



A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT IN A&T VIDEO NETWORK PVT LTD

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Abstract - This study explores the effectiveness of Employee Relationship Management (ERM) practices at A&T Video Network Private Limited, with a focus on understanding how these practices influence employee satisfaction, retention, and overall organizational performance. Through a combination of surveys, interviews, and internal policy reviews, the research identifies key drivers of positive employee relationships, including communication quality, recognition programs, grievance redressal mechanisms, and leadership engagement. The findings suggest that while the company has established a strong foundation in fostering employee relationships, there are areas requiring strategic improvements, particularly in feedback systems and career development initiatives. The study concludes with actionable recommendations aimed at enhancing employee morale and promoting a collaborative workplace culture, ultimately contributing to long-term business success.

Key Words: Job Satisfaction Employee Motivation, Employee Retention, Organizational performance.

1. INTRODUCTION

Employee Relationship Management, Organizational Development, Employee Motivation, Employee Engagement. The term "Employee Relationship Management", translated 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 person 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 towards 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.

1.1 Statement of the Problem

This study focuses on understanding and evaluating the various aspects of Employee Relationship Management (ERM) within an organizational context. It covers the strategies, practices, and tools used by management to foster positive relationships between employees and employers, as well as among colleagues. The scope includes examining key areas such as communication, employee engagement, conflict resolution, performance feedback, and workplace culture. It also explores the impact of effective ERM on employee satisfaction, retention, and overall organizational productivity. The study is limited to the internal environment of the organization and does not extend to labour relations involving external unions or legal employment frameworks. Data will be collected through surveys, interviews, and organizational records to provide a comprehensive analysis of ERM practices and their outcomes

2. NEED OF THE STUDY

The contemporary business environment, the success and sustainability of organizations largely depend on the quality of relationships maintained between employers and employees. Despite the increasing recognition of human resources as valuable assets, many organizations struggle to foster strong, positive, and productive employee relationships. Poor employee relationship management often results in workplace conflicts, high turnover rates, low morale, reduced productivity, and ultimately, organizational inefficiency. challenge lies in creating an effective employee relationship management system that not only addresses employee grievances and expectations but also aligns individual goals with organizational objectives.

3. OBJECTIVES OF THE STUDY

Primary objective

- The main objective is “To study the employer and employee relationship in (A&T Video Network Private Ltd)

Secondary objective

- To know the problems in relationships and barriers in communication among employees.
- To suggest suitable remedial measures to improve the industry relations.
- To evaluate how a good work environment is provided to an employee to create a positive bonding with the organization.
- To draw conclusions and suggestions regarding employee-employer relation

4. SCOPE OF THE STUDY

This study focuses on understanding and evaluating the various aspects of Employee Relationship Management (ERM) within an organizational context. It covers the strategies, practices, and tools used by management to foster positive relationships between employees and employers, as well as among colleagues. The scope includes examining key areas such as communication, employee engagement, conflict resolution, performance feedback, and workplace culture. It also explores the impact of effective ERM practice such as open communication channels, conflict resolution mechanisms, and recognition systems.

5. HYPOTHESIS OF THE STUDY

The hypothesis of this study is that effective employee relationship management significantly enhances organizational performance by increasing employee satisfaction, reducing turnover, and fostering a more collaborative and motivated workforce. It is proposed that organizations implement structure.

- H0- Employee are satisfied with the management
- H1 - Employee are not satisfied with the management

6. RESEARCH DESIGN

The research design for this study on Employee Relationship Management (ERM) adopts a mixed-method approach, combining both quantitative and qualitative methods to provide a comprehensive understanding of the subject. The study is descriptive and exploratory in nature, aiming to describe existing ERM practices and explore their impact on employee satisfaction, engagement, and organizational outcomes. The target population includes employees and HR professionals across different departments and job levels within selected organizations. Data will be collected through structured questionnaires for the quantitative component and semi-structured interviews for the qualitative component. Stratified random sampling will be used to select survey participants, while purposive sampling will be employed for interview subjects.

6.1 RESEARCH METHODOLOGY

Researcher a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. According to Clifford Woody, “Research comprises defining and redefining problems, formulating hypotheses or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating the used.

6.2 METHOD OF DATA COLLECTION

The task of data collection begins after a research problem has been defined. In this study data was collected through both primary and secondary data sources.

