

SYNOPSIS

Title: EMPLOYEE RELATION ATTITUDE TOWARDS THE ORGANIZATION

ABSTRACT

Employees are among an organization's most important resources and coined as most valuable assets. It involves maintaining a work environment that satisfies the needs of individual employees and management. Improving employee morale, building company culture, conveying expectations. An effective employee relation involves creating and cultivating a motivated and productive workforce.

This study emphasizes on understanding employee relations practices, its underlying factors, issues and its impact on employee attitude in Big Bazar, Hyderabad.

A *descriptive* approach is adopted for this research in the beginning to describe the existing employee relations practices at Big Bazar while at the later stage of study *Causal* approach was applied in order to link the employee relation factors to performance of employees. The study includes questionnaire based survey design to find out employee relations practices, its underlying factors, issues and its impact on employee attitude in Big Bazar, Hyderabad. The ground aspect of this study is to analyses the effect of Employee Relations on the performance of an employee. Primary data collection was conducted by undertaking convenient sampling which may have affected the accuracy of results. Relationship between employee relations factors and employee attitude were found by statistical testing of formulated hypothesis. In the research conducted it was identified that employee relations practices followed in the organization had a direct impact on the performance of employees in the organization. Employees with higher level of satisfaction with the existing organization practices were more productive and resistive towards changing the current organization. The study also revealed that improving the employee relations practices an organization can improve the performance of employees and thereby the overall productivity of the organization.

Introduction

Employees are among an organization's most important resources and coined as most valuable assets. The nature and amount of work performed by them have a direct impact on the productivity of an organization. So maintaining healthy employee relations in an organization is a pre-requisite for any organization in order to achieve growth and success.

According to CIPD (Chartered Institute of Personnel & Development) Employee relations is a broad term that incorporates many issues from collective bargaining, negotiations, employment legislation to more recent considerations such as work-life balance, equal opportunities and managing diversity. It comprises of the practices or initiatives for ensuring that Employees are happy and are productive. Employee Relations offers assistance in a variety of ways including employee recognition, policy development and interpretation, and all types of problem solving and dispute resolution. It involves handling the pay-work bargain, dealing with employment practices, terms and conditions of employment, issues arising from employment, providing employees with a voice and communicating with employees. Employee relations is concerned with maintaining employee-employer relation, which contributes to satisfactory productivity, increase in employee morale and motivation

Once there was a time when "Employee & management Relations" meant labor relations that fragmented into Negotiate. Orchestrate. Dictate. HR professionals helped negotiate collective bargaining agreements. The provisions of the contract defined the relationship between management, unions, and workers.

Today, Employee Relations is a much broader concept. It involves maintaining a work environment that satisfies the needs of individual employees and management. Improving employee morale, building company culture, conveying expectations. An effective employee relation involves creating and cultivating a motivated and productive workforce. It's necessary to keep the dynamics of employer-employee relationship in mind. It covers all the relations between employers and employees in industry. Employee relations also includes giving scope for employee participation in management decisions, communications, policies for improving cooperation and control of grievances and minimization of conflicts.

People are generally motivated from within, but HR and organization focus should be on what they can do to help foster the type of environment where employees thrive to give their best performance. Motivated employees have higher level of work engagement, reduced turnover and better performance as compared to disengaged employees. Since the organization success is directly linked with the performance of its employees the companies maintaining strong employee relations initiatives will benefit because their workforce is highly motivated to put their best efforts. Hence managing these relationships becomes important for business success, as strong and healthy relationships can lead to greater employee happiness and even increased productivity.

Research Objectives

1. To understand the importance of employee relations.
2. Study the factors related to employee relations.
3. Analyze the impact of employee relations on employee attitude.

Research Questions:

1. What are the factors affecting employee relations?
2. What is the impact of employee relations on employee attitude?

Investigative Questions:

1. Does the organization provide ample resources for job execution?
2. Is organization work related information dissemination effective?
3. Does organization encourages employee motivation through work recognition?
4. How is the working environment of the organization?

