

THE EMERGING TRENDS IN HUMAN RESOURCES PROBLEMS AND POSSIBILITIES IN RETAILS STORES EMPLOYEES IN RAJASTHAN

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ABSTRACT

In this research paper, the researcher tried to study the different parameters which promote the new ways of the recruitment, selection, training, promotions, wages, bonus, financial and other non-financial facilities. The workplace diversity for the employees of the retails stores, retails stores managerial problems and challenges of workplace, the retails planning and mentoring of higher authority for achieving the goal and objective and new skill program, organizing talents strategically for the employees in the retails stores of Rajasthan. The research work emphasis the need of the new trends arising out the modern technology and employee's grievances handling mechanism employed in different retails stores of the Rajasthan. The mechanism has to be employees of the retail stores friendly and it should not kill the profit of the retails stores in Rajasthan.

KEYWORDS: *Recruitment, Selection, Training, Promotions, Discipline, Workers Participation.*

Introduction

The basic concept about the common meaning of the Human Resource Management is the pieces of the work which has to be laid down with respect to the retails stores is the recruitment, selection, training, promotions, wages, bonus, perks and perquisites of the employees working in the shopping malls. The other consideration of the financial and other non-financial facilities provided to the employees of the retails stores. Human resource management is the major part of the management activities like formation and implementation of planning, directing and controlling of the procurement and maintains and reforms of the retail stores. Retail store managers are also doing planning, organizing, staffing, leading, controlling five basic functions. Development and growth, healthy culture and environment in the organization and maintenance of human resource is the importance of the HRM. Human resource management is gaining more and more importance day to day. The workplace different diversity for the employees of the retails stores, retails stores managerial and personal employee's problems and upcoming new challenges of retails stores workplace, the retails planning and mentoring of higher employees for achieving the targeted goal and objective, in addition of the employee's new skill program, organizing talents strategically for the employees in the retails stores of Rajasthan. There are some important prerequisites for successful HRM in the retail stores.

- HMR must know as an integral section of retail store planning.
- The major sport of the higher management of the store for HRM absolutely essential
- HRM responsibilities should be centralized in order to co-ordinate consultation between different management levels.

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- HR latest information's must be up-date, complete and available in retail stores.
- Plan should be prepared by still level rather than by aggregates.
- Data collection, analysis with statistic tools and techniques of planning and improved in the light of experience.

There are most important HR steps in the retail industry. Human resource procurement - recruitment, selection is the first an important step of the retail sector, then training gaining of knowledge, sharpening of skills, concepts, rules, or changing of attitudes and behaviors to improve the performance of employees, placement, performance appraisal and rewards like promotion, increment other financial or non-financial benefits. In addition to these, the personnel man or HR has to grapple with the problems of workforce diversity. The main emerging challenges retail store are such as- globalization, new technology, developing human capital, market changes, containing costs, increasing productivity and HR rules-wage, increment bones and other labour welfare problems.

Review of the Literature

Porkianiet all (2011) reviewed sampling choices in 384 empirical relationships between the Quality of Work Life and employees' in the retails stores and their aggression study. Results showed that sampling choice in previous literature is constrained, should be transparent in providing rationales for their choices of retails stores or group lists used to target respondents.

The resource-based view which considers human and retails stores resources, more than physical, technical or financial as a source of a firm's continual competitive advantage they being predominantly difficult to emulate (Barney, 1991; Lado et al., 1992; Wright and McMahon, 1992; Lado and Wilson, 1994) has given way to a knowledge-based theory (Grant, 1996; Nonaka and Takeuchi, 1995) with firms being viewed as knowledge-creating entities with capabilities to create, transfer and utilize knowledge as the most important source of a sustainable competitive edge (Kogut and Zander, 1996). These capabilities naturally vest in people. HRM should therefore ideally focus on human capital skills, experience and knowledge to give a firm economic and competitive boost (Snell and Dean, 1992).

Objective

The emerging trends in the human resources problems and possibilities in retails stores employees in Rajasthan is being carried out in the following form of the different four sub-objectives, which are as follows:

- Workplace diversity of the new intakes of the retails stores
- The management & challenges of workplace diversity of the retails stores
- Planning a mentoring program of the employees of the retails stores
- Organizing talents strategically of the employees of the retails stores.

Hypothesis

The study is based on the following hypothesis framed:

- **H₁** : There is significant role of the emerging trends in human resources problems and possibilities in retails stores employees in Rajasthan.

