

A Study Based on Employee Relationship Management In Various Organisations

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Abstract	Article Info
<p>In the 21st Hundred years, Representatives are considered as most significant resource for the organisaiton.It is exceptionally fundamental that the workers perform all together unit and contribute similarly towards the acknowledgment of shared objective. There is areas of strength for among boss and representatives. Representative Relationship The executives (ERM) is an expansion to the worker firm relationship. It is the methodology, projects, and innovation to actually oversee how firms connect with imminent, current, and previous workers. ERM endeavors to keep a workplace that fulfills the requirements of individual representatives and the firm administration. Well, plan ERM results into higher representative execution since it creates worker spirit and an inspiration work culture ERM makes propelled work force and furthermore helps in holding it. ERM constructs and upgrades connections, builds up responsibility and works on the representatives' presentation. There is a positive, solid connection between worker relationship the executives parts and the representative's exhibition. Here the paper endeavors to explain the idea and infer research suggestions.</p>	<p>Keywords: Employee satisfaction, Employee relation, Employee benefits, Customer relationship, Internal employee relationship management</p>

Date of Submission: 20/12/2022
Date of Review: 30/01/2023
Date of Acceptance: 18/03/2023
IJMEET / Volume 1, Issue 1, 2023

INTRODUCTION

In today's challenging Business Environment Employee is the key element. Companies rely not only Physical Infrastructure but also Intellectual infrastructure. Most of the companies are focusing on improving employee relationships by taking the help of the technology such as Performance Management System, HRMS, Training and development, HR System Etc.

Employee Relationship Management (ERM) means managing the relations between employees and management i.e. Employer and Employee. ERM includes various activities organisation is adopting to develop the healthy and friendly relationship between the employees which helps to extract the best out of each employee.

ERM is a term that refers to relationship development and management between employers and their employees. There are a lot of different issues that can affect employee satisfaction, which has a direct result on employee productivity and overall corporate culture Managing employee relationship is important and valuable to the organizational success and achieving competitive advantage. It is necessary to have a strong relationship between employees and employers that leads to productivity, motivation, and better performance. ERM promotes commitment, increases trust, motivates employees to achieve the common goal as well as personal goal and helps to minimise the conflicts at workplace.

LITERATURE REVIEW

On the example of client relationship the board (CRM), the idea of ERM has created. While CRM is the outside reaction to 'why' an association carries on with work, ERM is the interior reaction to 'how' an association carries on with work. ERM is a more extensive arrangement of capabilities that envelops learning execution and motivator direction, labor force examination, and a large group of other functional issues connected with overseeing HR.

Businesses ought to deal with the necessities of the workers and this can be perceived by HRM rehearses like Preparation, Occupation fulfilment, Occupation Revolution, Participative Administration, Execution Examination and Profession Making arrangements for their representatives. Fulfilled workers can offer more towards Representative Relations and subsequently ERM status can be perceived by likening ERM to fulfilment of workers where fulfilment is taken as intermediary variable.

Building a decent connection with a worker is the most effective way to close the representative's efficiency hole. It additionally advances the representative individual viability and efficiency since when the chief carve out opportunity to foster these connections and guide representatives in their work creating greater quality work will be capable. Just through great connections joined areas of strength for with, initiative a durable division can be fabricated

ERM is a cycle that organizations use to successfully deal with all cooperations with representatives, at last to accomplish the objectives of the association. HR division can assume an essential part in this cycle, as far as both preparation and training chiefs, on the best way to lay out and support associations with workers and in estimating and checking those connections to decide if targets are met

ERM furnishes representatives with help, like data about the association's items, advances and cycles. ERM help the representatives in their everyday work towards the client . It additionally increments representative fulfilment, responsibility and maintenance because of better arrangement of workers to individual vocation objectives and goals.

RESEARCH OBJECTIVES



1. To know the concept of ERM
2. To understand the functions of ERM
3. To Investigate the factors influencing ERM
4. To find out the effect of ERM on overall performance of the organisation
5. To provide the suggestions on how to apply ER

RESEARCH METHODOLOGY

Primary Data Collection Secondary data Collection

This paper is based on the secondary data sources.

