ROLE OF DIGITAL PLATFORMS IN BRIDGING EMPLOYEE – EMPLOYER RELATIONSHIP GAP: A STUDY WITH REFERENCE TO SELECT MSME's IN BANGALORE

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ABSTRACT

MSMEs may be micro, small, and medium businesses by classification, but the impact they have is invaluable. They prevail as the backbone of the economy due to their high share of employment and value-addition. Therefore, due to pandemic, Small businesses have been constantly grappling with drastically reduced liquidity, disrupted supply chains, and lending challenges. To bounce back, they need to re-imagine their business models and identify their place and role in the new normal. Hence, most small businesses have realized that going digital is critical and now they are willing to disrupt them. Therefore this paper focus on the role of digital medium in bridging the gap between employees – employer relationship that is impacting the productivity levels. The primary data is collected from 100 employee and employer of MSME firms through Questionnaire and is analyzed using SPSS software. Regression Analysis is used to determine the impact of social media in bridging the gap between employees – employer relationship. The paper also focuses on factors that are affecting the relationship in bridging the gap of employee and employer relationship. This paper concludes that in today's era Digital media plays an important role in bridging gap of any organization.

KEYWORDS: MSME's, Digital Transformation, Employees- Employer relationship

INTRODUCTION

India's MSME segment is one of the most potent growth engines for the Indian economy. MSME s contribute a significant of 29 per cent to GDP while generating employment and boosting overall economic activity. However, according to CRISIL research, this pandemic has impacted the sector badly with 5 per cent contraction in GDP.   MSMEs were lagging in digital transformation even before the outbreak of pandemic in the country, out of 75 million Indian MSMEs, 16 to 18 million have an online presence which includes possessing a website, an online listing, or the social media presence. Furthermore, half out of 5 million domain names have a website.

On the other hand, nearly 97 per cent of mid-market firms were focused on their journey of digital transformation. They had already leveraged on newly invented techniques in IT infrastructure, applications, and processes. In addition to it, many were adopting more modern approach by experimenting with cloud, artificial intelligence, and machine learning.

COVID-19 then accelerated the digital trend and forced India Inc. to rethink about the IT infrastructure. Afterwards, small firms were bound to accept the trend. A June survey by Endurance International Group revealed some interesting findings about the trend. According to the survey, approximately 30 per cent of MSMEs started a business website or an e-commerce functionality during the lockdown. More than 50 per cent of the MSMEs surveyed had embraced video conferencing tools and WhatsApp to keep business running during these turbulent times. The findings also revealed that MSMEs are seeking support from the government to wade through this crisis. More than 50 per cent of MSMEs expect the government to offer tax discounts or exemptions, followed by 36 per cent of MSMEs which are asking for loans at zero interest or cheaper rates. Therefore, it is a watershed moment for the digital transformation of business. The digital revolution is in progress - rising and reaching new heights every day. Businesses of all sizes need to adapt and optimize their operations if they don't want to be left behind. Digital solutions have been available for more than three decades now, and huge corporations have been utilizing and upgrading their technologies. It used to be an expensive affair to be able to procure technology (hardware & software).

With a completely new digital blueprint, the company wishes to transform all offline activities to digital through an Omni-channel model. This plan includes improving their e-commerce website, implementing new strategies to enhance shopping experience of consumers, and introducing greater virtualization. It is also planning to employ AI/ML tools that will automate its communication with customers and will establish supply-chain resilience refreshed focus on innovation and digitalization is needed for these companies to engage in global markets. Many segments rely on manual documentation, traditional on-premises deployments. To stay relevant, they need to transform their processes and adopt new tools and systems radically. Digital transformation offers SMEs possibilities to innovate and grow. With the current disruption in technology and the availability of low-cost apps, a micro or small business owner can deploy and use cloud managed services with little or no help.

The need for digital transformation in MSMEs: Increases operational efficiency, Transform existing, Business processes, Improve customer experience, Increase cyber security protections, Optimize employee digital experience, Improve employee productivity, Improving profitability, Introduce new digital revenue streams . Top Challenges to Implement Digital Transformation: Finding Room in Budget, Accept Right Talent, Lack of ability to choose or securing new systems and prerequisite technology infrastructure.

