

K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. International Journal of Multidisciplinary Research & Reviews, 5(5),175-184.



**INTERNATIONAL JOURNAL OF
MULTIDISCIPLINARY RESEARCH & REVIEWS**

journal homepage: www.ijmrr.online/index.php/home

**A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT AT
NATIVE SPARROW, CHENNAI**

Mr. K. Santhosh¹, Dr. M. Rajagopal² & Dr. B. Velmurugan³

¹II Year MBA, NPR College of Engineering & Technology, Natham, Dindigul

²Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul

³Professor & Head, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul

Email id: ramyakannan1510@gmail.com, rajagopalm@nprcolleges.org, velubvm@gmail.com

How to Cite the Article: K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. International Journal of Multidisciplinary Research & Reviews, 5(5),175-184.



<https://doi.org/10.56815/ijmrr.v5i5.2026.175-184>

Keywords	Abstract
<i>Human Resource Management, Employee Satisfaction, Employee Motivation, Grievance Handling, Employee Welfare.</i>	This study focuses on Employee Relationship Management at Native Sparrow, Chennai. Employee Relationship Management plays an important role in maintaining healthy and positive relationships between employees and management. A good employee relationship system improves communication, teamwork, motivation, employee satisfaction, productivity, and overall organizational performance. In today's competitive business environment, employees are considered valuable assets, and the success of an organization depends largely on their commitment, cooperation, and efficiency. The main purpose of this study is to examine the employee relationship management practices followed in the organization and to understand their influence on employee satisfaction and organizational effectiveness. The study also highlights the importance of communication systems, grievance handling procedures, employee participation, welfare measures, training programs, motivational practices, performance



[The work is licensed under a Creative Commons Attribution
Non Commercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)

K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. International Journal of Multidisciplinary Research & Reviews, 5(5),175-184.

	evaluation, and conflict resolution methods in maintaining harmonious workplace relationships. The study is descriptive in nature and is based on primary and secondary data. Primary data are collected from employees through a structured questionnaire, while secondary data are collected from company records, books, journals, and related sources.
--	--

I.INTRODUCTION

Employee Relationship Management is an important aspect of human resource management that focuses on maintaining healthy and positive relationships between employees and management within an organization. Good employee relationships help improve communication, teamwork, employee satisfaction, productivity, motivation, and organizational performance. Organizations that maintain effective employee relationship practices are able to create a positive work environment and achieve long-term business success.

In modern business organizations, employees are considered valuable assets because organizational growth and operational efficiency depend greatly on employee performance and commitment. Effective employee relationship management helps organizations reduce conflicts, improve employee morale, strengthen cooperation, and maintain workplace discipline. It also supports employee retention and improves organizational stability. Employee relationship management includes various activities such as communication systems, grievance handling procedures, employee participation, welfare measures, motivational practices, performance evaluation, training programs, and conflict resolution mechanisms. These practices help employees feel valued, respected, and supported within the workplace. Native Sparrow, Chennai, operates in a competitive business environment where employee coordination, teamwork, and organizational communication are essential for business performance. Maintaining positive employee relationships helps the organization improve operational effectiveness, employee engagement, and customer satisfaction. Strong relationships between management and employees create mutual trust and improve organizational commitment. The organization focuses on maintaining supportive work culture, employee welfare, effective communication, and employee-friendly management practices. Good employee relationships also help improve employee motivation, reduce absenteeism, and increase overall productivity within the organization.

STATEMENT OF THE PROBLEM

Native Sparrow, Chennai, operates in a dynamic and competitive business environment where employee coordination and cooperation are highly important for smooth organizational functioning. Effective employee relationship management practices are necessary to maintain teamwork, improve communication, reduce workplace conflicts, and strengthen employee engagement within the organization. The present study focuses on analyzing the employee relationship management practices followed at Native Sparrow, Chennai, and identifying factors affecting employee



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. *International Journal of Multidisciplinary Research & Reviews*, 5(5),175-184.

satisfaction and workplace relationships. The study also examines employee opinions regarding communication, management support, grievance handling, teamwork, motivation, and welfare measures within the organization. The findings of the study help identify existing issues and provide suggestions for improving employee relationship management practices and organizational effectiveness.

II.OBJECTIVES OF THE STUDY

- To study the employee relationship management practices followed at Native Sparrow, Chennai.
- To understand the relationship between employees and management within the organization.
- To analyze employee satisfaction regarding communication, welfare measures, and management support.
- To identify the factors influencing employee relationship management and workplace coordination.
- To examine the impact of employee relationship management on employee motivation and organizational performance.

