

An imperial study on Impact of communication on Industrial Relations in Greater Noida Industries

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Key Words

Industrial Relation, Industrial Communication, Leadership Communication, Employee Engagement

Abstract

The purpose of this study was to assess the level of communication on industrial relations. The Employee & Employers Relationship for the success of the enterprise have been in existence in this universe since hundreds of years. The vehicle part in India has progressed significantly. This segment has detailed high development rate from 6 percent to a most noticeably bad negative development in a few portions amid past years. Indian auto area is a standout amongst the most shining ventures.

National Capital Region (NCR). The main focus will be to assess various causes and its impact on industrial performance. The research is being carried out by using mostly a quantitative research strategy with more emphasis on hypothesis testing and verification. The study is being, thus, undertaken with the hope of finding out some solutions to the objectives of the research and to test the pre-defined hypothesis. The outcome of the study may be useful for future research in the subject filed and also there are lots of scopes for further study.

Total 3 industries have been taken in the research report

This study thus concluded that job satisfaction; employee engagement and leadership communication has great impact in the overall Organizational.

Introduction

Human resource is one of the key resources for all the organizations. Proper management, development and utilization of human resource are very necessary. Without human's an organization cannot perform their operations and prosper effectively and efficiently. Today every organization of any industry/ sector is realizing the importance of human resource. Human resource also known as manpower, employees, talents of an organization, whose talents and skills are utilized by the organization. For which a separate department has been allotted for the procurement, development and management i.e. HR department earlier it was named as Personnel Department, whose only work is to take into consideration, the compensation, labor welfare etc. but HR department is fully dedicated from the entry of an employee till the exit of a person from the organization. For the success of any organization, HR department tries to implement various strategies and techniques to get the best output from their talents / employees and remain engaged.

One of the strategy/technique has been identified i.e. Employee Engagement. In the era of globalization, where skilled and talented employees are the base of any organization, where the ratio of employee turnover increasing day by day, due to lack of committed and dedicated employees, Employee Engagement becomes popular among all the organizations of any industry/ sector. The factors which influence the EE i.e. LC and JP need to be considered for the effectiveness of EE.

EE has created an important place in the practices of HR. Today organizations are ready to invest a substantial level of amount & resources while engaging their workers. HR teams are actively measures, tracks, manages the level of engagement by annual surveys, leadership and managerial interventions, plans and strategies which drives the employee morale and organizational productivity.

Earlier young people used to stay with an organization for long time till their retirement age. They were more committed and engaged towards their organization, where an individual joins an organization with a motive to work with full dedication *Introduction* for which they has been paid till the age of retirement. They don't even thought of changing their jobs or looking for better opportunities, as they consider it their own personal business interest, likewise, our today's 21st century young generation who always look for better job opportunities within the joining of 6 months – 1 year without focusing on the stability and the costs incurred by the organization right from their recruitment to training & development, due to this globalization. So, we can say earlier there was no

need of engagement as a strategy to retain employees, as it was inherit, but now we actually need engaged employees.

The effectiveness and efficiency of the service organizations like libraries is measured in terms of quality of its service delivered or rendered to its users. The quality of its service mainly depends upon the quality of workforce, which in turn directly depends on knowledge, performance, and satisfaction level of the professionals working in a given library.

As engaged employees are more productive rather than disengaged employees. If there exists a proper and good leadership communication than the job performance of employees will be enhanced which automatically boost up the organizational productivity.

Overview of Manufacturing Industries

Automotive industry comprises a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles we selected 3 industries (Graziano Trasmissioni Pvt. Ltd., Spark Minda, New Holland Pvt Ltd) of Noida and Greater Noida region.

Problem Statement

- While various researches in different areas of study have shown that organizational communication affects employees' commitment to the organization, the previous literature does not offer guidance on

- First, we do not know the situation of social emotional oriented communication between the employees at the same level or the employees at different levels in an organization.

- Second, we do not know the relationship between employees' social emotional oriented communication with their peers or leaders and different types of organizational commitment.

