# TO STUDY EFFORT OF ERP SYSTEMS FOR ORGANIZATIONAL EFFICIENCY WITH SPECIAL REFERENCE TO LAWON EVENT MANAGEMENT

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## INTRODUCTION

The concept of ERP System in Organization crystallizes the concept of Industrial Democracy, and indicates an attempt on the  part of an employer to build his employees into a team which work towards the realization of a common objective.

According to  DAVIS "It  is a mental and  emotional involvement  of a person  in  a  group  of  situations  which encourages him to contribute to  goals  and  share  responsibilities  in  them  "Within orbit of this definition, a continuum, of men Organization relationship can be conceived: Workers' controls →Joint Organization →Joint consultations Workers Place Consultations →Organization Supremacy "ERP System in Organization decisions is a resounding phase, bridging the past and future. It echoes the millennial vision of nineteenth century thinkers while heralding   the   evolution   of   new   forms   of   industrial organization   twentieth century pressures. The word 'Workers participation' is plentifully supplied with ideas, instructions and opinions.

## OBJECTIVES OF THE STUDY

1. To analyze about the various methods of ERP System for  in Organization
2. To determine the criteria for ERP System for in Organization
3. To determine the factors for ERP System  techniques in techniques Organization
4. To analysis about the challenges faced by lawon international entertainment pvt ltd for ERP System for organizational   in Organization.

## SCOPE OF THE STUDY

Scope of the study is confined to, what are the various facets and incentives of the organization, which are motivating the employees to stay with the organization.

To find  out  what  aspects  are  satisfied  and  dissatisfied  by  the  employees  of  the  organization  and  the difference in the satisfaction level of executives of Non-executives

## NEED FOR THE STUDY

One of the best methods to develop a company's own people is to give them responsibilities and challenges. But for the best in man to come out, it is necessary for him to know why he is doing certain things and not the others, and participation is precisely a quest towards that end.

The study attempts to prove that there is a need for an informal functional communication channel from workers to Organization, which is most essential for workers' involvement. In case such a functional structure is developed it can solve many of the labour problems that prevail at present. Moreover, the Organization will be enabled to ensure greater involvement of workers in the decision-making process and greater cordiality in industrial relations.

Workers' process techniques in Organization brings immense change in the lives of employees and thus this study will suggest strategies to improve the motivational level so that the workers can work with initiative, zeal, interest and enthusiasm, as it will give them a sense of inclusion in decision making within the organization.

## REVIEW OF LITERATURE

1. Customers - Supplier Relationship Issues: Customer satisfaction is absolute for staying abreast in competitive environment that can be achieved only by quickly responding to customer needs. Efficient consumer response (ECR) is a supply chain management strategy that attempts to address the inefficiencies in the supply chain. Hoffman and Mehra (2000); Harries et al. (1999); Sparks and Wagner (2003) discussed efficient consumer response (ECR) as a supply chain strategy by analyzing the adoption of ECR strategy in some industries. Jonsson and Zineldin (2003) proposed conceptual model including behavioural dimensions of supplier-dealer relationships and presented hypotheses about how to achieve satisfactory inter-organizational relationships. Lambert and Pohlen (2001) provided a framework for developing supply chain metrics that translates performance into shareholder value.

2. The framework emphasized on managing the interface between customer relationship management and supplier relationship management at each link in the supply chain. It is concluded that long-term relationships between customer and supplier can lead to higher satisfaction. 4.4 Customer relations Issue: A company's customer relations practices can affect its success in managing the supply base as well as its performance (Scott and Westbrook, 1991; Ellram, 1991; Turner, 1993).

3. A key element of successful supply base management involves downstream integration of customers as well as the management of upstream suppliers. Each entity in the supply chain is a supplier as well as a customer. When a customer driven corporate vision is implemented simultaneously with effective TQM and supply base management practices, it can produce a competitive edge in a number of different ways. These include increases in productivity, reductions in inventory and cycle time, increased customer satisfaction, market share and profits. However, there is little empirical evidence in the literature linking customer relations practices and performance to support the conceptual foundation of customer driven corporate policy. 4.5 Issue of Supply chain Design: Manufacturing firm's supply chain design is based on effective integration.

