



THE HUMAN RESOURCE MANAGEMENT INCLUDES OF ASSORTED HUMAN RESOURCE PRACTICES, VIZ

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ABSTRACT

Human resource management is one amongst the foremost vital support activities of organisations “worth chain, that could be a series of activities the organisation performs so as to sustain within the competitive surroundings. The human resource management includes of assorted human resource practices, viz., performance appraisal system, potential appraisal system, guidance and feedback system, career development system, promotion policy, and coaching and development system. The survey has been conducted over the fifty retail stores and their customers within the restricted section of the Jammu town elite on the idea of convenience sampling methodology. The paper studies the availability of human resource practices for the staff in these stores. Further, the performance of those retail stores has been measured on the idea of client satisfaction and client retention. Thus, the satisfaction level of workers and its impact on client satisfaction level and therefore the client retention has been studied. The results indicate that the organisations with sensible human resource practices have glad workers leading to glad clients and customer retention additionally.

1. INTRODUCTION

THE term „value chain“ has been initial incorporated by Michael Porter in his book “Competitive Advantage: making and Sustaining superior Performance”, [Hines, 1993] during which he delineate worth chain as a series of activities that the organisation performs so as to sustain within the competitive surroundings. The conception of import chain has been wide outlined because the composition of some lay connected value-adding activities that helps the organization in changing inputs into outputs in associate degree economical and effective manner and serving to make and sustain competitive benefits [Hines & wealthy, 1997; Walters & Lancaster, 2000]. Thus, it includes of all activities inside associate degreed around an organisation meant for strengthening the organisation“ s position among its competitors. It evaluates the worth further by every and each activity of the organisation to its product and services. In fact, associate degree organization could be a hub of assorted interlinked activities. Some activities area unit directly related to production of products and services and a few act as supporting activities. The direct or primary activities area unit those, that area unit directly involved with the creation or delivery of a product or service. These area unit arriving supply, operations, outgoing supply, promoting and sales and last service. The support activities on the opposite hand facilitate to boost the effectiveness and potency of the organisation. These activities area unit procurement, technology development, human resource management and infrastructure [Porter, 1985; Closs et al., 1998]. the worth chain in spirit identifies varied activities being performed in a corporation and evaluates of these activities on what extent they encourage be the strengths or become the weaknesses of the organisations whereas addressing the competitive market things [Anderson & Mittal, 2000; Ballou et al., 2000]. during this study the role of 1 of the support activity that's, human resource management in enhancing the organisational performance has been thought of. The human resource management includes of assorted human resource practices, viz., performance appraisal system, potential appraisal system, guidance and feedback system, career development system, promotion policy, and coaching and development system.

2. REVIEW OF LITERATURE

The value chain of associate degree organisation is its thanks to reach the market and its correct management ensures best product and services getting into the market and serving the final word [Allnoch, 1997; Walters & Rainbird, 2004]. worth chain management implies the analysing the worth chain of the organisation, of the shoppers, of the competitors and eventually adding worth to the merchandise or service and changing into a singular one satisfying the demand of the client [Corbett & Blackburn, 1999; Gereffi et al., 2005]. Thus, worth chain management is a vital tool within the hands of associate degree organisation that guarantee its success and growth, associate degreed



additionally helps associate degree organisation to plan new methods for attaining and sustaining an unquestionable position [Balsmeier & Voisin, 1996; Agrawal & Pak, 2001]. The human resource management is a vital support activity of the worth chain management [Porter, 1985]. higher Human Resource practices ends up in higher worker behaviour that successively ends up in desired client behaviour and ultimately higher organisational performance [Pickles et al., 1999].

3. OBJECTIVE OF THE STUDY

The objective of the study is to associate degreeealyse the role of human resource management as a worth chain activity of an organisation. The study links the performance of the organisation with its worth chain and identifies the relation between the organisational performance and human resource management, a serious support activity of organisations" worth chain.