NEED OF THE STUDY

The need for the study arises from the importance of maintaining healthy employee relationships within an organization. Employee Relationship Management plays a significant role in improving employee satisfaction, motivation, teamwork, communication, and organizational productivity. Positive relationships between employees and management help organizations maintain a peaceful work environment and achieve business objectives effectively. In modern organizations, employees expect fair treatment, proper communication, recognition, welfare measures, and management support. Ineffective employee relationships may result in conflicts, misunderstandings, low morale, absenteeism, and reduced productivity. Therefore, organizations must continuously evaluate and improve employee relationship management practices.

SCOPE OF THE STUDY

The scope of the study is limited to analyzing employee relationship management practices at Native Sparrow, Chennai. The study focuses on various aspects such as employee communication, teamwork, management support, grievance handling procedures, welfare measures, employee participation, and workplace relationships.

The study examines employee satisfaction regarding organizational relationships and identifies factors influencing employee motivation and coordination within the workplace. It also evaluates the impact of employee relationship management practices on employee performance and organizational effectiveness. The study is based on primary data collected from employees through questionnaires and secondary data collected from books, journals, websites, and company records. The findings and



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. *International Journal of Multidisciplinary Research & Reviews*, 5(5),175-184.

suggestions of the study may help the organization improve employee relationship management practices and maintain a positive work environment.

HYPOTHESIS OF THE STUDY

Null Hypothesis (H₀):

There is no significant relationship between employee relationship management and employee performance

Alternative Hypothesis (H₁):

There is a significant relationship between employee relationship management and employee performance.

RESEARCH DESIGN

A research design refers to the overall framework or plan used for collecting, measuring, and analyzing data. It provides a systematic method for conducting the research study and helps the researcher achieve the objectives of the study effectively. A proper research design ensures accuracy, reliability, and validity in the research process. For the present study on Employee Relationship Management at Native Sparrow, Chennai, a descriptive research design has been adopted. This research design is suitable because it helps in describing the existing employee relationship management practices and analyzing employee opinions without manipulating any variables. The descriptive research design enables the researcher to collect detailed information regarding employee communication, teamwork, management support, grievance handling procedures, welfare measures, employee participation, and workplace relationships. It also helps in identifying the factors influencing employee relationship management and understanding its impact on employee motivation, satisfaction, and organizational performance. The research design supports systematic data collection and analysis, which helps the researcher provide meaningful findings and suggestions for improving employee relationship management practices within the organization.

III. RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to conduct the study.

SAMPLE DESIGN

A sample is a small group selected from the total population for the study.

SAMPLE METHOD

The study uses simple random sampling, where every employee has an equal chance of being selected.



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. *International Journal of Multidisciplinary Research & Reviews*, 5(5),175-184.

METHODS OF DATA COLLECTION

The study adopts a descriptive method of data collection. This method is used to describe the characteristics of the respondents and to analyze the relationship between variables.

Primary Data

Primary data refers to the original data collected directly from employees for the specific purpose of the study. It is first-hand information gathered through methods such as questionnaires, surveys, and personal interaction. The collected data is processed, tabulated, and analyzed to draw meaningful conclusions regarding employee relationship management practices at Native Sparrow, Chennai.

Secondary Data

Secondary data refers to the information that has already been collected, analyzed, and published by others for different purposes. It is used to gain additional knowledge and support the primary data collected for the study. Secondary data includes information gathered from books, journals, research articles, company records, websites, and online resources related to employee relationship management. This data helps provide a broader understanding of the study and supports the research finding.

TOOLS FOR ANALYSIS

The tools used for analyzing the data in this study are as follows:

- Percentage Analysis
- Chi-Square Test
- Correlation

These tools help in interpreting the data collected and drawing meaningful conclusions regarding employee relationship management and employee satisfaction at Native Sparrow, Chennai.

PERCENTAGE ANALYSIS

Percentage analysis is a simple statistical tool used to analyze and interpret data. It is useful for making comparisons between different sets of data and understanding relationships. Percentages help in presenting data in a clear and understandable manner. In this study, percentage analysis is used to analyze employee responses related to involvement, satisfaction, communication, and participation in organizational activities.

Where:

- “Number of Respondents” refers to the number of employees giving a particular response
- “Total Number of Respondents” refers to the total sample



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. International Journal of Multidisciplinary Research & Reviews, 5(5),175-184.

CHI-SQUARE TEST

Chi-square test is a statistical tool used to test the relationship between two variables. It helps in determining whether there is a significant association between variables such as employee involvement and employee satisfaction. The chi-square test is based on the null hypothesis, which assumes that there is no significant relationship between the variables. If the calculated value is greater than the table value, the null hypothesis is rejected.