4. Braganza (2002) and Power (2005) examined different perspectives on integration and suggested that integration of several functions at different organizational levels achieve above average financial and performance results. It is observed that current static approaches and theoretical models are ineffective in considering all variables and constraints for designing supply chain. Manson- Jones et al. (2000) demonstrated how the "lean" and "agile" paradigms might be integrated.

5. They designed a total performance metric and developed a route map for integration of lean production and agile supply in the total chain. Lalwani et al. (2006) suggested that one of the reasons for this might be the difficulty of grasping the full dynamic complexity of the processes and systems encountered. Authors proposed that current developments in systems thinking and continuous system simulation, when applied

within the context of an operations management framework, may offer the good design of SC and improve in supply chain performance. 4.6 Logistics management: Many years practitioners and professionals were confused between "logistics" and "supply chain management", the usage of each term varied according to the industry. Lummus et al. (2001) examined the historical definitions of both terms, and proposed a hierarchy for the relationship between logistics and supply chain management. Srivastava and Srivastava (2006);

6. Meade and Sarkis (2002) presented a framework to manage product returns in reverse logistics by focusing on product ownership data, average life cycle of products, past sales, forecasted demand and likely impact of environmental policy measures .It is observed that reverse logistics is one of the toughest supply chain challenges. Once the product has been manufactured it is very important that there should be an adequate structure to distribute it to the customers. Neves et al. (2001); Ma and Davidrajuh (2005) proposed distribution channels planning model. Authors explored the use of an iterative approach for designing distribution chain in an agile virtual environment; and proved that quick adaptation to changing market situation and automation of supply chain management processes are essential. 4.7 Global Issues: Shortened product life cycles and increasing global competition has tempted traditional manufacturers to contemplate on their competencies, such as product design and development, and a decision to outsource. Jennings (2002) and Zeng (2003) projected strategic benefits and problems relating to the outsourcing decision.

7. These include issues of cost, quality, flexibility, strategic focus, and diversification, the potential loss of critical skills and knowledge, and appropriation of final product value. A model was developed, structuring the contextual factors: capability, cost, technology, supply and product market conditions, to enable a consideration Rajendra Kumar Shukla et al. / International Journal of Engineering Science and Technology (IJEST) ISSN : 0975-5462 Vol. 3 No. 3 March 2011 2065 of the outsourcing decision. Buxey (2005) and Svensson (2001) explored the linkage between firms' outsourcing activities and the occurrence of supply chain disruptions. Blowfield (2005) discussed the experience of employing global social and environmental standards, in terms of a global ethic. It was concluded that strategic development of SCM capabilities such as efficient inbound and outbound transportation, warehousing, inventory control, production support, packaging, purchasing, order processing, and information dissemination enables a manufacturing firm to identify key performance measures. 4.8 Partnership Issues:

8. As global markets grow increasingly efficient, competition no longer takes place between individual businesses, but between entire value chains. Therefore executives are developing supply chain partnerships/collaboration in an attempt to reduce costs, improve service and to gain competitive advantage. Horvath (2001) proposed that Collaboration through intelligent e-business networks would provide the competitive edge to all the participants in a value chain to prevail and grow. It is found that collaborative partnerships can be achieved both via trust and through electronically mediated exchange. Frankel et al. (2002) showed that one of the most common usages of partnerships is in the provision of transport and distribution services. Authors recommended that rather than devoting effort and resources to build an in-house supply chain it can often be much more costeffective to form a partnership with a shipping company, and allow them to perform the job of distribution at a lower cost than the enterprise could manage itself.

9. 4.9 Environmental issues: Power (2005) presented a conceptual framework to investigate supplier relations, lean manufacturing, environmental management practices; and their relationship to one another. It is found that efforts to improve a supplier's environmental management practice raise critical issues of transaction costs and efficacy of approach for the buyer. It is recommended that an environmental bias is to be introduced into the decision making process which would allows more environmentally conscious decisions to be made. 4.10 Trust & Commitment: The two fundamentals components of improving the relationship are trust & commitment (De Ruyter et al. 2001).

10. The cooperation arises directly from both relationship trust & commitment (Morgan & Hunt 1994). According to past research, trust has two dimensions: "honesty" & "benevolence" (Kumar et al. 1995). There are several dimensions of trust in fresh produce supply chain performance such as confidence in preferred trading partner, always keeps promises, always honest, good reputation, trust in preferred trading partner, believe information provided, close personal friendship, trading partner always consider best interests (Batt 2003).

