

STRATEGIC HUMAN RESOURCE MANAGEMENT IN MODERN RETAIL MARKETING AND MALLS FOR SUSTAINABLE GROWTH-A CASE STUDY IN NORTH CHHOTANAGPUR OF JHARKHAND

Ajay Kumar Barnwal*

ABSTRACT

The retail sector has played a phenomenal role in India with tremendous contribution to the Indian economy. Retailing Sector has been observing tremendous changes with the entry of organized retail companies. The retailers Malls, shops & Marts in India have started to realize the need for efficient manpower and So, Strengthening their business with the help of HRM processes. The success of any organization largely depends on its Human Resource. Human Resource Management (HRM) plays a vital role in achieving the organizational objectives. The successful new retail concepts are almost always accompanied by extra ordinarily strong culture and values that provide energy and direction in the early years and support the vision and its execution as the business matures. The present paper is an attempt to analyze the HRM practices implemented in the organized retail sector in India. The study also throw light on the Human Resource Challenges faced by the sector and suggested measures to improve the work culture in Indian scenario.

Keywords: Human Resource Management, Retail Sector, HRM Challenges, Values of HR.

Introduction

The concept of human resource Management in industry and service marketing in industry and service marketing, therefore pinpoint the problems arising out of utilization of the human resource; for "Management is the process of utilizing material and human resources to accomplish designated objective. It involves the organization, direction, coordination and evaluation of people to achieve these goals. The importance of human resource management is unique in the sense that men often differ one from other in mental abilities emotional abilities traditions and sentimental for more they differ physically. It is notable that retail marketing forms one important portion of the customer space. Berman and Evans 2005 explain that these special characteristics of retailing namely, popularity of stores, impulse purchases and small average sales make retailing different from other practices in the market place. Thus the study makes a significant contribution by explaining dynamic of human resource management in modern retail marketing and providing guidelines for retailers to take practice treatment to the failure in their ventures. Retail marketing has attracted much human interest since it is the focus of bringing industrial growth and has been receiving the attention of the planners, policy makers, social scientists economists, industrialists, financial institutions, administrators and academicians. **According Bureau of Labour Statistics- "Talented and Skilled laboures in all trades and service industries are currently short supply"** Retail Marketing these include traditional choices like catalogs posters, referrals, and even direct mail. Plus more modern methods, such as websites, social media profiles, and email and

* Research Scholar, Department of Commerce & Management, Aisect University, Hazaribagh, Jharkhand, India.

SMS campaigns. Direct mails. Making sure customers know what you offer is a major hurdle for retail marketers. Perhaps. Retail store play a very important role in connecting manufactures of goods to the end consumer. They create a convenient environment for the customer to compare and choose between different manufacturers and choose the best price and offering they need.

Literature Review

Dr. Atul Kumar, Dr. Vinaydeep Brar & Dr. A.B Dadas(2020) conducted on study the significant of effective HRM practice in organized retail sector: To find out area of concern for the sector has been HRM. Attracting talented people & retaining hem has been a challenge. **Navdeep Kaur, Gourav Sharma(2017)** conducted on study Human Resouce Management in organized retail Industry in India: To find out HR challenges faced by the sector & suggested measures, to improve work culture in Indian scenario. **Dr. Khillare S.K , Mr. Kamble V.V (2016)** conducted on study the challenges of HR practice in retail sector: To find out HR practices in service sector especially in the area of retailing, relating to significant in present scenario.

Objective of the Study

- To examine how HR helps the organized sector to be employed in order to get a better standard of living in the state of Jharkhand.
- To examine the importance of human resource in order to achieve social economic development of the state.
- To Measure the impact HRM in Retail sector and Malls
- Consumers and employee satisfaction & Motivational programmes of the seller
- To know maximize mobilization of people's saving & retail marketing enhance
- To know various need of the customers & customer facilities

The Scope & Problem of Human Resource Management

Human factors focuses more on group problems and on the individual in relation to a group, rather than on the individual person or on his job. Human Resource is concerned however with the broader problems involved in designing, installing and administering job evolution to the satisfaction of the persons involved. HRM in retailing is composed of survival integrated activities such as employees recruitment, selection, Induction, training and development, supervision and compensation, A customer's experience shopping for a product or service is make or break. It not only determines their purchase decision but also whiter they return to by again. So, the main role of HR in the retail Industry is to enable employee to play their part in creating a great customer experience.

