

A STUDY ON RELATIONSHIP BETWEEN MANAGEMENT AND EMPLOYEES AT AVTHAR CERAMICS, DINDIGUL

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Article Info

Article History:

(Article)

Published: 14 MAY 2025

Publication Issue:

Volume 2, Issue 5
May-2025

Page Number:

82-87

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Abstract:

This study investigates the relationship between management and employees at Avthar Ceramics, Dindigul, focusing on the importance of this relationship for organizational success. The research explores key factors such as communication, trust, leadership, and employee engagement. A structured questionnaire was used to collect data from employees, and statistical tools were employed for analysis. The findings provide insights into the current state of management-employee relations at Avthar Ceramics and offer recommendations for improvement.

Keywords: Management-employee relations, employee engagement, communication, leadership, organizational culture, job satisfaction.

1. Introduction

The relationship between management and employees is a critical determinant of organizational performance and workplace environment. A positive relationship fosters motivation, job satisfaction, and a collaborative spirit, whereas a negative relationship can lead to decreased productivity and higher turnover. In the context of Avthar Ceramics, understanding and nurturing this relationship is essential for achieving organizational goals and maintaining a harmonious work environment. This study aims to analyze the management-employee relationship at Avthar Ceramics, examining factors such as communication practices, leadership styles, employee engagement, and conflict resolution strategies.

Effective communication is identified as a cornerstone of a positive relationship, ensuring employees feel valued and informed. Leadership style also plays a significant role, influencing employee motivation and trust. Furthermore, the study investigates the impact of organizational culture and workplace policies on employee interactions and overall satisfaction.

The findings of this research are expected to provide actionable recommendations for Avthar Ceramics to strengthen their management-employee relationship, leading to improved employee morale, productivity, and organizational effectiveness.

1. Objectives of the Study

- The main objective is “To Study on Relationship Between Management and Employees in Avthar Ceramics, Dindigul.”
- To focus on productivity and performance, strong management-employee relationships help boost morale and commitment, leading to higher engagement levels.
- To ensure that the management can get better understand employee goals and provide opportunities for growth, training, and mentorship, leading to improved retention.
- To know the problems in relationship and barriers in communication among management and employees.
- To identify the overall perception of the employees about the organization culture.

2. Research Methodology

This study employed a quantitative research approach, utilizing a structured questionnaire to collect data from employees at Avthar Ceramics. The questionnaire covered various aspects of the management-employee relationship, including communication, leadership, employee engagement, and job satisfaction.

- **Sample:** (Describe the sample size and sampling method used in the study. The report mentions "stratified random sampling method" - provide details)
- **Data Collection Instrument:** A structured questionnaire was framed.
- **Data Analysis:** The collected data was analyzed using statistical tools, including:
 - Simple Percentage Analysis
 - Correlation Analysis
 - Chi-Square Analysis

3. Research Design

The goal is to describe the current relationship between management and employees at Avthar Ceramics, and how this relationship impacts work culture, job satisfaction, and productivity.

Sampling: The basic idea of sampling is that by selecting some of the sample from the population, researcher may draw conclusions about the sample study and generalize for entire population. A population element is the individual participant or object on which the measurement is taken.

Sample Size: Sample size is a part of target populations, carefully selected to represent the populations.

Population: 300 Employees

Sample Size: 116 Employees

4. Industry Profile and Company Profile

The ceramics industry plays a significant role in the global economy, providing essential materials for construction, manufacturing, and household goods. It encompasses a wide range of products, including tiles, sanitary ware, tableware, and industrial ceramics. The industry is characterized by a mix of large multinational corporations and smaller, regional players. Factors influencing the industry include economic growth, housing demand, technological advancements, and environmental regulations. The ceramics sector in India is a growing market, driven by increased urbanization and infrastructure development.

The availability of raw materials and a skilled workforce contributes to its competitiveness. However, the industry also faces challenges such as fluctuating raw material prices, energy costs, and competition from imports. Adapting to sustainable manufacturing practices and embracing innovation are crucial for the industry's long-term growth and success.

The future of the ceramics industry is likely to be shaped by trends such as automation, 3D printing, and the development of advanced ceramic materials with enhanced properties.

Avthar Ceramics is a company operating within the ceramics industry, located in Dindigul, India. The company is involved in the manufacturing and distribution of ceramic products, likely focusing on tiles, sanitary ware, or related items. As a regional player, Avthar Ceramics contributes to the local economy by providing employment opportunities and supporting related businesses. The company's success depends on its ability to effectively manage its operations, maintain product quality, and adapt to market demands. Key factors influencing Avthar Ceramics' performance include its production efficiency, marketing strategies, and the strength of its relationships with suppliers and customers. The company's organizational structure and management practices play a crucial role in shaping its workplace culture and employee relations.

5. Method of Data Collection

Data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It helps to evaluate the outcome of the problem. The data collection methods allow a person to conclude an answer to the relevant question. Most of the organizations use data collection methods to make assumptions about future probabilities and trends. Once the data is collected, it is necessary to undergo the data organization process.

PRIMARY DATA

Primary data or raw data is a type of information that is obtained directly from the first-hand source through experiments, surveys or observations.

