

Management of Human Resource in Retailing Sector

Kalyani Baburav Shinde

Head of Commerce Department

M. M. Jagtap College of Arts, Science and Commerce, Mahad-Raigad, Maharashtra, India

Abstract: *The Indian Retail Industry stood at a value of a whopping US \$330 billion in 2007 with the likes of Reliance Retail and Wal-Mart joining the conglomerates from inside and outside the country. It is estimated that the retail sector will reach around US \$600 billion by the turn of this decade. Significantly retail industry contributes about 10% to the GDP of India, and it is the largest source of employment after agriculture in the country. However in, India attracting people to this industry and then retaining them is a challenge. This paper tells about human resource management in retail sector such as product knowledge, market awareness and success of retail environment largely depends on the workforce. Given the kind of work hours and the pressures on performance, the retailer needs staff which is completely motivated. Thus, this paper focused on retailer's single largest controllable expenses and the work force is the retailers face to the customer. Human Resource Department plays an important role not only in selecting the right person for the right job but also in maintaining their morale and ensuring that employee attrition is minimized*

Keywords: Retail Industry, GDP, Market