## HYPOTHESIS - 1

Null Hypothesis (H0): There is no significant relationship between manager/supervisor care about personal and job needs and employee satisfaction with the company's reward and recognition program.

Alternative Hypothesis (H1): There is a significant relationship between manager/supervisor care about personal and job needs and employee satisfaction with the company's reward and recognition program.

### 4.2.ANOVA

**ANOVA**

DoesyourmanagerSupervisorwillcareaboutbothyourpersonal

| | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 1.952 | 4 | .488 | .320 | .864 |
| Within Groups | 175.215 | 115 | 1.524 | | |
| Total | 177.167 | 119 | | | |

### INTERPRETATION

The p value is 0.864 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected.

### INFERENCE

Therefore, there is a no significant difference between the manager and Supervisor will care about both your person.

### 4.3.Correlations

**Correlations**

| | | DoesyourmanagerSupervisorwillcareaboutbothyourpersonal | Areyousatisfiedwiththecompanysrewardandrecognitionprog |
|---|---|---|---|
| DoesyourmanagerSupervisorwillcareaboutbothyourpersonal | Pearson Correlation | 1 | .061 |
| | Sig. (2-tailed) | | .505 |
| | N | 120 | 120 |
| Areyousatisfiedwiththecompanysrewardandrecognitionprog | Pearson Correlation | .061 | 1 |
| | Sig. (2-tailed) | .505 | |
| | N | 120 | 120 |

## INTERPRETATION

The p value is 0.061 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the manager and Supervisor will care about both your person.

## FINDINGS

➢ Various age group of the employee are 25.8 % of the respondents are 31-40 years, 28.3 % of the respondents are 41-50 years, 25.8% of the respondents are Above 50 years and 20.0 % of respondents are Below 30 years.

➢ It can be interpreted that the Gender of the respondent are 83.0% of the respondent of male, 37.0% of the respondent of female.

➢ It can be interpreted that the distribution of the respondents by Income Level of the respondent are 17.5% of the respondent of below 6000-10000,29.2% of the respondent of 10001 to 15000,27.5% of the respondent of 150001 to 20000 and 25.8% of the respondent of above 20000.

➢ It can be interpreted that the Marital Status of the respondent are 55.8% of the respondent of male, 44.2% of the respondent of female.

➢ It can be interpreted that the Educational Qualification of the respondent are 24.2% of the respondent of SSLC, 29.2% of the respondent of HSC, 25.8% of the respondent of Graduate and 20.8% of the respondent of Post Graduate.

➢ It can be interpreted that the Experience of the respondent are 15.8% of the respondent of 1 to 2 years, 28.3% of the respondent of 2 to3 years, 33.3% of the respondent of 3 to 4 years and 22.5% of the respondent Above 4 years.

➢ It can observe that 27.5% of the respondents are Neutral about Company has do you consider it is necessary for every employee should participate in decision-making, while 16.7%are disagree about the counseling and 23.3% of the respondents are Agree whereas 17.5% of the respondents are Strongly disagree 15.0% of the respondents are Strongly Agree with Company has do you consider it is necessary for every employee should participate in decision-making. It can be inferred that respondents have Strongly agree opinion about the Company has do you consider it is necessary for every employee should participate in decision-making of the company.

➢ It can observe that 25.0% of the respondents are Neutral about Company has Do you attend the meetings conducted by the Organization regularly, while 22.5 %are disagree about the counseling and 21.7% of the respondents are Agree whereas 16.7% of the respondents are Strongly disagree 14.2% of the respondents are Strongly agree withCompany has Do you attend the meetings conducted by the Organization regularly. It can be inferred that respondents have strongly agree opinion about the Company has Do you attend the meetings conducted by the Organization regularly of the company.

➢ It can observe that 27.5% of the respondents are Neutral about Company has do you know the objective of Working processin Organization, while 21.7% are Disagree about the counseling and 15.0% of the respondents are Agree whereas 22.5% of the respondents are Strongly Disagree 13.3% of the respondents are Strongly Agree with Company has do you know the objective of Working processin Organization. It can be inferred that respondents have Strongly Agree opinion about the Company has do you know the objective of Working processin Organization of the company.