SECONDARY DATA

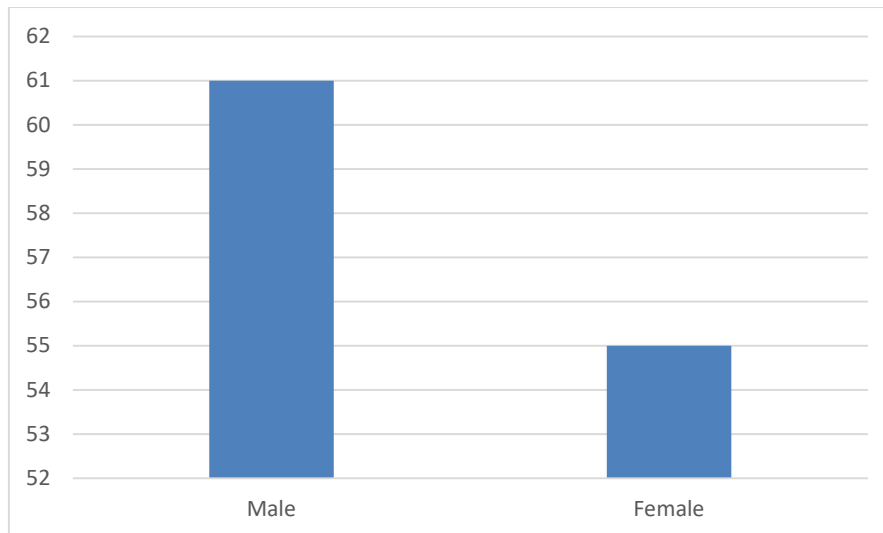
Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it

DATA ANALYTICS AND INTERPRETATION

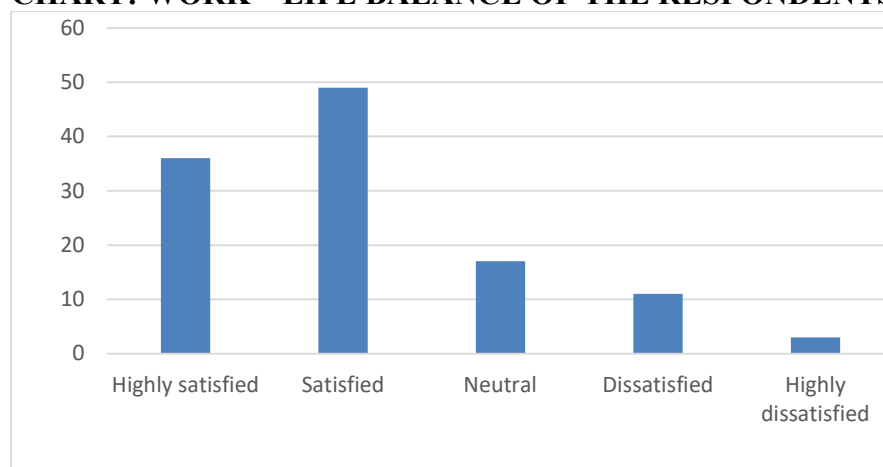
TABLE: GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	61	53
Female	55	48
Total	116	100

CHART: GENDER OF THE RESPONDENTS

**TABLE: WORK – LIFE BALANCE OF THE RESPONDENTS**

WORK LIFE BALANCE	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	36	31
Agree	49	42
Disagree	17	15
Strongly Disagree	14	11
Total	116	100

CHART: WORK – LIFE BALANCE OF THE RESPONDENTS

6. Findings

- Demographic Analysis: Present the demographic characteristics of the respondents (e.g., age, gender, education, experience) using tables and charts.
- The majority (68.1%) of respondents are in the 25-26 age group.
- 61% of respondents are male, and 55% are female.
- 50.9% of respondents are unmarried.
- 41.7% of respondents have an undergraduate degree (UG).
- 54.3% of respondents are permanent employees.
- 42.2% of respondents have been working for 1-3 years.
- Employee Perceptions: Present the data on employee perceptions of management-employee relations. This can include:
 - Communication effectiveness
 - 44.3% of respondents rate communication with management as excellent.
 - Transparency in decision-making
 - 49.1% of respondents perceive a high level of transparency in decision-making.
 - 51.3% of respondents are said their efforts are appreciated Always.
 - 46.6% of respondents strongly agree that they feel valued as employees.
 - Job satisfaction
 - 41.4% of respondents report high satisfaction with their current job role.
 - (And other relevant variables from the questionnaire)
- Correlation and Chi-Square Analysis: Present the results of the correlation and chi-square tests, highlighting any significant relationships between variables.
- The chi-square test shows a statistically significant relationship between respondents' satisfaction with work-life balance and the expected distribution ($\chi^2 = 63.739$, $p = .000$), indicating a skew towards satisfaction with work-life balance.

7. Suggestion

- Provide specific and actionable recommendations for Avthar Ceramics based on the study's results. Ensure these are practical and address the identified areas for improvement.
- Future Research: Suggest directions for future research. For example:
- Replicating the study in other ceramics companies.
- A longitudinal study to examine changes over time.
- Qualitative research to gain a deeper understanding of employee perspectives.

8. Conclusion

To sum up, improving management-employee relations at Avthar Ceramics necessitates a multipronged strategy that includes investing in staff development, embracing inclusive leadership styles, and placing a high priority on communication. By tackling these issues, the company can foster a climate of respect and cooperation, which will eventually lead to long-term success. These suggestions, which highlight the universal significance of fostering professional connections, are in line with international ERM best practices.

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