Human Resource Management Practices and its Impact on Employee Satisfaction

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Abstract: *Human resources are a single living factor between production factors. Human resources are responsible for industrial goal achievement through a dedicated manner towards workplace. Workforce has playing role of thinkers and initiators because they have potentialities to attain competitive advantages for business. The present research undertaken to study the human resource management practices and its impact on employee satisfaction. The present research study is limited to grape processing industries of Nashik, Sangli and Pune districts of Maharashtra state. The researcher has considered 7 different human resource management practices to determine the relationship between human resource management practices and employee satisfaction. The researcher has reveled that there is a significant relationship between human resource management practices and employee satisfaction.*

Keywords: **HRM Practices, Employee satisfaction, Grape processing industry**

1. INTRODUCTION

The long term survival of every organisation is merely based on dedication of human resources because they are part of decision making, resource utilization and industrial peace. Human resource management consists traditional as well as modern practices to creating cordial relations at the workplace. Human resource management is concerned with functions related to workforce i.e. recruitment, planning, development, training and retention. Human resource management practices are essential to attract, recruit, develop and retain potential human resources. Human resource management consists lot of practices that can attain optimum employee satisfaction. Employee satisfaction is defined as, happiness and prosperity of human beings, satisfaction level and supportive attitude towards works. Employee satisfaction and productivity can indicate reduce absenteeism and turnover reduce wastage, scrap, absence fatigue, stress and finally high dedication of employees at work place (Pirzada and et al., 2013)[3].

Indian economy is often known as the agricultural economy because scope for agro based industries are available here and it is proved by most of agro based industries. Grape processing industries are one of them to contributing employment generation in the economy. Grapes are sweet and sour, juicy and healthy fruit with numbers of minerals and vitamins

available on the earth. As per ***Ayurveda,*** Grape is considering as 'King of fruits' due to more digestive property beneficial for a human being (Shinde, 2012)[12]. Maharashtra is leading state about grape production in India. Ahmednagar, Buldhana, Nashik, Osmanabad, Pune, Sangli and Solapur are leading districts in terms of grape production (Sharma & Kotkar, 2020)[11]. Grapes are processed to produce raisin, enzymes, medicated powder and fermented juice i.e. wine. Wine is a finished product of grapes juice which is mildly alcoholic drink fermented by an aging process at a controlled temperature. Nowadays, Grape processing industries are growing at a phenomenal rate and have potential to become one of the major contributors in nation economy.

2. REVIEW OF LITERATURE

Aswathappa K. (2010)[1], "Human Resource Management (Text and Cases)", Human resources have play pivot role in competitive scenario where industries wants to improve quality, productivity, and profitability through training, employee remuneration, motivation, employee retention and industrial relations.

Bhattacharya D. K. (2013)[2], "Research Methodology", the author has focused on the use of statistical methods for management research. Research methodology represents the process of gathering the data, organizing the survey, assessing the data, and finding of conclusion.

Khanka S.S. (2013)[4], "Human Resource Management-Text & Cases" Personnel management is the introduction of human resource management, maintenance, development and retention of human resources. Induction helps employees become familiar with subordinators, work environment, and operational conditions.

Kothari C. R. (2004)[5], "Research Methodology Methods and Techniques", The data collection is crucial steps in research work therefore; researcher can collect data by primary sources and secondary sources. The statistical test for hypothesis testing additionally provided in this book.

Menon B. N. (2012)[7], concluded that industrial performances assessed with quality, productivity, morale, skills and efficiency of employees. Industrial relations can identify with the collective bargaining process, factory law, dispute prevention system and order legislation. Human resource practices are different as per versatility in available staff in industries.

Patil A. S. (2014)[8], "Problems and prospects of wine industry in Sangli district, Maharashtra", concluded there are five production resources of every industry and out of the 'Men' represent a crucial component of industrial performance. Grapes wine industries have been need of qualified and experienced work force but most of the wine industries are providing seasonal employment therefore scarcity of trained and skilled workforce and unavailability of technical staff faced by this industry.

