

A Study on Influence of HR Practices on Employee Performance with Special Reference to Jewellery Retail Sector

Prof. Ankita Jeewankar, Prof. Jyoti Howale

Abstract

This research paper is aimed to study the different HR practices in organized jewellery retail sector in Pune city and its influence on the performance of employees. The researcher has used survey method to collect the data from 100 employees of organized jewellery retail sector by using well-structured questionnaire. Descriptive research design and non probability convenience sampling method is used for this study. The findings of this study will be helpful to jewellery retail organizations to develop their HR practices.

Introduction

Human Resource Management Practices

Human resources management is an important phenomenon for any organization. Organizations success depends on their employee performance and employee performance is dependent on HR practices of the organization. Recruitment and selection, compensation and reward, training and development, performance appraisal, employee involvement, career planning and talent management are the major HR practices adopted by organizations.

Recruitment and Selection

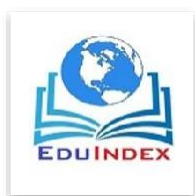
Recruitment is recognition about the employee requirements in and selection is choosing the right individual for the job.

Training and development

Training and development is related to increasing individuals and organizational effectiveness with the help of various programmes and activities.

Employee involvement

Employee involvement means engagement of an employee in various important activities and decisions of an organization.



Compensation and Reward

Compensation includes rewards in terms of monetary payment such as incentives, various bonuses and performance bonus.

Career planning

Career planning is the self-evaluation & planning done by an individual to have a strong career path.

Talent Management

Talent management is related to the expectation of required human capital for a business and the planning to meet those expectations.

Performance appraisal

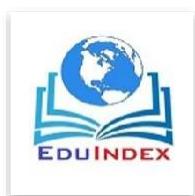
A performance appraisal is a method by which the job performance of an employee is evaluated.

Indian Jewellery Retail Industry

The jewellery sector is one of the biggest consumer sectors in the country. Jewellery segment contributes 6% in overall retail sector of India. In overall jewellery segment organized jewellery sector contributes 36%. In India overall market growth rate is 12-15% while organized retail sector is growing with 30-40%. P. N. Gadgil, Ranka, Kalyan, R L jewellers, Tanishq etc are the major jewellery retailers in Pune city.

Literature Review

Vikram Jeet, Dr. Sayeeduzzafar (2014), in the research paper entitled “A Study of Human Resource Management Practices and Organizational commitment in Self Financed Professional Institutions”, It is observed from the study that self-financed institutions are less focused on training and employee’s participation and succeed to satisfy the employees to a moderate extent on compensation, team work and



performance appraisal policies.

Waqas Ilyas et. Al. (2016), in the research paper entitled “Effect of Human Resource Management Practices on Employee Performance: A Study of Telecom Sector” the

researchers have studied various HR practices in telecom sector and identified a significant influence of it on employee job performance.

Md. Shamimul Islam et.al, (2018) in the research paper entitled “Influence of HRM Practices on Employee Job Satisfaction: Evidence from Private Commercial Banks in Bangladesh” the researchers have identified that all the factors of HR practices are positively related to employee performance and it boosts employee job satisfaction to their commitment and performance.

Research Methodology

Objectives of the study

1. To study the various HR practices in Jewellery retail industry
2. To study the frequency of conducting HR practices in Jewellery retail industry.
3. To study the influence of HR practices on employee performance.

Hypothesis of the Study

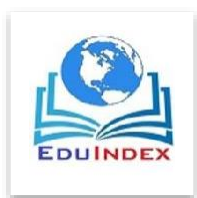
H1: Training and development is most important HR practices for employee performance.

Scope of the study

The scope of the study is limited to only seven selected HR practices.

Only organized jewellery retail sector is studied in the present research.

The Major keywords identified for the detailed study are HR practices, employee performance, and influence.



Sampling

Non probability convenience sampling method is used to collect the data from 100 respondents.

Methods of Data collection

The researcher has collected primary data having face to face interaction with the employees of selected jewellery retail organizations using the well-structured questionnaire. The researcher has visited different organized jewellery retailers in the city to collect the primary data from 100 respondents. The secondary data is composed from

the sources like internet, books, magazines, and articles etc.

