

A Study on Administrative Practices, Human Resource Functions and Marketing Activities

Article based on the study conducted at Kuberan Explosives & Co.

Harshini.G

Authors:

Shakthi Sri A, Dr. Madhumita G

II MBA – Business Analytics, School of Management Studies,

Vels Institute of Science Technology and Advanced Studies (VISTAS)

Professor, School of Management Studies, VISTAS

ABSTRACT

Administration, Human Resource Management (HRM), and Marketing are some of the key functional areas which help achieve organizational effectiveness and sustainability. In this paper, administrative practices, HR functions, and marketing processes followed by Kuberan Explosives & Co. have been studied. Employee perspectives on administrative efficiency, recruitment, training, performance appraisal, employee satisfaction, marketing activities oriented towards the customers, and the performance of the organization in general have been taken into account. The study has used descriptive research method, and data has been collected using a structured questionnaire. The current report has documented 105 valid responses. Data has been analyzed using percentage analysis, descriptive statistics, reliability analysis, Chi-Square, ANOVA, and correlation analysis. The questionnaire has shown to be highly reliable as it has a Cronbach's Alpha value of 0.939. From the findings, it can be seen that administration practices, effective HR strategies, employee assistance, customer opinions, and marketing activities are some of the key factors which impact the organizational performance.

Keywords

Administrative Practices; Human Resource Management; Marketing Activities; Employee Satisfaction; Organizational Performance; Customer Satisfaction.

1. INTRODUCTION

Administrative, Human Resource Management, and Marketing are the major functional areas of the organization. Administrative activity includes planning, organizing, coordinating, controlling, documenting, resource allocation, communication, and decision-making. Good administration provides efficient functioning of an organization and enables achieving organizational goals.

The function of Human Resource Management consists of recruitment of suitable staff, provision of training and development, performance evaluation, employee welfare management, employee relations, and employee satisfaction. Staff members are the resource of the organization; therefore, good HR practices can be helpful for motivating and increasing the performance of employees.

Marketing functions include customer requirements analysis, production of suitable products or services, promotion, relations with customers, and market development. In modern marketing, there is also the use of digital tools and customer feedback. The coordination of administrative, HR, and marketing functions is significant since these functions

collectively assist in ensuring operational efficiency, high performance of employees, customer satisfaction, and growth of the organization.

The present research explores these three functional areas within the framework of the company Kuberan Explosives & Co. This research aims at identifying employee perceptions and those issues that need to be improved. It is expected that this research will provide useful insights for improving organizational performance.

2. INDUSTRY AND COMPANY PROFILE

2.1 Industry Profile

According to the source report, the Information Technology industry is characterized by rapid development due to innovations in the sphere of digital technologies, cloud computing, artificial intelligence, machine learning, data analysis, cybersecurity, mobile applications, and software development. IT organizations render their services including software development, web and mobile applications, digital marketing, IT consulting, technical support, cloud services, business process automation, and enterprise solutions. Besides, the source report suggests that due to competition and innovations, it is required to develop internal management system, employee management, and customer-oriented approach.

2.2 Company Profile

According to the source report, Kuberan Explosives & Co. is an organization specializing in providing industrial explosives, blasting accessories, and professional blasting contract services. These activities are used in mining, quarrying, construction, infrastructure development, and other industrial fields that involve blasting.

The company's emphasis lies in safety, quality, customer satisfaction, teamwork, discipline, responsibility, and continuous improvement. The operations conducted in the company involve competent professionals, capable supervisors, technologists, and skilled workers. According to the report, safety is considered to be of prime importance in the company with regard to proper handling, storage, transportation, operation, inspection, risk assessment, emergency planning, and personal protective equipment.

Administrative operations comprise planning, record keeping, stock management, scheduling, coordination, and operation monitoring. Human Resource operations comprise recruiting, induction, training, performance appraisal, employee welfare, and disciplinary actions at work. Marketing operations comprise customer relations, industrial relations, referrals, projects, and customer services.

3. NEED, IMPORTANCE AND STATEMENT OF THE PROBLEM

3.1 Need of the Study

Need for the study lies in the understanding of the administrative processes being adopted by the company and to assess the efficacy of the HR processes like recruitment, training, performance appraisals, and welfare of employees. This study is also aimed at understanding the marketing strategies adopted for customer acquisition and retention. The study highlights the strengths and weaknesses of the firm along with assessing employee satisfaction and coordination among departments.