CORRELATION

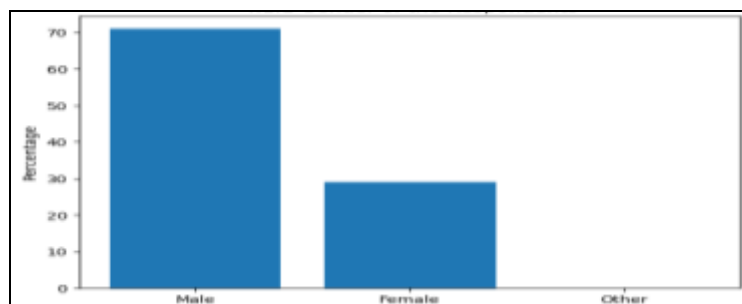
Correlation refers to a statistical relationship between two or more variables. When variables are correlated, changes in one variable are associated with changes in another. Correlation can be positive (variables move in the same direction) or negative (variables move in opposite directions). The strength of correlation is measured by a correlation coefficient ranging from -1 to +1.

In this study, correlation analysis is used to understand the relationship between employee involvement and factors such as job satisfaction, performance, and communication. It helps in identifying patterns and relationships in the data and supports better interpretation of results.

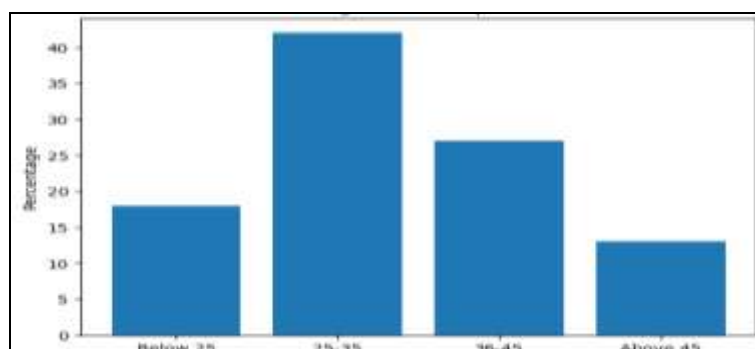
IV. DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

GENDER OF THE RESPONDENTS

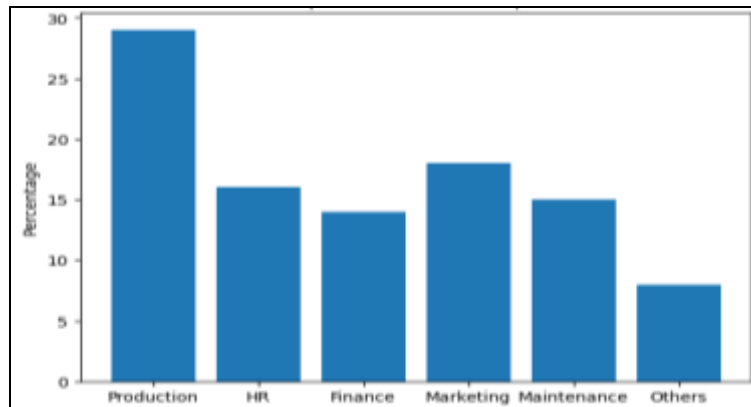


AGE OF THE RESPONDENTS



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. International Journal of Multidisciplinary Research & Reviews, 5(5),175-184.

DEPARTMENT OF THE RESPONDENTS



V. SUGGESTIONS

- The organization may improve incentive and bonus systems to increase employee motivation.
- Management may strengthen employee communication systems within departments.
- Additional employee engagement activities may be conducted regularly.
- The organization may improve training and development programs for employee growth.
- Workload distribution may be balanced effectively to reduce employee stress.
- Employee welfare measures may be strengthened for improving employee satisfaction.
- Regular feedback systems may be implemented to improve workplace relationships.
- Management may continue maintaining fair and transparent performance appraisal systems.

VI. CONCLUSION

The study entitled “A Study on Employee Relationship Management at Native Sparrow, Chennai” concludes that employee relationship management plays an important role in improving employee satisfaction, motivation, teamwork, and organizational performance. The findings of the study indicate that the majority of employees maintain positive relationships with supervisors and coworkers and are satisfied with the organizational work environment.

The study reveals that effective communication systems, supportive supervision, fair treatment, training programs, welfare measures, and safe working conditions positively influence employee morale and organizational commitment. Healthy employee relationships help improve workplace coordination, reduce conflicts, and increase employee productivity within the organization.

