

## **HUMAN RESOURCE MANAGEMENT IN RETAIL SECTOR**

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### **ABSTRACT**

Present study illustrates an investigation on challenges faced by HR Professional in retail industries. The author identify four major areas namely recruitment, retaining talent, reputation building and maintaining human relation which brings in a huge managerial challenges for employers and HR professionals. Results of the study indicate the measures to be adopted to have a efficient manpower in retail Industry.

**KEY WORDS:** Human resource management. Retail sector.

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