

**SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE****Course: TYBA COMMERCE- HRM    Unit: I    Prepared by: LAILA PATEL****❖ Define Human Relations.**

Relationships between employees and management are of substantial value in any workplace. A human relation is the process of training employees, addressing their needs, fostering a workplace culture and resolving conflicts between different employees or between employees and management.

**According to Robert Owen** defines “Human Relations is interaction and cooperation of people in a group.”

**Keith Davis** defines “Human relations are motivating people in organizational settings to develop teamwork that accomplishes the individual, as well as organization's goals efficiently.”

**❖ Discuss the importance of Human Relations.**

- ✓ Improves productivity
- ✓ Employee Collaboration and Workplace Culture
- ✓ Improving Employee Retention
- ✓ Motivation and Productivity
- ✓ Fostering Employee Creativity
- ✓ Less labour turnover and absenteeism
- ✓ Better utilization of resources
- ✓ Effective control
- ✓ Job satisfaction

### ❖ **Measures to improve Human Relations in a business organization.**

- ✓ Continuous contact
- ✓ Giving respect
- ✓ Praising and appreciation
- ✓ Following ethical practice
- ✓ Confidence and trust
- ✓ Training to the staff
- ✓ Health care staff
- ✓ Extend benefits program

### ❖ **Human needs**

Human needs are unlimited. They are unfulfilled desires or requirements. A manager has to constantly deal with all kinds of employees having different needs and wants.

“A need is a condition requiring relief. It is a lack of anything requisite, desired or useful.”- **Norman Maire**

“Need is a personal, unfulfilled vacancy that determines and organizes all mental processes and all behaviour in the direction of its attainment.”- **C.B. Mamoria & S.V. Gankar.**

### ❖ **MANAGER'S ROLE IN NEED FULFILLMENT**

In order to fulfill the needs of the employee, the managers must follow the following steps:

- (1) **Find the present need of the employees.** This can be done by observation, discussion, interviews which will reveal the needs of the employees.
- (2) **Find out how these needs can be fulfilled.** Determine the cost involved, time factor, and human effort required.
- (3) Find out the effect of the needs on worker's behaviour as a result of need fulfillment.

### **Ways of fulfillment of human needs at various levels.**

**(1) Physiological needs:** These needs can be fulfilled by providing fair wages, taking in consideration the cost of living. Basic amenities like food, water, healthy environment, free transport, free housing would help to fulfill physiological needs.

**(2) Security needs:** These needs can be fulfilled by taking care of their future through pension scheme, provident funds, gratuity, insurance, medical benefits etc.

**(3) Social needs:** These needs can be fulfilled through encouraging friendships, social interactions, picnics, parties, annual get together, breaks and providing holidays.

**(4) Esteem needs:** These needs can be fulfilled through providing challenging environment, promotions, praise which can act as ego boosters.

**(5) Self-Actualization:** To help the employees to go beyond their routine activities and excel, the manager must provide scope for creativity, power and control.

#### ❖ Define Employee Morale.

Morale is a mental condition which determines enthusiasm to work. High employee morale is a state of mind where the employee has high enthusiasm to work.

**According to Flippo**, “morale is a mental condition or attitudes of individuals and groups which determine their willingness to cooperate.”

**Keith Davis** defines “Morale means “the attitude of employees and group towards their work environment and towards voluntary cooperation to the full extent of their ability in the best interests of the organisation.”

- ✓ Increased productivity
- ✓ Low labour turnover
- ✓ Reduced accidents
- ✓ Reduced absenteeism
- ✓ Job satisfaction
- ✓ Less Supervision
- ✓ Improve work culture

#### ❖ Describe the factors affecting Employee Morale.

- ✓ Office Environment

- ✓ Feedback
- ✓ Work Load
- ✓ Teamwork
- ✓ Employee Benefits
- ✓ Corporate Image
- ✓ Quality of Supervision
- ✓ The nature of work
- ✓ Co-workers

❖ **Suggest measure for improvement of Employee Morale.**

- ✓ Treating employees with respect,
- ✓ Providing regular employee recognition,
- ✓ Empowering employees,
- ✓ Offering open and regular communication about factors important to employees,
- ✓ Providing feedback and coaching,
- ✓ Offering above industry-average benefits and compensation,
- ✓ Providing employee perks and company activities, and
- ✓ Positively managing employees within a success framework of goals, measurements, and clear expectations.