

B. Com Sem. IV

Subject - Marketing (M12)
Industrial Relations

Definition and concept
of Industrial Relations

The term 'Industrial Relations' comprises 'industry' and 'relations'. Industry means any productive activity in which an individual is engaged and 'relations' means the relations that exist in the industry between the employer and his workmen.

The important definition of Industrial Relations are as below:

In the words of Dale Yoder, "The term 'Industrial Relations' refers to the relationship between management and employees or among employees and their organisation that arise out of employment."

In the words of E. F. L. Breach, "Industrial relations and personnel management are almost synonymous terms, with the only difference that industrial relations places

emphasises on the aspect of employee relationship rather than on the executive policies and activities that are set up to foster good relations." According to Bethel and others - "Industrial relations is that part of management which is concerned with the manpower of the enterprise, whether machine operator, skilled worker or manager."

According to J. Henry Richardson - "Industrial Relations is an art, the art of living together for purposes of production."

According to the ILO - "Industrial Relations deal with either the relationship between the state and employer's and workers' organisations or the relation between the occupational organisation themselves."