

“Impingement of Stress on the career growth of retailers in retail industry”

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Abstract

Job is an essential part of life for all the persons who are act as retailers in the retail industry because it gives post and remuneration in the retail industry. Also job gives the career growth to the retailers in their career path in the retail industry. Stress is one of the tautness positions for every human being because it creates tense in their mind due to any reason either related with personal life or professional life. In most of the retail industry either manufacturing or service provider, uses the stress activity by the senior to junior through different type of task to improve their career growth in retail industry. But most of us understand the stress has the bad image in our mind but every coin has two surface means both good as well as bad, and good image of stress will refine the quality of working pattern of retailer in the retail industry. When we enter in the retail industry premises we have to concentrate on our profession and in the working time we have lots of work about our post which creates the stress. This stress will exhaust the retailer but some other will improve their performance of work by this stress. Stress is the way which strains our self to reach our goal which completes our target successfully in the retail industry. Stress gives intention to complete the task to accomplish the self target with accomplishment of retail industry objective that is profit with sustainability in the current retail industry market. Career is significant in the life of retailers for the further sustain in the retail industry. Growth of career is making a special part in the life of retailers inside the premises of retail industry as well as outside of the retail industry. Stress by retail industry means stress or pressure creates by top management or senior authority will helpful in growth of career of retailers of retail industry. Stress creates pressure to retailers for achieving their professional target with retail industry objectives that is profit. Stress creates problem to the retailers by many ways like it affects his or her personal life as well as professional life but retailers can improve their professional life by it through understanding the importance of his or her task to accomplish the goal of the retail industry. Impingement of stress is much more in the career growth of the retailers in their professional life very well in the retail industry. Therefore the impingement of stress has a significant in the life of retailer inside the retail industry.

Keywords: Impingement, stress, retailers, career.

INTRODUCTION

In the human life every work is important because it's the part of their life. Similarly job of any human being means job related to the man or woman has its own importance for their life similarly stress has another in the life of human being because it has different role and activity in

the minds of them. Stress creates a strain in the life of human being and due to this strain the person do their work in a proper direction to accomplish the goal of their life according to need and want of them. A career is related to the job which is done by an individual in an retail industry for a long or short time in it.¹ Career relates according to the performance of

individual in a particular job where he or she sustain in the retail industry for a short and long time means he or she change the job according to his or her needs in their occupation. When stress and career mix so their combination creates significance in the life of retailer because the goal of a retailer is to sustain in their respective job for a long time because he or she enjoys the job and they are habitual of that pattern of life. Stress exert pressure on the individual to reach the goal or target of per day in the retail industry where he or she wants to complete their target in time with accomplishment because it will gives pleasure to them through salary or position in the retail industry. When stress exert in the mind of retailer about his or her work then they will concentrate on their performance because it gives success of accomplishment of their goal with rewards either monetary or non-monetary term.

Most of us think that stress will disappoint us in our life but this is not true because this stress creates a motivation to us towards reaching or accomplishment of our goal in a right direction of the retail industry that is profit with sustainability in the market for futuristic change in the business world. Every profession has an significance role in the life of retailers either the person is holding any job top level to shop floor level because every work has some terms and condition that fulfill the target of retailer as well as the target of the retail industry. This profession creates the target of the job to the retailer and this target will emerge the career in the mind of the retailer's. When a retailer entre in an retail industry so he or she has different type of dreams about his or her career because it creates the life of retailer on their job from starting to grow in their career. Retailers want to move in their career by learning the knowledge, skills from different type of sources like job activity with procedure, improvement and etc. Career gives the lesson to the retailer in the retail industry to move upward in the career growth through stress of job because this stress is good for the retailer in the growth of their career. Some time we think that stress is way of tension to degrade the life but this is a wrong assumption because we always see the negative part of stress but we never see the positive part that is career growth. Career growth of retailer is done only when he or she concentrate on their profession through the stress of learning to

improve the job activity at the job so that it will help in growth of the career of retailer. Stress creates the fatigue and tension in the mind of retailers in different way during the working of job either it created by the pressure of senior or colleagues but stress will give the lesson to proceed in completing the work of company. Some think that stress is creating the pressure to quit the job but this is not true because stress will create pressure but strain on the perfection activity on the accomplishment of work.

