

An Empirical Study on Industrial Relations in Digital Age – With Special Reference to Kranti Road Transport Pvt. Ltd.

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ABSTRACT

The world has gone through for reaching societal, cultural and economic changes based on the increasing digital technology. Digital Age originated in 1970s with the introduction of the personal computer with subsequent technology introduced facilitating the ability to transfer information freely and quickly. In the Digital Age business operations is moving from desktop to mobile like smart phones. Present scenario the Digital Age plays a prominent role in both the personal and professional life. In an organization which we live now where Internet, E-mail, Facebook, Twitter, etc. are available to transfer the information. The social media help to the employees maintain their industrial relations throughout the world as well. The present study is an attempt to study the industrial relations in an organization in the digital age, which means state with the employers, workers, employees and their organizations. The data has been collected through a structured questionnaire and the sample size is 100.

Keywords: Industrial Relations, Employees, Workers, Digital Age.

INTRODUCTION:

Digital Age is also known as “Information Age, New Media Age or Computer Age”. Information Age originated in 1970s with the introduction of the personal computer with subsequent technology introduced facilitating the ability to transfer information freely and quickly. Present scenario digital age has become more common place along with population in developed world. Digital Age is an umbrella term for the maintain relations in an industry using digital technologies, mainly on the Internet, but also including mobile phones with the help of different channels such as Facebook, Twitter, Wechat, Whatsapp, etc. Digital Age has been developed since 10 years by increasing technology.

Industrial Relations:

The concept of industrial relations means the relationship between employees and management in the day-to-day working industry. The concept of industrial relations has been extended to denote the relations of the state with employees, workers and their organizations. The term ‘Industrial Relations’ comprises of two terms:

- **Industry** - it refers to any productive activity in which an individual or a group of individuals is/are engaged.
- **Relations** – it refers to relationships that exist within the industry between the employer and his employee.

Digital Age:

Digital Age refers to ability to transfer the information freely and quickly through the internet. It also very fast growth in communication and information technology. Simply it means transfer the information one place to another place through **internet** by using different channels like email, Twitter, WhatsApp, Wechat, linkedin and so on. Present the Digital Age became foremost and common use throughout the world. The Digital Age began in deep with the widespread use of the Internet.

Industrial Relations in Digital Age:

Industrial relations in digital age have become more popular concept in an organization. Now-a-days more employees transfer the information by using internet mainly email and mobile like smart phones. In an organization industrial relations like employee-employer, superior-subordinate, employee-worker and employee-management are going on digital age which means maintain their relations by using different internet channels. In those days industry relations are either communication or mobile at different organizational levels. But, present employee and management possess their relations by digital age. For that reason, present digital age has become more common.

OBJECTIVES OF THE STUDY:

- To know the employee and employer relationship in the digital age.
- To portray the relationship between employees, unions and management.
- To offer suggestions for improvement of industrial relations towards digital age.

SCOPE OF THE STUDY:

- Industrial Relations are necessary for every organisation. Especially it plays important role in Digital Age because now-a-days in most of the organizations Industry Relations are going through Digital Age
- In Industry employer-employee relations are also maintaining by Digital Age for the purpose of overcome the conflicts between them.
- The role of several bashes like employers, employees and union maintaining industrial relations.
- It is important for promotion and development of healthy labour – management relations.
- As well maintaining of industrial amity and evasion of industrial battle.
- Development and growth of industrial democracy as well.

RESEARCH PROBLEM:

Industrial Relations are strength to the organization. With the maintenance of industrial relations the organization can achieve the aims. Evenly present any organization maintains the industrial relations over digital age. So the organization has to provide better opportunities and possibilities to maintain the relations in digital age. The main aim of the study is to understand the relations of the employers, employees in Kranti Road Transport Pvt. Ltd.

SAMPLING:

Sampling area:

Kranti Road Transport Pvt. Ltd., Vijayawada.

Sampling technique:

Simple random sampling technique means that every members of the sample is selected from the group of population in such a manner that the probability of being selected for all members in the study group of populations is the same. The advantage of Simple random sampling techniques is

- It needs only a minimum knowledge of the study group of population in advance.
- It is free from errors in classification.
- Simple random sampling is representative of the population.
- The method is simple to use.
- It is completely free of bias and prejudice.
- It takes less time to complete collect the data.
- Less costly.

DATA COLLECTION METHODS:

Primary Data: The unpolished data has been collected from the sample respondents through a well-structured questionnaire.

Secondary Data: The published data has been gathered from the journals, websites, magazines, etc.

Statistical tools: The raw data has been processed and presented in an understandable manner by using appropriate tables and percentages.

