

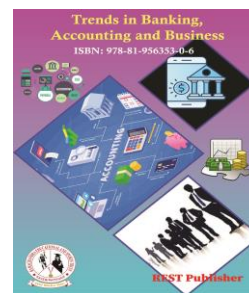


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A Study on Sustainable Operations Management in Titan Company Limited

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Abstract. Relationship between Developing Organization Culture and HR practices with reference to AIRWORKS limited in Hosur. Organization culture has developed in the Indian environment along with global work values. HR practices are crucial concerning Organization Culture. This study examined the relationship between HR practices such as Recruitment and Selection, Training and Development and Compensation and Administration towards Organization Culture. The data were collected from 163 employees of AIRWORKS Ltd, using the quantitative approach based on the questionnaire data collection method. The result indicated that direct path relationship among HR Practices and Organization Culture were positive and significant. Moreover, the study also found that Organization Culture positively mediates between the relationship of HR practices and Organization Culture.

1. INTRODUCTION

Organizational culture encompasses values and behaviors that contribute to the unique social and psychological environment of a business. The organizational culture influences the way people interact the context within which knowledge is created the resistance they will have towards certain changes, and ultimately the way they share knowledge. Organizational culture represents the collective values, beliefs and principles of organizational members. It may also be influenced by factors such as history, type of product, market, technology, strategy, type of employees. Culture includes the organizational vision, values, norms, systems, symbols, language, assumptions, environment, location, beliefs, and habits. Objectives: To analyze the organization culture and HR practices among the employees at Airwork's Limited Hosur. To know the awareness about the culture and practices and study the important ways that helps to maintain relationships. To investigate the various HRM Practices, i.e., planning, recruitment, selection, performance evaluation, training and development, career management and rewards in private sector organizations. To study and examine the relationships between various aspects of HRM practices and organizational culture. To find whether there is any difference in the organizational cultures of the understudy.

2. NEED/SCOPE

Employee Relations: Human resource management is the ability to attract. The satisfied and loyal employees can only provide productivity to the concern. To attain the loyal and satisfied employees is difficult task to the companies. Organizational culture and HR Practices are the root cause for every organization to run their productivity. Organizational Performance: The study is conducted to identify the social economic conditions of the respondents, various factors or avoiding cultural causes in the company. Impact of Employee Relations on Organizational Performance: To manage the practices among employees and ways to reduce the cultural conflicts in the organization based on the opinions expressed by the employees regarding implementations. The study covers the level of HR Practices among the employees in AIRWORKS Ltd, Hosur. The relationship between HRM Practices and organizational culture among respondents in the organizations.

3. LITERATURE REVIEW

Dr. Hans Selye defined organization in 1992. He stated that organization is a non- specific response of the body to any demand made on a person. Generally, there are four organization concepts such as the stimulus concept; the response concept; the transactional concept; and the discrepancy concept. The stimulus concept focuses on situational conditions or events. In this concept, certain stimuli are organization, for example high time pressure, interpersonal clash

at work, or accidents. Rubina et al. (2008) did similar research on work place organization and they found out that lack of resources, workload, lack of communication, discomfort with supervisors have contributed to increase the organization level of the employees. Technology supposed to shorten the working week and give more leisure time to the employees, but reverse is happening. People are working long hours and spend less hours with family.

4. RESEARCH METHODOLOGY

Research is 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 hypothesis 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 hypothesis”.

5. DATA ANALYSIS

Interpretation: Table 4.1 presents that gender of the respondents in AIRWORKS LIMITED, HOSUR. Out of 100 respondents, majority 78 percent of the respondents are male and rest of the percent are female. This study found that majority of the respondents are male.

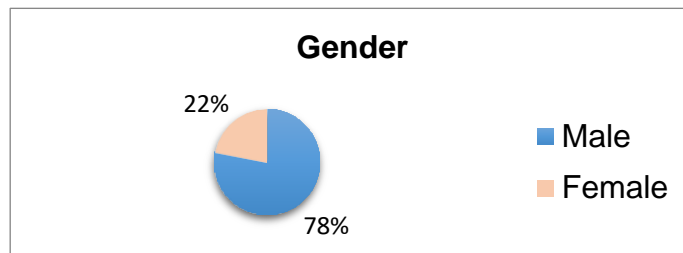


FIGURE 1. Respondents Based on Gender

Interpretation: Table 4.2 shows that age of the respondents in AIRWORKS LIMITED, HOSUR. Out of 100 respondents, Majority 39 percent of the respondents are 25 – 35 years age group and 35 percent of the respondents are 35 – 45 years age group. 14 percent of the respondents are less than 25 Years and 12 percent of the respondents are above 45 years age group. It study found that majority 39 percent of the respondents are 25 – 35 years age groups.

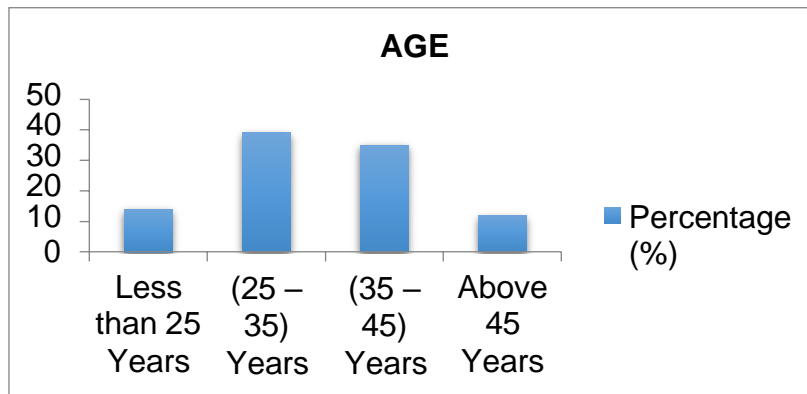


FIGURE 2. Respondents Based on Age

6. FINDING & SUGGESTIONS

It study found that majority 78 percent of the respondents are males. It study found that majority 39 percent of the respondents are 25 – 35 years age groups. It study found that majority 69 percent of the respondents are married. It study found that majority 37 percent of the respondents are graduate qualification. It study found that majority 56 percent of the respondents are Senior – level employees. It study found that majority 43 percent of the respondents are Production department. Employee relations refers to the way in which employers and employees interact and communicate with each other in the workplace. It encompasses a wide range of activities, including communication, consultation, negotiation, conflict resolution, and collaboration. The quality of employee relations has a significant impact on an organization's performance, including productivity, efficiency, and overall success.

7. CONCLUSION

Result of the study indicates employee relations play a crucial role in organizational performance. By creating a positive work environment that fosters open communication, employee development, conflict resolution, fair performance management, and competitive compensation and benefits, organizations can enhance employee engagement, motivation, and productivity. Additionally, providing opportunities for employee involvement, recognition, innovation, work-life balance, career advancement, and well-being can further improve employee relations and ultimately lead to improved organizational performance. Therefore, it is essential for organizations to prioritize employee relations and implement strategies and initiatives that support and empower their workforce. This will not only improve organizational performance but also enhance the overall employee experience and contribute to the long-term success of the organization.

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