The study also identifies that employee relationship management practices such as communication, employee participation, performance appraisal, and organizational support contribute significantly



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. *International Journal of Multidisciplinary Research & Reviews*, 5(5),175-184.

toward maintaining workplace harmony and employee satisfaction. Employees who experience supportive workplace relationships show higher involvement and commitment toward organizational objectives.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will take care by all authors. Journal and editors are not liable for aforesaid matters.

SOURCES OF FUNDING

The authors received no financial aid to support for the research.

REFERENCES

BOOKS

- [1]. Aswathappa, K. – Human Resource Management.
- [2]. Gary Dessler – Human Resource Management.
- [3]. C.B. Gupta – Human Resource Management.
- [4]. Edwin B. Flippo – Personnel Management.
- [5]. P.C. Tripathi – Personnel Management and Industrial Relations.
- [6]. Mamoria, C.B. – Personnel Management.
- [7]. Pattanayak, Biswajeet – Human Resource Management.

JOURNALS

- [8]. *International Journal of Human Resource Management*.
- [9]. *Human Resource Management Review*.
- [10]. *Journal of Organizational Behavior*.
- [11]. *International Journal of Management Studies*.
- [12]. *Indian Journal of Industrial Relations*.



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. *International Journal of Multidisciplinary Research & Reviews*, 5(5),175-184.

- [13]. Nivethiga, R. P., Divyabharathi, S., &Velmurugan, B. (2017). Business ethics, values and social responsibility to an entrepreneur. *International Journal of Research in Management & Business Studies*, 4(1), 18-21.
- [14]. B. Velmurugan, S. Saranya, R. Vetrickarthick, S. D, N. Asha and G. K, "AI-Driven Predictive Analytics for Financial Risk Assessment and Smart Investment Decision-Making in Global Markets," 2025 IEEE 3rd Global Conference on Wireless Computing and Networking (GCWCN), Lonawala, Maharashtra, India, 2025, pp. 1-7, doi: 10.1109/GCWCN66157.2025.11448515. keywords: {Accuracy; Biological system modeling; Decision making; Globalization; Finance; Predictive models; Risk management; Predictive analytics; Sustainable development; Investment; Predictive analytics; financial risk assessment; artificial intelligence; sustainable investment; machine learning; behavioural finance; ESG; global markets},
- [15]. Velmurugan, B. (2018). Aishwarya. Lignocaine effect on the sevoflurane requirements monitored by the bispectral index. *Indian J Appl Res*, 7, 48-50.
- [16]. Sangeetha, M. M., Tamilselvi, M. V., &Velmurugan, B. (2023). A Study on Employee Absenteeism: Study at Sri Vinayaga Containers.
- [17]. Guruvikram, J., &Velmurugan, B. (2024). Employee Satisfaction In The Organization In Anaamalais Toyota Coimbatore. *International Journal of Advances in Social Science and Humanities*, 09-15.
- [18]. B. Velmurugan, S. Dharmalingam, B. Jayanthi, V. Kaveri, G. S. Reddy and S. Arulraj, "Deep Reinforcement Learning for Optimizing Multi-Stage Framing Operations in Large-scale Agricultural Environment," 2025 IEEE 6th Global Conference for Advancement in Technology (GCAT), Bangalore, India, 2025, pp. 1-7, doi: 10.1109/GCAT66372.2025.11368456. keywords: {Training; Irrigation; Adaptation models; Biological system modeling; Transfer learning; Crops; Transforms; Deep reinforcement learning; Optimization; Farming; Deep Reinforcement Learning; Multi-stage farming; Agricultural optimization; Resource management; Large-scale agriculture; Autonomous farming systems},
- [19]. Velmurugan, B., &Chitra, M. M. (2025, July). Ai-Driven Hiring: Transforming Modern Recruitment Strategies. In *International e-Conference Proceeding* (p. 54).
- [20]. Murugeswari, S., Jambulingam, S., Velmurugan, B., &Binith Muthukrishnan, K. (2022). Challenges of women leaders and managerial effectiveness in it industry in Coimbatore. *Ann. For. Res*, 65(1), 6725-6731.



K. Santhosh, M. Rajagopal & B. Velmurugan (2026). A Study on Employee Relationship Management at Native Sparrow, Chennai. International Journal of Multidisciplinary Research & Reviews, 5(5),175-184.

WEBSITES

- [21]. www.google.com
- [22]. www.wikipedia.org
- [23]. www.researchgate.net
- [24]. www.managementstudyguide.com
- [25]. www.shrm.org
- [26]. www.hrhelpboard.com
- [27]. www.economictimes.indiatimes.com



[The work is licensed under a Creative Commons Attribution
Non Commercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)