REVIEW OF LITERATURE:

The following significant research studies have been carried out the industrial relations. According to Vijaysinh M. Vanar (2012), industrial relations basically aim at the development of a sense of mutual confidence, dependence and respect among all the employees of an industrial unit at different levels of organisation. He attempted a study on the status of industrial relations in engineering sector in Gujarat. He put hypothesis as for the study that the status of industrial relations is significant among certain selected units. He found that contractual employees, employees who are not member of union, and shop floor employees have responded less positively to the industrial relations status at their respective organizations. He also found that employees of private limited companies have positively responded for the status of industrial relations at their respective organizations.

As per Peterson Swenson (1991), political domination of Social Democrats in Denmark and Sweden beginning in the 1930s was stabilized by the absence of intense opposition by capital to reformist programs aggressively opposed by business and Right elsewhere throughout world. It is not a symptom of weakness of dependency; rather, it was product of class-intersecting, cross-class alliance behind institutions of centralized industrial relations that served mutual interests of sectoral groupings dominating both union and employers. He further suggested that well-organized and militant, and backed by Social Democrats, employers in the two countries uses offensive multi-industry lockouts to force centralization on certain reluctant unions in industry.

Researcher has to say that as mentioned by Randall S. Schuler (1989), potentially dynamic and proactive role of employers in industrial relations need to be recognised because incorporating the notion of strategic human resource management appears consistent with this suggestion, it is done here integrating frameworks of competitive strategy and human resource management practices using the rationale of needed employee role behaviours and cost and market conditions. It is then need to be merged with business life-cycles stages creating a contingency framework to understand the impact of strategic human resource management on industrial relations.

As in the study of Daniel Z. Ding and Malcolm Warner (1999), the impact of China’s latest reforms on industrial relations at enterprise level in both state-owned firms and foreign-invested joint ventures. Also they suggested that the reforms of the early 1990s have ‘re-invented’ the Industrial Relations system and have significantly influenced recruitment and selection, wage and reward systems, and social security programmes.

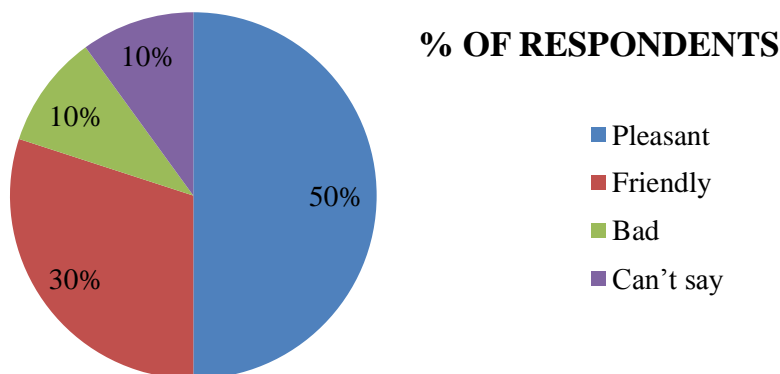
According to Judy Wajcman (2000), it is time to renegotiate the boundaries between industrial relations theory and feminist analysis as far as Britain is considered. He feels the need to add women issues to the research agenda, to recognition of the gendered character of employment relations and of work itself. The formal institutions like management, trade unions and the state, cannot be treated as gender-neutral.

RESULTS AND DISCUSSION:

Table 1: Respondents opinion on the overall industrial relations in the digital age

S. No	Opinion	No. of respondents	% of respondents
1	Pleasant	50	50
2	Friendly	30	10
3	Bad	10	10
4	Can’t say	10	10
	Total	100	100

Chart 1: Respondents opinion on the overall industrial relations in the digital age



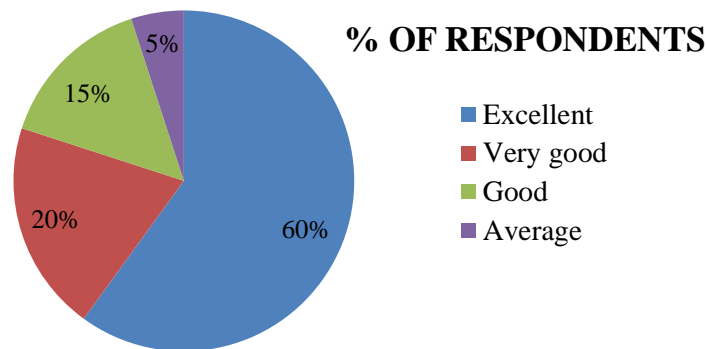
Interpretation:

The above table clearly projects that 50% of the sample respondents opined that the pleasant industrial relationship in the digital age, 30% of the employees said that the friendly industrial relationship in the digital age and finally respondents are given equal priority to both the bad and can't say of the industrial relationship in digital age. From the above information it is clear that most of the respondents i.e., 50% employees are feeling pleasant industrial relations in the digital age.

