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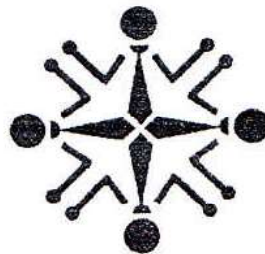
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Content

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Sr. No	Title and Name of The Author (S)	Page No
1	INTRODUCTION OF REAL TIME LEADERSHIP STYLE OF FASHION RETAIL MANAGEMENT IN PERSPECTIVE OF HUMAN RESOURCE MANAGEMENT Mr. Azharuddin Salauddin Jamadar	1
2	PARADIGM SHIFT IN LEADERSHIP THROUGH TRAINING AND DEVELOPMENT OF SOFT-SKILLS Prof. Jyothi and Prof. Hemalatha	7
3	A STUDY OF CORRELATION BETWEEN ORGANISATIONAL CULTURE AND HR PRACTICES IN SELECTED PRIVATE COMPANIES IN PUNE CITY Mrs. Nita K. Patil and Prof. Dr. P. V. Muluk	12
4	"LEADERSHIP AND LEADERSHIP CHALLENGES IN HEALTH-CARE SECTOR" Ms. V. S. Saraswat and Dr. R. B. Teli	17
5	THE EFFECT OF EMPLOYEE BRANDING ON EMPLOYEE SATISFACTION:- A STUDY OF KOLHAPUR BASED SELECTED TEXTILE INDUSTRIES Dr. Bindu Menon	24
6	APPRAISING ROLE OF HUMAN RESOURCE INFORMATION SYSTEMS AS AN ENABLER OF KNOWLEDGE MANAGEMENT IN ORGANIZATIONS Mrs. Madhura K. Mane	31
7	UPCOMING TRENDS IN RECRUITMENT AND SELECTION: A WAY AHEAD IN 4 TH INDUSTRY REVOLUTION Dr. Binod Sinha	36
8	INVEST IN HUMAN CAPITAL FOR SPEEDY AND FAST GROWING DEVELOPMENT OF ECONOMY Dr. Mrs. Seema S Desai and Prof. S. K. Kulkarni	40
9	MANAGEMENT OF HUMAN RESOURCE FOR SUSTAINABLE DEVELOPMENT Dr. Ujwala Sanjay Patil and Prof. Sandip M. Deshmukh	48
10	✓ EMERGING TRENDS IN MODERN MANAGEMENT: EMPLOYEE RELATIONSHIP MANAGEMENT Prof. Dr. Ashok Ramchandra Shinde	52
11	✓ CHALLENGES OF HUMAN RESOURCE MANAGEMENT IN COOPERATIVE BANKS Prof. Dr. J. G. Mulani	56
12	REFLECTION OF HUMAN RESOURCES IN E-GOVERNANCE Dr. Megha Sanjay Patil	59
13	COMPARATIVE STUDY OF MENTAL HEALTH OF INTERNET USERS & INTERNET NONUSERS Dr. Mrs. Patil Sanjivani Jagdish	65



EMERGING TRENDS IN MODERN MANAGEMENT: EMPLOYEE RELATIONSHIP MANAGEMENT

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INTRODUCTION:-

We all know the concept of CRM . It means Customer Relationship Management. CRM is about understanding the nature of exchange between customer and supplier and managing it appropriately. CRM become essential concept in management in today's competitive edge for achieving market targets. Each organization cannot achieve target without their employees. Customer is a central point of market as like employee also central point of any organization. So now a day's Employee Relationship Management become important concept of office management. This paper focus on concept and functions of Employee Relationship Management.



OBJECTIVE OF STUDY:-

- 1) To study concept of Employee Relationship Management
- 2) To understand Objectives of ERM.
- 3) To find out functions of ERM.
- 4) To find out importance of ERM

RESEARCH METHODOLOGY:-

The study is based on secondary data. Secondary data have been collected through magazine, journals, reference books, internet etc.

ERM- Employee Relationship Management

Meaning and Definitions:- Employee relationship Management has focused on enabling to collaborate on typical managerial tasks with their employer. ERM system is an concept that support the relationship between company and its employees .

Definition:- "The term Employee Relationship Management means management of the relationship with the employees, refer to technologies in the management of human resources. This concept is based on client relationship management, with the employee at its center. "

It Include-

1. Workflow Management system
2. Workforce Management system
3. Knowledge Management system
4. Social Software

Objectives of ERM:-

- 1) Identifying objectives:- ERM is a term generally related with different things of employees. Employees satisfaction is essential factor for motivating them so organisation find out firstly what areas of relationship will be managed.
- 2) Finding employee needs:- There are different types of needs of employee. According to Maslow Primary needs, safety needs, social needs, status and self actualisation needs are essential needs of employee. These needs fulfilment is essential for motivating him. So organisation should find out employees preferential needs and try to complete that needs for their best work.
- 3) Balancing work and Life needs:- Organisation should taking steps to ensure that the employee's work-life- needs are well managed. It is helpful for developing or self actualisation of employee.
- 4) Finding quarrels :- Employer-Employee relation decide development of any organisation .ERM taking place for finding relationship between employer-employee and finding disagreements, arguments & problems between them.
- 5) Development of Employee:- Well education, Technical knowledge and innovative development essential for employee development.ERM always focus on employee improvement and development through training & development programme.

