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Call:  08813907089

E-mail ID: ijraset@gmail.com

A Study on Effectiveness of HR Practices with Special Reference to Imperium Management Solution

Snehapriya

MBA, Gnanamani College of Technology, Namakkal

Abstract: *Imperium Management Solutions is a forward-thinking and innovative company dedicated to delivering top-tier management services to businesses across various industries. Our team of seasoned professionals brings a wealth of experience and expertise in strategic planning, operational optimization, talent development, and cutting-edge problem-solving. We also recognize the importance of talent development in driving business success. Our team provides expert guidance on talent acquisition, retention, and development, ensuring that clients have the skills and expertise needed to compete in today's fast-paced business environment. Through our collaborative approach, we build strong relationships with our clients, founded on trust, integrity, and mutual respect. Our goal is to empower businesses to reach their full potential, and we measure our success by the success of our clients.*

I. INTRODUCTION

A. Introduction

A summer is on the job training for many professional jobs, similar to an apprenticeship, more often taken up by college and university students during his under graduate or master degree in their free time to supplement their formal education and expose them to the world of work .

Summers offer various occasion to interns during summer programs to expand familiarity in their choose area of work , to find out what they have an importance in an exacting in specific line of business, develop professional network links, build interpersonal skill or get some credit points if it's a "course" they are in.

Employer too benefit from a summer arrangement as it gives access to interns with some skills to execute relevant task for the employer. Many interns end up with permanent service with the same organization in which they are interned. Their worth to the organization may be greater than before by the fact that they require modest or less training.

The summer and Practicum Program is a variable credit program that provides second year students the opportunity to participate in a course designed to integrate traditional classroom learning with academically related, real world, practical work experience. The purpose of the summer Program is to afford specific and necessary learning that is not accessible to students in the traditional classroom setting. Students choosing to enroll in a summer course are expected to develop quality studies, research outcomes or projects that provide appropriate field-based work experience related to their academic programs.

This experience is expected to focus on active learning. In addition, the summer should clearly complement and add to learning identified in the students approved academic program of study from Branding and Promotion based company.

1) Meaning Of Hr Practices

HR practices refer to the specific methods and strategies implemented by human resource departments to manage employees effectively. These practices include recruitment and selection, training and development, performance management, compensation and benefits, employee engagement, and compliance with labor laws. Their primary goal is to enhance employee performance and satisfaction while aligning with organizational objectives.

2) Definition Of HR Practices

The methods and strategies employed by organizations to manage their workforce effectively. These practices encompass activities such as recruitment, training, performance management, and employee engagement, all aimed at enhancing employee performance and aligning with organizational goals.

3) Importance Of HR Practices

- Enhanced Employee Performance: Improves productivity and efficiency.
- Talent Attraction and Retention: Helps attract and retain skilled employees.
- Organizational Growth: Aligns employee goals with business objectives.
- Compliance and Risk Management: Ensures adherence to labor laws and regulations.
- Employee Engagement and Satisfaction: Fosters a positive work culture and job satisfaction.
- Adaptability to Change: Equips organizations to respond to market dynamics effectively.

B. Objectives Of The Study

- To provide student the opportunity to test their interest in a particular career before permanent commitments are made.
- To develop skills in the application of the theory to practical work situations.
- To develop skills and techniques directly applicable to their careers.
- To build the strength ,teamwork spirit and self-confidence in the student life.
- To enhance the ability to improve students creativity skills and sharing ideas.
- To build a good communication skill with group of workers and learn to learn proper behavior of corporate life in industrial sectors.

1) Vision

Our vision is to inspire our people to be the best they can be. In future, we are overseeing expansion in more cities and new divisions with new clients to maximize the growth opportunities for our people.

2) Mission

To become India's prime direct marketing company that excels in all the sectors that it works in. We provide our customers and clients the highest quality of service. To achieve that, we develop the excellent quality workforce. We also make sure that each individual gets the best chance to develop their skill set and build their career in the marketing industry. To do this, we have developed a culture that enhances the growth of our people which in turn enhances the growth of the organisation.