- Third, we do not know the relationship between work-oriented communication and different types of employees' organizational commitment in an Indian organization.

- Finally, we do not know the relationship between employees' social emotional oriented communication with their peers or leaders and work oriented communication in an Indian organization. As has been discussed above, it should be clarified that the relationship between communication in the organization and Industrial Relations and organizational commitment needs to be investigated in a particular context.

Objective of the Study

The goal of this study is to investigate the level of job satisfaction, employee engagement, leadership communication and Impact of communication on Industrial Relations in Greater Noida region. The specific objectives of the study are too;

- To understand the role of communication in Industrial Relations
- To find out new horizons of effective communication
- To support the industries and industry professionals by sharing better understanding of effective communication
- Impact of effective communication on Industrial Relations

Research Questions

The main objective of the study is to determine the relationships of EE on Leadership Communication and JP with reference to the employees of manufacturing industry. To achieve this objective, following are the research questions were covered, which also helps in framing the research hypotheses.

- a) What is the level of Employee Engagement in a Manufacturing industry?
- b) What is the relationship between Employee Engagement & Leadership Communication?
- c) What is the relationship between Employee Engagement & Job Performance?
- d) What is the relationship between Employee Engagement, Leadership Communication and Job Performance in manufacturing industry of Delhi / NCR region?

Significance of the study

The study on the topic to find out the relationships of EE Leadership Communication & JP in the automotive sector. Employees of an industry at all the levels were taken into consideration.

It has been observed that Engaged employees would like to remain with their organization for a long tenure & also performs 20% better than their co-workers. Engagement can improve bottom line profit, effectiveness & efficiency which initiate changes in relation to LC and JP. An Engaged worker indulges themselves fully in their assigned work, with enhanced self-worth & have a good effect on their health & wellbeing, which gains employee support for the company.

The results of the present research may bring social change in the other service sector organizations also by implementing best practices of EE, LC & JP effectively to gain organizational productivity, as these elements/ variables play an important role in the HR practices.

As the topics EE, LC & JP are the universal topics that need to be focused not only with the present but also with the future implications and benefits.

Literature Review

For conducting the research researcher reviewed many secondary sources on impact of communication on organization commitment and industrial relations. Review of variety of literatures revealed many facts and helped in connect the importance of communication in industrial and social environments.

According to Prasad S. N. (2012), the Possible Causes of the 2012 Labour Unrest at Maruti Udyog Manesar Plant: Several factors have come into play in this labour unrest. Listing few of them based on the facts mentioned above gives a clear perspective.

- Lack of trust between the HR staff and the workers
- Lack of connectivity and active communication between the management and workers.
- Lack of intelligence and information, The management did not have any mechanism to collect informal information through its network of informants.
- Possible collusion of local police retrenched workers and politicians.

According to Santanu Sarkar, A multi-level analysis shows a similar pattern in all four locations. First, there was an environment in which extreme socio-economic inequality was manifest in workforce divisions and low road labour practices. At the second level, the management interfered with workers' right to association and negotiation, leading to countermeasures by the unions. At the third level, as the unions began obstructing the companies' plans, managers reacted aggressively, leading to an unusual escalation of disputes and disruptions, which should have signaled to management that trouble was on its way. But, instead of considering these chains of reactions as warning signs, the companies continued to ignore the causes. Such 'reactionism', over a long period of time, was sufficient to bring the simmering discontent to the boil, with tragic results.

Methodology

Table 1

Industry	Frequency	Percentage
Graziano	89	39.6
Spark Minda	74	32.9
New Holland	62	27.6
Total	225	100

The study was conducted among the industries of Greater Noida region namely Graziano Trasmisioni Pvt. Ltd., Spark Minda Pvt Ltd., New Holland Pvt. Ltd. It utilized the survey research design. The data collected were analyzed by Statistical Package for Social Sciences (SPSS).

Table 1 above shows the distribution of respondents according to their industries. It depicts that industry from Greater Noida region namely: Graziano (39.6%), Spark Minda (32.9%), New Holland (27.6%).