5. What all initiatives have been taken to motivate employees and look after their satisfaction?

Hypotheses

Hypothesis statements based on assumptions include:

H01 (null hypothesis) - Working efficiency of employees is not dependent on the resources provided by the company to employees.

H11 (alternate hypothesis) - Working efficiency of employees is dependent on resources provided by the company to employees

Research Methodology

Research Approach

Descriptive & Causal approach

Researchers used descriptive approach for their research as the objective of the research is known to them. The major emphasis is on describing what has happened i.e. —the post-factoll analysis. The main objective of the research is to find the impact of employee relations on performance of employees. At later stage to study the underlying factors of employee relation and its effect on employee attitude causal approach was applied.

Data collection method

The primary data were collected in three ways:

A survey questionnaire (Paper-pencil-questionnaire), and face- to- face interview (semistructured interview wherever possible) was organised to gather required information on the impact of employee relations on performance of employees in Big Bazar, Hyderabad. Secondary data were an important part in this study, especially in the literature review. Two main sources for the secondary data collection included:

- Different websites containing journals, research papers & general information on Employee Relations.
- Through the literature research, some useful journal papers and PDF files have been found online.

The aim of the survey method was to understand the existing employee relation practices and impact of the same on employee attitude in Big Bazar. The survey was made up of questionnaires and interviews. Two types of survey were considered in this study:

1. Semi-structured interviews wherever possible and a Paper-pencil-questionnaire was not possible.
2. Paper-pencil survey questionnaire.

Sampling Design

—Sample is the segment of the population selected for investigation. The selection of the units to which the data relate is an important phase in the collection of data (Bryman, 2004). It is difficult to do a direct observation and survey every individual in the company. Instead, a sample population was used to make inferences about the impact of employee relations on employee attitude. The following methods were employed in this study.

- Non-probability Convenience sampling with randomly selected samples.

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1st Apr 2015. □

The actual responses were collected from 25 March –

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In convenience sampling, the selection of samples from the population is based on easy availability and accessibility.

- Population: Researcher took present employees of Halcyon System.
- Sample Frame: Employees of Halcyon System were the selected as sample frame by research team.
- Scale Used: For this study researcher has used nominal as well as ordinal scale. And researchers set up some questionnaire with Likert scale. Most of the questions were close ended questions.

- Sample size:

After concerned calculation, research team had arrived at a sample size of

Population (N) = 1470, Confidence Interval (e) = 6.5%

Sample proportion (p) = 0.5, q (1-p) = 0.5, Confidence Level = 95%

Z-Score (Z) = 1.96

Sample Size = 215

Research Tools

Questionnaire Design

There are about 14 questions in the questionnaire for employees. Researchers tried to keep the questionnaire as short as possible to get more reliable responses asking all the details they needed. The first two questions were demographic questions. All the questions were closed questions as they are more specific than open ones, and could detect differences among respondents more accurately.

SCOPE OF THE STUDY

The scope of the research of Employee Relations and Its Effect on Employee Productivity will be limited to Halcyon Technologies. The research will rely on the organization for vital information as well as information from secondary source. The Study will based on various employee relation practices.

LIMITATION OF THE STUDY

The researcher encountered a limitation in regards to availability of information. Thus due to the organizations working ethics, the researcher could not get access to vital information since it was treated as confidential and the targeted respondent's number was not attained since some employees were on leave and availability of time also became a limitation.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

References

Books

Sr. No.	Name Of The Book	Author	Publisher	Edition
1.	Employee Relations.	Elizabeth Aylott	Kindle Cloud Reader	1st
2.	Research methodology.	C.R.Kothari	NewAge Publishers	2nd
3.	Employee Relations.	John Gennard, Graham Judge	London : Chartered institute of personnel and development	4th

Websites

Sr. No.	Website Name
1.	www.imasion.com
2.	www.imasionindia.com
3.	www.managementstudyguide.com
4.	www.citehr.com