

A STUDY ON THE ROLE OF AN HUMAN RESOURCE IN IMPROVING THE EMPLOYEE'S PERFORMANCE IN AN ORGANIZATION

Submitted in partial fulfillment of the requirement for the reward of

Bachelor Of Commerce

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

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MARCH 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of BHARGAVI.S (39740070) who has done the Project work entitled **A STUDY ON THE ROLE OF AN HUMAN RESOUECE IN IMPROVING THE EMPLOYEE'S PERFORMANCE IN AN ORGANIZATION** under my supervision from December 2021 to February 2022.

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Submitted for Viva-voce Examination held on _____

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DECLARATION

I **BHARGAVI.S (39740070)**. Hereby declare that the Project Report entitled “**A STUDY ON THE ROLE OF AN HUMAN RESOURCE IN IMPROVING THE EMPLOYEE’S PERFORMANCE IN AN ORGANIZATION**” was done by me under the guidance of Dr. KUMAR.N, M.A., M.Phil., M.B.A., Ph.D. Assistance Professor School of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

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SIGNATURE OF THE CANDIDATE

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ABSTRACT

Current situation in business is that an HR is a basic play a good role in better execution of an association. Consequently, HRs skills, abilities and rehearses has a noteworthy impact on the achievement of associating. With basically executing a standard arrangement of practices HR can't handle the high challenge between associations. The primary maxim of this paper is to look at the connection between compelling preparing & worker advancement. The talents of HRs and inventive preparation, Practices embraced by the HRs for improving their commitments and abilities, Practices received by the HRs and representative execution just as the authoritative execution. Findings: HR rehearses is decidedly connected with worker execution. HR practices and representative duty: Inventive HR rehearses is emphatically connected with worker responsibility HR practices and representative retainment and furthermore aptitudes, capacities, and inspiration of an HR are decidedly connected with worker execution. HR practices and representative duty: Creative HR rehearses is emphatically connected with representative retainment and Motivating the workers by the HRs can help in holding the workers. Worker execution & better authoritative execution: Representative execution is decidedly connected with better hierarchical execution. HRs achievement and good hierarchical execution: HRs execution is emphatically connected with better hierarchical execution. Innovation and compelling representative enlistment. HRs frame of mind and better hierarchical execution. HRs mentality is emphatically connected with better hierarchical execution. Innovation and Effective enrollment: Technology is emphatically connected with viable worker enlistment.

KEYWORDS:

- HR: Human Resource
- IT: Information Technology

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CHAPTER-1

1.1 INTRODUCTION:

Business in the current circumstance is completely needy in the hands of the workers. Workers must have a demeanor to learn and receive new things in around them. In the event that they do have it then they should endeavor to create it. A typical comprehensive supposition furthermore keeps up that there is for each situation some human resource practice that is better than other individuals and, along these lines, affiliations should grasp new and imaginative human resource works out.

HR practices with definitive practicality demonstrates that HR practices impact the specialist obligation and other HR execution measures, which by then lead to various leveled amplexness. For improved execution preparing assumes an indispensable job it causes the representatives to be dynamic and prepared to perform better in their allotted obligations well. This will without a doubt help to build the benefit for the organization. A decent preparing given to the representatives will push them to perform better in their obligations well.

A decent and reliable preparing relies upon who trains them. For the most part in all the association, the HRs will be appointed to prepare their group. Workers responsibility and execution can be settled and achieved towards employment just through their coaches. Initial, a coach must be reliable and he/her disposition towards the activity must be proficient. Mostly mentors will be HR's. The HRs whose sees were looked for the determination of associations referenced high rivalry as the central point urging the associations to embrace progressively imaginative HR rehearses. In this manner, most associations confronting rivalry may indicate comparative connections. HR rehearses have a special relationship with various measurements of representative execution.

While the apparent utilization of aptitude and opportunity-improving HR rehearses prompts upgraded in-job work execution, the apparent utilization of inspiration upgrading. HR rehearses results in expanded imaginative employment execution and furthermore HR practices and agent obligation: Inventive HR practices are insistently associated with laborer duty HR practices and delegate retainment and moreover aptitudes, limits, and motivation of an HR are strongly associated with specialist execution.

HR practices and delegate obligation: Creative HR practices are earnestly associated with agent retainment and motivating the specialists by the HRs can help in holding the laborers. Laborer execution and better definitive execution: Representative execution is positively associated with better various leveled execution. HRs execution and better various leveled execution: HRs execution is earnestly associated with better progressive execution. Progression and persuading operator enlistment. HRs frame of mind and better dynamic execution. HRs mentality is unequivocally connected with better different leveled execution. Improvement and Effective selection: Technology is emphatically connected with down to earth worker enlistment.

Innovative HR practices will extend the learning of the agents, limit and will bolster their callings similarly as will fabricate their understanding, limit and will give an incredible gadget to teaming up with the affiliation and will empower delegates to perform better in the affiliation similarly as it will empower the will to help the delegates with functioning as a gathering and furthermore the laborer execution in their affiliation can be improved through ground-breaking specifying of rules and procedures and getting ready and progression and besides fruitful enrollment and extraordinary planning to the agents can improve their execution and as an HR they invigorate the creative musings put forth by his gathering.

1.2 BASIS OF STUDY:

➤ WHY:

For a solid productivity plan to work, companies should be focusing on accomplishing future goals with strategies that increase employees' overall productivity. HR can make employees happier and more productive by providing positive training.

➤ WHERE:

In Medavakkam, (Chennai) location.

➤ WHEN:

The problem arises during today's scenario.

➤ WHO:

My target is both men and women in the age group [18-60]

➤ HOW:

I found this problem during the current scenario.

➤ HOW MUCH:

I will take a minimum of 60 samples and a maximum of 100 samples.

➤ AREA OF INDUSTRY:

An online questionnaire was developed to collect the required data in the most efficient manner possible. The questionnaire was distributed via electronic mail to the potential participants. The unit of analysis was fuel consumer

➤ SAMPLE SIZE:

It comprises 70-100 respondents from overall Chennai, spread across various socio-demographic profiles.

➤ SAMPLING DESIGN:

A random sampling method was adopted to draw the sample respondents for the study. Random sampling means each individual element in the universe has an equal chance of being chosen.

1.3 NEED OF THE STUDY

- As an HR, one should help in improving employee's performance. .
- It creates an impact directly in the performance of the employee.
- To study what kind of impact does a HR influence in the performance of the employees.
- The data acquired from the questionnaire is imperative to our studies at the same time it does not give a full onset of the view of the people and is obtained from a close but approximate reliable sample.

1.4 SCOPE OF THE STUDY

- This study helps to know the how employee's performance is improved by HR.
- This study helps to find out the role of a HR.

1.5 OBJECTIVE OF THE STUDY:

Primary Objective:

- To study on the role of a HR in improving the employees performance in the organization.

Secondary Objective:

- To study the influence of creative HR practices on the employee execution.
- To find out the influence of creative HR practices on the employee commitment.
- To evaluate the influence of creative HR practices on the employee retainment.
- To understand the association between skills, abilities, and drive of an HR and employee act.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

(Rao, 1990; Yeung and Berman, 1997) HR practices with definitive practicality demonstrates that HR practices impact the specialist obligation and other HR execution measures, which by then lead to various leveled ampleness.

(Fisher, 2010; Van De Voorde and Beijer, 2015) The job of representative prosperity as a component through which HR rehearses influence worker execution has likewise been contemplated.

(Boxall et al., 2016; Paauwe, 2009; Peccei et al., 2013) HR practices may in this way advantage worker execution and one sort of representative prosperity while harming another element of representative prosperity. These discoveries lead to the likelihood of good examples marking exchange offs inserted HRM, distinctive components of representative prosperity and worker execution.

(Tharenou et al., 2007) Aptitude improving HR rehearses go for encouraging expanded dimensions or sorts of representative learning and capacities, helping workers with vocation advancement and extending their advancement openings.

(Alfes et al. 2012) An examination composed by guaranteed that the HR practices will emphatically impact worker responsibility.