C. Scope Of The Study

- The present study is based up on the activities of company.
- The study analysis the factor influencing workers environment working condition, marketing area, existing and new customers, financial growth, company present position etc.
- The study find out which areas strength and what are all the merits each department to develop them.
- Understand the whole main operation of a specify firm from different angle and situation.

D. Need Of The Study

The study on "Effectiveness of HR Practices" aims to evaluate and assess the impact of HR practices on organizational goals, employee satisfaction, and retention. It identifies areas for improvement, informs strategic HR decisions, and enhances organizational performance.

How Do Imperium works?

"Connect with your clients, invigorate your staff – and increment your income."

Imperium management service used to be about "fitting in" with everyone else. Today, it's about standing out.

- It's tied in with being strong, appearing and demonstrating how you're extraordinary. On the off chance that clients can't perceive how you're not the same as others, at that point you're imperceptible.
- We work with illuminated, ground breaking new companies and private ventures, Imperium showcasing programs that make perceivability, mindfulness, and separation.
- On the off chance that, similar to us, you accept that you can't take care of new issues utilizing old arrangements, at that point connect.

E. Limitations of The Study

- The smaller parts are not always mutually exclusive.
- The summer training period is very shortly ,because the summer restricts one.

- The complete details are not available from the firm and therefore scientific method could not be employed.
- The training period analysis approximate for marketing and sales are

1) History of Imperium Management solutions

Imperium Management Solutions has evolved from a Chennai-based brand promotion company specializing in direct marketing campaigns to a broader provider of management solutions. It was established in 2017, initially focusing on face-to-face customer acquisition. Over time, it has expanded its services to include IT solutions, project management, and information security consulting. Imperium also offers employee management solutions and is involved in areas like CRM and cloud solutions.

- Early Focus (2017 onwards): Imperium began as a brand promotion company in Chennai, emphasizing direct marketing and customer acquisition. They aimed to bridge the gap between clients and customers through face-to-face campaigns.
- Expansion into IT Solutions (2005): Imperium Software Technologies, a related entity, was founded in 2005, offering AI solutions, contact center solutions, and other IT services.
- Diversification and Growth: Over the years, Imperium has expanded its offerings to include project management, information security consulting (including risk assessment, compliance, and training), and employee management solutions.
- Focus on Innovation: Imperium emphasizes innovative solutions for business growth and strategic partnerships, particularly for startups and private businesses.
- Geographical Reach: While initially based in Chennai, Imperium has expanded its operations and now serves clients in various locations, including Dubai (CRM solutions) and the US (technology services).
- Emphasis on Leadership Development: Imperium also focuses on grooming leaders and building influence within its organization.

F. Industry Profile

IMPERIUM is the young, diversified and the fastest growing part of a brand promotion companies in India. It is a platform for emerging leaders in the diverse and competitive Indian market in the field of service and management.

Established in the year 2017, since our humble beginnings from CHENNAI.

The company is growing from strength to strength since our inception driven by the dynamic leadership of our Managing Director E. MANIGANDAN. Being a versatile and flamboyant person, he is a perfect example of a smart businessman.

We specialize in face to face customer acquisitions for various organizations. On behalf of the client we represent, our company is endeavoring to "Bridge the gap" between client and customer through our direct marketing campaigns. New product campaign techniques and methods come into existence every year, but face to face customer acquisitions have always been the back bone of our advertising efforts.

IMPERIUM is proud to state that our development pedagogy is second to none, as we not only groom leaders, but also people whose influence can impact others as well.

II. “LEADERSHIP IS NOT POSITION OR TITLE, IT IS ACTION AND EXAMPLE”

1) What They Do

They use a combination of both Traditional and modern approaches of direct sales and marketing to acquire a fresh customer base for their clients – This is done by their organically developed process of training that focuses on creating quality oriented and enthusiastic group of associates with an entrepreneurial drive in them to eventually partner them in their internal expansion.