Employees are the biggest stakeholders for any organization. When we talk about the success or failure of this relationship based on false representation/promises/communication, there are a few things that we need to consider. Firstly, we need to understand why it happens? Next, check generally which areas fall under this category, and lastly how do we address them? There's always a relationship gap between employee and employer of any organization. Hence this study is to understand the perspective of employee and employee for a common factors. These factor will give a brief idea of the relationship gap between an employee -employer. To enhance the productivity of any organization it's always important to understand employee and employer, so that the view if vision and mission of the organization will the unique and clear. Bridging the gap is always impotant for any organization as such

LITERATURE REVIEW

(Jahangir et al, 2015) reported that digitization are changing and upsetting organizations' in a new customary working models. Troublesome advancement hypothesis offers clarifications for why organizations succeed or neglect to react to problematic developments. This investigation expands on problematic advancement hypothesis by discovering the job of dynamic abilities in the exhibition of reaction to computerized disturbance. Observational outcomes recommend that first-request dynamic abilities that are made by evolving, broadening, or adjusting an association's current assets, procedures, and qualities are emphatically connected with building advanced stage capacities, and that these capacities sway the exhibition of reaction to computerized interruption. For data frameworks (IS) analysts, this investigation explains the job of first-request dynamic abilities in reacting to advanced interruption. For IS practice, it causes supervisors to concentrate on the most encouraging elements for making first-request dynamic abilities, for building advanced stage capacities, and for reevaluating their center capacities to quicken digitization.

Employability and profession achievement: Bridging the hole among hypothesis and reality (Robert Hogan et al, 2013) , Implacability is characterized as the ability to pick up and hold formal business, or find new work if essential. Explanations behind joblessness are regularly credited to financial elements, however mental components related with employability likewise add to the issue. Thus, modern hierarchical clinicians ought to be exceptionally fit to add to strategy answers for upgrading employability. This audit starts by looking over the most widely recognized examination way to deal with employability—the investigation of vocation achievement—which therapists accept is controlled by intellectual capacities, character, and instructive accomplishment. Next, we audit the writing concerning what managers really need. This area features the significance of social aptitudes (being remunerating to manage) as a key determinant of employability. The paper is close by proposing a model for understanding the mental determinants of employability and for overcoming any issues between what therapists recommend and what managers need.

Business marking and ability the executives in the computerized age (Alina Mihalcea, 2017) says that, in the advanced age, associations need to reawaken themselves at an auxiliary level and to get agiler. Computerized development of HR the executives suggests a move from customary worldview on work environment towards commitment, learning and improvement of

representatives and quest for ability. This paper centers around recognizing the significant patterns and systems concerning ability the board projects and improvement of computerized aptitudes for workers and administrators. The investigation uncovers that in an open ability economy, boss brand is significant in selecting and maintenance of high likely representatives and must be centered around learning and initiative turn of events, versatility, prizes and competency frameworks. At present, so as to acquire a business esteem, one of the significant difficulties that HR needs to confront is the advancement of computerized abilities for directors and representatives

Digitalization occupations and assembly in Europe: Strategies for shutting the abilities hole (Thor Berger et al 2016).Since the advanced upheaval, the pace of mechanical change has seemingly been quicker than at any other time. Specifically, innovation selection slacks have abbreviated extensively in the course of recent hundreds of years—a pattern that has as of late quickened. 4 An ongoing report distributed by Citigroup and the Oxford Martin School evaluates that while the phone required 75 years to arrive at 50 million supporters, it has taken Facebook 3.5 years, and Angry Birds only 35 days to arrive at a similar number of clients. An experimental riddle is that while considers recommend that new advances are diffusing at a quicker pace, the advantages of these innovations have apparently not been generally shared: late total profitability development has been drowsy contrasted with the beginning times of the computerized insurgency and salary union has vacillated. In an original report.

