

# National Journal of Research In Marketing, Finance & HRM



---

*Regl.*  
**Co-Ordinator**

Internal Quality Assurance Cell  
AAER'S Asian College of Science & Commerce



*[Signature]*

**PRINCIPAL**  
AAER'S Asian College of  
Science & Commerce  
Dhayari, Pune-411 041

# National Journal of Research in Marketing, Finance & HRM

## Chief Editor

Dr. Kishor N. Jagtap

## Editor

Dr. S. G. Walke

## Associate Editor

Dr. Mahavir M. Shetiya  
Prof. Sudam Shinde

## Editorial Board Members

Prof. S. A. Shah  
Prof. Nilesh Awari

### © March 2021. All Rights Reserved

- ✦ No part of this publication may be reproduced or copied in any form by any means without prior written permission.
- ✦ All efforts are made to ensure that the published information is correct. The organization is not responsible for any errors caused due to oversight or otherwise.
- ✦ The views expressed by individual contributions in the journal are not necessarily endorsed by the management.

### Subscriptions:

National Journal of Research in Marketing, Finance & HRM is available against subscription only.

Subscription rate for Individuals/ Institutions	
1 year	Rs. 1000/-
2 years	Rs. 1800/-
3 years	Rs. 2500/-
For International subscription	US \$ 40 per year

For subscriptions and related enquiries write to:

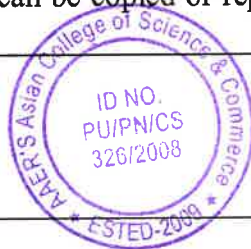
The Head,  
Subscription  
Cell

National Journal of Research in Marketing,  
Finance & HRM, Pune – 410505.

+91-02133-272213/14

Email: [njr.editor@gmail.com](mailto:njr.editor@gmail.com)

**Disclaimer:** The views expressed in the journal are those of author(s) and not the publisher or the Editorial Board. The readers are informed, authors, editors or the publisher do not owe any responsibility for any damage or loss to any person for the result of any action taken on the basis of the work. © The articles/papers published in the journal are subject to copyright of the publisher. No part of the publication can be copied or reproduced without the permission of the publisher.



# National Journal of Research in Marketing, Finance & HRM

## Advisory Board

---

**Dr. E. B. Khedkar**

Vice – Chancellor,  
Ajinkya D. Y. Patil University, Pune.

**Dr. S. U. Gawade**

Former Head – Research,  
Sinhgad Institute of Management, Pune.

**Dr. Parag Saraf**

Director,  
Global Institute of Management, Pune.

**Dr. Yogesh Bhowte**

SKNSSBM , Pune.

**Dr. A. S. Sarkar**

Director,  
Mahatma Phule Institute of  
Management & Computer  
Studies, Pune.

**Dr. D. B. Bharati**

Director,  
Rajgad Institute of  
Management, Pune.

**Dr. A. A. Deshmukh**

Director,  
IIMHRD, Pune.

**Dr. Pandit Mali**

Director,  
Indira Institute of Management, Pune.

**Dr. Yuvraj Nalwade**

Research coordinator,  
VIT, Baramati, Pune.

**Dr. M. K. Ingale**

Royal University, Bhutan.

**Dr. Aftab Anwar Shaikh**

Principal, Poona College of  
Arts, Science & Commerce, Pune.

**Dr. M. G. Mulla**

Professor, Abeda Inamdar College of  
Arts, Science & Commerce, Pune.

**Dr. Preeti Kulkarni**

Director,  
DMIMCS, Nashik.

**Dr. Prashant B. Suryavanshi**

Director  
KBHIMR, Malegaon.

**Dr. Subhash Jadhav**

Director,  
Dr. B.V.Hiray College of  
Management and Research Centre Nashik.

**Dr. H. M. Jare**

Principal,  
SBPM,  
Pune.



