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A STUDY ON THE ROLE OF EMPLOYER-EMPLOYEE DYNAMIC IN SHAPING ATTITUDE AND ENHANCING ORGANIZATIONAL PERFORMANCE TOWARDS COTTON BUDS INC, TIRUPPUR

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Abstract

This study investigates the intricate interplay between employer-employee dynamics, employee attitudes, and organizational performance. Through a comprehensive review of existing literature and empirical research, the study illuminates the pivotal role that the quality of relationships between employers and employees plays in shaping employee attitudes such as job satisfaction, commitment, and engagement. Moreover, it explores how these attitudes subsequently influence organizational outcomes, including productivity, innovation, and overall performance. By analyzing various dimensions of the employer-employee relationship, such as communication, trust, and support, this study aims to provide valuable insights into fostering a positive work environment conducive to employee well-being and organizational success.

Keywords: *Employee attitudes, Organizational performance, Job satisfaction, Commitment, Engagement.*

INTRODUCTION

In the vibrant world of Cotton Buds Inc., the dance between bosses and employees is pivotal. This dynamic partnership shapes the company's culture, employee satisfaction, and ultimately, its success. As we delve into the intricacies of employer-employee dynamics, we aim to uncover ways to foster a harmonious workplace where everyone thrives. Join us on a journey to understand and enhance this vital relationship, enriching the fabric of Cotton Buds Inc. for a brighter future.

OBJECTIVES OF THE STUDY

- To Analyze the impact of employer communication styles on employee attitudes.
- To Investigate the relationship between recognition programs and employee morale.
- To Examine the correlation between feedback mechanisms and employee job satisfaction.
- To Assess the role of opportunities for growth in fostering employee commitment.
- To Explore how trust-building initiatives influence organizational performance metrics.

NEED FOR THE STUDY

- Understand and optimize employer-employee dynamics to boost overall organizational performance.
- Recognizing the impact of dynamics on attitudes can lead to improved job satisfaction and morale.
- Addressing dynamics is crucial for creating a positive work environment and reducing employee turnover.

- Awareness of these dynamics allows organizations to adapt policies, fostering a culture that aligns with employee expectations for enhanced performance.

SCOPE OF THE STUDY

The scope of exploring "The Role of Employer-Employee Dynamics in Shaping Employee Attitudes and Enhancing Organizational Performance" involves a comprehensive examination of the intricate interplay between employers and employees within diverse organizational settings. Additionally, it may explore the role of feedback mechanisms, employee engagement initiatives, and the provision of professional development opportunities in fostering a positive work environment. The scope extends to understanding how external factors, such as industry trends and economic conditions, intersect with internal dynamics to collectively shape the attitudes of employees and, consequently, impact organizational outcomes.

LIMITATIONS OF THE STUDY

- Bias in techniques used for data collection.
- Lack of diversity in the sample.
- Fewer responses lead to less reliable data.
- Inconsistencies in measurement tools affecting data quality.

REVIEW OF LITERATURE

Sharma, R., & Gupta, S. Journal of Business and Management Studies, (2020): Impact of Employer-Employee Relationship on Organizational Performance: A Study of Garment Industry in India: This study examines the impact of employer-employee relationships on organizational performance within the Indian garments industry. It investigates the role of factors such as communication, trust, and employee engagement in driving organizational success.

Singh, A., & Kumar, P. International Journal of Human Resource Management, (2020): Enhancing Organizational Performance through Positive Employer-Employee Relationships: A Case Study of the Garments Industry in India: This research explores how positive employer-employee relationships contribute to enhancing organizational performance in the Indian garments industry. It investigates the impact of factors such as leadership style, employee empowerment, and teamwork on organizational outcomes.

