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A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT IN RETAIL SECTOR IN TRICHY

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ABSTRACT

Employee relationship management is very important in every organization. In business and industry, the employee relationship is discovering the need for organization to meet the new work force, and goal. The main aim of this study is to know the employee relationship management strategies in industries and analyze the effect of the relationship between employee and employer. The study is based on descriptive design in which the non-random sampling technique is used to select the sample size from the population. Data is collection is made with both primary and secondary data in this study. The primary data were collected through questionnaire in retail sector. The source of secondary data was company profile, journals, and research paper. The tool used for analyzing the relationship rate is factor analysis and chi square test in SPSS. The results were explained in the tabular form.

KEY WORDS: *Employee, Management, Relationship, Retail sector.*

INTRODUCTION

According Leigh Richards,"Employee relationship management is a process that companies use to successfully manage all relations with employees, to accomplish the objectives of the organization.

Employee Relation Management is keeping good association between employee and management. This concept is used in management as well as organization to create good relation with employees and employees to customers. Employee relationship management is really used to improve business strategy by which an organization can develop their capacity. ERM contains various concerts for the management to improve a healthy relation among the find the best out of each associates.

The goal of an employee relation is to improve the member relation, enthusiasm, empower productivity and resolution problems due to work conditions. Employee relationship management is one of the most main functions in Human Resource Department.

LITERATURE REVIEW:

(Dumisani Xesha, 2014) A relationship analysis was considered for the study. This survey regulate the business owners' opinions about relationship and their believed these play a significant role towards the success of their business. The business owners are avoided a destructive relationship to employee. The result shows the critical role played by positive employee relationship.

(Dr.B.Devamaindhan, 2014) A good relationship is the best running of any business. It improves the work performance, an employee's feedback is must to analyze the both positive and negative. This research paper shows the employee involvement is important for changing employee's attitude.

(A.Mani, 2017)Employee Relationship Management has focused on enabling to cooperate on typical managerial tasks with their employers. ERM is useful to manage and improve performance of both employees and management. It also support the development of management business.

(A.Kochan, 1994)This paper studied about the future of employee's relationship through the firm. It reflects the expanded domain of issues and activities. They are using five models in this paper, 1. Labor-Management Partnerships, 2.Diversity in Participation and Representation, 3. Direct Role in Strategic Governance, 4. Broader Government Regulations and, 5.Labor Law Reform and Union Resurgence. This shows the future for employee-employer relations holds profound implications for the human resource management profession.

(Madhukar, 2015)This article is to represent the concept of ERM in library staff they made an attempt to use, implication strategy in library and information science. In this study shows, the increase performance, Develop employee loyalty and establish positive work culture in management.

(PriyadarshiniNidan, 2016) This paper delivers the organization successfully going international and tapping new shops. Retaining the highly skilled workforce has become key concern for many organizations in good as well as bad times provided the importance of these human resources to company's success and survival. The result shows it would help them to perform better and ready to take more responsibility, energetic and inspiring.

EMPLOYEE:

Employee is the person who is appointed by the organization to do the assigned job for salary. Employee is appointed by their employer after an application and interview procedure for a result in his or her assortment as an employee. Employee could develop their career in the organization.

EMPLOYEE RELATIONSHIP:

Employee relation denotes the company's strength to control the association between employers and employee.

Employee relation tenders discussion, simplification and determination strategies for workplace problems. Employee relation assists in communication between employees and supervisor, corrective action and planning, disciplinary action and explanation and clarification in organization policy and procedure.

MANAGEMENT:

The organization and coordination of the activities of a business in order to achieve defined objectives. Management is often included as a factor of production along with? Machines, Materials and Money. According to the management guru peter Drucker (1909-2005), the basic task of management includes both marketing and innovation.

EMPLOYEE RELATIONSHIP MANAGEMENT:

Employee relationship management is the relation between employees and management. The ERM controlled the major components are Communication, Performance and Employee growth. The management to encourage the employees for improve work and performance their organization.

STATEMENT OF THE PROBLEM:

The organization is much important to its employees because they give first preference towards customer and their requirements. This study intends to check whether employee performance varies on the interaction level within employees and with management. Through certain variables the relationship of employees and management will be identified and analyzed. Through this study an appropriate suggestion will

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be provided an enhance the relationship among different units of employee

FRAMEWORK:

The main aim of this paper is analyze the gap between employee and management.
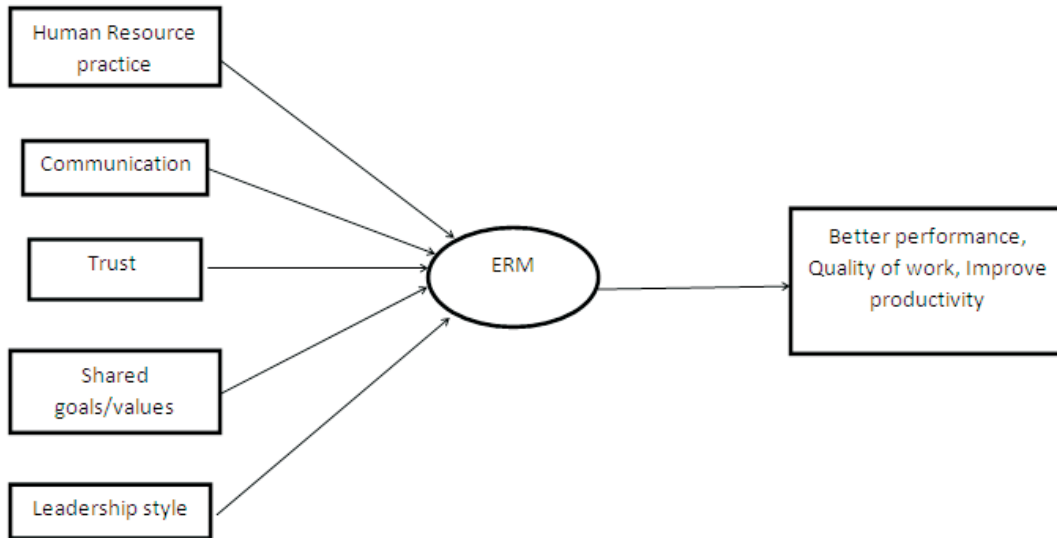
RESEARCH METHODOLOGY

The research methodology is away to systematically solve the research problem. Primary data can be collected by means of mailing of questionnaire and directly collect the questionnaires from retailers.

RESEARCH DESIGN

The research design used for this study is descriptive design. The faculty members from various retail sectors in trichy are selected for data collection.
The questionnaire was made with scaling technique – Likert five point scales.
The analysis is made with the tools, like factor analysis and chi-square test in SPSS.
Sample size and sampling techniques

The sample size was 30 respondents were selected on the basis of researcher convenience. The sampling techniques used for this study was non random sampling (convenience sampling)

HYPOTHESIS STATEMENT

- ✦ Experience of the employee has associated with human resource practice.
- ✦ Gender of the employee has associated with communication to management.
- ✦ Age of the employee has associated with trust level from management.
- ✦ Income of the employee has associated with shared goals and values of the organization.
- ✦ Experience of the employee has associated with leadership style.
- ✦ Income of the employee has associated with employee performance.

DATA COLLECTION

The Likert scale (5scale) questionnaire was used for the collection of primary data for this study. The questionnaire was distributed in selected retail sectors by the researcher and taken back after completion of needed information.

LIMITATION OF THE STUDY

Relationship of employee and employer is one of the most important, in this study. Time is the one of the most important limitations. When the respondent considered being true and evaluation made on that data.

DATA ANALYSIS AND INTERPRETATION

The study undergone with data analysis using tool factor analysis which is used to reduce the factors dimension where variables are grouped and compressed for which rotated component matrix is given below and chi square test is used with the grouped variables to find out the association between those variables for which the cross tabulation is mentioned below.

FACTOR ANALYSIS

Rotated Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
creative	.844	.036	.268	.191	.072	.178	.020	-.079
planning	.832	-.018	.373	.206	.021	-.004	-.070	.148
leadership	.825	-.003	-.089	.043	-.271	-.073	.028	.233
opportunity	.786	-.142	-.134	-.052	.238	.107	-.171	.149
training	-.070	.899	.163	.046	-.025	-.207	.011	.018
selection	-.225	.844	.063	.110	.082	.034	.069	.011
career	.204	.742	.003	-.071	.307	-.377	.029	-.004
aware	.133	.620	.094	-.455	.154	.190	-.225	.175
task	.101	.241	.849	-.265	-.052	-.080	.058	-.180
treats	.160	-.009	.754	-.061	.049	.246	-.016	.303
deliver	-.028	-.153	-.631	.097	.034	.339	.373	-.005
talks	.110	-.004	-.105	.908	.081	.027	.083	.005
criticism	.128	.028	-.209	.906	-.014	.121	.014	-.011
positive	.045	.173	-.117	.061	.875	.070	.078	-.102
well	-.046	.013	.546	.112	.732	-.175	.198	-.038
regular	.191	-.119	-.093	.061	.051	.842	.021	.181
affect	.188	.227	-.124	-.253	.464	-.558	.251	.115
nature	-.245	.280	-.152	-.332	.390	-.397	-.396	.207
goals	-.026	.214	.108	.018	.254	.087	.699	-.035
trust	.133	.344	.315	-.240	-.009	.201	-.633	-.208
efficiently	-.243	-.063	-.211	-.497	-.051	-.196	.512	-.184
effort	-.162	-.235	.082	-.036	.087	-.027	.046	-.837
punishment	.264	-.294	.350	-.052	-.016	.169	.064	.640

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

The factor analysis is used to reduce the dimensions. The above analysis is made with 23 variables which are compressed as 8 factors namely "Leadership Style, Human Resource Practice, Trust, Communication, Shared Goals, Shared Values, Employee Performance, Employee Effort.