4. METHODOLOGY

The survey has been conducted over the fifty retail stores within the restricted section of the Jammu town elite on the idea of convenience sampling methodology. The respondents of the study comprise of the staff operating in these retail stores and therefore the customers World Health Organization visited the stores. the staff are contacted in person and that they were asked queries concerning their satisfaction concerning the assorted human resource practices being applied in their individual stores. Further, they need additionally been enquired of the role they feel human resource practices area unit performing arts as a supporting activity of the worth chain of the organisation. most range of retail stores in Jammu town is owned by individual owner and workers operating in these retail stores vary from four to 5 principally with designations of sales persons. The Interview methodology has been wont to collect the info from workers. the shoppers have additionally been interviewed concerning their satisfaction with the present visit and their need to come back the shop.

5. FINDINGS

The value chain management ensures advantages to the shoppers and before them; it ensures advantages to the staff. the rationale behind is that solely glad workers will behave fitly with the shoppers and guarantee their satisfaction. The economical human resource management could be a cure for the organisations" to sustain within the competitive surroundings. Since this study has taken the human resource management activities of the worth chain in its gamut, the staff are enquired of the amount of human resource management they feel in their operating place moreover as what quantity is that the contribution of human resource management practices in adding worth to the operating system of the organisation. The interviews conducted on these problems indicated that workers feel their employers regard their contribution towards the shop as an important mode of profit improvement. The sales personnel area unit infact the prime supply of interaction of associate degree organisation with their client. they supply the shoppers with the initial data they need to amass concerning the organisation and supply the organisation with the feedback the shoppers have concerning the products or service provisions of the organisation. The organisations so encourage their workers by each money and non-financial incentives. The performance of workers remains a much bigger criterion for providing them with totally different incentives. The employers typically live the performance of the staff on the idea of the sales turnover and client satisfaction. The numbers of consumers attended by individual workers additionally add up to their performance. The potential of workers is determined and that they area unit given applicable jobs in accordance with their capabilities. they're additionally promoted from sale persons to junior sales executives, senior sales government and floor managers on the idea of their performance. As way as coaching cares there's regular coaching method during which junior workers work underneath the management of the senior workers and acquire frequent merchandising solutions. so there's regular mentoring of the new workers by the previous workers as they share their experiences with them and facilitate them finding ways that to draw in their customers, satisfy their needs and create them eager to visit the business establishment once more. The leader additionally provides their workers with correct guidance whenever required. The findings show that the retail stores execute correct human resource management. However, these being single owner organisations, there are not any separate departments to handle human resource management operate and therefore the leader or the owner of the retail stores themselves manages their human resource. The owner of retail stores having workers quite 5 but has delegated a little of their duties to the senior workers. The study more finds the relation of effective human resource management activity of import chain and its impact on client satisfaction and retention. The organization will produce worth chain management in accordance to the client preference and has the prospect to fulfil client expectations [Verma et al., 1999; Waller et al., 1999]. there's no higher advertizement than absolutely glad customers and on the opposite discontented customers area unit the more serious [Gummesson, 1996]. Satisfaction resulted future relationship with the client and it's invariably the simplest for the corporate if the retention



and loyalty rate is high [Taylor, 2005]. The study has taken client satisfaction and retention as 2 measures to gauge store performance. The client satisfaction measured on the idea of the exit interviews of the clients now when they leave the shop and customer retention measured on the idea of the frequency of visiting an equivalent business establishment. Analysing the response of the staff and therefore the clients of an equivalent retail stores indicate that there's sturdy relationship between the human resource worth chain management and store performance evaluated on the idea of client satisfaction and customer retention. the staff, World Health Organization feel glad with the human resource management activities of the worth chain of their retail stores, create their clients glad and so customer retention additionally become attainable. Thus, store performance turns higher with higher human resource activities of the worth chain.

6. CONCLUSION

The human resource practices for the staff within the retail stores add nice worth to the operating of the organisation. The performance of the retail stores has been measured on the idea of sales turnover and client behaviour towards the organisation. the amount of client satisfaction and client retention is directly associated with the amount of employees' satisfaction within the organisation. The organisations with sensible human resource practices have glad workers leading to glad customers and so facilitate in retentive customers additionally. The human resource management activities facilitate the worth chain of the organisation by upgrading the performance of the retail stores. However, the interview methodology has been wont to conduct the study arising to the limitation of the study as individual biasness will have an effect on the results. more study may be done on testing these results mistreatment applicable applied mathematics tools.

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