Scope of the Research

If the retail stores participants perceive the target as impossibility and are not motivated at all, the whole program will be a disaster. A manager must provide useful feedback as a guidance to the retail stores participants concerning how they need to change their behavior(s) to realize retail stores payouts. The feedback should be frequent, objective and clearly based on the employees' performance in relation to the retail stores target. The research work is based on the topic that a study on the emerging trends in employee's resources problems and possibilities in retails stores employees in Rajasthan. The Indian retail stores in Rajasthan market with its vast size and demand base offers great opportunities to the retails marketers. Seven percent of the countries retail employees of the retail stores live in Rajasthan areas and almost eight percent of the national income is generated here. It is important that retail stores in Rajasthan market forms an important part of the total retail market of India. According to the census 10% people lives in Rajasthan and our nation is classified in around 450 districts, approximately 6. 3 lakhs employees of the retail stores which can be sorted in different parameters such as literacy level, accessibility, income levels, penetration, distances from nearest cities etc. To effectively cover up the retail stores in Rajasthan market a brand must associate it with the employees of the retail stores

behaviour of the retail stores in Rajasthan. This can be done by utilizing the various retail stores in Rajasthan with respect to the employees of the retail stores relationship management to reach them in their own language and in large numbers, so that the brand can be associated with the retail problems and possibilities of the retails. Retail stores in the state of Rajasthan market is in favour of the employees of the retail stores.

Research Methodology

The research design that will be administered to test the hypothesis of this study will be a descriptive correlation survey.

- **Primary Research:** A focus group study with the descriptive research with the support with the personal interview was conducted in Retail stores of Rajasthan.
- **Secondary Research:** Sources of secondary data primarily will be the Internet, journals, newspaper, annual report, database available in the library, catalogues and presentations.
- **Descriptive Research Study:** Descriptive studies are well structured, they tend to be rigid and its approach cannot be changed every now and then. Descriptive study can be divided in two categories:
 - Cross sectional &
 - Longitudinal

Descriptive Study can be Undertaken in many circumstances, as follows:

- When the researcher is interested in knowing the characteristics of certain groups such as age, profession.
- When the researcher is interested in knowing the proportion of people in given population who have behaved in a particular manner, making projection of certain things. The objective of this kind of study is to answer the why, who, what, when and how of the subject under consideration. The researcher selected the descriptive research study because my research includes knowing what are those factors which helps in boosting the human resources management of the employees thereby bringing satisfaction.
- **Data Collection Instruments:** The research is non - empirical in nature and relies on survey method. It is based on both primary and secondary sources of data. Primary data is collected with the help of structured personal interview. The secondary data is collected from books, journals, websites and other sources available. Data will be collected by administering standard personal interview for all cadres of the retail stores employees. The research study will use a self-administered personal interview as its instrument. This will include Reisinger' EQ Instrument, the leadership effectiveness test based on the personal interview, the Myers-Briggs Types Indicators and a demographic personal interview.
- **Data Analysis:** The personal interview information was analysed by the researcher and further the outcome satisfying with the different research objectives was framed and suggestions were recommended.

Research Outcome Model

The research outcome of the above research objectives are as follows:

- **Workplace diversity of the new intakes of the retails stores:** With a population of only four million people and the nations strive towards high technology and knowledge-based economy; foreign talents are lured to share their expertise in these areas. Thus, many local HR managers have to undergo cultural-based Human Resource Management training to further their abilities to motivate a group of professionals that are highly qualified but culturally diverse.
- **The management & challenges of workplace diversity of the retails stores:** In order to effectively manage workplace diversity, Cox (1993) suggests that a HR Manager needs to change from an ethnocentric view ("our way is the best way") to a culturally relative perspective ("let's take the best of a variety of ways"). This shift in philosophy has to be ingrained in the managerial framework of the HR Manager in his/her planning, organizing, leading and controlling of organizational resources. The Thomas and Cox in his book suggested, few good workable practical examples and solutions for making perfect the work place diversity in the retails stores of the Rajasthan. The HR managers, if pursues these practices then the work diversity and new employees taken into the retails stores could be mutually adjusted in favourable manner for maximum productivity and profit of the retails stores of the Rajasthan.

Planning a Mentoring Program of the Employees of the Retail Stores

Planning plays an important role in the working out with the mentoring out of the employees of the retail sectors of the Rajasthan. The process involves the collaboration of the different managers from other department and working out with the handling and tacking of the feedback collected for different employees. For continuous solving these issues training and consultant services has to be provided to the HR managers from the management of the retail stores of the Rajasthan. Usually, such a program will encourage organization's members to air their opinions and learn how to resolve conflicts due to their diversity. More importantly, the purpose of a Diversity Mentoring Program seeks to encourage members to move beyond their own cultural frame of reference to recognize and take full advantage of the productivity potential inherent in a diverse population.