# National Journal of Research in Marketing, Finance & HRM

## Peer Review Team

---

Sr. No.	Name	Designation
1.	Dr. Walmik Sarvade	Dean, Department of Commerce and Management, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad-431005.
2.	Dr. S. S. Mahajan	Dean, Department of Commerce and Management, Shivaji University, Kolhapur – 416 004
3.	Dr. Syed Azzharuddin	Professor & HOD, Department of Commerce & Management, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad-431005.
5.	Dr. Meenakshi Waikole	Principal, Arts, Science & P. O. Nahata Commerce College, Bhusawal, Jalgaon- 425 201
6.	Dr. Dilip Gotmare	Principal, Dr. Panjabrao Deshmukh College, Cotton Market, Nagpur.
7.	Dr. Ganesh T. Patil	Principal, Smt. V. N. Mahila College, Pusad, Dist.- Yevatmal, 445204
8.	Dr. D. M. Khandare	Professor, School of Commerce and Management Sciences, Swami Ramanand Teerth Marathwada University, Nanded - 431 606.
9.	Dr. M. R. Patil	Professor, D. M. S. College of Art, Commerce and Science, Mapusa, Goa 403507.

### Peer Review Policy Statement:

Reviewers are matched to the paper according to their expertise or subject. Our panel of reviewer is constantly being updated. Reviewers then evaluate the manuscript on following aspects: a. Originality or otherwise b. Methodology c. Follows appropriate guidelines given d. Results clearly presented with conclusions and findings and correct references. Reviewers not expected to correct or copyedit manuscripts. Language correction is a part of the editorial process.



# National Journal of Research in Marketing, Finance & HRM

Volume: 6 No.1

March 2021

ISSN: 2455-5398

## INDEX

Sr. No.	Title & Author Name	Page No.
1.	AN IMPLEMENTATION OF TRACEABILITY IN PRODUCTION PLANNING SYSTEM <b>Dr. Rohan P. Dahivale, Datta K. Satpute</b>	1-9
2.	FDI IN TELECOM SECTOR IN THE POST LIBERALIZATION PERIOD IN INDIA <b>Dr. Kishor P. Bholane</b>	10-17
3.	A STUDY OF IMPACT ON SOCIAL MEDIA MARKETING ON CUSTOMER AWARENESS AND PERCEPTION LEVEL FOR DEMAT ACCOUNT <b>Dr. Archana Borde, Dipali Agrawal</b>	18-27
4.	INTERNATIONAL FINANCIAL REPORTING STANDARDS [IFRS]: ITS HISTORICAL IMPLICATIONS IN DIFFERENT COUNTRIES <b>Dr. Mohan Devappa Chinee</b>	28-35
5.	WHITE PAPER ON - EMERGING IMPORTANCE OF BUSINESS MODEL INNOVATION <b>Dr. Yogesh Raut, Neha Deshpande</b>	36-41
6.	ANALYSING EMPLOYEE POACHING AS A MODERN-DAY RECRUITMENT TOOL <b>Dr. Arvind A. Dhond</b>	42-47
7.	A STUDY OF IMPACT OF E-COMMERCE ON INDIA'S COMMERCE <b>Dr. Prajakta Warale, Mr. Umesh Soni</b>	48-55
8.	FACTORS AFFECTING FOR THE GROWTH OF DISPOSABLE PAPER PLATE PRODUCTS MANUFACTURING BUSINESS IN PUNE CITY. <b>Paras Ramesh Gaikwad</b>	56-62