Lamba S. and Chaudhari N. (2013)[6], concluded that human resource management practices have significant effects on organizational commitment and organizational performance. Organizations can achieve customer satisfaction by firstly achieving employee satisfaction. When employees are satisfied, it results in customer satisfaction, which ultimately increases the profitability and goodwill of the firm. Therefore human resource

management practices have significant impacts on employee productivity.

Rasool and Khurshid (2012)[9], .Industries can attain higher productivity levels and optimum utilization of resources only with a devoted workforce. When an organization fails in proper human resource, management it can lead to decreased productivity, higher employee turnover, increases wastages and cost of production, declining morale and satisfaction of employees.

3. STATEMENT OF THE PROBLEM

Human resources have a crucial role in competitive scenario because every industry want to improve quality, productivity and profitability therefore human resources are occupying a crucial rank in the business firm. The grape processing industry is an agricultural allied industry because this is a beneficial option for farmers to invest money and provide raw materials to earn more income (Sharma & Kotkar, 2020)[10]. There is a lack of research study in the field of the grapes processing industries. Hence present research undertaken to study human resource management practices and its impact on employee satisfaction.

4. OBJECTIVES OF THE STUDY

1. To study human resource management practices of the grapes processing industry
2. To study the relationship between the human resource management practices and employee satisfaction of the grapes processing industry

5. HYPOTHESIS OF THE STUDY

H_a1: There is a significant relationship between human resource management practices and employee satisfaction.

H_o1: There is no significant relationship between human resource management practices and employee satisfaction.

6. RESEARCH METHODOLOGY

6.1 Scope of the study: The present research study undertaken to study the human resource management practices and its impact on employee satisfaction. The present research study is limited to grape processing industries of Nashik, Sangli and Pune. These three districts are leading in Maharashtra state for grape cultivation and wine production.

6.2 Data collection: Primary and secondary sources of data used in order to collect required data for execution of present research study. Primary data is collected from the 50 employees of the 8 grapes processing industries spread in Nashik, Sangli and Pune.

6.3 Data collection tools: In order to collect primary data, “Structured questionnaire” is used by the researcher. Questionnaire is based on two types of 5 point scale.

- Strongly agree to strongly disagree
- Strongly satisfied to strongly dissatisfied

Secondary data is collected from research papers, reference books, articles and web links

related to study. Researcher has adopted 'Convenience sampling' method to collect opinions of respondents.

6.4 Data analysis tools: Respondents opinions i.e. Primary data is analyzed through one way ANOVA analysis. The researcher has considered following human resource management practices to determine its impact on employee satisfaction.



Figure -1 Human resource management practices

7. RESULT AND DISCUSSION

The researcher has considered 7 different practices to determine the relationship between human resource management practices and employee satisfaction. The researcher has analyzed it with the "5 point scale" questions (7 items). One way ANOVA analysis is adopted for hypothesis testing. Employee satisfaction is considered as dependent variable and human resource management practices are considered as independent variables.

Anova: Single Factor
SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Induction Program	50	184	3.68	0.875102041
Employee requirement for training	50	180	3.6	1.020408163
Equal Opportunity for training session	50	194	3.88	0.679183673
Welfare measures boost employee motivation	50	221	4.42	0.575102041
Employee feel to discuss with senior	50	205	4.1	1.112244898
Employee's suggestions acceptance	50	183	3.66	0.922857143
Employee satisfaction	50	212	4.24	0.635102041

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	30.56	6	5.093333333	6.126002291	4.0878E-06	2.125036578
Within Groups	285.18	343	0.831428571			
Total	315.74	349				

Above statistical analysis show that, calculated value 6.1260 is higher than the table value 2.1250 at 0.05 alpha values with the degree of freedom 6, 343. As per stated result and discussion, Alternative hypothesis is accepted and null hypothesis is rejected. It means there is a significant relationship between human resource management practices and employee satisfaction.

8. CONCLUSION

Human resources are thinkers, initiators and have potentialities to achieve competitive advantages and expansion of business. The researcher has framed a hypothesis about relationship between human resource management practices and employee satisfaction. As per statistical results of respondents opinions, Induction program, training opportunity, welfare measures and smooth communication flow are positively impact on employee satisfaction. The researcher adopted ANOVA single factor analysis method for hypothesis testing. The researcher reveled that there is a significant relationship between human resource management practices and employee satisfaction.

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