They are constantly working with their clients to build marketing solution wherein they get a clear understanding of the activities they are meant to perform, be it short term surgical campaigns or a long-term agenda including outsourcing, they are one-stop-shop for all their requirements. This approach put them at the top of the marketing chain leaving them to have a monopoly in the said client market.

2) How They Do

They specialize in developing and running a commercial and community campaigns for customer engagement. They offer tailored marketing and outsourcing solution to take the product, services or brand which we associate directly to their existing or potential customers.

Majority of their focus has been to acquire customers, however the services they offer range from: sales campaign management, events, road shows, road trips, field marketing and many other practices that fall under its banner.

3) Philosophy and Values

Each member of the Imperium team (including employees, contractors and vendors) hold themselves to the highest standards of integrity, focus and professionalism. Our core values are:

- Results-Driven Internally and externally - we work with integrity to drive value and measurable results. Every strategy, tactic and action has a specific, measured purpose with the end-goal in mind.
- Generous - We are open and collaborative with our ideas and our time – with each other, with our clients, and with our broader network of prospects and partners.
- Creative - We challenge convention when necessary, think outside of the box and innovate for our clients and ourselves.
- Curious - We want to know why, how, and what works. We're hungry to learn more about our craft, and offer the best advice and counsel to our customers.
- Proactive - We think and act beyond what's asked to provide broader value for our clients and our business.
- Respectful We deliver and demand respect of each other, of our clients and from our clients – working in a spirit of humility, gratitude and truthfulness.

4) They Offer

- Sales & Marketing: In the current competitive market environment, commercial challenges involve boosting performance by duly customizing the value proposition to the client, together with a substantial improvement.
- Proprietary Solutions: Increasing specialization in the financial industry in recent years has led to the need for entities to use precision tools to address different aspects of risk management.
- Risk Management & Control: Undoubtedly, the term “risk” defines almost all business decision-making: credit, market, structural, operational, reputational risks, etc. i.e. risks relating to good management of a business organization's operations.
- Management & Financial Information: Current business management has made the efficient use of information handled by the various management tiers of an organization significantly more complicated.
- Organization & Process Transformation: Every organization constantly reviews, redefines and reinvents their way to make business. Organizational structure optimization, process streamlining and a continuous focus on the end customer are some of the most important trends in current management.
- Strategy: We understand strategy as a science used by leaders to solve problems. Business-wise, this strategy takes the form of an appropriate and intelligible corporate vision.

A. Clients



Fig 1.7.1-Imperium works with fortune 500 companies as well as International companies

Indirect Marketing

- Cost Effective ☐
- Personalised customer Interaction ☐
- Wide Reach ☐
- Faster Reach ☐
- Higher R.O.I ☐
- Measurable Result ☐

Campaigns

- Telecalling /coldcalling□
- B2C-Business to Business□
- B2G-Business to Customer□
- B2G– Business to Government□
- Mall Events□

End To End Process

- Client belief—they listen, they analyse ,they advise ,we set mutually beneficial goals.
- Marketing pipelines—they strategize as per client's brief to generate leads and create everlasting prospects and relationships between their clients and customer.
- Screening representative and training –their efficient recruitment process identifies the right candidate and their unique in-house training develops them as brand ambassadors.
- Client representation-Our uniquely designed face to face, commercial and community marketing programmes helps maximising results and minimal zing expenditure.
- Closing deals–Resulting to satisfied customer ,moresales, happy clients creating service excellence each time consistently.

