Role of Human Resource Management in Indian Retail Industry in the 21st Century

Dr. M. Subba Rao, Ph.D.
Principal
Sri Balaji P.G. College (MBA)
Anantapuramu - (A.P.)

S. Poornima, B.Tech., M.B.A.
Department of Management
Sri Balaji P.G. College (MBA)
Anantapuramu - A.P.)

Abstract

Corporations of present scenario started treating employees as assets rather than as cog in a machine. Hence the term Human Resource Management became dominant team and sometimes used synonymously with manpower management, talent management, personnel management. Human resources of organization consists of people who perform its activities, and is a branch of management that deals with human dimensions, developing skills, providing them motivation in order to attain individual goals and organizational goals. Simply, it is a system which plans, organizes, controls functions of procurement, development, maintenance and utilization of work force. The main motto of this paper is how HRM is practiced in Retail industry how people get recruited selected, trained and developed in this industry because these industries consists of various kinds of employees like part time, full time, skilled, unskilled, shift workers etc., so, Human Resource Management is a challenging task in Retail Industry.

Key words: Corporations, Human Resource Management Organizations, Retail Industry Development.

Introduction:
Retail is the sale of goods to customers and is the last step of supply chain management. Manufacturers sell large quantities of products to retailers and they sell those to consumers. We have retail industries regarding private and public sectors.

Retailing in India is one of the pillars of its economy and accounts for it to 15% of its GDP. In January 2013, India welcomed anyone to start retail Co. with 100% ownership, examples of Indian Retail Co. are Reliance Industry, Aditya Birla Group, Mahindra Group, Bharati Enterprises etc.

Human Resource Management is a challenging task here, because Retail industry is employing upto 40 million Indians. The point here to be noted is employees of different categories working here Retail Industry consists of experienced workers, longhours, highly visible employees, many part time workers and variations in customer demand.

Human Resource Management is a vital function to deal with inexperienced workers, managing shits, their compensation and training them and developing their interaction skills because if this interaction capability is good that is going to draw more customers and this keeps industry in hilarious positions.

Objectives of the study:
1. To examine Human Resource environment of retail industry.
2. To study the relations and interpersonal communication among the human resources of retail Co.
3. To determine the policies and procedures and rewards of human resources in retail Co.
4. To study whether employees are receiving good opportunities by working in retail companies.
5. To know about the practices involved in development of Human Resource Management in retail industry.
Body of the Area:

Human Resource Management in Retail industry is a dynamic task. Retailers need to have knowledge about the season, special days, and for these days how many employees are needed and to which session of day they have to work, how many employees are to be placed in particular shift etc.

Generally, HRM is a process that involves planning, recruitment, selection, training, placement.

Planning:

Plan is to decide what to be done in future, before planning performance Appraisal is to be done, it helps to realize what kind of staff we want and what kind of staff we have already. So based on profile of a job like accounting, billing, packing, customer service etc.

Job description and job specification should be matched in such a way we should plan Human Resources.

Recruitment and selection:

Recruitment can be done through ads, employee recommendations, educational institutions etc.

Among all the candidates persons who got qualities that match with job requirement will get selected.

Training and placement:

Training and placement plays vital role in the CO2, people age to be trained and right person should be placing right job.

For instance, if a person got selected for entry sales personnel department he should be given training in maintaining good body language, communication skills, all maintenance, capability to explain about products etc. Selected candidate should equip with skills of his job requirements and then to be placed in right job.

Research work oriented:

This paper explains how HR are to be treated and managed and developed in the retail industry.

Previously, Human Resources of Retail industry are treated as just employee number but there is no emotional boarding with organization. In retail stores, sales associates or front line team is backbone of the business.

Hence HR team has to really take care of them and they should feel very responsible towards them.

