Abstract

Organizations are no bricks, machines or inventories, they are people it is people who manage and run organization. Human Resource Management plays one of the key roles in the growth of an organization, it is only employees who make a brand or break a brand of an organization. As employees are one of the most important assets for an organization and the organization take efforts to get the right set of people with different background like skills, education, and qualification, experience so that they can work in achieving the goals of the organization. Different diversity of human capital in an organization with different attributes towards the organization will help the organization to get one of the best missions valued thereby able to help it to achieve their well-defined goals and objectives.

The present research work entitled “An analysis of environmental factors over the productivity of the employee” is undertaken as a part of Ph.D. Research. The research was carried out with two most popular retail brands namely Westside and Shoppers’ Stop. The study focuses on the organizational commitment and job satisfaction of the employees.

The primary objective was to find out how the environmental factors that is the micro and the macro economic factors affect the productivity of the employees in these two retail outlets, Westside and Shoppers’ Stop. The present research also focuses on customer relationship management. This is attained through various methods of training and development which is given to the employees to improve their level of productivity and to have good relations with the customer’s which would result in customer satisfaction eventually satisfying customer relationship management.

Training is very important for the functioning of the business. There is heavy competition which encourages people to do better than their competition. So the companies give a lot of importance to training of the employees. It helps in the smooth and easy functioning of the business. This also helps in improving the work life of the employees. While training focuses on the development of the employees, it also focuses on the organizational development. When we talk about development, we can classify development into two at the managerial level that is qualitative advancement and quantitative advancement in the organization which explains that
the qualitative advancement is related to the numerical aspect of the organization and the quantitative part is related to the theoretical part of the organization. When we talk about development we should understand that it is less concerned with the physical skills and focuses more on the additional aspects of the physical skills which would be knowledge, values, attitudes and behavior, which eventually explains that development processes continuously, whereas, in training there are specific areas and objectives.

Every organization aims for its growth and for this growth the organization needs to study the role, importance and advantages of training and its positive impact on development. The responsibility of excellence of organizational performance and employee skills is recognized by the organization by the process of quality of work life. Optimum use of the quality of work life is very important for the organization. Training is one way where the organization makes this optimum use. This implies constructive development in the organization. The training and development programme is very important for the enhancement of the employee behavior and attitude towards the job and also for the uplifting of their morale.

Another objective was to see how these retail stores work and what are their major aims and goals and what do they focus on more. On the basis of the data collected through structured questionnaires, the employees and their productivity was analyzed in both the retails that is Westside and Shoppers’ Stop, which helped the researcher to analyze how effectively these brands take care of their employees and how the productivity and performance of employees helps the brands to achieve their organizational goals. The research has also spoken about the apparel industry in general and the factors that has affected the apparel industry in general and also which country is the best for apparel industry and the reasons for the country to be number one in the retail segment.

The research is based on the judgments of the responses given on the questionnaire that was distributed to the employees of the retail stores. The responses have concluded that the retail stores have given a lot of importance for training of the employees for the productivity of the employees placing emphasis on customer relationship management. A hypothesis was framed to analyze the productivity of the employees in Westside and Shoppers Stop.
The entire research work has been divided into various parts or chapters which includes the brief introduction, objectives, hypothesis, dependent and independent variables, research design, literature review, structured questionnaire, data collection, data analysis, preparation of report on the basis of guidelines. The present research work will add to the knowledge in productivity of the employees for both the retails Westside and Shoppers’ Stop and also help in attaining further research endeavors in years to come.