Causes to Choose Shopping Malls by People

- All the thing available under on roof.
- Different varieties of product available.
- Discount and Offers.
- Use of Vouchers.
- Air Conditioning facilities.
- Entertainment available there.
- No bargaining there.
- Family outing.

HR Challenges & Opportunities in Retail Marketing

Strategic Management is that a set of managerial decisions and action that determiners the long run performance of retail shopping. It includes environmental Scanning (both external and internal), strategy, Implementation, formulation and evolution and control. The study of the strategic management therefore emphasizes the monitoring and threat in light of consumer's strength and weakness.

Challenges

- Low awareness level & Product Innovation
- Distribution, Quality Management & Control
- Customer service and Investment
- Increasing penetration of marketing & shopping

Opportunities

- Trapping the untapped market, E-Commerce & Online shopping
- Hugging the mandatory Retail Marketing in disaster prone areas.
- Introducing more innovative products that suit all segments of consumers.
- Taping of vast Rural Market with suitable products.

Strategies

- Creation of retail marketing method awareness among the people.
- Product customization, Maximize Wealth & Tapping the Niche Markets.
- Plunge into rural markets, Social Marketing & Well established distribution network.

North Chhotanagpur: At a Glance

North Chhotanagpur literally means a place many Hills, garden, and coal & mica areas. During the Muslim rule the main estate in the district were Ramgarh. After 1991 census the Hazaribag commissioner was divided into Hazaribag, Chatra, Giridih, Koderma, Dhanbad, Bokaro & Ramgarh.

Area of North Chhotanagpur	25,625 sq.km.
District Headquarter	Hazaribag
Total Population	90 lakh approx.
Male	4638975
Female	4479025
Rural	4479025
Urban	5437625
S.C	1186725
S.T	863120

North Chhotanagpur of District in Jharkhand (A Glance)			
Town	Malls+ Marts	Skilled Workers	Un Skilled Workers
Hazaribagh	08+12=20	280	390
Dhanbad	12+13=25	432	609
Bokaro	07+12=19	220	380
Koderma	05+12=17	180	430
Giridih	05+14=19	220	611
Chatra	03+11=14	180	475
Ramgarh	07+11=18	245	410

Important of Study

In the modern Industrial setup Human resource management has setup become one of the most important factions of the management become it is concerned with the human factor in organizational performance which by all account is the most important factor in all sports of activities including business. It has great role in the development of the country. The importance of research study has been increased after globalization more than 100 malls and 6 e-shopping has been entered through global market. These companies are threatening each other for consumers hold.

Hypothesis

- Human Resource management on retail marketing of India at North Chhotanagpur region is effective productive and its promotes utilization and development of human factors.
- HRM in Retail marketing at Hazaribag region is not effective, unproductive and is ineffective in respect of Human factor utilization and development.

Research Methodology

- The researcher has used both primary and secondary data collection to collect the relevant data and information regarding this research work.
- The researcher will collect the relevant data's and available record of the personal department and the malls and the chamber of commerce union office.

Limitation of the Study

The researcher will be limited to his research work leading to Ph.D. degree to retail marketing in India a whole in comparison with other method of marketing for facilitate the customers and consumers satisfaction and particularly with Chhotanagpur Commissioner region which include Hazaribag, Dhanbad, Koderma, Bokaro, Chatra, Ramgarh, & Giridih Districh.

References

1. *A.P Singh (1974) 'Supervisory Behavior and Job Satisfaction' Indian Journal of the Indus- trial Relation.*
2. *Annual reports IRDA of various year.*
3. *Ganesh, S.S.S.D March 2014 Growth of insurance industry in Indian after privatization Journal of Commerce.*
4. *The Indian Journal of Commence.*
5. *SWOT analysis of insurance industry in html-2013*
6. *Study in Rural leadership Published by American social society (1929).*