Sales Associates need to stand continuously for hours together so, they tend to get tired very easily and so HR needs to take care of their health, develop motivational factors like incentives or perks to and also train them by importing knowledge on interaction skills so, that they become good at taking to customers these skills draws more customers to the business. If the employees are taken care of in turn they automatically take care of organisation and thus builds a fiduciary relationship. As we know HRM is done in 5 steps, planning recruitment, selection, training, and responsible for also performance management, we have may profiles at retail industry i.e. from junior customer service roles to Area Manager, so for each profile HR department should plan for, recruit, select, training and developing the employee, for instance, if we consider the following profiles.

1. Customer Service Assistant Job:

A candidate like who is having friendly nature, dynamic thinking, interation capability is to be selected and to be trained on those areas. So that candidates performance will get increased and they try to donate more of their efforts to industry.

2. Part time employees:

These employees will be more on number in retail industries like candidates pursuing degree, or any other courses etc., who want extra money for their family commitments will apply for this job.

These candidates should be motivated by more incentives and perks and paying for extra hours and playing for extra days etc. These candidates will also act as promoters of the company since they will be engaged equally with outside world such as spending half of the day with retail and half of day with public. HR department especially should provide peculiar schemes to this profile like fixing up of
targets regarding sales and rewarding and recognizing them will draw some more efforts from this category of employees.

3. Department Manager: A department manager should equip with the full qualities.
   - should manage staff.
   - Concentrate on sales targets.
   - Stock control.
   - Accounting analysis.
   - Recruiting and training new staff.

   Department Management belongs to higher cadre in the Retail industry. He should be very dynamic and should have quick thinking capacity and immediately responsive. He should perfectly manage human resources by providing tailor mode schemes to the employee depending on job profile. These should be clear analysis regarding job description, job specification and performance of each category of employees. He should know the tricks of improving sales and imparting knowledge of how to hit the targets and encouraging team work and he should perfectly follow fair and equitable treatment of employees. He should also know retaining of skills and talented employees and should be tactful in dealing with employees though he is busy in other activities Department Manager should give all these instructions to HR Manager.

Role of HR in Retail industry – before 21st and 21st century.

   With the 21st century in progress, all retail industries seek to adapt to an ever changing professional environment. Within these organizations, HR departments face many challenges, like their role includes the hiring of new employees, administration of benefits and monitoring of regulation observance.

   HR departments must concentrate on retaining and building a talented work force. When composed to the past, Human resources, department should be very more dynamic in this 21st century.

   Previously, Human resource department use to follow additional approach like maintain of personal files and records and processing of documents but now concentration is paid on developing abilities, skills and knowledge of employees and even recruiting candidate should reflect today’s reality like his qualification is not only the criteria but also the practical knowledge for eno if he got placed in the customer service assistant job then he should be good at capable of speaking to strangers, capacity understanding the problems, dynamics of dealing with customers, convincing skills etc.

   Previously, HR department has the struggle to hire employees due to lack of technology. But with the of technologies in 21st century, HR department are able to conduct round the clock recruiting, to develop work force that reflects the diversity of consumers and clients.

   HR Managers particularly in retail sector have been encouraged to provide superior customer service training to employees, because they have to compete with working retail figures in the boom.

HR Environment to Retail industry:

   HR department of retail industry deals with recruitment, dealing with grievances and disciplinary matters, listing with external organizations, staff planning, staff training and development, pays all administration.

   Recruitment:

   Recruiting the right people for a particular role, HR will be involved in developing employment descriptions, preparing job ads, reading through CVs, devising application forms and then short listing, interviewing and selecting new members of staff, in doing all of above, HR will also need to liaise with different departmental manages in order that recruitment process reflects the types of people who are selected to fill a particular role.

   Dealing with grievances and Disciplinary matters: Another important role in retail HR function is dealing with staff grievances and any disciplinary matters. This could also incorporate issues such as absence management, performance management and working conditions.

Liacing with external organizations:

   Laws and work place rights are constantly being updated and improved its importance to constantly keep abreast of these changes if you are working in a retail HR position. Therefore, you will
regularly need to liaise with external organizations who deal with issues surrounding disability, and organizations relying to discriminatory practices as well as health and safety bodies.