## National Journal of Research in Marketing, Finance & HRM

9.	A STUDY OF EFFECTIVENESS OF AVIATION CARGO LOGISTICS OPERATION IN INDIAN SCENARIO <b>Mr. Hrushikesh Mahindra Lokhande , Dr. Rohan Dahivale</b>	63-70
10.	A STUDY ON FINANCIAL & INCOME TAX PLANNING FOR SALARIED EMPLOYEES WITH REFERENCE OF DR.AMBEDKAR COLLEGE, YERWADA, PUNE.(F.Y.-2019-20) <b>Dr.Kakade Shivaji M.</b>	71-79
11.	ROLE OF UNIVERSITIES IN IMPROVING FINANCIAL LITERACY AND FINANCIAL INCLUSION: A CASE STUDY OF KOLHAPUR DISTRICT <b>Dr. Amardeep D. Jadhav</b>	80-89
12.	BASIC CONCEPTS, BENEFITS, AND TYPES OF GOOD AND SERVICE TAX IN INDIA <b>Mr. Shelar Pratik Ashok, Dr. G. M. Dumbre</b>	90-94
13.	SIGNIFICANCE OF PERFORMANCE MANAGEMENT IN THE ORGANIZATION <b>Dr. Manisha A. Navare Kulkarni</b>	95-99
14.	A REVIEW ON E-PHARMACY IN INDIA – SWOT ANALYSIS <b>Mr. N. P. Awari, Dr. P. B. Suryawanshi</b>	100-107
15.	INNOVATIVE AND CREATIVE THINKING HELP TO ENTREPRENEUR TO SURVIVE SUCCESSFULLY EVEN IN PANDEMIC SITUATION OF COVID-19. <b>Manjusha Arun Thorat – Patil, Dr. Sanap S.B.</b>	108-118
16.	A STUDY OF PERCEPTION OF COMMERCE STUDENTS TOWARDS CHOICE BASED CREDIT SYSTEM <b>Dr. Kishor P. Bholane</b>	119-123
17.	IMPACT OF SELF-EMPLOYMENT TRAINING PROGRAMME ON MEMBERS OF SHG OF THE PUNE CITY <b>Mrs. Sukanya Harshal Jagtap</b>	124-134
18.	IMPACT OF FORMATION TRAINING PROGRAM AND ITS IMPLEMENTATION BY PUNE MUNICIPAL CORPORATION FOR SELF HELP GROUPS <b>Mrs. Sukanya Harshal Jagtap</b>	135-141



## National Journal of Research in Marketing, Finance & HRM

19.	INDIAN DAIRY INDUSTRY – A SUCCESSFUL CONTRIBUTION OF “AMUL” - ANAND MILK UNION LTD, Dr. Mohan D . Chinee	142-149
20.	A STUDY ON WORK-LIFE BALANCE AMONGST INDIVIDUALS DURING COVID-19 PANDEMIC Prof.(Mrs.) Shravani S. Mandalkar, Prof. Prathamesh R. Bobhate	150-158
21.	IMPACTING OUT OF HOME (OOH) MEDIA ADVERTISING IN COVID-19: A LITERATURE REVIEW Prof. Rupa Rawal, Dr. Amod Markale	159-163
22.	CHANGING THE CONSUMER AND RETAILERS PERCEPTION TOWARDS CASHLESS TRANSACTION AND ITS IMPACT FOR SUSTAINABLE GROWTH IN INDIAN ECONOMY Ashish Suryaprakash Gade, Minakshi Chikhalkar	164-170
23.	THE RESPONSIBILITIES OF MANAGEMENT INFORMATION SYSTEM IN IMPROVING MANAGERIAL PERFORMANCE AND EFFICIENCY Dr. Rachana V. Chavan, Dr. Magadum Alkawati A, Prof. Mugdha U. Kande	171-185
24.	IMPORTANCE OF HRM IN IT SECTOR Kanchanlaxmi Anil Pavate	186-188



## IMPORTANCE OF HRM IN IT SECTOR

**Kanchanlaxmi Anil Pavate**

AAER's Asian College of Science & Commerce Dhayari, Pune-41

E-Mail id:kanchanpavate2021@gmail.com

### **Abstract:-**

Human Resource Management is a very important strategy for the effective management of the IT industry's for sake of HRM the Growth of the IT industry is very high in range. The HR of the company can improve the overall skills of the employee. The HRM is use full for the competitive advantage. The HRM is useful for the growth of the employee and the employee performance towards the industries so Employee make their growth of own and the industry also. It can develop the employee management skills .HRM focuses on the policies and the overall industries working system.HR can responsible for the hiring good and the eligible candidate in recruitment process after selection of that candidate overall improvement towards industries and the towards industry.HR of the industry also give proper benefits to the employee working in the industry like they can gives proper allowances to the employee as per their age and the work experience and the qualification. The HR department can see the overall improvement of the employee and the industry. The HRM can useful for the overall development of the employee they can hire the employee after that they provide training and improving overall performance of the employee towards industry.

**Keywords:-***HRM, Recruitment, Management, Skills, Effective management.*

### **Introduction:-**

Human resource is initially famous for the transactional work such as the payroll and benefits administration but due to the globalization and the technological growth in the industries and the further research work focuses on the strategic initiative like mergers and acquisitions, telnet management and industry and the labor relations. Most company focuses on the lowering employee turnover and retaining the talent and the knowledge held by their workforce the employee not only entails a high cost but also increases the risk of the new employee not being effectively replace the position of the previous employee.HR





departments helps to offer benefits that will appeal to workers thus reducing the risk of losing employee commitment and psychological ownership towards the industry.