Patel, M., & Shah, N. Journal of Organizational Behavior, (2020): Employee Attitudes and Organizational Performance: A Study of the Garments Industry in India: This study investigates the relationship between employee attitudes and organizational performance in the Indian garments industry. It explores the influence of factors such as job satisfaction, organizational commitment, and employee engagement on key performance indicators.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling Techniques: Simple random sampling

Sample size: The sample size of 122 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

a) Simple percentage analysis:

The analysis of the data reveals key insights into the demographics and perceptions of respondents. Across various categories like gender, age, marital status, and educational qualification, the majority percentages are identified, indicating dominant trends within the surveyed population. For instance, in terms of communication style, the collaborative approach prevails among 53% of respondents. Additionally, aspects such as comfort expressing opinions (69% always), clarity of instructions (41% always), and feedback mechanisms (55% verbal) demonstrate prevalent sentiments within the workforce. These findings offer valuable insights for organizational strategies, indicating areas of strength and potential improvement to enhance employee satisfaction and performance.

Chi-Square Test	Value	df	Asymp
Pearson Chi-Square	2.605	6	.857
Likelihood Ratio	2.490	6	.870
Linear-by-Linear Assoc.	.114	1	.735
No Valid Cases	122		

b) Chi-square analysis: Relationship between Educational Qualification and Professional Growth
Result:

There is no significant association between Educational Qualification and Professional Growth in the company.

c) Correlation: Relationship between years of experience and recognition for contributions at work

Correlation Measure	Value	Asymp.Std. Error	Approx.Tb	Approx.Sig
Pearson's R (Interval by Interval)	0.328	0.083	3.808	0.000
Spearman Correlation (Ordinal by Ordinal)	0.303	0.085	3.477	0.001

Result:

The analysis indicates that there is no significant correlation between years of experience and recognition for contributions at work.

FINDINGS

a) Simple percentage analysis

The majority of respondents are female, constituting 57% of the sample. In terms of age, 39% of respondents fall between 26-35 years old. Additionally, 62% of respondents are married. Regarding education qualification, the majority, at 43%, have a school-level qualification. When it comes to experience, 37% of respondents have 6-10 years of experience. In terms of monthly income, 49% of respondents earn between Rs. 15000 – Rs. 20000. Furthermore, 53% of respondents have a collaborative communication style, and 69% feel comfortable expressing their opinions. Regarding supervisor communication, 41% of respondents always receive clear instructions. Overall, 57% rate the effectiveness of communication as good, and 51% are frequently rewarded for their contributions. Moreover, 33% agree that rewards have a positive impact on employee morale. Feedback frequency varies, with 34% receiving it rarely or never. The preferred feedback format for 55% of respondents is verbal. Regarding satisfaction with mechanisms in place, 48% are satisfied. In terms of professional growth, 52% report no growth in their current role, while 38% are neutral about career advancement. About leaving their current job, 50% are undecided. Trust between employees is high for 72% of respondents. Decision-making processes are perceived as very transparent by 56% of respondents. Camaraderie levels are rated as excellent by 45.1% of respondents. Additionally, 46% perceive the overall performance of the organization positively.

b) Chi-square analysis

There is no significant association between Educational Qualification and Professional Growth in the company.

c) Correlation

The analysis indicates that there is no significant correlation between years of experience and recognition for contributions at work.

SUGGESTIONS

- Develop mentorship initiatives that pair employees from different age groups, genders, and backgrounds. This cross-generational and diverse mentorship approach can foster mutual understanding, empathy, and collaboration among employees.
- Create leadership development programs tailored to different age groups, including specific tracks for younger professionals. Offer opportunities for younger employees to take on leadership roles in projects or cross-functional teams to gain valuable experience and visibility within the organization.
- Customize flexible work arrangements to accommodate the unique needs of married employees, such as offering options for remote work, flexible hours, and parental leave policies that support both mothers and fathers. Additionally, establish employee resource groups or support networks specifically for married employees to share experiences and resources.

CONCLUSION

The data analysis of Cotton Buds Inc. reveals crucial insights into demographics, communication dynamics, and employee satisfaction. With a notable representation of female

employees, prioritizing gender diversity initiatives is imperative. Transparent communication, learning opportunities, and recognition programs are essential for fostering a positive workplace culture and boosting morale. Although some correlations appear insignificant, continuous assessment and refinement of strategies are necessary to meet evolving workforce needs. By leveraging these insights and implementing targeted interventions, Cotton Buds Inc. can create an inclusive environment conducive to employee well-being, satisfaction, and professional growth, ultimately enhancing organizational performance and success.

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