➢ It can observe that 30.0% of the respondents are Neutral about Company has do not get enough resource to be effective, while 25.8%are disagree about the counseling and 16.7% of the respondents are agree whereas 14.2% of the respondents are Strongly disagree 13.3% of the respondents are Strongly Agree withCompany has do not get enough resource to be effective. It can be inferred that respondents have

Strongly Agree     opinion about the Company has do not get enough resource to be effective of the company.

- It can observe that 25.8% of the respondents are Neutral about Company has do not have time and opportunity to prepare myself for the future, while 19.2 %are disagree about the counseling and 23.3% of the respondents are agree whereas 15.8% of the respondents are Strongly disagree    15.8% of the respondents are Strongly agree with Company has do not have time and opportunity to prepare myself for the future. It can be inferred that respondents have Strongly agree opinion about the Company has do not have time and opportunity to prepare myself for the future of the company.

- It can observe that 24.2% of the respondents are Neutral about Company has is there a positive impact of your participation on industrial relations, while 19.2 %are disagree about the counseling and 29.2% of the respondents are agree whereas 14.2% of the respondents are Strongly disagree    13.3% of the respondents are Strongly agree with Company has is there a positive impact of your participation on industrial relations. It can be inferred that respondents have Strongly agree opinion about the Company hasis there a positive impact of your participation on industrial relations of the company.

- It can observe that 28.3% of the respondents are Neutral about Company has Expectation of my senior conflict with those of my juniors, while 28.3 %are disagree about the counseling and 20.0% of the respondents are agree whereas 12.5% of the respondents are Strongly disagree    10.8% of the respondents are Strongly agree with Company has Expectation of my senior conflict with those of my juniors. It can be inferred that respondents have Strongly agree opinion about the Company has Expectation of my senior conflict with those of my juniors of the company.

- It can observe that 28.3% of the respondents are Neutral about Company has WPM concept useful in improving relations between manager and employee, while 21.7% are disagree about the counseling and 19.2% of the respondents are agree whereas 15.0% of the respondents are Strongly disagree    15.8% of the respondents are Strongly agree with Company has WPM concept useful in improving relations between manager and employee. It can be inferred that respondents have Strongly agree opinion about the Company has WPM concept useful in improving relations between manager and employee of the company.

- It can observe that 21.7% of the respondents are Neutral about Company has Organization resolved your problems through union, while 23.3 %are disagree about the counseling and 22.5% of the respondents are agree whereas 13.3% of the respondents are Strongly disagree    19.2% of the respondents are Strongly agree with Company has Organization resolved your problems through union. It can be inferred that respondents have Strongly agree opinion about the Company hasOrganization resolved your problems through union of the company.

- It can observe that 22.6% of the respondents are Neutral about Company has Does the standing orders of the company know to you, while 25.0 %are disagree about the counseling and 20.2% of the respondents are agree whereas 14.2% of the respondents are Strongly disagree    15.8% of the respondents are Strongly agree with Company has Does the standing orders of the company know to you. It can be inferred that respondents have Strongly agree opinion about the Company hasDoes the standing orders of the company know to you of the company.

- It can observe that 25.8% of the respondents are Neutral about Company has Supervisor will care about both your personal and job, while 25.8%are disagree about the counseling and 21.7% of the respondents are agree whereas 10.0% of the respondents are Strongly disagree    16.7% of the respondents are Strongly agree with Company has Supervisor will care about both your personal and job. It can be inferred that

respondents have Strongly agree opinion about the Company hasSupervisor will care about both your personal and job of the company.

➤ It can observe that 30.8% of the respondents are Neutral about Company has Are you satisfied with the company's reward and recognition program, while 29.2 %are disagree about the counseling and 18.3% of the respondents are agree whereas 10.8% of the respondents are Strongly disagree 10.8% of the respondents are Strongly agree with Company has Are you satisfied with the company's reward and recognition program. It can be inferred that respondents have Strongly agree opinion about the Company hasAre you satisfied with the company's reward and recognition program of the company.

➤ It can observe that 23.3% of the respondents are Neutral about Company has Work area is very stuffy or smelly, while 17.5 %are disagree about the counseling and 22.5% of the respondents are agree whereas 20.0% of the respondents are Strongly disagree 16.7% of the respondents are Strongly agree with Company has Work area is very stuffy or smelly. It can be inferred that respondents have Strongly agree opinion about the Company has Work area is very stuffy or smelly of the company.