(Van De Voorde and Beijer, 2015) The effect that distinctive components of a human asset (HR) rehearses have on worker execution has pulled in a ton of consideration in the human asset the board (HRM) writing in the course of recent times.

(Fisher, 2010; Van De Voorde and Beijer, 2015) The job of representative prosperity as a component through which HR rehearses influence worker execution has likewise been contemplated.

(Ogilvie 1986) Led an examination to analyze the proposal that the HRM practices of an association affect duty.

(Guzzo and Noonan 1994) Accepted that an association's HR rehearses affected worker duty since they were correspondences from the business to the representative.

(Kinicki et al. 1992) Worker impression of the association's pledge to HR endeavors, as opposed to the real HR programs, which influence representative frames of mind.

(Lepak et al., 2006) HR rehearses that are gone for fortifying representative execution can be seen as a structure of three measurements – ability, inspiration, and chance-improving HR rehearses.

(Boselie et al., 2005) A number of studies have tested the linkage between Human Resource Management practices and performance of organization with generally helpful results. In fact, existing researches in this area has changed its focus from testing the linkage between several Human Resource Management practices and the performance of organizations to find out the means from which Human Resource Management practices affects the performance of the organization.

(Armstrong, 2006) The management considers its human resource as a very important asset for any organization and it needs heavy investment, loyalty, and giving financial benefits in order to motive its employees and definitely they will remain loyal with the organization.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

3.2.1 Descriptive research design:

Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. It can answer what, where, when, and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen. Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA:

Sources of Data begin with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are Primary data: The Primary data for this study was collected through a questionnaire. Secondary data: Secondary data was collected from external sources like Websites, Journals, etc.

3.5 STRUCTURE OF THE QUESTIONNAIRE:

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.6 SAMPLE SIZE:

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 100. A total of 100 responses helped the project to analyze more responses and it helped to derive a conclusion recording people's perception towards a study on role of an HR in improving employee's performance and how they consider it.

3.7 PERIOD OF STUDY:

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period. The period of study for the project of about 60 days project is based on the responses collected from the participants in the 25 days.

3.8 PROFILE AREA OF THE STUDY:

- My survey location is Chennai.
- My survey targeted people is both Men and Women at the age group of [18-60]

3.9 HYPOTHESIS:

- **H₀1:** There is no influence of creative HR practices on the employee execution.
- **H₁1:** There is an influence of creative HR practices on the employee execution.
- **H₀2:** There is no influence of creative HR practices on the employee commitment.
- **H₁2:** There is an influence of creative HR practices on the employee commitment.
- **H₀3:** There is no influence of creative HR practices on the employee retainment.
- **H₁3:** There is an influence of creative HR practices on the employee retainment.

3.10 STATISTICAL TOOLS:

➤ **PERCENTAGE ANALYSIS:**

It refers to a special kind of rate, percentage is used in making a comparison between two or more series of data. A percentage is used to determine the relationship between the series.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

➤ **ANOVA TEST:**

Analysis of variance (ANOVA) is a statistical technique that is used to check if the means of two or more groups are significantly different from each other. ANOVA checks the impact of one or more factors by comparing the means of different samples.

➤ **CORRELATION TEST:**

Correlation is a statistical measure that expresses the extent to which two variables are linearly related (meaning they change together at a constant rate). It's a common tool for describing simple relationships without making a statement about cause and effect.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS:

Table No. 4.1:

Age wise classification of the respondents.

AGE	NO. OF RESPONDENT	PERCENTAGE
15 to 20	8	8%
20 to 30	35	35%
30 to 40	30	30%
40 and above	27	27%
TOTAL	100	100%

Table 4.1 Age group of the respondents

Interpretation:

From the above table, it is interpreted that 8% of respondents are of age group 15 to 20, 35% of them belong to age group 20 to 30, 30% belong to the age group 30 to 40 and 27% belong to the age group 40 and above.

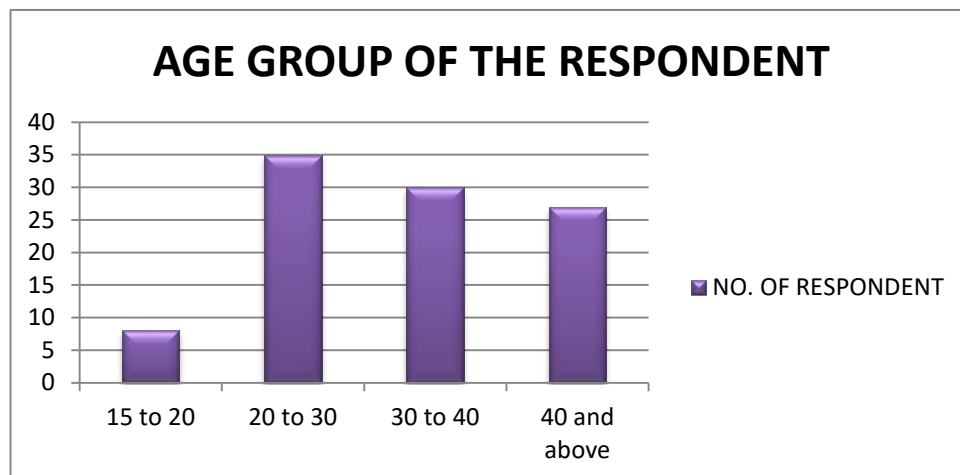


Fig 4.1 Age group of the respondents

Inference:

A majority (35%) of the respondents of my questionnaire belong to the age group 20 to 30.

Table No. 4.2:

Gender wise classification of respondents.

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	64	64%
Female	36	36%
Prefer not to say	0	0
TOTAL	100	100%

Table 4.2 Gender wise classification of respondents

Interpretation:

From the above table, it is interpreted that 64% of respondents are of Male category and 36% of them belong to Female category. It is also to be noted that none of them have opted for the option prefer not to say.

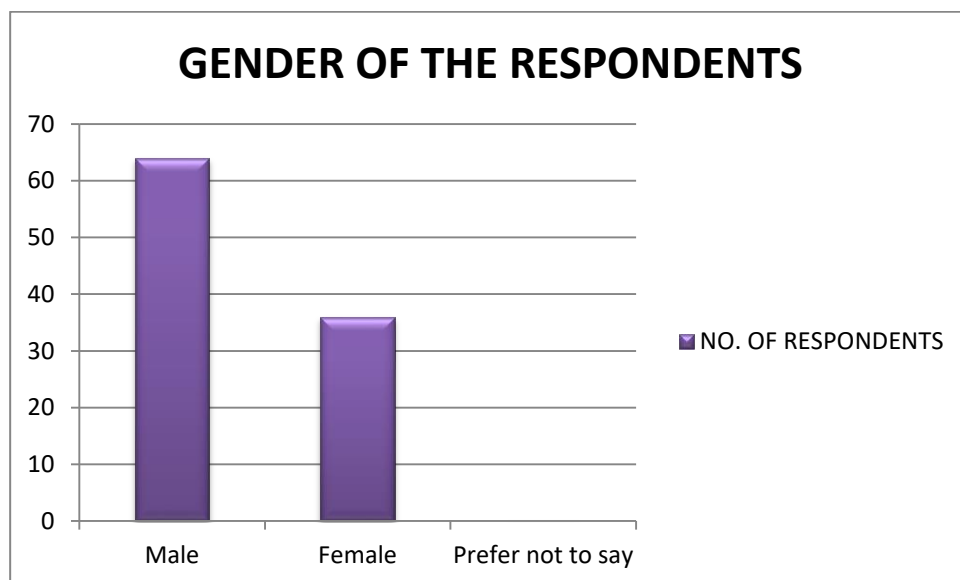


Fig 4.2 Gender wise classification of respondents

Inference:

A majority (64%) of the respondents of my questionnaire are Male.

Table No. 4.3:

Occupation of the respondent.

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Student	7	7%
Employee	63	63%
Self Employed	30	30%
Others	0	0%
TOTAL	100	100%

Table 4.3 Occupation of the respondent

Interpretation:

From the above table, it can be interpreted that out of the option given 25.8% of respondents are students, 50% of respondents are employers, 13.3% of respondents are business persons, 9.2% of the respondents are doing other.