B. The Different Level Of Expansion



Fig 1.7.2 – Different levels

C. Career Map

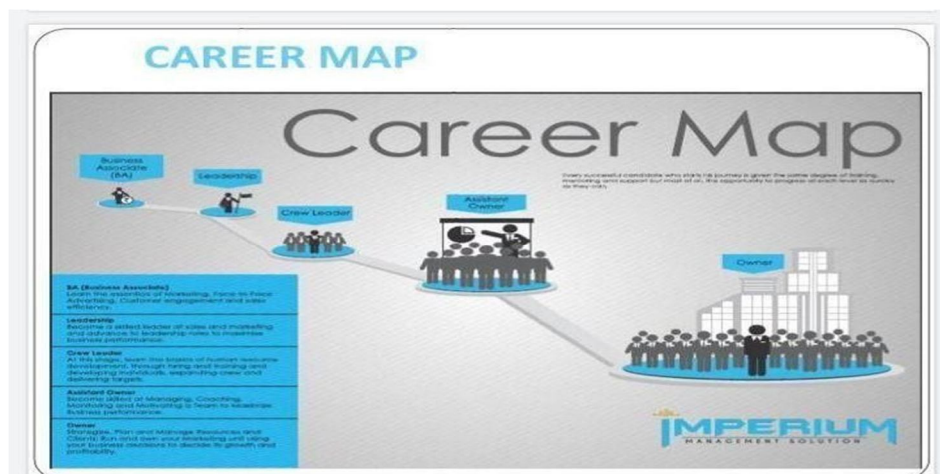


Fig 1.7.3-Imperium not looking for an employee, they are looking for an Entrepreneur to expand their business.

1) *Business Associate*

- Smart selling ☐
- Business communication ☐
- Brand promotion ☐
- Confidence Enhancement ☐
- Customer service ☐
- Public speaking ☐

2) *Leader*

- Training & Development ☐
- Sales Analysis ☐
- Individual Financial Management ☐
- Self assessment ☐
- Recruitment ☐

3) *Crew Leader*

- Team Management ☐
- Sales strategy ☐
- Team profitability ☐
- Business Strategy planning ☐
- Decision Making skills ☐
- R.O.I Management ☐
- ☐

4) *Assistant owner*

- Performance led-HR ☐
- Leadership Development ☐
- Project Management ☐
- New Venture Creation ☐

5) *Owner/ Business Head*

- Advanced Strategic Thinking ☐
- Strategic Brand Management ☐
- Business Expansion ☐
- Business Networking ☐
- Financial Budgeting & Analysis ☐



Fig 1.7.4 - The performance level at different stages

III. RESEARCH METHODOLOGY

A. Research Design

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data.

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. The study was based on the survey method. The aim of the study is to find satisfaction levels of employees.

B. Statistical Methods Used To Analyse The Data

Percentage analysis

- **SOURCE OF DATA:** The data has been collected from both primary and secondary sources for the research work.
- **PRIMARY DATA:** The primary data for this study was collected using standard research techniques such as surveys, structured interviews, and questionnaires. The respondents were chosen through a convenience sampling method Personal interviews and discussions were conducted to understand their perceptions about the HR practices, including training programs, performance appraisals, employee engagement, and overall job satisfaction.
- **SECONDARY DATA:** Manpower 'report, company's website as well as other websites and from animation express (journal).

C. Structure Of Questionnaire:

Direct personal interviews and open-ended and closed-ended questionnaires were used to collect the primary data.

SAMPLE SIZE:

The size of the sample chosen for study is 100 associates who are available during the execution of the project survey within the stipulated time.

PERIOD OF THE STUDY:

The period study for the analysis is 16 weeks.

SIGNIFICANCE OF THE STUDY:

- Increased productivity
- Employee retention
- Conflict resolution
- Improved communication
- Employee engagement and loyalty
- Workplace morale
- Career development
- Organizational culture
- Positive work environment
- Increased motivation

IV. DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

4.1 AGE-WISE DISTRIBUTION OF RESPONDENTS

Age Group (Years)	Number of Respondents	Percentage (%)
18-25	30	20%
26-35	50	33%
36-45	40	27%
46-55	20	13%
Above 55	10	7%

Table 4.1 Age Group Of the Respondents

Source : Primary Data

- Interpretation: This table categorizes respondents into different age groups. It shows the number and percentage of respondents in each group. The data reveals that the majority (33%) of respondents are aged 26-35, indicating that HR practices may need to focus on early-career professionals.