Suggestion & Recommendations

- The manufacturing industry need to work on the execution of ideas that supports basic human needs such as gratitude, connection, openness, flexibility and autonomy, as these are the essential yet affordable employee engagement programs for all the level of employees and also for all the types of organizations irrespective of their size.

- Proper implementation of Employee Engagement initiatives: Foremost, all the organizations associated with the manufacturing industry should think of all the ways that how they can help their employees like by creating a good professional environment and be happy at workplace. As the employers knows their employees best, as how they can keep them engaged.
- With reference to the various benefits associated with employee engagement i.e. financial and non-financial on a long term basis, manufacturing industry needs to give due importance to employee engagement programs in their HR policies and strategies.
- Since the employees of manufacturing industry has to work for longer hours to meet the deadlines, so the employees should be offered with flexible working hours. As a result, this flexibility in working hours can do wonders for employee engagement and productivity of both employees and organizations, as it's all about supporting healthy work life balance. According to Stanford study that 43% of employees choose workplace flexibility over pay raise which decreases 50% of employee attrition and absenteeism.
- The HR department should consider employee feedback/surveys as the best tactic to learn about where their employee experience is falling short. By using simple, affordable tools and digital solutions which helps the HR to keep their fingers on the pulse of employee sentiments and also helps them to convert average or disengaged employees to engaged employees.
- Appropriate competitive strategies should be developed and executed related to the employees compensation system and a feeling of secured job which makes them more engaged toward their job/ organization, so that the workers can perform their assigned duties & responsibilities effectively and efficiently.
- The manufacturing industry should provide good and congenial physical working conditions/ environment so that the employees remain engaged and positive towards their organization.

Discussion & Findings

The finding shows that the result has positive relationship between Job Satisfaction, employee engagement, and leadership Communication of Industries of Greater Noida region.

Demographic

Since the data is collected from the industries of Greater Noida region, where there are many departments comprising of different sections. Although the data was distributed to the employees of industries irrespective of their department or the level of employment, the maximum responses was came from Operator & other departments who belong to middle level management. As designing department is plays a very crucial role for any manufacturing industry, so different designations of the designing department responded to the survey.

Employee Engagement, Job Performance & Leadership Communication

Employees of the manufacturing industry think that if their organization developed, maintained and promote a culture of employee engagement than the leadership communication would become effective & strong which will results in good and improved job performance. An environment/ atmosphere of employee engagement will give long term benefits not only to the organization but also to the employees at a personal level.

As the employees have a sense of job security through which they will become more focused to their job performance. For this leaders/managers/ supervisors have to build & maintain a healthy relationship with their teams. Thus, an organization good level of employee engagement leads to effective leadership communication and quality job performance with zero defects.

Therefore, by results analyzes and interpretation, has been proved that the employee engagement has a significant & +ve relationship on leadership communication & job performance.

Conclusion

As the research objective is to determine the relationship of EE on Leadership Communication & JP in the manufacturing industry of Greater Noida region.

Engagement is found to be moderate level among the employees of manufacturing industry while leadership communication and job performance are at satisfactory level. Although in most of the organizations, HR policies and initiatives promote EE at all the levels of the organization, but still there is a need of a proper culture and effective strategy to be implemented throughout the organization. The present study shows that majorly employees are having a sense of devotion and belongingness towards their job or organization due to good salary package, performance appraisal, recognition and advancement, physical surroundings, learning environment, open communication channel and quality leadership which ultimately helps the employees of the manufacturing industry

to be remain engaged with their organization for a long term of tenure with satisfaction & give their best performances.

Various literature have mentioned that there are so many drivers which can influence the level of EE but if the employees get a culture/ environment of engagement than the leadership communication could be effective and ultimately the results will be reflected in the productivity of the employees.

Hence, we can conclude through the literature review (chapter 2) & data analysis & results (chapter 4) that there is a +ve relationship of EE on leadership communication & job performance of the employees working in the manufacturing industry of Greater Noida region.

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