Table 2: Employees opinion on the use of technology in the industrial relations

S. No	Opinion	No. of respondents	% of respondents
1	Excellent	60	60
2	Very good	20	20
3	Good	15	15
4	Average	5	5
	Total	100	100

Chart 2: Employees opinion on the use of technology in the industrial relations



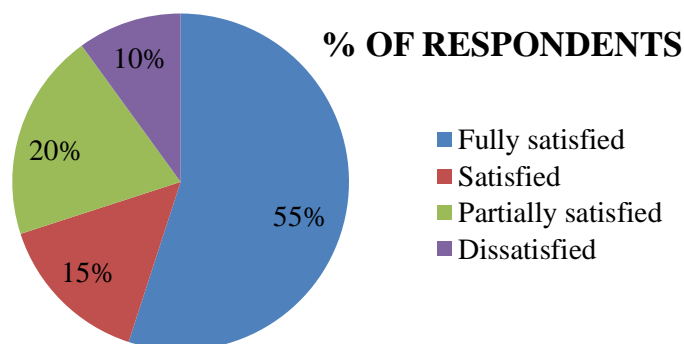
Interpretation:

From the above figure, it is evident that 60% of the employees are feeling excellent regarding increasing the technology of industrial relations, 20% of respondents opined that very good, 15% of sample respondents said that average and last only 5% of employee are given average towards increasing the technology of industrial relations. Most of the employees i.e., 60% respondents are feeling excellent by increasing the technology of industrial relations.

Table 3: Employees satisfaction towards management support of the industrial relations in digital age

S. No	Attributes	No. of respondents	% of respondents
1	Fully satisfied	55	55
2	Satisfied	15	15
3	Partially satisfied	20	20
4	Dissatisfied	10	10
	Total	100	100

Chart 3: Employees satisfaction towards management support of the industrial relations in digital age



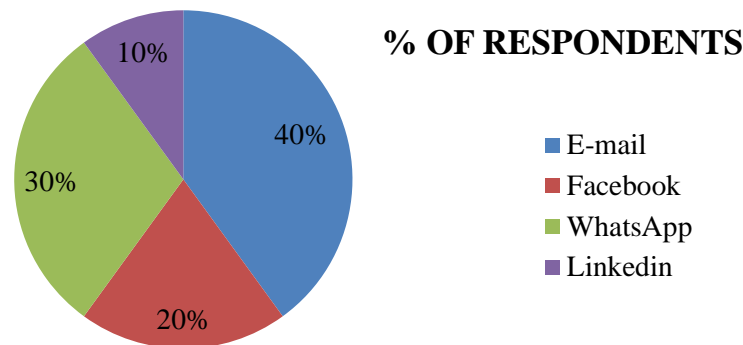
Interpretation:

55% of the employees are fully satisfied with the management support of industrial relations in digital age, 20% of the sample respondents are partially satisfied, 15% of the respondents are satisfied and finally 10% of employees are dissatisfied with the management support of industrial relations in digital. Most of the employees i.e., 55% are fully satisfied with the management support of industrial relations in digital age.

Table 4: Employees opinion on the suitable channel to their industrial relations in the digital age

S. No	Opinion	No. of respondents	% of respondents
1	E-mail	40	40
2	Facebook	20	20
3	WhatsApp	30	30
4	Linkedin	10	10
	Total	100	100

Chart 4: Employees opinion on the suitable channel to their industrial relations in the digital age



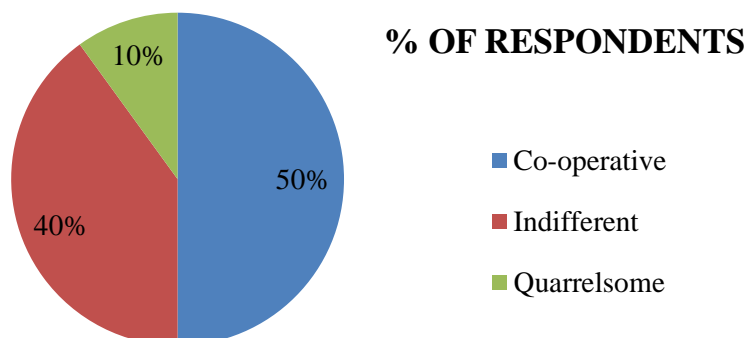
Interpretation:

The above table clearly shows that 40% of the sample respondents are given first priority to the E-mail is the best channel to their industrial relations, 30% of the employees are opined that WhatsApp is the second best channel of their industrial relations, 20% of respondents are said that WhatsApp is the next channel and last 10% of the employees are given last priority to the LinkedIn channel to their industrial relations. The above information clearly state that, most respondents i.e., 40% of the employees are influenced by E-mail channel for their industrial relations.