Literature Review:

1. Consequences of stress at work4: Since stress is such an activity which has lot of different action either it may be constructive or destructive for any person who works or doing business or retailing activity. This literature indicates the constructive point by the form of zest and impetus. Sometimes it depend on our caliber and passion to learn from the stress if anybody scold or to shout on the working place either by your senior or super senior so you can understand by your fault and it will give you impetus to correct your mistake and move in your career growth because it is a lesson to move in right direction to achieve an optimum result in the field of retail industry. Destructive will give the different results either by singular, structural or exhaustion. Since singular indicating the behavior means the destructive aspect indicating the person will mentally and physically feel bad and it will disturb the working of singular. Similarly in structural, if stress is so high at the working place it will distract the whole work of output, result poor quality of finished good yielded and poor performance of service will give by the employees and employer. This singular and structural activity will disturb the retailers to perform good work in the retail industry. Last is the exhaustion which is very extreme poor sense in which retailer and retail industry both faces. Since too plentiful burden and very less causes of approval in the retail industry work will exhaust the retailer and retail industry both. So the constructive and destructive both point of stress will create and may be destroy the retailers and retail industry in the today's current competitive world of retail subject. So stress has greater impingement in the current retail world.

2. Stress and the Manager⁵: Dr. Karl Albrecht had described in this literature that how to reduce the intensity of stress on the occupation and in enterprise either you are an employee or employer of the company. Since stress is the tension and motivation but excessive stress will spoil the person and the companies so when we try to reduce the intensity of stress so it will be beneficial for both an employee and employer. Similarly retailers can erase stress through giving rewards to their vendors and cooperate with them to run the retail industry in a best way. To erase the stress on the working place the retailer should make the relationship with their vendors to accomplish the work of retail industry. Some meditation and yoga are essential for erasing the stress at the working place of retail industry by the retailers. Some exercises are needed to perform by retailers to erase the stress and do effective and efficient work at retail work performance. Creating some innovative ideas for the upgraded advertisements to attract the customers to buy the products and services from the retailers. Erasing of stress can impingement of retailers performance very effectively and efficiently.

3. Career Management Practices in India⁶: In this literature the career management practices in India were discussed which described about through FDI many talents were attracted in the career management practices in Indian industries. Since we knew that India has lots of multiplicity in their people and language and working pattern and also the remoteness between them either variation in their thinking and working on their working place. This literature emerged out the five detailed clusters of career management practices in India. In first dedicated on superannuation formation suites, in second dedicated on crosswise association to cross-functional protagonists, in third dedicated on career advocating, in fourth dedicated on enactment interrelated booty and career pathing and in fifth dedicated on impost centers on career management practices in India. This literature indicating the starting and end of career in the life of any person either retailer or retail industry so that they are stand in their career growth in the field of retail industry. Up to date is essential in any sector because the innovation and evaluation of work is essential to boost up the morale of retailers and their vendors at the retail working places. This literature

indicated about the impingement of career growth of retailers in the retail industry.

4. Career Management Process MAP⁷: A career management process map had been accompanied by an international best practices consulting organization, Best Practices, LLC based at Chapel Hill, NC. In this literature they had made a map which described about the career management process in which indicating about the three training emphasis regions that were number one cultivate distinct career ideas in which the career management process map out about the training and development are needed to enhanced the personnel to move in the right direction of their career. So for this purpose a right ideas should be made and proceed for the development of the distinct personnel. Same the retailer should have the career growth through proper training and development in the field of retail industry. Second indicated about the lineup distinct and commercial approaches which informed about the lineup of approaches of both the distinct personnel and the commercial approaches because in the current competitive business world. Similarly the retailers and retail industry approaches should be lineup in the right direction of competitive retail business world. Third were expedited member of staff evolution which was told about the different type of support and help by the company to their member of staff evolution in the right need of competitive business world similarly the retailer should need of proper support and guidance in the retail industry world so he or she can improve their success in the current competitive retail industry world. the career management process map will impingement of career growth of retailers in retail industry.

5. Motivate distributors, retailers and other intermediaries to pass along important intelligence⁸: This literature indicated about the different company in India hires the agencies or external expert who guides the retailers and company owners to do the marketing work in a perfect competitive world. They are tries to take out the depth information about the customers mind set about what the customer need and want which will make the position of brand in the current business retail world. some time these expert take part in between the customers and take out the whole important information and secrecy what the customer demanded from the

branded product and services so that the up gradation of innovative idea and procedures in accordance to customers need and satisfaction. So that the retailers will understand the mind set of customers about the product and service which he or she delivered to the customers. We know that customer is the most of the important priority of any business either simple industry or retail industry these agencies tried to improve the quality and efficiency of retail industry in accordance to current business retail world. these agencies took out the lots of information about the customers need, want and emotion about the brand and product and service which would guide the retailers and retail industry to improve their marketing plan in accordance to their thinking and need.