How computerized change influences enormous assembling organizations' association (Dominik Bilgeri et al, 2016) Considering rising computerized innovations, officials across enterprises are think better of their organizations' plans of action and authoritative structures. To meet future client desires, enormous assembling organizations specifically are tested to incorporate two unmistakable universes: the physical worldliness the advanced world. Enormous assembling organizations regularly have different specialty units, an expanded plan of action portfolio, and complex IT scenes including conventional, installed, and advanced IT types. Subsequently, they face explicit authoritative issues, which so far have just gotten restricted consideration among experts. In light of 16 inside and out master interviews with organizations over the Internet of Things (IoT) biological system, we have distinguished six principle issues in regards to how advanced change will influence enormous assembling organizations' general hierarchical configuration.

Advanced development and change: An institutional point of view (Bob Hinings et al,2018) In this theoretical piece we recommend that the institutional point of view is a productive focal point to consider advanced development and change. Computerized development is about the creation and placing vigorously of novel items and administrations; by advanced change we mean the consolidated impacts of a few advanced advancements realizing novel on-screen characters, structures, practices, qualities, and convictions that change, undermine, supplant or supplement existing standards of the game inside associations and fields.Three sorts of novel institutional plans basic for advanced change are recognized: computerized authoritative structures, computerized institutional foundations, and computerized institutional structure squares. From this vantage point, an institutional viewpoint welcomes us to analyze how these novel courses of action increase social endorsement (for example authenticity) according to basic partners and their interchange with existing institutional courses of action. Thispaperclose with talking about the ramifications of an institutional point of view on advanced change for strategy, practice and exploration.

New turn of events: COVID-19 as a quickening agent of advanced change out in the open assistance conveyance [Deborah Agostino et al,2020). In a startling situation, for example, the COVID-19 pandemic, open assistance conveyance can't be suspended, yet should be conveyed internet, depending on the accessible computerized innovation. Web based life, explicitly, have been generally used to arrive at a more extensive bit of the populace. This article talks about the advanced increasing speed that legislatures and associations are currently confronting. The emphasis is on Italian state galleries, which have been pushed for quite a long time to receive advanced instruments to build support. This article features three fundamental quandaries in administration conveyance: client commitment; arranging and control; and expenses. The three problems show the social and hierarchical moves associated with advanced change, underlining the issues that associations should look later on and not simply in a crisis, for example, COVID-19.

COVID-19 and Work from Home: Digital Transfiguration of the Workforce (Dobrica Savić,2020)The flare-up of COVID-19 around the world constrained organizations to develop and change the manner in which they lead their work. Workplaces have gotten less significant and work from home has out of nowhere gotten obligatory. This unexpected requirement for telecommute is driving the computerized change of the workforce and the advancement of the

workplace at an exceptional speed. Mass selection of working from home has become an imperative business change since the flare-up of the infection. This paper takes a gander at this exceptional effect of coronavirus pandemic on abrupt interest for telecommute and the resulting push for the advanced change of the workforce.

Computerized change by SME business people: An ability point of view [Liang Li et al, 2018] This exploration researches how business visionaries of little and medium undertakings (SMEs) with insufficient capacities and constrained assets drove computerized change in their organizations, a wonder that remaining parts under-researched in the surviving writing. We lead subjective examination on advanced change to cross-border e-commerce experienced by 7 SMEs on the computerized stage. We inductively infer a procedure model that plans to portray and clarify how SME business people, with help from the advanced stage specialist co-op, drive computerized change through administrative discernment reestablishment, administrative social capital turn of events, business group building, and authoritative capacity building.