Table 5: Employees opinion have the existence of free access to the top level management

S. No	Opinion	No. of respondents	% of respondents
1	Co-operative	50	50
2	Indifferent	40	40
3	Quarrelsome	10	10
	Total	100	100

Chart 5: Employees opinion have the existence of free access to the top level management



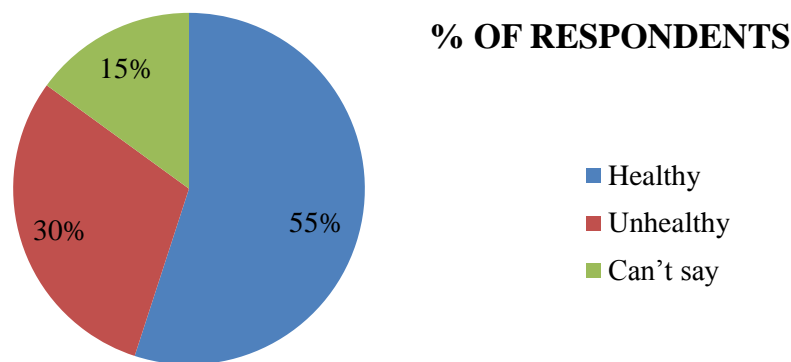
Interpretation:

The above chart clearly indicates that 50% of the sample respondents are co-operative with the free access to the top management, 40% of the employees are indifferent and remaining 10% of the respondents are quarrelsome with the free access to the top management. From the above information majority of the employees i.e., 50% are co-operative with the free access to the top management.

Table 6: Employees opinion on the relationship between union and the management

S. No	Opinion	No. of respondents	% of respondents
1	Healthy	55	55
2	Unhealthy	30	30
3	Can't say	15	15
Total		100	100

Chart 6: Employees opinion on the relationship between union and the management



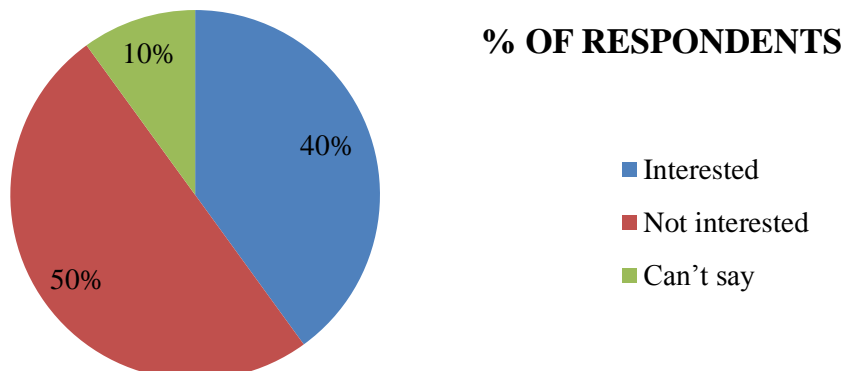
Interpretation:

The above chart clearly projects that 55% of the sample respondents are opined that healthy relationship between union and the management, 30% of the employees are said that unhealthy relationship between union and the management and the remaining 15% of the respondents are opined can't say. From the above information clearly indicates that most of the employees i.e., 55% are said that healthy relationship between union and the management.

Table 7: Employees opinion towards solve their problems by their management

S. No	Opinion	No. of respondents	% of respondents
1	Interested	40	40
2	Not interested	50	50
3	Can't say	10	10
Total		100	100

Chart 7: Employees opinion towards solve their problems by their management



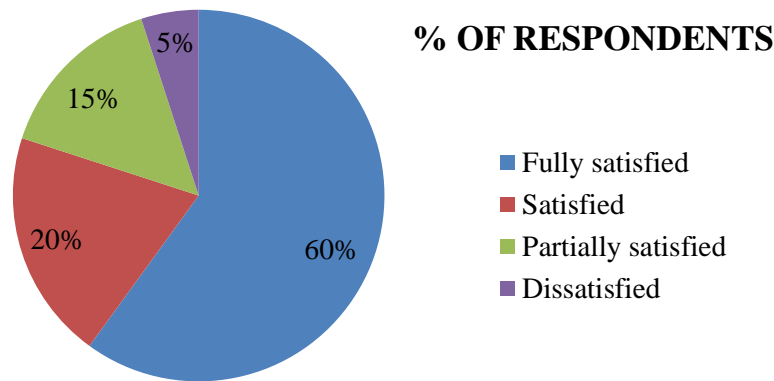
Interpretation:

The above figure clearly indicates that 50% of the employees said that the management solve the employee problems with interested, 40% of the sample respondents opined that the management solve the employee problems not interested and remaining 10% of respondents said that can't say. From the above information projects that most of the employees i.e., 50% are opined that the management solve the employee problems with interested.