Hypothesis Framework
Hypothesis 1
HO: There is no significant association between experience of the employee and human resource practice.
H1: There is significant association between experience of the employee and human resource practice.

experience * selection Crosstabulation

Count

		selection			Total
		strongly agree	agree	neutral	
experience	less than 2	1	8	2	11
	2 to less than 5	3	14	1	18
	5 to less than 10	0	0	1	1
Total		4	22	4	30

Calculated Value 7.86 Tabulated Value 9.7

The analysis showed that maximum number of respondents expressed agree opinion for experience and human resource practice. Hence it is concluded that null hypothesis is accepted and so there is no association between employer experience and human resource practice.

Hypothesis 2
H0: There is no significant association between gender of the employee and communication to management.
H1: There is significant association between gender of the employee and communication to management

gender * talks Crosstabulation

Count

		talks			Total
		neutral	disagree	strrongly disagree	
gender	male	1	12	2	15
	female	0	9	6	15
Total		1	21	8	30

Calculated Value 3.43   Tabulated Value 18

The analysis showed that maximum number of respondents expressed disagree opinion for Job design and career growth. Hence it is concluded that null hypothesis is accepted and so there is no association between employee gender and communication to management.

Hypothesis 3
H0: There is no significant association between age of the employee and trust.
H1: There is significant association between age of the employee and trust.

age * treats Crosstabulation

Count

		treats			Total
		strongly agree	agree	neutral	
age	below 25	2	10	3	15
	26-35	0	11	3	14
	36-45	0	1	0	1
Total		2	22	6	30

Calculated Value 2.46   Tabulated Value 65.3

The analysis showed that maximum number of respondents expressed agree opinion for Employee satisfaction and Career growth. Hence it is concluded that null hypothesis is accepted and so there is no association between Employee Satisfaction and Career growth.

Hypothesis 4
HO: There is no significant association between employee income and shared goals and values.
H1: There is significant association between employee income and shared goals and values.

income * goals Crosstabulation

Count

		goals			Total
		strongly agree	agree	neutral	
income	5001-10000	0	15	2	17
	10001-15000	2	10	1	13
Total		2	25	3	30

Calculated Value 2.85   Tabulated Value 24

The analysis showed that maximum number of respondents expressed agree opinion for Employee satisfaction and Career growth. Hence it is concluded that null hypothesis is accepted and so there is no association between employee income and shared goals and values.

Hypothesis 5
HO: There is no significant association between experience of the employee and leadership style.
H1: There is significant association between experience of the employee and leadership style.

experience * creative Crosstabulation

Count

		creative				Total
		agree	neutral	disagree	strrongly disagree	
experience	less than 2	2	3	6	0	11
	2 to less than 5	0	2	15	1	18
	5 to less than 10	0	0	1	0	1
Total		2	5	22	1	30

Calculated Value 6.24   Tabulated value 39.7

The analysis showed that maximum number of respondents expressed disagree opinion for working atmosphere and Employee need. Hence   it is concluded that null hypothesis is accepted and so there is no association between employee experience and leadership style.

Hypothesis 6

HO: There is no significant association between income of the employee and employee performance.
H1: There is significant association between income of the employee and employee performance.

income * efficiently Crosstabulation

Count

		efficiently			Total
		strongly agree	agree	neutral	
income	5001-10000	2	12	3	17
	10001-15000	1	12	0	13
Total		3	24	3	30

Calculated Value 2.85   Tabulated Value 24

The analysis showed that maximum number of respondents expressed agree opinion for working atmosphere and Employee need. Hence   it is concluded that null hypothesis is accepted and so there is no association between employee income and employee performance.

Hypothesis Result

HYPOTHESIS STATEMENT	RESULT
Association between experience of the employee and human resource practice.	Negative
Association between gender of the employee and communication to management.	Negative
Association between age of the employee and trust.	Negative
Association between employee income and shared goals and values.	Negative
Association between experience of the employee and leadership style.	Negative
Association between employee income and employee performance.	Negative

CONCLUTION:

The Employees should avoid the blame, criticism and other activities in management. Encourage and motivate the employees for to feel comfort to work others and they involved in more concentration on their work. To cooperate with management activities. Employee relationship management is the one of the reason for organization growth.

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