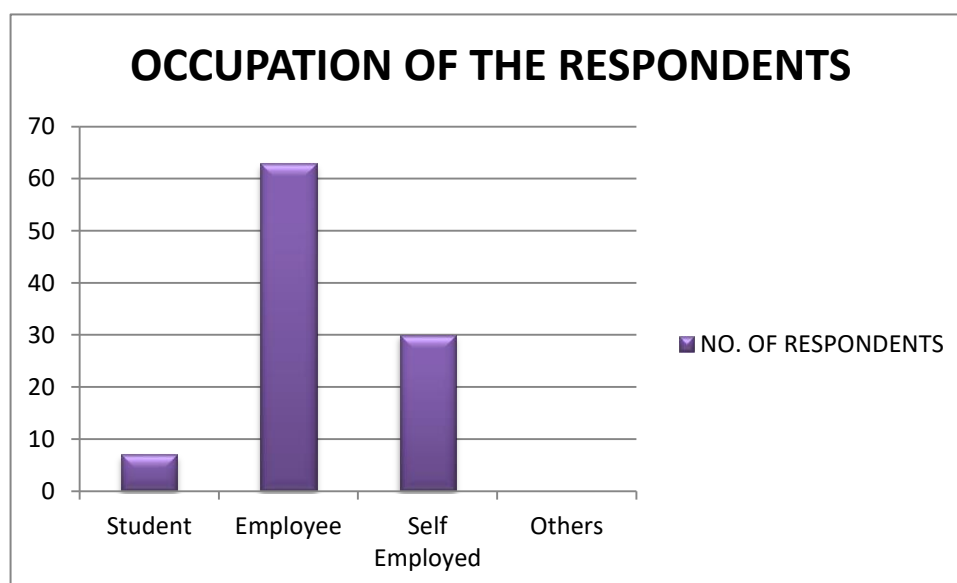


Fig 4.3 Occupation of the respondent

Inference:

A majority (63%) of respondents are employers.

TABLE No.4.4:

Educational Qualification of the respondents

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
SSLC	7	7%
Graduate	29	29%
Post Graduate	64	64%
Others	0	0%
TOTAL	100	100%

Table 4.4 Educational Qualification of the respondents

Interpretation:

From the above table, it is interpreted that 7% of the respondents are SSLC passed outs, 29% of the respondents are graduates, 64% of the respondents are post graduates and none of the respondents opted for others.

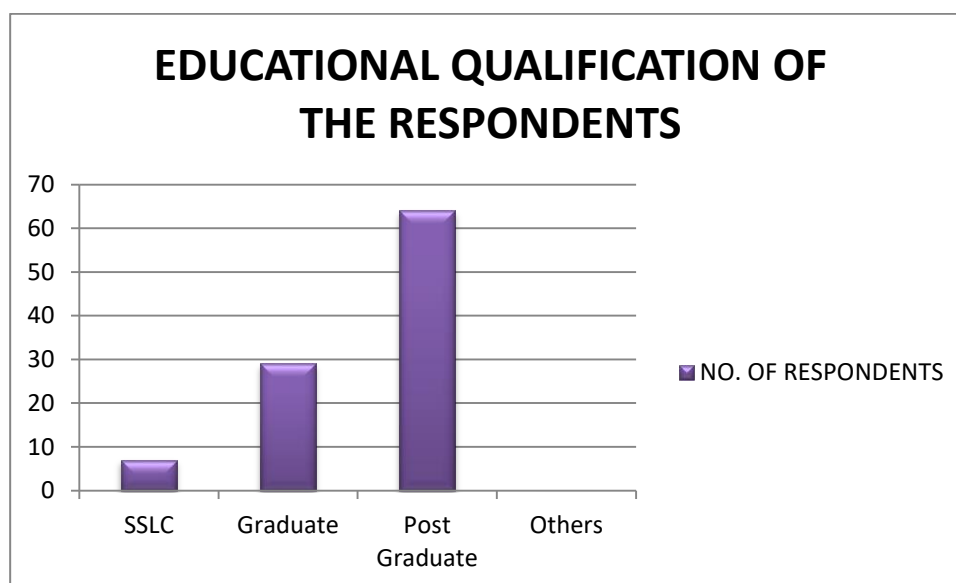


Fig 4.4 Educational Qualification of the respondents

Inference:

A majority (64%) of respondents of my questionnaire are Post Graduates.

TABLE No.4.5:

Monthly Income of the respondents

MONTLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Less than 20,000	2	2%
20,000 to 30,000	24	24%
30,000 to 40,000	65	65%
40,000 and above	9	9%
TOTAL	100	100%

Table 4.5 Monthly income of the respondents

Interpretation:

From the above table, it is interpreted that 2% of the respondent's monthly income is less than 20,000, 24% of the respondent's monthly income is between 20,000 to 30,000, 65% of the respondent's monthly income is between 30,000 to 40,000 and 9% of the respondent's monthly income is above 40,000.

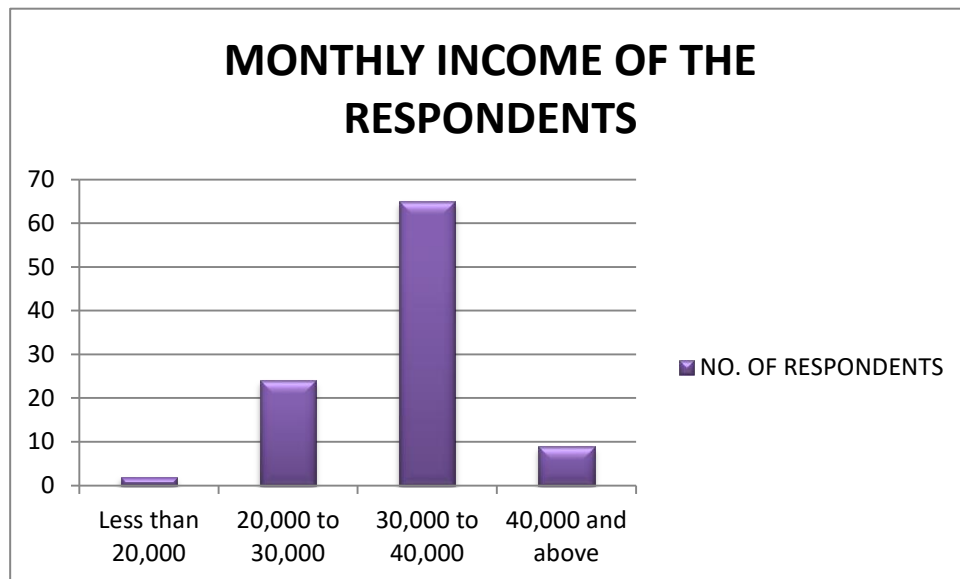


Fig 4.5 Monthly income of the respondents

Inference:

A majority (65%) of respondent's monthly income is between 30,000 to 40,000.

TABLE No 4.6:

Creative HR practices will increase the knowledge of the employees, ability and will also boost their careers

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	7	7%
Disagree	9	9%
Neutral	21	21%
Agree	45	45%
Strongly Agree	18	18%
TOTAL	100	100%

Table 4.6 knowledge of the employees, ability

Interpretation:

From the above table, it is interpreted that 7% of the respondents strongly disagree, 9% of the respondents disagree, 21% of the respondents are in a neutral state, 45% of the respondents agree and 18% of the respondents strongly agree to the question.