➤ It can observe that 24.2% of the respondents are Neutral about Company has Supervisor cooperative with you, while 21.7%are disagree about the counseling and 18.3% of the respondents are agree whereas 22.5% of the respondents are Strongly disagree 13.3% of the respondents are Strongly agree with Company has Supervisor cooperative with you. It can be inferred that respondents have Strongly agree opinion about the Company has Supervisor cooperative with you of the company.

➤ It can observe that 28.3% of the respondents are Neutral about Company has The changing working culture and environment of company, while 17.5 %are disagree about the counseling and 21.7% of the respondents are agree whereas 19.2% of the respondents are Strongly disagree 13.3% of the respondents are Strongly agree with Company has The changing working culture and environment of company. It can be inferred that respondents have Strongly agree opinion about the Company has The changing working culture and environment of company of the company.

➤ It can observe that 22.5% of the respondents are Neutral about Company has Job has become too Routine, while 24.2% are disagree about the counseling and 19.2% of the respondents are agree whereas 19.2% of the respondents are Strongly disagree 15.0% of the respondents are Strongly agree with Company has Job has become too Routine. It can be inferred that respondents have Strongly agree opinion about the Company has Job has become too Routine of the company.

➤ It can observe that 26.7% of the respondents are Neutral about Company has Felling that you should change your Present Job, while 25.8% are disagree about the counseling and 22.5% of the respondents are agree whereas 10.8% of the respondents are Strongly disagree 14.2% of the respondents are Strongly agree with Company has Felling that you should change your Present Job. It can be inferred that respondents have Stronglyagree opinion about the Company hasFelling that you should change your Present Job of the company.

➤ It can observe that 24.2% of the respondents are Neutral about Company has Job involves that pressure constant deadlines, while 19.2% are disagree about the counseling and 23.3% of the respondents are agree whereas 16.7% of the respondents are Strongly disagree 16.7% of the respondents are Strongly agree with Company has Job involves that pressure constant deadlines. It can be inferred that respondents have Strongly agree opinion about the Company has Job involves that pressure constant deadlines of the company.

➤ It can observe that 18.3% of the respondents are Neutral about Company has Not right accepted by Co-workers, while 19.2% are disagree about the counseling and 32.5% of the respondents are agree whereas 21.7% of the respondents are Strongly disagree 8.3% of the respondents are Strongly agree with Company has Not right accepted by Co-workers. It can be inferred that respondents have Strongly agree opinion about the Company has Not right accepted by Co-workers of the company.

➢ It can observe that 25.0% of the respondents are Neutral about Company has Feel discomfort of work during Nightshift, while 20.8% are disagree about the counseling and 19.2% of the respondents are agree whereas 18.3% of the respondents are Strongly disagree   16.7% of the respondents are Strongly agree with Company has Feel discomfort of work during Nightshift. It can be inferred that respondents have Strongly agree opinion about the Company has Feel discomfort of work during Nightshift of the company.

## 5.2.SUGGESTIONS

➢ The schemes are not successful in organization so it should be improved by making aware of those schemes for all the employees in the organization. Organization should develop a favourable attitude of workers towards the schemes of participative Organization

➢ Most of the employees agree that conflict of interests between labour and Organization leads to failure of so Organization should take the proper steps to reduce the conflicts between the labour as well as top level. Serious attention has to be given to the removal of hurdles.

➢ A quantity of the employees responded that participation Organization in peaceful settlement of industrial disputes is poor. The Organization should try to reduce the industrial conflicts between the employees and employers. There should be trust between the two parties

➢ The Organization should focus on Working process techniques  in Organization Schemes. It should be properly done which would adversely affect all the activities of the organization. Effort should be made to stir up the workers at the enterprise level to understand the schemes.

## 5.3.CONCLUSION

ERP systems have demonstrated significant potential in optimizing event planning and execution by centralizing data, automating repetitive tasks, and facilitating real-time collaboration among stakeholders. This centralized approach not only enhances communication and coordination but also enables quick adaptability to changing requirements and unforeseen challenges, thus contributing to overall operational efficiency.

Secondly, the integration of ERP modules such as finance, human resources, procurement, and customer relationship management within the event management framework has proven instrumental in achieving cost savings, resource optimization, and enhanced customer satisfaction. By providing a holistic view of organizational processes and performance metrics, ERP systems empower decision-makers to make informed strategic decisions and drive continuous improvement initiatives.