3.2 Importance of the Study

The research is helpful in getting to know the practices of management and administration. Some information about the efficiency of the HR department, managing employees, marketing efforts, customers' relations, and business productivity is revealed. The results of the research may be used by the management for improvement and decision-making. The study can be a good reference for management studies.

3.3 Statement of the Problem

The following are the challenges that organizations may encounter in terms of maintaining efficient administration, communication, coordination, development of employees, and customer-oriented marketing. Delays and inefficiency in processes as well as in decision-making could impact the efficiency of the operations of the organization. Hiring, training, evaluation of performance, motivation, and satisfaction of the employees also need consistent focus. On the other hand, changing requirements of the customers and competition in the market necessitate better promotion and digital marketing activities of the organization.

4. OBJECTIVES AND SCOPE OF THE STUDY

4.1 Primary Objective

To study the administrative practices, Human Resource functions, and marketing activities followed in the organization.

4.2 Secondary Objectives

- Understanding the administrative process and organizational processes.
- Reviewing planning, organizing, and control activities.
- Reviewing HR policies, recruitment, selection, induction, training, and development activities.
- Analyzing the performance appraisal system and employee welfare practices.
- Reviewing the level of employee satisfaction and motivation.
- Examining the communication and coordination between departments.
- Reviewing marketing strategies, promotion, and customer relationship practices.
- Identifying the factors affecting market performance.
- Identifying the strengths, weaknesses, and difficulties associated with three functional areas.
- Proposing measures for improvement in organizational performance and growth..

4.3 Scope of the Study

The research deals with administrative processes, HRM processes, and marketing processes. It includes planning, organizing, coordinating, communicating, recruiting, training, performance appraisal, welfare of employees, motivation of employees, relationships with employees, marketing oriented towards customers, and business performance. According to the report, information was gathered through questionnaires and interviews with respondents. The objective of the findings is to highlight both strengths and weaknesses and suggest improvements..

5. REVIEW OF LITERATURE

A literature review provides an understanding of existing knowledge and helps identify research gaps and suitable approaches. The source report reviews studies related to HR practices, administration, innovation, HR information systems, business process management, and artificial intelligence.

5.1 Major Themes from Previous Studies

Kitta and Sanders (2022) examined HR process research and highlighted the importance of clear HR policies, communication, and employee understanding. Malik, Pereira, Budhwar and co-authors (2022) focused on HRM practices in Asia and emphasized organizational culture, leadership, and employee relationships.

Firliandini and Eeng Ahman (2022) reviewed HR practices and policies including recruitment, employee development, Green HRM, performance management, and employee welfare. Ferreira and co-authors (2022) emphasized innovation in HR, digital transformation, continuous learning, and employee engagement.

Memon and co-authors (2022) studied Human Resource Information Systems and knowledge management. Their work indicated that HRIS can support employee data management, decision-making, communication, and organizational efficiency.

Schnell and Gerard (2023) discussed the changing role of HRM, emphasizing collaboration, employee well-being, innovation, and organizational development. Martin-Navarro, Lechuga Sancho and Medina-Garrido (2023) reviewed Business Process Management Systems and reported that process management systems can improve operational efficiency, coordination, service quality, and decision-making.

This 2025 study noted in the report has reviewed the topic of Artificial Intelligence in HRM and pointed out various uses of artificial intelligence in recruiting, support, training, and administration tasks. However, human judgement is considered an important factor in managing employee relationships and performance appraisal.

6. RESEARCH METHODOLOGY

6.1 Research Design

The study employed descriptive research methodology. Descriptive research is the right choice for exploring the current status, opinion, attitude, and practices of the organization without the manipulation of variables. The study used a structured questionnaire made via Google Forms, along with a five-point Likert scale that comprised Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree..

6.2 Sample Size

The report shows 105 valid responses for the statistical analysis. The respondents came from various backgrounds and experiences, giving diverse views on administrative, human resource management, marketing, and organizational efficiency issues.

6.3 Sampling Technique

The convenience sampling, which is a form of non-probability sampling technique, was employed. This sampling technique entailed selecting those respondents who were readily accessible and willing to be involved in the study.

6.4 Questionnaire Design

There were some demographic questions along with questions related to administration, human resource management, marketing, employee satisfaction, and organizational performance on the questionnaire. Five point Likert scale was used for measuring the respondent's opinion.

6.5 Data Collection

The primary data collection was carried out with the help of the questionnaire prepared for this purpose. The secondary data collection was done from books, research papers, records of the organization, annual reports, official websites, magazines, and previous literature on the topic.