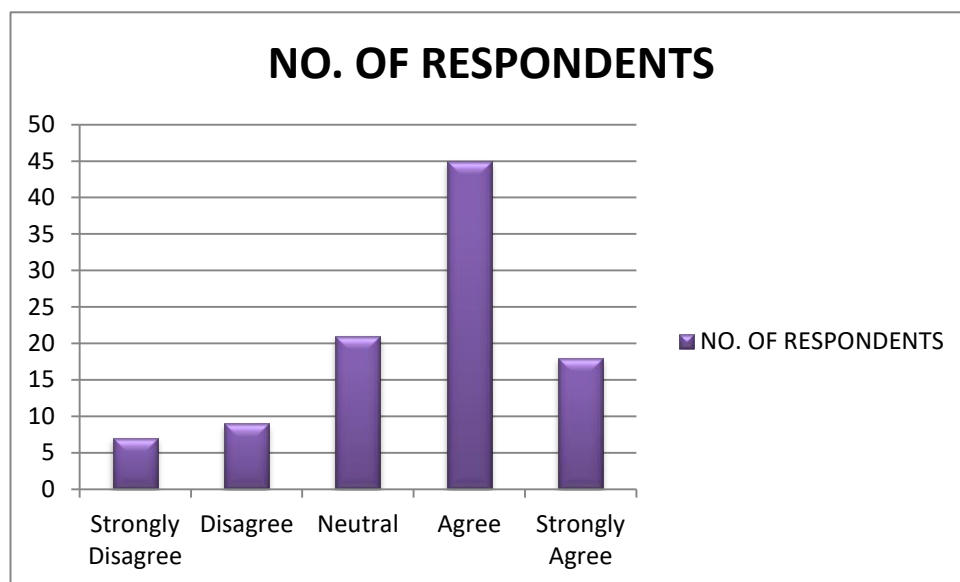


Fig 4.6 knowledge of the employees, ability

Inference:

A majority (45%) of respondents of my questionnaire have agreed.

TABLE No 4.7:

Creative HR practices will help the employees to work as a team

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	12	12%
Disagree	6	6%
Neutral	22	22%
Agree	35	35%
Strongly Agree	25	25%
TOTAL	100	100%

Table 4.7 Employees to work as a team

Interpretation:

From the above table, it is interpreted that 12% of the respondents strongly disagree, 6% of the respondents disagree, 22% of the respondents are in a neutral state, 35% of the respondents agree and 25% of the respondents strongly agree to the question.

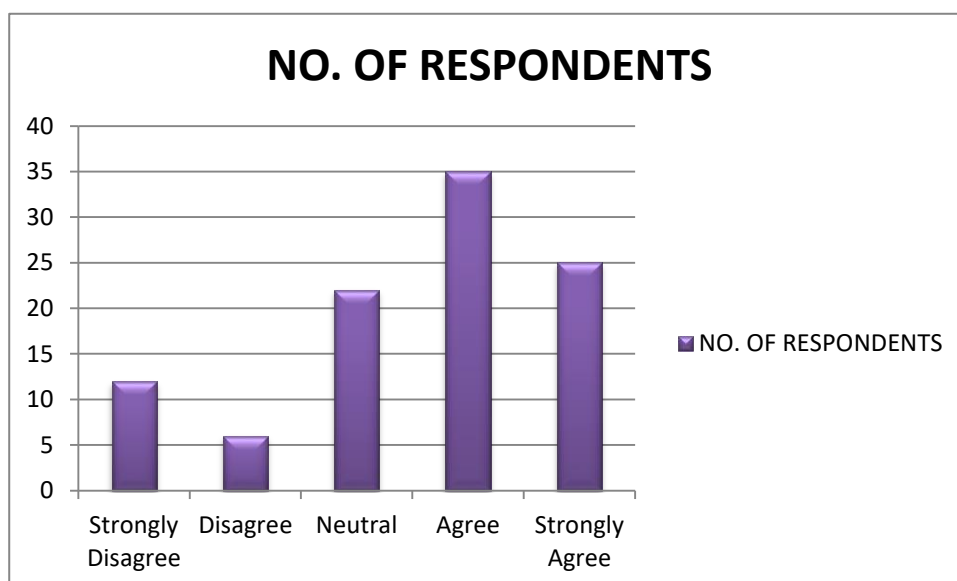


Fig 4.7 Employees to work as a team

Inference:

A majority (35%) of respondents of my questionnaire have agreed.

TABLE No 4.8:

Employee performance in your organization is improved through effective formulation of rules and procedures

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	4	4%
Disagree	9	10%
Neutral	18	18%
Agree	41	41%
Strongly Agree	28	28%
TOTAL	100	100%

Table 4.8 Effective formulation of rules and procedures

Interpretation:

From the above table, it is interpreted that 4% of the respondents strongly disagree, 9% of the respondents disagree, 18% of the respondents are in a neutral state, 41% of the respondents agree and 28% of the respondents strongly agree to the question.

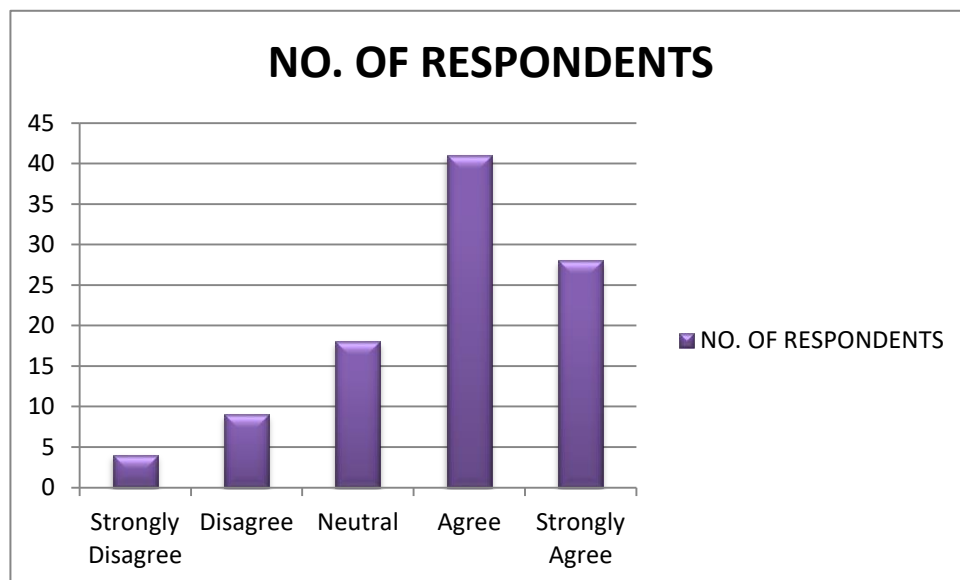


Fig 4.8 Effective formulation of rules and procedures

Inference:

A majority (41%) of respondents of my questionnaire have agreed.

TABLE No.4.9:

Innovative ideas put forward by the employees is always encouraged.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	17	17%
Agree	16	16%
Strongly Agree	67	67%
TOTAL	100	100%

Table 4.9 Innovative ideas put forward by the employees is encouraged

Interpretation:

From the above table, it is interpreted that none of the respondents strongly disagree, none of the respondents disagree, 17% of the respondents are in a neutral state, 16% of the respondents agree and 67% of the respondents strongly agree to the question.

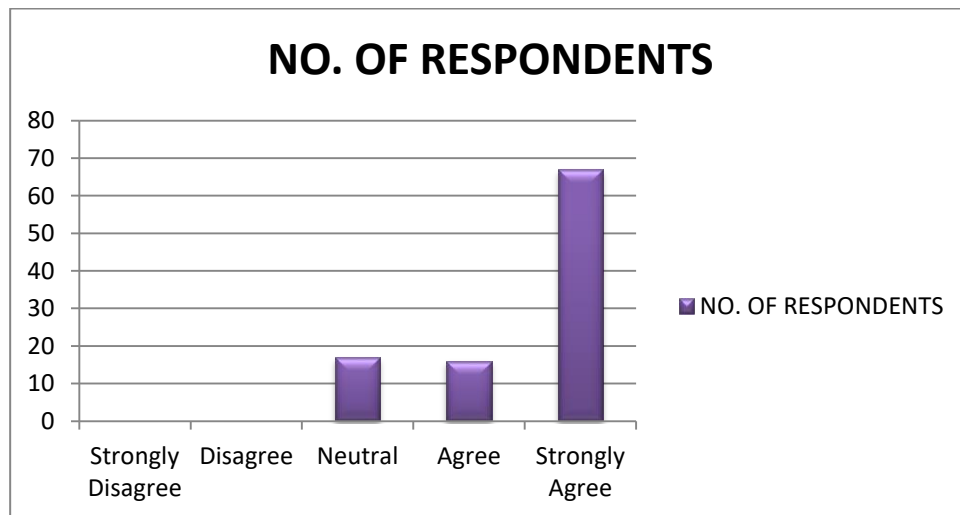


Fig 4.9 Innovative ideas put forward by the employees is encouraged

Inference:

A majority (67%) of respondents of my questionnaire have strongly agreed.