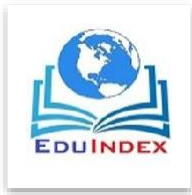
Method of analysis and statistical tools

A structured questionnaire is used to collect data and SPSS-20 and Ms Excel-2007 has been used to analyse the data. The researcher has also used rating scale technique to get the responses from employees. The researcher has used statistical tools like Mean, Percentage and Std. Deviation for data analysis.

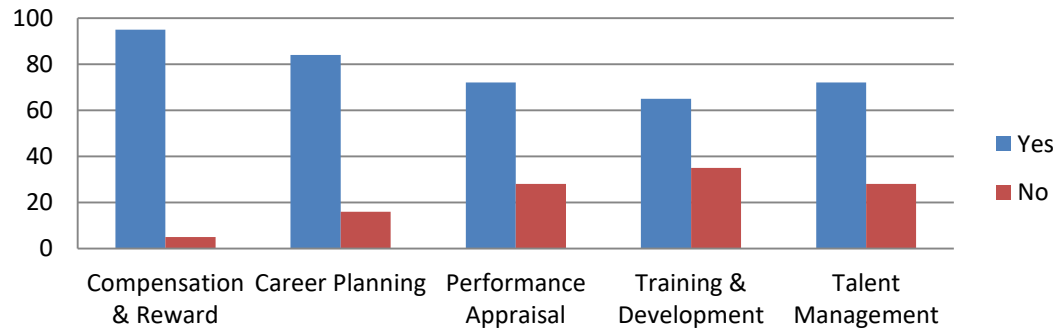
Reliability and Validity

Reliability test was carried out using SPSS. The Cronbach's Alpha observed is 0.875, which is more than 0.700, so the questionnaire is considered to be reliable. The researcher has used content validity and identified the research instrument is valid for the present research study.