6. Setting up A Retail Organization⁹: Since an set up of retail industry is not an easy task to perform quickly because every work need some time and passion to perform and build the retail industry. A deep information and research are needed to setup the retail industry because the analysis of retail market is essential to proceed the career by retailers in the retail industry. Just like an industry the retailer has to decide the location, functions and policies of running a new retail industry in the competitive retail industry world. a number brand and products are available even the retailers are also existed in the formation of retail industry. Customers are choosy person who avail the use of product and service in their own sense and some times they need to change and mold the product and service according to their conveniences. So it is the task of owner and retailer to understand and learn from customer and implement the such important function according to persuasion of customers. So through setting up of retail organization will impingement of retailer in his or her career growth in the retail industry.

Career as a treasure in the life of retailer in retail industry:

Career is such an important part of any retailer who tries to stand on the job for a long time in any type of retail industry either manufacturing or service. Since career is the most important part of any person who pursue job in an retail industry or organization because it will guides the retailer to move in that direction for gaining of experience and expertise in their job. Career will act as the treasure because it assimilates the

lots of experience of job with implementing work to accomplish the goal of the company with the personal goal of development for a long time on the job. Career is not a single word, it contains the so many elements which create the meaning in the working life of the retailers to work and inspire them to work for a long time. Career is not only relates to the employee but it's relate to the employer also who run the business smoothly and efficiently for a long time in the business market situation. Career represents different types of nomenclature which will justify the treasure of the career in the life of retailer's they are as follows:^{1,2}

1. Career: Career is the journey or movement of a person in his or her life during work or job which moves from different succession of the job. According to Flippo. "A career is a sequence of separate but related work activities that provide continuity, order and meaning to a person's life."³ according to the definition of career, we understand the career is how much important in the life of a retailer's working area. Since definition can give the meaning of position or post in the field the person where he or she is working similarly the retailer has big opportunity of his or her career in the retail industry. Sine we are talking about the retailer career in the field of retail industry we know today we are in era of covid-19 where convincing to the customer is very tedious job because there are a number of retail industries are their which tries to convince the customer. And for a retailer he or she has to put better and unique steps to grow and upgrade in the field of current retail industry terms in accordance to the customers.

2. Aims of career: This represent the basic main theme of any retailer who wants to be successful in the current retail industry because there are a number of technology, process and procedure to convince the customer in the field of retail industry. In today's world we always see the success of any retailer by their turnover rates. But due to the up gradation of new ways will give the aim of best in the retail industry to the retailers.

3. Route of career: The route of career indicate the step by step of succession of retailer in the field of retail industry where he or she tries to follow up and imitate and renew the pattern of retail activities to attract and motivate to the customers to buy the products and services from

them. Route of career is not so simple to move in the direction of upper because there are a huge competition between the rival retailers so to convincing to the customer is stressing to make innovative and creative idea to attract them.

4. Psychoanalysis of career: Since we know that career has an importance in every body life either he/ she is become a owner or employees or retailer also. Career creating an ambition which guide the retailer to perform in that direction and if any experts gives psychoanalysis to him or her so that it will be beneficial for them to pursue and understand the way of working in the retail industry because new trends and new thinking about the product and service will guide him or her to follow and succeed in the field of retail industry. The psychoanalysis of any expert will help in making the solutions of stress to succeed in current competitive retail industry.

5. Presenter of career: Career presenter will indicate the subject which is related to the retail industry because we are discussed by the retailer activity so it will depend on the retail shop either it's methodological or supervisory or safekeeping or self-rule or inventiveness. These all points are in the mind of career presenter who tries to begin and start any new or innovative work which start and proceed by the self-person means retailer. Either we are talk about any century but the up gradation and inventions are always happen in each past year or running year or for future year. Retail industry is not limited to certain boundaries through the pandemic situation of covid19 many innovation has happened and also online activities done but for goods the physical appearance come in retail industry for shopping. All these facts that is methodological or supervisory or safekeeping or self-rule or inventiveness etc. will give the directions to the retailers to think according to the customer's mind, need and satisfaction because customer's are willing to pay and it is the responsibility of a retailer to pursue and think in the direction of customer satisfaction.