Staff planning:
This is very important issue to plan staff especially like Sundays, cyclical trends such as greater as demand for goods at Christmas can all put pressure on staffing levels. Therefore, HR plays a vital role while dealing with line managers on both immediate and long term issues relating to staffing numbers and skill levels.

Staff training and development:
This will involve issues of training and induction to new staff as well as training and career development of existing employees. This is an area which has taken on ever greater significance over recent years with job satisfaction and the opportunities for career progression often scoring much higher than salary in terms of what people are looking for from a career. HR department implements strategies to ensure that staff morale is positive and to encourage your best people to stay with company.

Pay roll and Administration:
HR department is involved in administering the weekly or monthly pay roll procedures even if that just involves providing a finance section of employee attendance and overtime records over a particular period.

Policies and procedures of HR:
Human resource department of a company has the responsibility of framing policies for employees to adhere to examples like dress codes, having policies in place lets companies maintain professionalism and provide employees with resources on the inner working of organization.

Dress Code Policy: HR dress code policies have different standard, depending on company like dress codes policies are different for people who work for retail companies, who work for banks, who work for offices etc. HR dress code policies will list attire that is not suitable for work place, such as jeans with holes, shits that have fowl language written on them, strapless tops and the like.

Drug free work environment:
HR departments issues policies about maintaining a drug free work environment. These policies will explain the consequences for being found under the influence of substances or having substances in an employee’s possession while at work because this shows negative effect on the work.

Zero tolerance policy for HR:
This policy is put into place to protect employees and to maintain safe and comfortable working environment.

Human Resource policies and procedures:
These policies and procedures are framed to protect and enhance organization objectives. These policies and procedures should the organization mission, vision, values, strategic goals and objectives and they become tools that are used to help company to achieve those things. These include examples of policies and procedures.

Staff:
HR policies and procedures dictates a protocol that is uniform and consistent on staffing the organization with personal that fits the business, staffing polices and procedures taken into account where, whom, why, and how positions need to be filed or eliminated.

Job Performance:
Here, HR concentrates on framing of policies and procedure includes means for employee to learn job related tasks.

A company policy and procedure should be a reflection of its employee manual, job performance reviews, attendance, dress code, and internet usage are common issues found addressed in policies and procedure relating to job performance

Compensation benefits
Here, HR policies and procedures may outline the course and action required for paid breaks, paid vacations, leaves of absence, job related injuries and illness. HR policies and procedure dictate the
administration of health insurance and other company benefits, as well as when and how employees are paid.

**Workplace Relationships:**

Employee and labour relations can be enhanced with policies and procedures that employment good working relationships.

Respect for cultural differences are often addressed in policies and procedures to prevent discrimination and harassment.

**Conclusion:**

Employees of different profiles will be working in Retail industry, Human Resource Management is how we plan recruit, select and train and develop the candidates. While recruiting a candidate job description and job specification should math and candidates should be trained on their respected areas, in this way employees will start growing with the organization and they strive for achieving of organizational goals. If employees are correctly placed this will help the organization to work in an effective manner. Providing employees welfare measures is much important. Incentives, perks, festival bouses, discounts on the products (especially for the staff) rest rooms (hygiene), friendly working environment, rewards, recognition etc., will help to retain skilled and talented employees and clear career growth should be given to each and every employee who is working in retail industry.

Hence, by focusing on Human Resource Management in particularly retail industry HR needs to translate business needs and goals to their employees and providing them with better understanding of organizations customers. Because customer satisfaction is more important to grow business.

To keep in success line, HR must deploy right number of employees, with the right skill sets, and position them at right time. Achieving the best possible employee performance will translate in to best possible company performance. Successfully retail organizations realize that business success will be a journey and not a destination due to emerging technologies evolving processes and ever changing competitive threats. A well executed work force management strategy will provide tangible and actionable indicators for achieving optimal HR objectives, while achieving success in business.

**REFERENCES**

6. Organizational behavior – S. Chand & Co. Publications, 2013, Dr. S.S. Khanka