Tabulation & Data Analysis

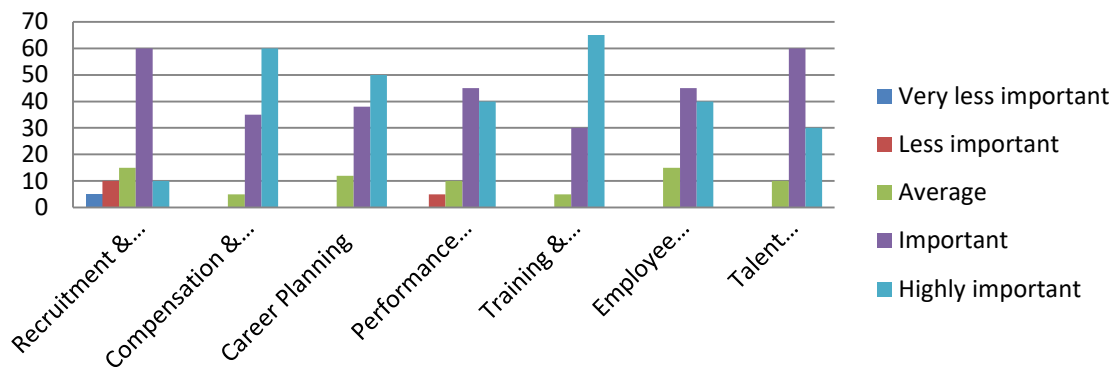


HR Practices and Reason to join an Organization

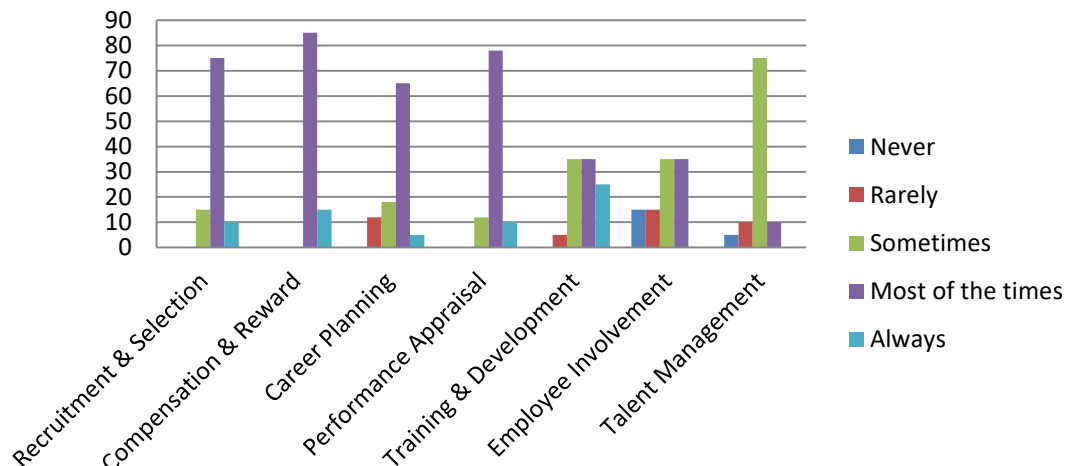


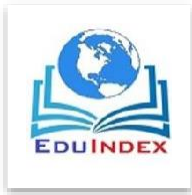


Importance of HR Practices for Job Performance

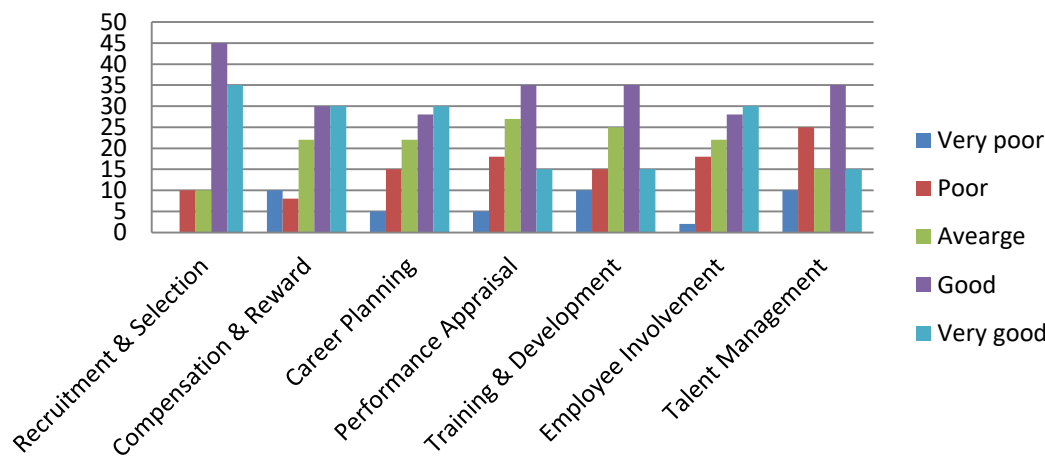


Frequency of Conducting HR Practices





Opinion about Present HR Practices in the Organization

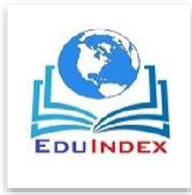


Hypothesis Testing

- Null Hypothesis (H₀): All HR practices have equal importance on employee performance.
- Alternative Hypothesis (H_a): Training and development is the most important HR practice for employee performance.
- The researcher has used ANOVA test to check the null hypothesis with the help of SPSS 20, the P value observed is 0.02 which is less than 0.05 so the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

Findings

- Maximum number of employees joins Jewellery retail organizations because of compensation and rewards and career planning associated with the organization.



- Maximum number of employees said that training and development and compensation and reward are highly important for job performance
 - Jewellery organizations are not conducting training and development programs on regular basis. Employee involvement in decision making and various activities and talent management is also conducted sometimes only.
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- Most of the employees in the jewellery retail organizations are not satisfied with the compensation and reward they are getting, training and development activities organized and scope for the talent management.

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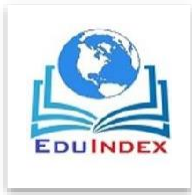
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