TABLE 4.10:

Motivating the employees through promotions, bonus, salary hike can help the Organizations retain them and will increase their commitment towards the job.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	0	0%
Disagree	2	2%
Neutral	5	5%
Agree	18	18%
Strongly Agree	75	75%
TOTAL	100	100%

Table 4.10 Motivating the employees

Interpretation:

From the above table, it is interpreted that none of the respondents strongly disagree, none of the respondents disagree, 5% of the respondents are in a neutral state, 18% of the respondents agree and 75% of the respondents strongly agree to the question.

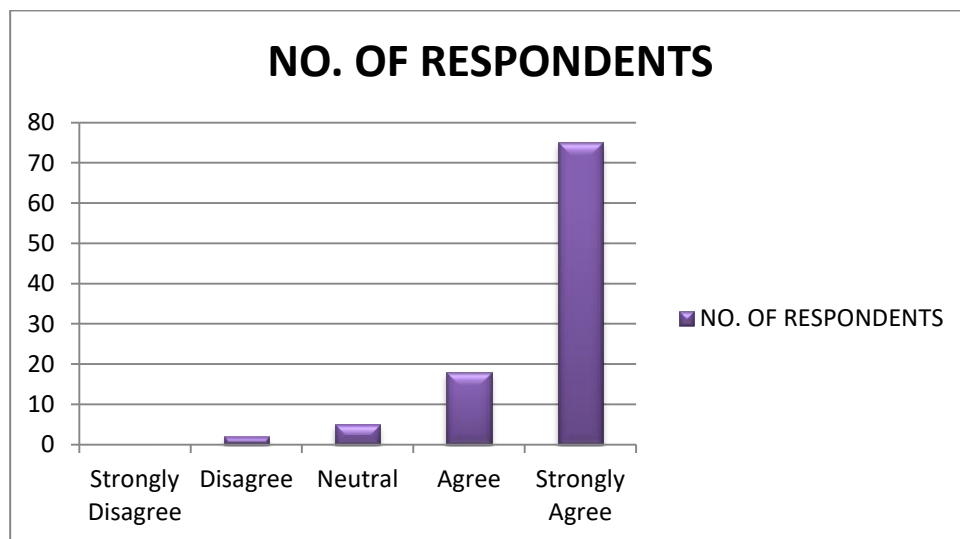


Fig 4.10 Motivating the employees

Inference:

A majority (75%) of respondents of my questionnaire have strongly agreed.

TABLE No.4.11:

Motivating the employees can help the organizations retain them.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	4	4%
Agree	13	13%
Strongly Agree	83	83%
TOTAL	100	100%

Table 4.11 Motivating the employees can help the organizations retain them

Interpretation:

From the above table, it is interpreted that none of the respondents strongly disagree, none of the respondents disagree, 4% of the respondents are in a neutral state, 13% of the respondents agree and 83% of the respondents strongly agree to the question.

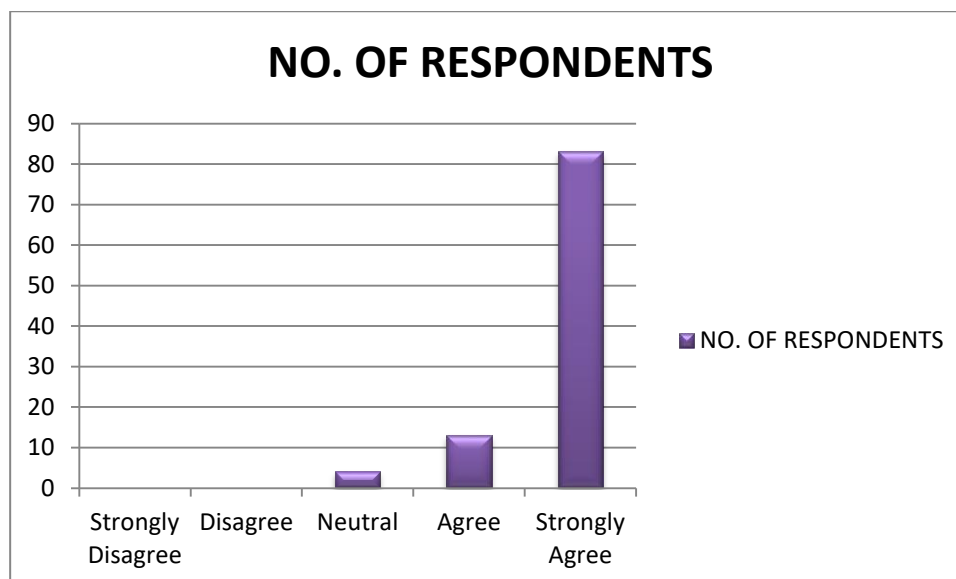


Fig 4.11 Motivating the employees can help the organizations retain them

Inference:

A majority (83%) of respondents of my questionnaire have strongly agreed.

TABLE No.4.12:

Better employee performance will fall into better organizational performance

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	3	3%
Disagree	4	4%
Neutral	13	13%
Agree	59	59%
Strongly Agree	21	21%
TOTAL	100	100%

Table 4.12 Better employee performance

Interpretation:

From the above table, it is interpreted that 3% of the respondents strongly disagree, 4% of the respondents disagree, 13% of the respondents are in a neutral state, 59% of the respondents agree and 21% of the respondents strongly agree to the question.

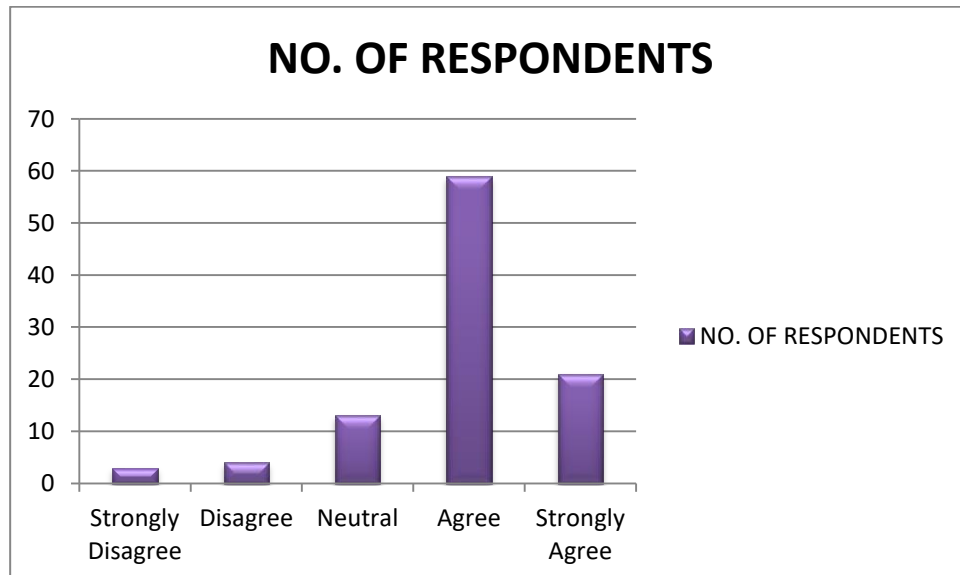


Fig 4.12 Better employee performance

Inference:

A majority (75%) of respondents of my questionnaire have strongly agreed

TABLE No 4.13

Skills, abilities and motivation of a HR is required for a better employee Performance

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	1	1%
Disagree	5	5%
Neutral	14	14%
Agree	67	67%
Strongly Agree	13	13%
TOTAL	100	100%

Table 4.13 Skills, abilities and motivation of a HR

Interpretation:

From the above table, it is interpreted that 1% of the respondents strongly disagree, 5% of the respondents disagree, 14% of the respondents are in a neutral state, 67% of the respondents agree and 13% of the respondents strongly agree to the question.