The concept of Employee Relationship Management

Employee relationship is a special kind of interpersonal relationship. The concept of ERM has its origin to the 20th century coined to refer the relationship of right and obligation, and management between the enterprise and the employees. Employee relation is largely influenced by the, political, legal and socio-cultural background of and public sector enterprises.

Employee relationship management (ERM) means which manages the relation between the employee and management. The relation can be between the employee and employer as well as relation between employees at the same level.

ERM can be defined as a specific field of human resource management. It is the process of adopting various controlling methods and practices to regulate the relations between company vs. staff and employee vs. employee, and enables the company to achieve its goals.

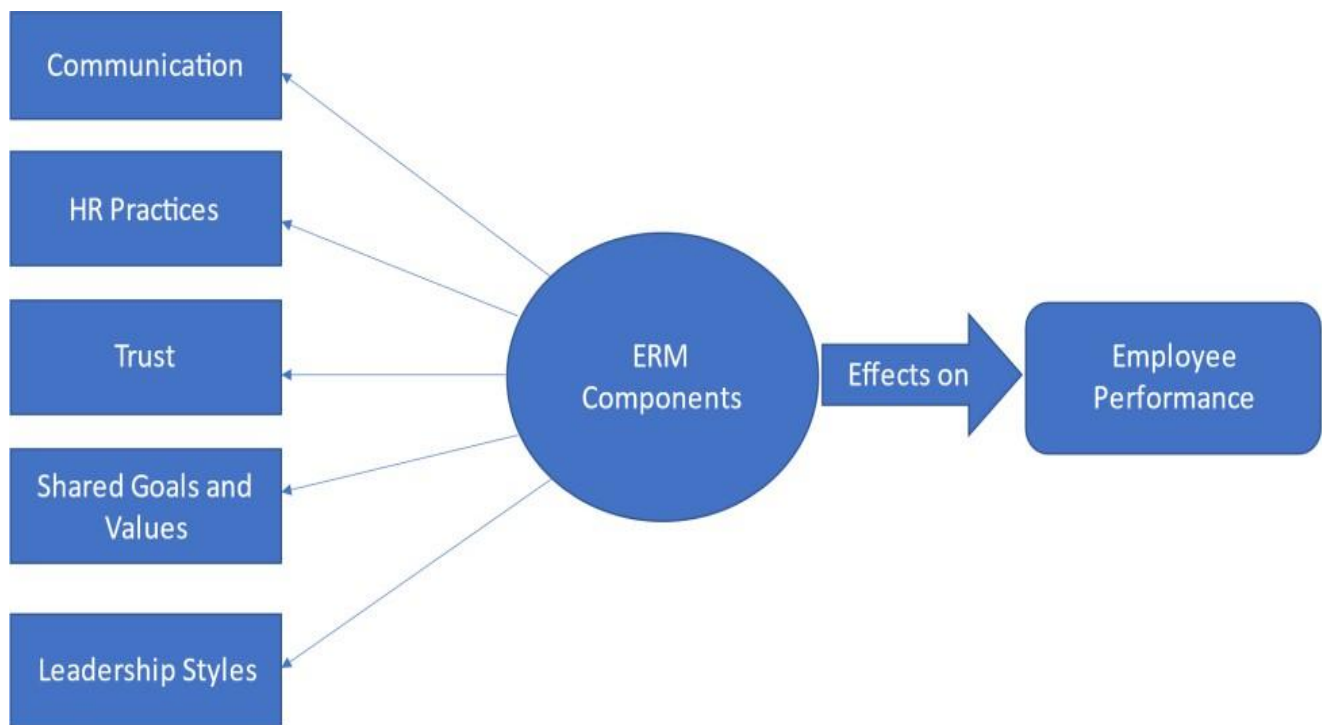
FUNCTIONS OF EMPLOYEE RELATIONSHIP MANAGEMENT

- ERM built confidence among the employees. It increases morale level of the employees to give their best.
- ERM helps employees to be creative and innovative in their ideas and opinions.
- It helps in better communication and coordination and avoids conflicts.
- ERM helps in making employees more responsible and focused towards their jobs.
- It encourages employees' participation in decision making, seminars, learning and culture programs.
- Smooth employee relations improve customer satisfaction. Customers are satisfied by the way in which they are treated by the employees.
- Companies with good employee relationship management is also socially responsible.
- ERM helps employees to be flexible and take extra additional responsibilities as and when need arises.