- **Organizing talents Strategically of the Employees of the Retail Stores**

Many companies are now realizing the advantages of a diverse workplace. When we compare with the global market the retail, sector expanding physically or online the employee's deployment is necessary and it is mandatory for all the retail stores to understand the employees needs and wants to attain the full potentials of the employees for the retail profit. The different Human resources tools and techniques will differ. The common example was China were such types of the Human resources tools and techniques was used from 1980 onwards. It was compared with Singapore, because the non - speaking of the English language and this was being well narrated by Toh R, 1993. The new trend of the working proximity and language barrier the HR manager work out with new pools of the employees and training was provided to them for getting the good results.

Statistical Analysis of the Descriptive Studies

- It's another interesting result of good HR policies of the shopping malls. The majority of employees of the retail stores agree except that the payment of the monthly salary paid in due time.
- The majority of employees of the retail stores are satisfied as they are performance is being rated monthly and annually monetary and non- monetary benefits are given by the shopping stores.
- The continuous training programme for new joiners like orientation and after in-service refresher courses is the essential part of the HR. The majority of employees of the retail stores agree about retail organizations does not induction the continuous training programme for new joiners and workers.
- There are one another HR weakness of selected retail stores, the majority of employees of the retail stores agree about concern retailers does not provides the timely promotions to the deserving staffs in shopping mall due to varying reasons like more profit making and taking less care of their staff member. Generally shopping stores appoint temporally staff instead of the permanent staff.
- An evident of the research descriptive outcomes of the retail stores of Rajasthan employees, it is clear as the employees are under paid salary according to working hours in shopping. These are generally the lower-class workers in the shopping stores.
- The majority of employees of the retail stores agree about clear as are being hired and fired. This may be due to various reasons like bulk availability of the line staff annually etc.
- The workers participation and profit sharing policy is an effective characteristic of good HR. But majority of employees of the retail stores except that retailer's stores does not involve the workers participation and provides profit sharing to staffs in the shopping mall because there is no government's representative and watching bodies for shopping malls to check these irregularities.
- In the fast-changing era, the retail sector also day to day change our formats, merchandise and sales promotion policies. So the majority of employees of the retail stores agree that there should be effective / consultant meeting for higher performance to the esteem staffs of the shopping mall on regular basis for effective and profitable functioning's. But the majority of employees of the retail stores employers say that there are no effective / consultant meetings organized between top management and employers
- In finding of present study that the selected retail stores owners are regularly conducted the meetings among for their employers.

Recommendation and Conclusions

From the above data tabulation and data analysis the following observations with suggested recommendations are as follows:

- Job security (to eliminate fear of layoffs).
- Careful hiring (emphasizing a good fit with the company culture).
- Power to the people (via decentralization and self-managed teams).
- Generous pay for performance.
- Lots of training.
- Less emphasis on status (to build a “we” feeling).
- Trust building (through the sharing of critical information).
- Progressive human resource programs needed to attract and retain the best workers
- Educational mismatches create lack of skilled entry-level workers and underemployed college graduates
- Organizations contribute resources to resolving educational problems in the U.S.
- Career plateaus increases for younger workers
- Managerial initiatives are needed to adapt to an aging workforce

Conclusion

The research works fulfil and satisfy the objective of the research that the role of the HR manager must parallel the needs of the changing organization. The search out of our research is being fulfilled with the null hypothesis satisfied. The new improvement areas need more new knowledge's in handling of the issues coming out with the recruitment, selection, training, promotions, wages, bonus, of the employees inducted and deployed in the retail stores. The major areas which need new look is also the financial and other non-financial facilities offered to the employees of the retail stores. The workplace diversity creation is the new dimension which adding more avenues of the development in retail sectors in Rajasthan. The retail employee's problems and possibilities and retail stores managerial problems and challenges of workplace, the retail planning and mentoring of higher authority for achieving the goal and objective and new skill program, organizing talents strategically for the employees in the retail stores of Rajasthan should be handled out from government policies also.

Take Away

The biggest pain in life is not lack of resources but the regret of waste of personal talents. Most of the time people never reach their full potential. They are able to accomplish only a fraction of what they could have otherwise achieved, had they worked a little harder on their people relational skills. Our ability to build and maintain healthy relationships is the single most important factor in how we get along- in every area of life. All of life's successes come from initiating relationships with the right people and then strengthening those relationships by using excellent people skills.

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