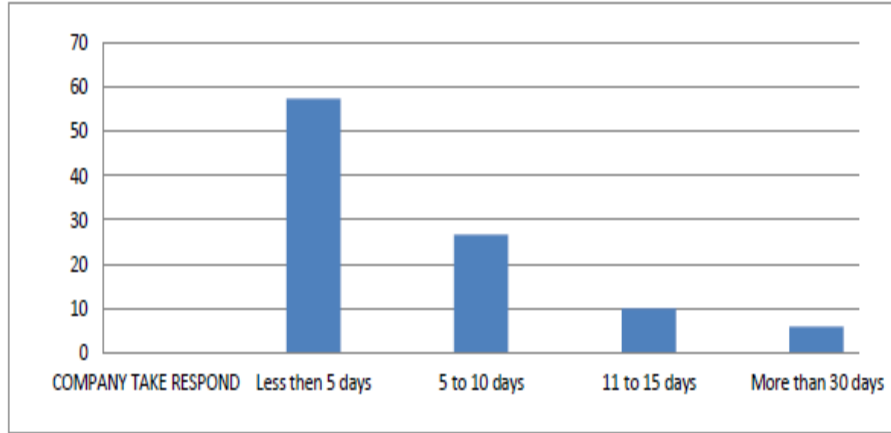
**COOPERATE TO GET WORK DONE**



**GOOD INTERPERSONAL RELATIONSHIP**



**RESPOND OF THE QUERIES**



**SUGGESTION**

- In training programmes practical sessions must receive greater emphasize.
- The management may enhance the frequency of employee’s feedback on their performance.
- Now, only the employees who belong to committees can participate in decision-making. The management may encourage all the employees to participate in decision-making process.
- Improving motivation among employees.
- Good working environment and Good working condition.
- Mutual understanding is very important between employer and employee.

Management must take steps to further enhance the relationship with superiors, managers and employees by holding regular meetings to discuss problems arising out of work and must seek suggestion to find solution for the same. Management must conduct program such as personal counseling, seminar, lectures and professional counseling to shortcut their employee’s problems in a easy way.

**CONCLUSION**

The study about the relationship between management and the employees reveals that the workers were satisfied with their ability, co-operation, team work, involvement, supervisors, utilization of their skills and rewards etc. They are highly satisfied with the current culture of Allwin Technologies & Services. Because of this favourable culture the employees’ show positive behaviours like high involvement, highly commitment to the organization, highly motivated and highly flexible to the organizational changes etc. Good cooperation between employers and employees is essential. If such cooperation does not exist in an organization, it will not be able to realize its goals and expected targets. It is always important to improve and strengthen the sound relationship between employers and employees. Such as motivating employees in such a manner, improve or encourage two-way communication, and encouraging in teamwork also important factors to maintain a strong relationship between management



and employee.

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