CHART 4.1
AGE-WISE DISTRIBUTION OF RESPONDENTS

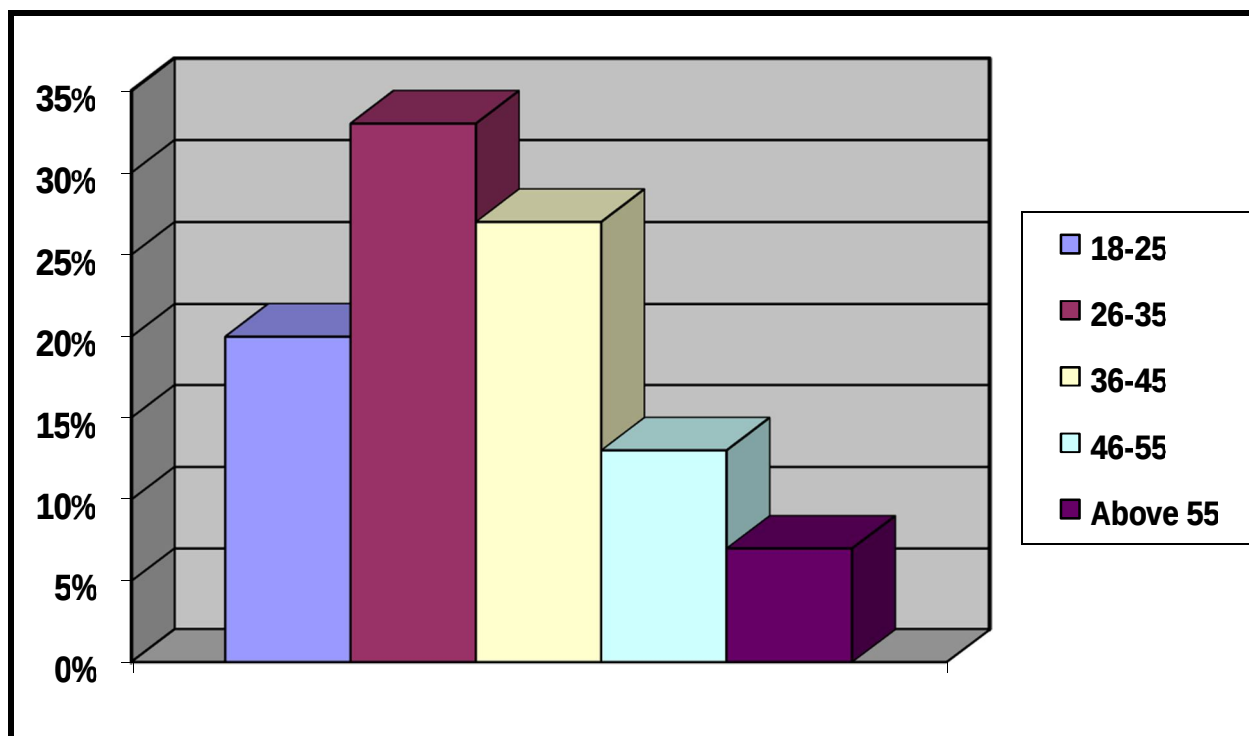


Fig 4.1 Age-wise distribution of respondents

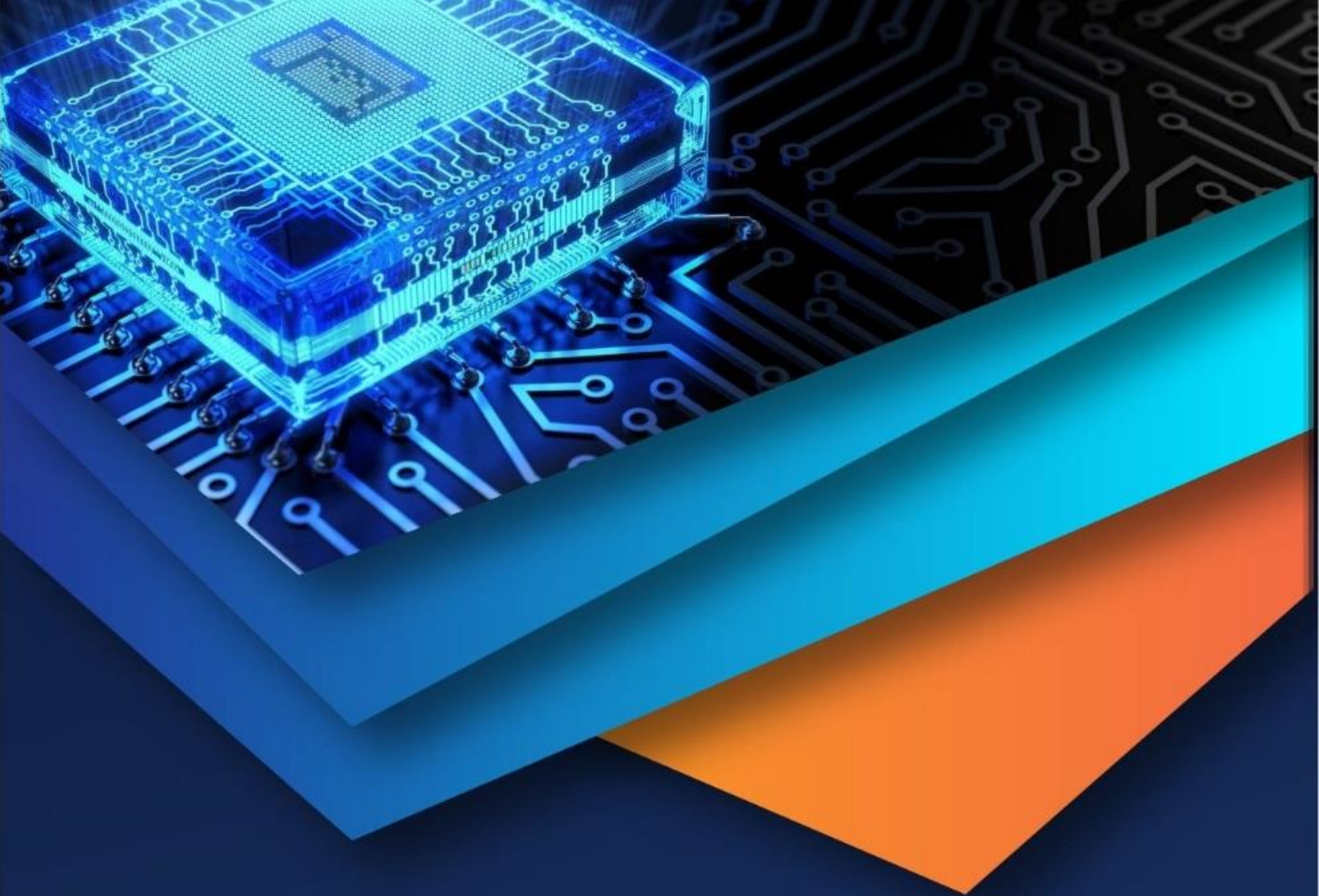
The analysis reveals a clear age-related trend in how HR practices are interpreted:

- Younger respondents (18–35) exhibit higher satisfaction and adaptability to modern HR practices like digital platforms, performance-based rewards, and flexible work arrangements.
- Mid-age groups (36–45) hold moderate views, valuing structure and accountability but open to innovation if well-explained.
- Older respondents (46+) tend to interpret HR practices more critically, often favoring tradition, long-term benefits, and job security.

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