7. DATA ANALYSIS AND MAJOR FINDINGS

7.1 Demographic Profile

The results indicate that out of 105 respondents, 74 respondents (70.5%) were female and 31 respondents (29.5%) were male. Age-wise, the highest number of respondents falls between 25 to 35 years, where there are 50 respondents (47.6%) while there are 41 respondents (39.0%) who are below 25 years.

As far as designation is concerned, there were 61 respondents (58.1%) who were students and 39 respondents (37.1%) who were employees while there are 5 respondents (4.8%) who fall under other categories. Postgraduates comprised the largest

7.2 Descriptive Analysis

From the descriptive statistics, it can be seen that the mean values fall between 2.03 and 2.69 for the questions asked in the questionnaire. The highest mean value was recorded when the respondents were asked if the administration policies are communicated effectively. The lowest mean value was obtained when the respondents were asked about fair performance appraisal.

7.3 Reliability Analysis

The test comprised 25 questions, and the resulting value for Cronbach's Alpha was 0.939 with 105 valid cases. As this value is greater than 0.70, the accepted value for internal consistency, the report concludes that the internal consistency is excellent.

7.4 Statistical Tests

In the report, Chi-Square test, ANOVA and correlation test have been applied. A statistically significant relation was found in the chosen Chi-Square test in regard to gender and organizational performance opinion. In the case of ANOVA, there was no statistically significant difference in chosen organizational performance opinion with regard to work experience and no significant difference in opinions about marketing strategies with regard to educational qualification.

From the correlation analysis, there was found a moderate positive and statistically significant relation between HR policies effective implementation and job satisfaction ($r=0.546$, $p<0.001$). There was found a moderate positive relation between administrative procedures efficiency and administrative support ($r=0.558$, $p<0.001$).

8. FINDINGS AND SUGGESTIONS

8.1 Major Findings

1. Administrative practices contribute to smooth organizational functioning.
2. Effective HR functions support employee satisfaction and organizational development.
3. Marketing activities contribute to customer relationships and business performance.
4. Administrative support helps employees perform their duties effectively.
5. Effective HR policies are positively related to employee job satisfaction.
6. Efficient administrative procedures are associated with stronger administrative support.
7. Customer feedback is important for improving products and services.
8. Digital marketing has a positive role in customer engagement.
9. The organization maintains a satisfactory level of administrative, HR, and marketing practices.
10. Administration, HR, and marketing collectively contribute to organizational performance.

8.2 Suggestions

- Strengthen administrative procedures to improve operational efficiency.
- Review and update HR policies regularly.
- Provide additional training and development programmes.
- Improve communication between management and employees.
- Consider employee feedback while making organizational decisions.
- Revise marketing strategies according to changing customer needs.
- Give greater attention to digital marketing activities.
- Monitor customer satisfaction regularly through feedback.
- Maintain a positive work environment to improve employee motivation.
- Consistently develop administrative, HR, and marketing processes for sustainability.

9. CONCLUSION AND REFERENCES

"A Study on Administrative Practices, Human Resource Functions and Marketing Activities" is a study that analyzes the perceptions of employees towards administration, human resource functions, employee satisfaction, marketing activities, and organizational performance.

According to the results, administration and human resource functions are essential for establishing a positive organizational environment. Efficient human resource functions have a positive effect on the level of job satisfaction among employees, and efficient administration has a positive impact on the level of administrative support. Customer feedback, promotional activities, and digital marketing are examples of marketing activities that contribute to good customer relations and organizational competitiveness.

In summary, administration, human resources, and marketing are linked functional areas. The continuous improvement, development of employees, efficient communication, customer orientation, and innovative marketing practices can help an organization grow and perform well.

REFERENCES

- Aswathappa, K. (2023). Human Resource Management: Text and Cases. McGraw Hill Education.
- Gupta, C. B. (2022). Human Resource Management. Sultan Chand & Sons.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing Management. Pearson Education.
- Robbins, S. P., & Coulter, M. (2023). Management. Pearson Education.
- Koontz, H., Weihrich, H., & Cannice, M. V. (2022). Essentials of Management. McGraw Hill Education.
- Dessler, G. (2023). Human Resource Management. Pearson Education.
- Armstrong, M. (2022). Armstrong's Handbook of Human Resource Management Practice. Kogan Page.
- Bovee, C. L., & Thill, J. V. (2022). Business Communication Today. Pearson Education.
- International Journal of Human Resource Management.
- Journal of Marketing Research.
- International Journal of Business and Management.
- Asian Journal of Management Research.