Stress steps on the career growth of retailers in retail industry:

We always consider in our life that stress creating the tension and disturbance in the accomplishment of any target of any work, but its not true because the stress has an significance to accomplish the target of the company or retail

industry or any other industry because stress will the discipline, direction and guidance in successfully achieving the right completion of work on time. Similarly the retailer career growth will also happened in retail industry through the stress because innovation, creativity and better decision will help the retailer to run the retail industry in the current competitive retail world. Here are the stress steps which will give psychoanalysis to the retailers on their growth in the retail industry:

1. Establishment of separable stressor of retailer in retail industry: Since retailer when start his or her journey in retail industry first he or she will choose the type of retail industry which he or she opt to pursue the retail work for their career in this field. There are a number of types of retail industry which are as follows like 10 string outlet, tremendous stockpile, off-price retailer, rebate stockpile, opportuneness stockpile, splendid arcade, departmental stockpile and forte stockpile, therefore the retailer think as a separable stressor means according to his or her nature, eminence, conviction and assessment about the choice of such a type of retail industry. It is up to retailer to establish his or her choice of type retail industry and then try to start the type. The impingement of stress will pressure the retailer to choice the type of retail industry as the ambition to establish his or her retail industry on himself and herself.

2. Learning of assembly stressor by retailer in retail industry: When the retailer choose a type of retail industry so he or she also tries to learn the assembly stressor by their peer or homogeneous retailer who has run or started the same retail industry before him or her. Some peer retailers will give suggestion or some are reacting the ego towards not disclosing the information. Sometimes this assembly stressor gives positive vibes and sometimes negative but this stressor gives guidance and direction to make a own path of moving in the field of retail industry. So this learning is much more effective and creative in establish and successful in retail industry. So these stresses will impingement in the career growth of retailer in the retail industry.

3. Maintain the relations of retailer with wholesaler and manufacturer in retail industry on basis of directorial stressor: When retailer wants to run his or her retail industry so he or

she make a proper information and relation about the availability of commodity from wholesaler and manufacturer through the directorial stressor because here a number of activities are their like image of retail industry in mind of customers and wholesalers and manufacturers which creating the trust and faith on their retail industry. Maintaining the relations of retailer with wholesaler and manufacturer by directorial stressor will create some innovative and new pattern of retail working behavior which will create and increase and sustain the trust on retailers performance. So this will indicate the career growth of retailer in the retail industry.

4. Understanding the competitor stressor by retailer in retail industry: Retail industry business is good for any retailer but if he or she wants to sustain in this field for a long time so they have to consider and watch the presence of competitor in the current retail industry competition. Since the competitor stressor will guide and take action for the further improvement by the retailers in the field of retail industry, there are lots of secrecy and planning and alertness are necessary to survive in the current retail industry world. strategies of competitor will helps in creating the competitor stressor to rethink and improve his or her retail work.

5. Learning the customers stressor and Demand and success stressor by retailer to innovate new pattern in retail industry: Always we will consider and think the customer as a god of retail industry and their stressor will guide the retailer to innovate and create the need and want of customers either in goods or in services because if we demoralizes our customer they will switch the another retailer, therefore the retailer should be alert to pursue their customers. Demand and success stressor will also guide the stress steps to the retailer to make innovation and new creativity in selling the products and services to the customers. Year by year the advancement of retail work has happened so its responsibility of retailers to understand the current demand and success stressor of competitor and make some unique and better idea in their retail industry.

6. Up to date stressor by retailer in retail industry: Since up gradation in new pattern, work or techniques of retail industry will happen because we know that life is full of dynamic

nature and up to date stressor will give lesson and meaning in improvement and become superior as compare to our competitor so this stressor will always change our thinking and make fresh and up to date in the field of retail industry. Sometimes the old fashion are come again in the retail activity so it's a compulsion for retailers to pot them and follow them and make a creative plan and presence of products and services in the mind of customer and aware them, motivate them and influence them to buy and demand their products and services. Therefore the up to date stressor will be an obligation for the retailer to make his or her career growth in the current retail industry world.

Conclusion:

This paper has been make an impingement of stress of career growth of retailer in retail industry, we have seen lots of information which indicating that stress is not only creating the poor image but also creating good and better image for the retailer to his or her career growth in the field of retail industry world. Stress gives the pressure to the retailers to grow his or her career in the field of retail industry. We have seen the steps of stress to make the impingement of stress in the career growth of retailer in retail industry. Stress has significant role in changing the image of retailer in the retail industry we know that there is the competitive retail industry world. stressor always make pressure to refine the retail industry work by the retailer so that he or she will make a good and better career growth in the field of retail industry. This paper will point out the up gradation of retail work in life's of retailer to make a better and competitive retail industry world. therefore this has been proved that the impingement of stress on the career growth of retailers in retail industry.

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