Primary source: -the primary source of data is through Questionnaire

Secondary source: -The secondary source of information is based on the various details retrieved from Journals, Websites and Magazines. The data for this study has been collected through primary sources. Primary data for this study was collected with the help of Questionnaires and evaluation feedback forms. The extra information was collected through interviews with the employees at various companies.

6.3 PERIOD OF THE STUDY

The period of time taken to conduct the survey and prepare the research paper from 2.01.2025 to 30.04.2025.

6.4 AREA OF THE STUDY

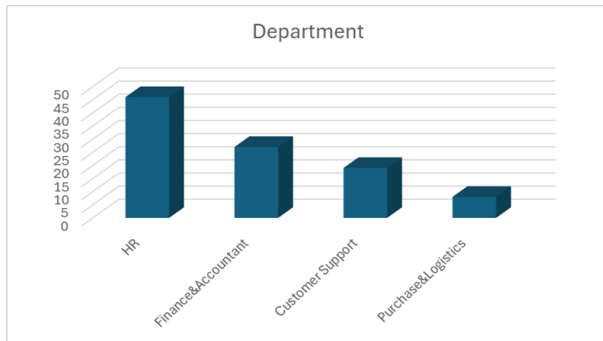
A&T Video network private limited in Madurai

6.5 LIMITATIONS OF STUDY

- The study may only include a small number of employees, which might not be representative of the entire organization
- Due to time constraints and busy schedules of the employees it was difficult to interact with the period
- Project-based work often involves temporary teams or contract staff, making relationship management more challenging

DATA ANALYSIS AND INTERPRETATION

S.No	Department	No of Respondents	Percentage
1	HR	45	45
2	Finance & Accounts	28	28
3	Customer support	19	19
4	Purchases & logistics	8	8
	TOTAL	100	100



CORRELATION ANALYSIS

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
JobSatisfaction	Between Groups	15.433	3	5.144	5.418	.002
	Within Groups	91.157	96	.950		
	Total	106.590	99			
Communication	Between Groups	77.177	3	25.726	30.183	.000
	Within Groups	81.823	96	.852		
	Total	159.000	99			

ANALYSIS OF VARIANCE

ANOVA						
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7. FINDINGS

- **Departmental Composition:** 45% of respondents are from the HR department, indicating HR's major representation in the organization.
- **Gender Distribution:** Female respondents slightly outnumber male respondents (52% vs. 48%).
- **Experience Level:** A majority (42%) of respondents have more than 6 years of experience, followed closely by 41% with 4–6 years.
- **Supervisor Relationship:** Equal portions (30%) of employees rate their relationship with supervisors as 'Good' and 'Poor,' suggesting polarized experiences.
- **Manager Communication:** Only 30% communicate with their manager daily; 60% interact weekly, monthly, or rarely.
- **Approachability of Management:** 53% say management listens to concerns only 'sometimes,' indicating inconsistent responsiveness.

8. SUGGESTIONS

- Offer leadership development to improve supervisor-employee relationships.
- Encourage more frequent and structured communication between managers and staff.

- Create safe channels for employees to express opinions without fear.
- Make grievance redressal procedures more transparent and accessible.
- Implement regular follow-up on employee suggestions to ensure they are valued.
- More frequent and inclusive team-building activities can enhance morale and collaboration.
- Reinforce equality in engagement and development opportunities. Ensure communication of organizational changes is consistent and multichannel.

9. CONCLUSION

Employee Relationship Management (ERM) has emerged as a vital strategic element within modern organizational frameworks, fundamentally influencing employee engagement, job satisfaction, and overall organizational performance. Through this study, it becomes evident that effective ERM practices foster a culture of trust, transparency, and mutual respect, which in turn enhances employee morale and reduces turnover rates. The literature highlights that organizations prioritizing healthy employee relationships experience increased productivity, stronger organizational commitment, and a competitive advantage in talent retention for organizations to thrive in dynamic and competitive environments, adopting a proactive and holistic approach to Employee Relationship Management is imperative. Future research could further explore the intersection of digital tools, artificial intelligence, and ERM, providing innovative pathways for enhancing employee relations in increasingly diverse and virtual workplaces.

Disclosure: The authors affirm that all data, case studies, or references to organizations (including but not limited to A&T Video Network Private Limited) used in this manuscript have been included with the full knowledge and formal consent of the concerned entity. The journal and its editorial board bear no responsibility for any legal or ethical issues arising from the unauthorized use of proprietary or confidential information. The authors assume full responsibility for the authenticity and legitimacy of the content submitted.

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