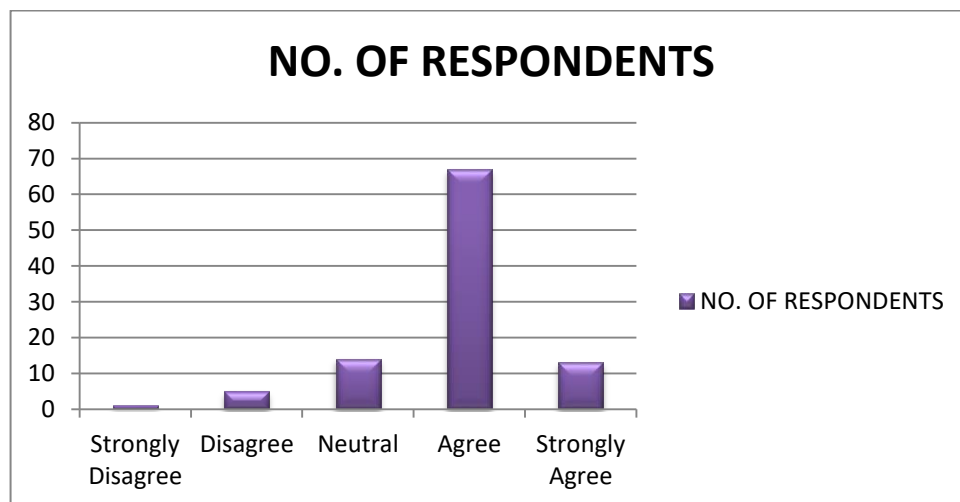


Fig 4.13 Skills, abilities and motivation of a HR

Inference:

A majority (67%) of respondents of my questionnaire have agreed.

TABLE No 4.14:

As HR you prefer social media for effective recruitment

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	3	3%
Disagree	21	21%
Neutral	48	48%
Agree	23	23%
Strongly agree	5	5%
TOTAL	100	100%

Table 4.14 Prefer social media for effective recruitment

Interpretation:

From the above table, it is interpreted that 3% of the respondents strongly disagree, 21% of the respondents disagree, 48% of the respondents are in a neutral state, 23% of the respondents agree and 5% of the respondents strongly agree to the question.

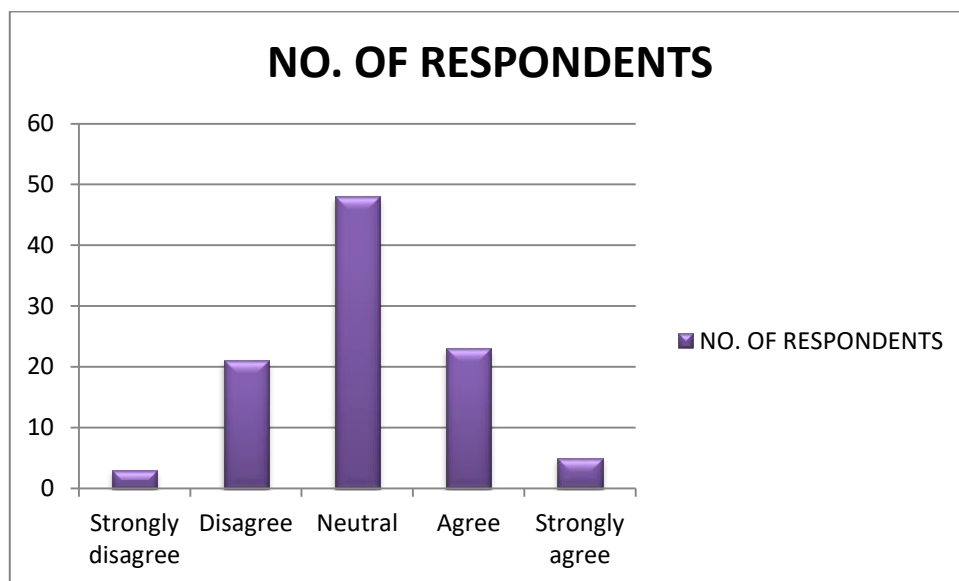


Fig 4.14 Prefer social media for effective recruitment

Inference:

A majority (48%) of respondents of my questionnaire has chosen neither disagree nor agree.

TABLE No.4.15:

As HR you prefer mobile recruitment

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	11	11%
Disagree	32	32%
Neutral	54	54%
Agree	2	2%
Strongly Agree	1	1%
TOTAL	100	100%

Table 4.15 As a HR you prefer mobile recruitment

Interpretation:

From the above table, it is interpreted that 11% of the respondents strongly disagree, 32% of the respondents disagree, 54% of the respondents are in a neutral state, 2% of the respondents agree and 1% of the respondents strongly agree to the question.

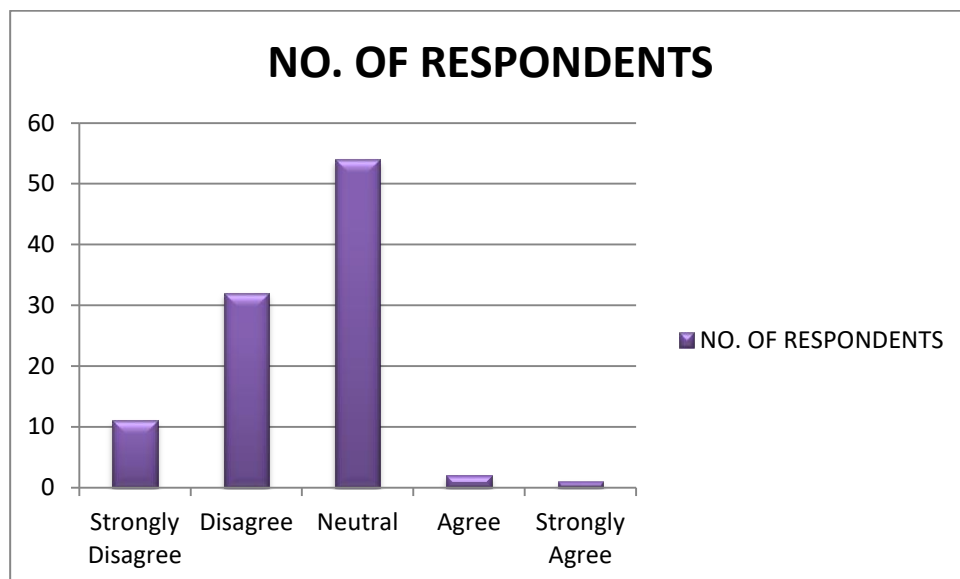


Fig 4.15 As a HR you prefer mobile recruitment

Inference:

A majority (54%) of respondents of my questionnaire has chosen neither disagree nor agree.

TABLE No.4.16:

As HR you prefer programmatic advertising for effective recruitment

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	7	7%
Disagree	12	12%
Neutral	28	28%
Agree	39	39%
Strongly Agree	14	14%
TOTAL	100	100%

Table 4.16 As HR you prefer programmatic advertising for effective recruitment

Interpretation:

From the above table, it is interpreted that 7% of the respondents strongly disagree, 12% of the respondents disagree, 28% of the respondents are in a neutral state, 39% of the respondents agree and 14% of the respondents strongly agree to the question.