THE FACTORS INFLUENCING ERM

- Communication: Frequent two-way communication is a one of the most important components of comprehensive employee relations strategy.
- HR Practices: HR Practices is crucial function of Human Resource Management which can bring change status of ERM in the organization as this function could be quantified and resulted in statistical data to prove its importance in enhancing ERM status in the organization.
- Trust: Trust is a critical variable influencing the performance, effectiveness, and efficiency of the organization. Trust is considered one of the most influential variables on organizational performance. Trust may grow, decline, or even remerge over the course of a relationship. As the length of a relationship increases, people have more opportunities to observe and learn about each other.
- Shared goals and values: The essence of a shared goal is that it is a reflection of connection among employees and management towards an important undertaking.

- Leadership style: Leadership is considered a factor that has a major influence on the performance of organizations, managers and employees.

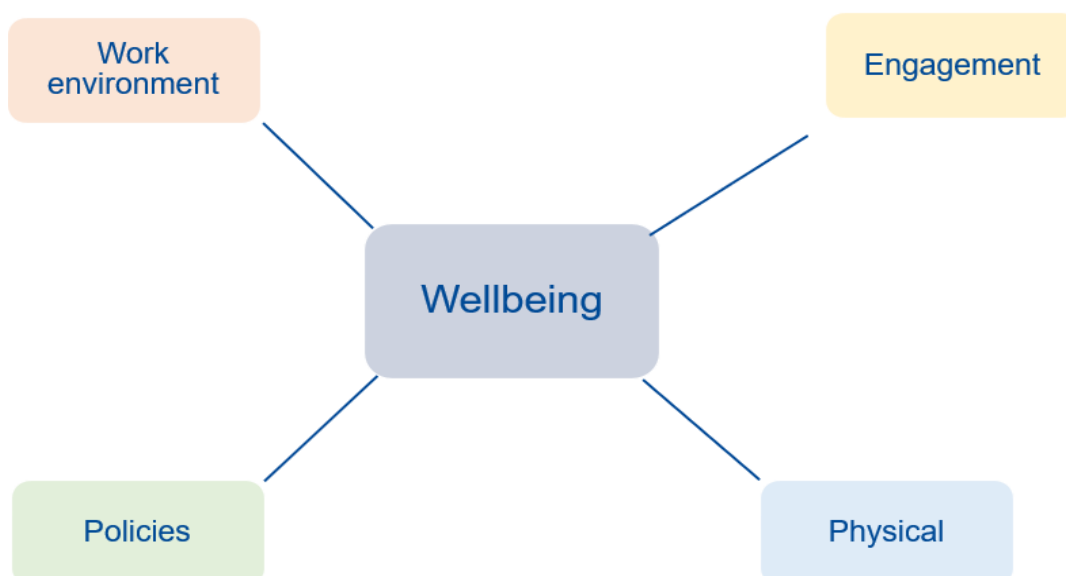


THE EFFECT OF ERM ON OVERALL PERFORMANCE OF THE ORGANISATION

Employee Relationship Management gives the positive impact on employee performance. Happy people contribute to the organisation's performance. A well-designed ERM leads to higher employee performance because it develops employee morale and builds a motivating company culture. ERM reduces the stress level and increase enthusiasm which results into high productivity. ERM helps in building trust and loyalty towards the company because of which there is a reduction in employee turnover.

Suggestions on how to apply ERM

People – our invaluable assets



- Physical
- Daily Pranayama/ Yoga
- Employee Assistance Programme
- Vaccination
- Tailored Information Sessions
- Engagement
- Appreciation
- Training (Technology and soft skills)

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- Fun and Fitness
- E-Meets and Open-Mic
- Work Environment
- COVID SOPs
- Safety
- Family Support
- Work from Home

CONCLUSION

Hence it is concluded that Employee Relationship plays a vital role nowadays whether it is a small organisation or big organisation. It was agreed that ERM ensures the firm's growth as well as employee productivity. It is very useful to manage and improve performance of both employees and firms. Therefore, organizations should focus more on improving and enhancing their relationship with staff members for the ultimate benefit of the organization and in order to realize organizational goals and targets.

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