OBJECTIVES OF THE STUDY

1) To study the impact of social media in bridging the employee – employer relationship gap
2) To identify factor affecting employee – employer relationship
3) To study the impact of virtual working on productivity levels of employees in MSME

RESEARCH METHODOLOGY

To understand digital impact on employee and employer relationship and to understand the productivity levels of employee and employer while working virtually. The data is collected with the aid of both primary and secondary sources, including books, posts, and research papers. The primary data is collected from Dec 2020 to Feb 2021, where 100 employees and employers of Five MSME firms located in Bangalore participated. It respondents were given detailed structured questionnaire with regards to the usage of digital medium.. Data analyzes is done using SPSS software. Regression Analysis is used to determine the impact of social media in bridging the gap between employees – employer relationship

DATA ANALYSIS AND INTERPRETATION

TO STUDY THE IMPACT OF SOCIAL MEDIA IN BRIDGING THE GAP BETWEEN EMPLOYEE AND EMPLOYER

Regression

Table 1 Entered/ Removed[a] Variable

Model	Entered	Removed	Method
1	BRIDGING THE GAP BETWEEN EMPLOYEE AND EMPLOYER [b],	.	Enter

a. Dependent Variable: SOCIAL MEDIA

b. All requested variables entered.

Table 2 Model Summary

Model	R	R - Square	Adjusted R - Square	Std. Error of the Estimate
1	.690[a]	.495	.438	.41328

Predictors: (Constant), BRIDGING THE GAP BETWEEN EMPLOYEE AND EMPLOYER

R square value is 0.495= 50%, Taken as asset, the predictors, the independent variable account for 50% of the variance in the criterion variable(DV)

Table 3 ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.413	3	1.471	8.601	.000ᵇ
	Residual	4..435	26	.174		
	Total	8.786	29			

a. Dependent Variable: SOCIAL MEDIA

b. Predictors: (Constant), BRIDGING THE GAP BETWEEN EMPLOYEE AND EMPLOYER

The overall regression model was significant, f $(3,26)$= 8.6 and P<0.005 R^2=0.495=50%.

TO STUDY THE IMPACT OF SOCIAL MEDIA IN PRODUCTIVITY LEVELS OF EMPLOYEES AND EMPLOYER

Table 4 Model Summary

Model	R	R -Square	Adjusted R -Square	Std. Error of the Estimate
1	.900ª	.896	.738	.41328

1. Predictors: (Constant), VIRTUAL WORKING

R square value is 0.896= 90%, Taken as asset, the predictors, the independent variable account for 90% of the variance in the criterion variable(DV)

Table 5 ANOVA^a

Model		SumofSquares	df	MeanSquare	F	Sig.
1	Regression	4.413	3	1.471	8.501	.000^b
	Residual	4..435	26	.174		
	Total	8.786	29			

a. Dependent Variable: PRODUCTIVITY

 b. Predictors: (Constant), VIRTUAL WORKING

The overall regression model was significant, $f(3,26)= 8.5$ and $P<0.005$ $R^2=0.896=90\%$.

FACTORS AFFECTING BRIDGING GAP EMPLOYER – EMPLOYEE RELATIONSHIP

The benefits of good employer-employee relationship	Disadvantages of poor employer-employee relationships	What are relationship enhancers?
Good relationships have the potential to inspire workers to work harder	Potential for low levels of production	General Managerial tasks which includes planning, organizing leading and controlling
Employees who are inspired to work to produce better and more results	Decline in profits, Business Failure	The provisions of job satisfaction factors in workplace.
The level of competency of staff increases because of their	Loss of Human Resource to competitors	

drive to become better		
Customers service is improved because employees with good relation with their employer will always provide good customer consultant	Low customer satisfaction, LOSS OF CUSTOMERS	

CONCLUSION

There's always a relationship gap between employee and employer of any organization. Hence this study is to understand the perspective of employee and employee for a common factors. These factor will give an brief idea of the relationship gap between an employee and employer. To enhance the productivity of any organization its always important to understand employee and employer relationship, so that the view if vision and mission of the organization will the unique and clear. Bridging the gap is always impotant for any organization as such. Yes digital media creates an impact in the current era of the digital world and also in bridging the gap between employee and employer. From regression analysis we can understand, that there is an impact of digital media in bridging the gap between employee and employer. But with the significance level we can predict, the productivity in the workplace with use of digital media is higher and significant. The main factors affecting the relationship between employee and employer are organization commitment, communication, motivation through digital media as per our secondary data collected from research papers and articles.

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