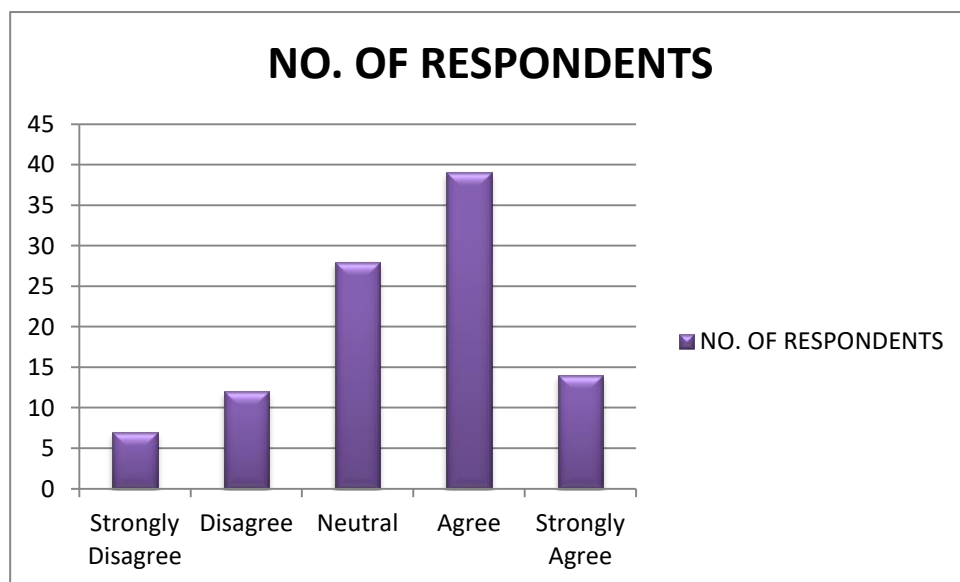


Fig 4.16 As HR you prefer programmatic advertising for effective recruitment

Inference:

A majority (39%) of respondents of my questionnaire have agreed.

TABLE No.4.17:

As a HR you are punctual and on time when it comes to your profession

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	91	91%
No	3	3%
Maybe	6	6%
TOTAL	100	100%

Table 4.17 As a HR you are punctual and on time when it comes to your profession

Interpretation:

From the above table, it is interpreted that 91% of the respondents said yes, 3% of the respondents said no and 6% of the respondents said maybe.

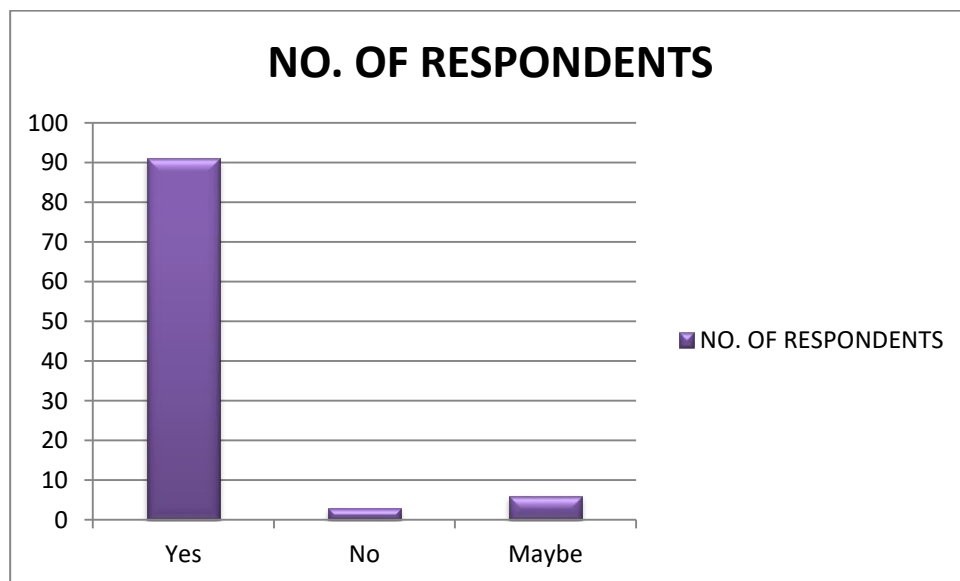


Fig 4.17 As a HR you are punctual and on time when it comes to your profession

Inference:

A majority (91%) of respondents of my questionnaire have said that they are punctual.

TABLE No.4.18:

As a HR you are willing to help your team

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	95	91%
No	0	3%
Maybe	5	6%
TOTAL	100	100%

Table 4.18 As a HR you are willing to help your team

Interpretation:

From the above table, it is interpreted that 95% of the respondents said yes, 0% of the respondents said no and 5% of the respondents said maybe.

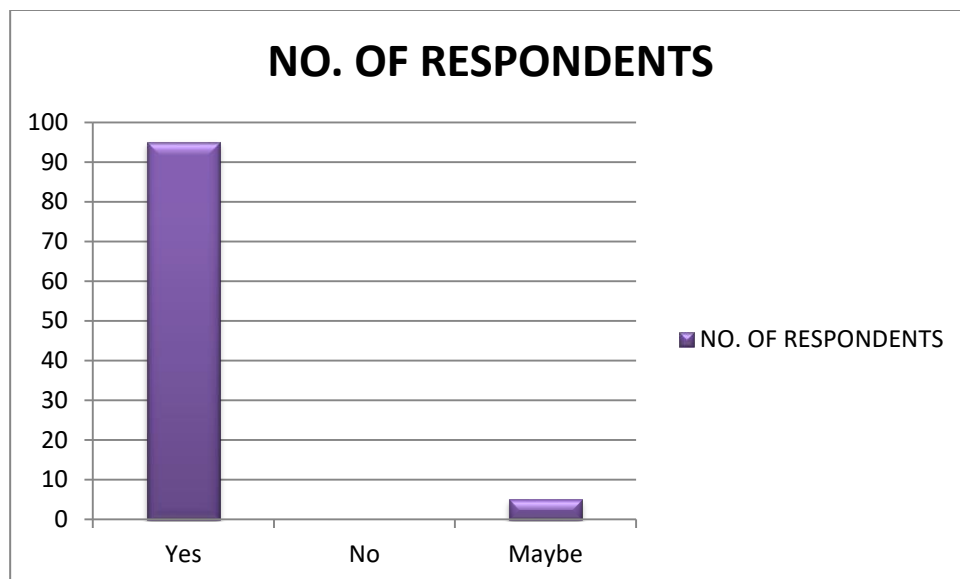


Fig 4.18 As a HR you are willing to help your team

Inference:

A majority (95%) of respondents of my questionnaire have said that they will help their team.

TABLE No.4.19:

As a HR you always look for the betterment of the organization

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	1	1%
Disagree	1	1%
Neutral	7	7%
Agree	78	78%
Strongly Agree	13	13%
TOTAL	100	100%

Tbale 4.19 As a HR you always look for the betterment of the organization

Interpretation:

From the above table, it is interpreted that 1% of the respondents strongly disagree, 1% of the respondents disagree, 7% of the respondents are in a neutral state, 78% of the respondents agree and 13% of the respondents strongly agree to the question.

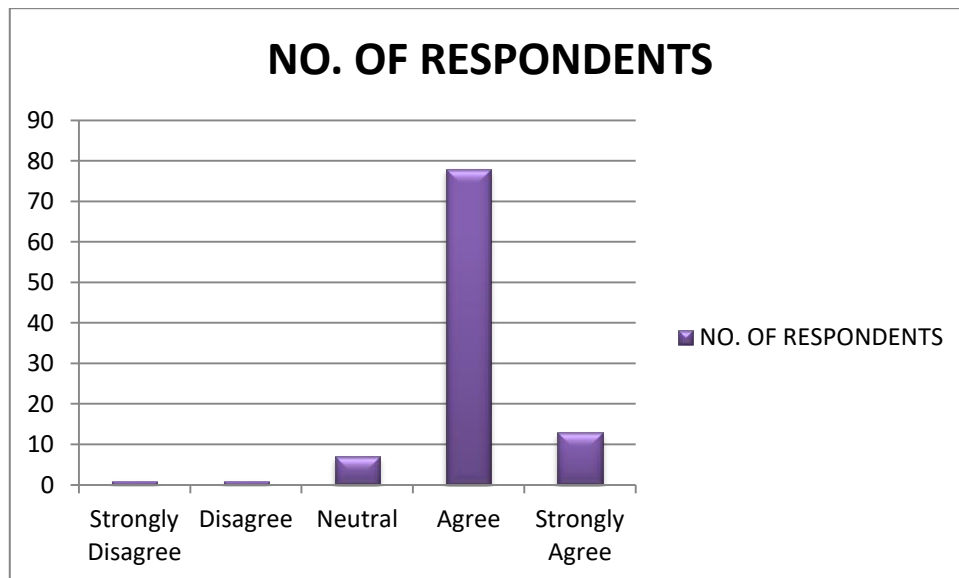


Fig 4.19 As a HR you always look for the betterment of the organization

Inference:

A majority (78%) of respondents of my questionnaire have agreed.