Table 8: Employees opinion on the welfare amenities like canteen recreation, transport, accommodation, etc.

S. No	Attributes	No. of respondents	% of respondents
1	Fully satisfied	60	60
2	Satisfied	20	20
3	Partially satisfied	15	15
4	Dissatisfied	5	5
	Total	100	100

Chart 8: Employees opinion on the welfare amenities like canteen recreation, transport, accommodation, etc.



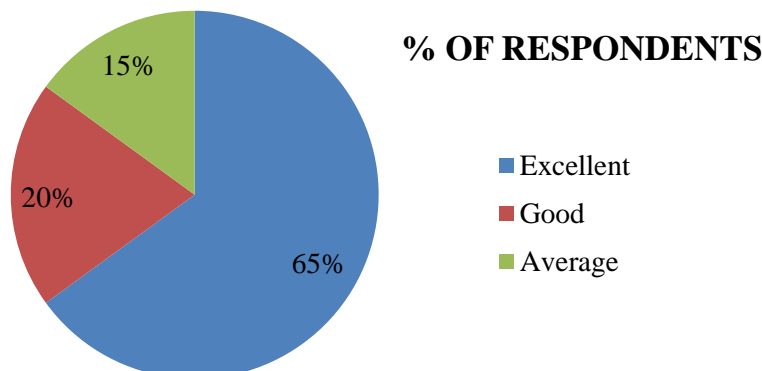
Interpretation:

The above figure clearly indicates that 60% of the employees are fully satisfied with welfare amenities provided by the management, 20% of the respondents are satisfied, 15% of the sample respondents are partially satisfied and finally 5% of the employees are dissatisfied with the welfare amenities. From the above data most of the sample respondents i.e., 60% are fully satisfied with the welfare amenities provided by the management.

Table 9: Employees opinion on the relations to the management during the collective bargaining practices

S. No	Opinion	No. of respondents	% of respondents
1	Excellent	65	65
2	Good	20	20
3	Average	15	15
	Total	100	100

Chart 9: Employees opinion on the relations to the management during the collective bargaining practices



Interpretation:

The above table clearly states that 65% of the sample respondents opined that excellent on the relations to the management during the collective bargaining practices, 20% of the respondents said that good and finally 15% of the employees have average on the relations to the top management during the collective bargaining practices. From the above information clearly indicates that most of the employees i.e., 65% are said that excellent on the relations to the management during the collective bargaining practices.

FINDINGS:

1. The above information it is clear that most of the respondents i.e., 50% employees are feeling pleasant industrial relations in the digital age.
2. Most of the employees i.e., 60% respondents are feeling excellent by increasing the technology of industry relations.
3. Most of the employees i.e., 55% are fully satisfied with the management support of industry relations in digital age.
4. The above information clearly state that, most respondents i.e., 40% of the employees are influenced by E-mail channel for their industry relations.
5. The above information majority of the employees i.e., 50% are co-operative with the free access to the top management.
6. The above information clearly indicates that most of the employees i.e., 55% are said that healthy relationship between union and the management.
7. The above information projects that most of the employees i.e., 50% are opined that the management solve the employee problems with interested.
8. The above data most of the sample respondents i.e., 60% are fully satisfied with the welfare amenities provided by the management.
9. The above information clearly indicates that most of the employees i.e., 65% are said that excellent on the relations to the management during the collective bargaining practices.

SUMMARY AND CONCLUSION:

The study exposes that most of the employees possess their industrial relations in digital age which means they transfer information by using different channels, significantly they use E-mail network. Suppose to who are using the E-mail network channel they may be use another channels like Whatsapp, Wechat, etc. for improve their industrial relations. The significant employees require more support as well as healthy relationship from their top level management for their business operations by expansion the branches of their industry in several states. Most of the employees want some welfare amenities like transportation, accommodation, leave with pay, etc. from the management for increase their industrial relations. Some employees require more support from the management to solve their problems.

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