Employee Relationship Management

HRD	HR shares Service	HR consulting	E-HR
Payroll HR Admin Training Admin Recruitment Benefits	Factory Model Expertise in HRMS workflow and case mgt tools Strategically chosen locations	Outstanding evaluation Business case preparation HR Tool Evaluation	Workforce Mgt Manager employee self service Applicant tracking and on boarding

Functions of ERM:-

- 1) Job search and recruitment:- First function of ERM is to fulfil recruiting employee according organisation needs. Right man for Right job is proper way of recruitment. If employee give job according their qualification and specialization then they give good result for organisation.
- 2) Training & development programme- Training and development programmes helping organisation for Improving employees work .
- 3) Employee evaluations:- Performance appraisal or evaluation of employee is helpful for analysing performance of worker. After finding drawbacks of employee manger making measurements for improving employees performance.
- 4) Rewards and recognition:- Employer recognises employees work in the form of reward. Financial and non financial incentives use employer for motivating employee.

Benefits of ERM

- Reduce the Time
- Reduce the manual work Increase
- the Productivity
- Increase the performance

Importance of ERM

i) **Decision making**:- Employee needs the guidance and advice of others as well. Sometimes we might miss out on important points, but our fellow workers may come out with a brilliant idea which would help us to achieve our targets at a much faster rate. Before implementing any plan, the pros and cons must be evaluated on an open forum where every employee has the right to express his opinions freely. On employer's own, employer will never come to know where employer are going wrong, you need people who can act as critic and correct you wherever you are wrong.

ii) **Easy Work**:- A healthy relation with employer fellow workers would ease the work load on employer and in turn increases organisational productivity. One cannot do everything on his own. Responsibilities must be divided among team members to accomplish the assigned tasks within the stipulated time frame.

iii) **Healthy Relation**:- An individual tends to lose focus and concentration if his mind is always clouded with unnecessary tensions and stress. It has been observed that if people talk and discuss things with each other, tensions automatically evaporate and one feels better. Learn to trust others, employer will feel relaxed..

iv) **Trust**:- One feels secure and confident and thus delivers his best. It is okay if employer share your secrets with his colleagues but he should know where to draw the line. A sense of trust is important.

v) **Discourage conflicts and fights among individuals**. People tend to adjust more and stop finding faults in each other. Individuals don't waste their time in meaningless conflicts and disputes, rather concentrate on their work and strive hard to perform better. They start treating each other as friends and try their level best to compromise and make everyone happy.

vi) **Reduces the problem of absenteeism at the work place**. Individuals are more serious towards their work and feel like coming to office daily. They do not take frequent leaves and start enjoying their work.

vii) **Healthy and happy work environment is one of the best employee motivators**:- Nothing beats a workplace that feels more like home than a place full of strife and destructive competition. Employees get better and better at work when there is less relationship stress to deal with, be it from a cranky boss or a very demanding co-worker.

viii) **Less complain, more work done**:- A work culture that encourages continuing efficient productivity cannot be made possible when there isn't a good working relationship among employees. Managers are at the forefront of demonstrating that work pressures are opportunities in disguise, a means to stretch, to acquire more knowledge that in the future would prove beneficial to his/her career. If this thought is mutually shared there will less and less complain and more work done.

STRATEGIES FOR IMPROVING EMPLOYEE RELATION:-

1) **Involvement of employee**:- Organisation should involve their employee in management and also in decision making. An individual must be assigned responsibilities according to their interests. Don't impose work on them.

2) **Encourage employees for team work**:- Manager encourage worker to share their work with each other. A team leader should intervene only in extreme cases of conflicts and severe misunderstandings.

- 3) Effective Communication:-Poor communication leads misunderstanding and confusions. Proper and effective communication makes good relation between employer and employee.
- 4) Organise birthday party & other functions:- Entertainment essential for decreasing stress so organisations should organise various functions to appreciate and encourage worker.

CONCLUSION:-

Employee relationship management is a process that companies use to effectively manage all interactions with employees, ultimately to achieve the goals of the organization. The human resources department can play a critical role in this process, both in terms of training and coaching managers and executives on how to effectively establish and nurture relationships with employees and in measuring and monitoring those relationships to determine whether objectives are being met. ERM important for developing relation between employer and employee. Motivation, job security, job satisfaction, achievement of organisational target is some objectives can achieve organisation with the help of ERM. For improving quality of organisation ERM become essential concept because employee is central point of organisation work.

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