4.2. STATISTICAL ANALYSIS:

4.2.1 ANOVA TEST:

HUMAN RESOURCE vs. EMPLOYEE EXECUTION, EMPLOYEE COMMITMENT AND EMPLOYEE RETAINMENT

Human Resource		Sum of Squares	Df	Mean Square	F	Sig.
Employee execution	Between Groups	1.783	12	.594	5.312	.001
	Within Groups	55.505	88	.112		
	Total	57.288	100			
Employee commitment	Between Groups	1.739	12	.580	5.108	.002
	Within Groups	56.283	88	.113		
	Total	58.022	100			
Employee retainment	Between Groups	1.783	6	.594	5.312	.001
	Within Groups	55.505	94	.112		
	Total	57.288	100			

Table 4.2.1 ANOVA TEST

From the above table, it was interpreted that, f-value is greater than significant value Performance $5.312 > 0.001$. So, the null hypothesis is rejected and alternate hypothesis is accepted. There is a relationship between the human resources vs. employee execution, employee commitment and employee retainment.

4.2.2 CORRELATION TEST:

HUMAN RESOURCE AND EMPLOYEE EXECUTION

H₀1: There is no influence of creative HR practices on the employee execution.

H₁1: There is an influence of creative HR practices on the employee execution.

Correlation				
			Performance	Packaging
Spearman's rho	Human Resource	Correlation Coefficient	1.000	.402**
		Sig. (2-tailed)	.	.001
		N	100	100
	Employee Execution	Correlation Coefficient	.402**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.2.2 CORRELATION TEST

From the table, It is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between human resource and employee execution.

HUMAN RESOURCE AND EMPLOYEE COMMITMENT

- **H₀₂:** There is no influence of creative HR practices on the employee commitment.
- **H₁₂:** There is an influence of creative HR practices on the employee commitment.

Correlation				
			Performance	Employee Competency
Spearman's rho	Human Resource	Correlation Coefficient	1.000	.502**
		Sig. (2-tailed)	.	.001
		N	100	100
	Employee Commitment	Correlation Coefficient	.502**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.2.2 CORRELATION TEST

From the table, It is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between human resource and employee commitment.

HUMAN RESOURCE AND EMPLOYEE RETAINMENT

H₀₃: There is no influence of creative HR practices on the employee retainment

H₁₃: There is an influence of creative HR practices on the employee retainment

Correlation				
			Performance	Eco Design
Spearman's rho	Human Resource	Correlation Coefficient	1.000	.802**
		Sig. (2-tailed)	.	.000
		N	100	100
	Employee Retainment	Correlation Coefficient	.802**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100
**. Correlation is significant at the 0.00 level (2-tailed).				

Table 4.2.2 CORRELATION TEST

From the table, It is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between human resource and employee retainment.

CHAPTER 5

FINDINGS, SUGGESTIONS, AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter. Finding, Suggestions, and Conclusion of the study in a logical manner.

5.1 FINDINGS:

From the questionnaire, the following points are found and noted:

- Majority (35%) of the respondents of my questionnaire belong to the age group 20 to 30.
- Majority (64%) of the respondents of my questionnaire are Male
- Majority (63%) of respondents of my questionnaire are employers
- Majority (64%) of respondents of my questionnaire are post graduates.
- Majority (65%) of respondent's monthly income is between 30,000 to 40,000.
- Majority (45%) of respondents of my questionnaire have agreed.
- Majority (35%) of respondents of my questionnaire have agreed to work as team.
- Majority (41%) of respondents of my questionnaire have agreed to the formulation of rules and procedures.
- Majority (67%) of respondents of my questionnaire have strongly agreed to the innovative ideas of employees is always encouraged.
- Majority (75%) of respondents of my questionnaire have strongly agreed for motivating the employees.
- Majority (83%) of respondents of my questionnaire have strongly agreed that motivating employees can help the organization to retain them
- Majority (75%) of the respondents of my questionnaire have strongly agreed for better employee performance.
- Majority (67%) of respondents of my respondents of my questionnaire have agreed that skills, abilities and motivation of a HR.
- Majority (48%) of respondents of my questionnaire have chosen neither disagree nor agree.

- Majority (54%) of respondents of my questionnaire have chosen neither disagree nor agree.
- Majority (39%) of the respondents of my questionnaire have agreed to prefer programmatic advertising for effective recruitment
- Majority (91%) of the respondents of my questionnaire have said that they are punctual to profession.
- Majority (95%) of the respondents of my questionnaire have said that they will help their team.
- Majority (78%) of the respondents of my questionnaire have agreed to look for the betterment of the organization.

5.2 SUGGESTIONS:

- The findings from the study depict that role of the Human resource is important for the improvement in employee's performance.
- As per the findings of the study, it is suggested that HR will work as team and help the employees in all their official needs.
- All the employees and members in Human Resource management work together for the betterment of the organization.

5.3 LIMITATION OF THE STUDY:

- Due to the time constraint the sample size was restricted to 120 respondents only.
- Since the study is based on the primary data collected through questionnaire the result of the study are subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation.
- The finding and suggestions are based on the information given by the respondents.

CHAPTER 6

CONCLUSION

6.1 CONCLUSION:

Most of the HRs agrees to the technique that by vitalizing their operators through pay like types of progress, compensate, pay climb and giving the master relentlessness can enable the relationship to hold them and will develop their dedication towards the development. Additionally, the inventive HR practices will lessen the cutting down rate and will broaden the dedication of the workers towards the development and besides if the Innovative thoughts set forth by your social affair is persistently urged to hold them and to manufacture their obligation towards the activity. For better operator execution will fall into better authoritative execution for these Skills, breaking points, and inspiration of a HR is required for an unrivaled pro act likewise as imaginative HR practices will in like way help the agent execution.

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WEBSITES:

- www.google.com
- www.wikipedia.in
- www.scholar.google.com
- www.researchgate.net

APPENDIX-1

A STUDY ON THE ROLE OF AN HR IN IMPROVING THEEMPLOYEE'S PERFORMANCE IN ORGANIZATION

* Required

1. Name of the respondent *

2. Age of the respondent

Mark only one oval.

☐ 15 to 20

☐ 20 to 30

☐ 30 to 40

☐ 40 and above

3. Gender of the respondent *

Mark only one oval.

☐ Male

☐ Female

☐ Prefer not to say

4. Educational Qualification *

Mark only one oval.

☐ SSLC

☐ Graduate

☐ Post Graduate

☐ Other: _____

5. Occupation *

Mark only one oval.

☐ Student

☐ Employee

☐ Self Employed

☐ Other: _____

6. Monthly income of your family *

Mark only one oval.

☐ Less than 20000

☐ 20000 to 30000

☐ 30000 to 40000

☐ Above 40000

7. Creative HR practices will increase the knowledge of the employees, ability and will also boost their careers *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

8. Creative HR practices will help the employees to work as a team *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

9. Employee performance in your organization is improved through effective formulation of rules and procedures *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

10. Innovative ideas put forward by the employees is always encouraged *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

11. Motivating the employees through promotions, bonus, salary hike can help the organization retain them and will increase their commitment towards the job. *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

12. Motivating the employees can help the organizations retain them. *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

13. Better employee performance will fall into better organizational performance *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

14. Skills, abilities and motivation of a HR is required for a better employee performance *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

15. As HR you prefer social media for effective recruitment *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

16. As HR you prefer mobile recruitment *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

17. As HR you prefer programmatic advertising for effective recruitment *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

18. As a HR you are punctual and on time when it comes to your profession *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

19. As a HR you are willing to help your team *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

20. As a HR you always look for the betterment of the organization *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

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