#### **Importance of the HR in IT industries:-**

HR helps in the Recruitment of the candidates. HR can first check the need of the industry after they can select the appropriate candidates for the industry recruitment for the new position. So HR can first analysis the market, consult and stalk holder and finally manage the budget. So this is very important for the growth of the industry.

Hiring the Right employee this is the second most responsibility of the HR. Process the payroll taxes and the employee working hours calculated, HR can calculate the employee every pay period.

HR can conduct the several Disciplinary actions. Company notices that if particular employee arrive late to the workplace. After giving several warning to the employee still coming late then HR can investigate the reason for late and the tardiness. coming. Then HR can give proper counseling it can enhance the improvement of the employee instead of the replacing other candidates.

Update policies every year as the organization changes their decisions. Its HR responsibilities to inform employee about the company new policies. Maintain Employee Records:-Maintaining records is very important because the records help identify skill gaps of the employee, It also contains the personal information.

Conduct Benefit Analysis.

HR Support In IT Industry:

- Providing Career Growth: HR can help for the employee for career path..
- Offering Continue education:-HR can Arrange the Work shop for the development of the employee.
- Training and Supporting Managers:-HR can help provide management guidance. Making sure that the department and the teams are as healthy and functional as possible. This also includes the providing formal training to the managers.
- Supporting Health and the Wellness:-Its important to giving proper values to the employee because they are the same as the human beings. Considering that they also having some physical issues.



- I created Google forms for Questionnaires the employee working in the Information technology. The link is [https://docs.google.com/forms/d/e/1FAIpQLSfh42uWpPG3mFUScCcFSyTbY9G9bivmqvy0g-I\\_eRVPZ1XwUg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfh42uWpPG3mFUScCcFSyTbY9G9bivmqvy0g-I_eRVPZ1XwUg/viewform?usp=sf_link)

- **Conclusion:-**

Human resource management plays very important role in daily life. Hard and the soft human resource influences the rapid development of the industry. It can helps the improvement of the employee motivation development pay attention the company improvement. Increase company's development and improve the profitability of the company. It is most favorable to protecting the employee development.



## Call for Papers

National Journal of Research in Marketing, Finance & HRM is a national, open-access journal. The journal is published in only print version.

All papers related to the following topics are preferred: 📌

### Marketing

Marketing research & strategy, Branding & consumer behavior studies, E- marketing, Personal selling & sales management, CRM, Retail/service marketing and other topics related & relevant to Marketing Management.

### 📌 Financial Management

Banking & finance, Capital market research, Financial inclusion, Corporate governance, Micro finance systems, Financial and cost accounting, Tax reforms and other topics related & relevant to financial management

### 📌 Human Resource Management

Performance appraisal systems, Work-life balance, Green HRM, Training & development, Change management, HR audit and other topics related & relevant to HRM

If you have any appropriate papers, please submit it [njr.editor@gmail.com](mailto:njr.editor@gmail.com) or send on the postal address. If you have problems in your submission, please submit it to [njr.editor@gmail.com](mailto:njr.editor@gmail.com) for help.

It is also appreciated for you to share this information with your fellows and colleagues.

## Author Guidelines

Submission of an article implies that the work described has not been published previously, that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, will not be published elsewhere in the same form, in English or in any other language, without the written consent of the Publisher. The Editors reserve the right to edit or otherwise alter all contributions, but authors will receive proofs for approval before publication.

Copyrights for articles are retained by the authors, with first publication rights granted to the journal. The journal/publisher is not responsible for subsequent uses of the work. It is the author's responsibility to bring an infringement action if so desired by the author.

The publisher and journals have a policy of “**Zero Tolerance on the Plagiarism**”.

The authors authorize the publisher to archive the article into databases and indexes (such as EBSCO, DOAJ, ProQuest, etc.), and permit the publisher to apply DOI to the article.

All manuscripts should be prepared in MS-Word format, and submitted online. If you have any questions, please contact with us at: [njr.editor@gmail.com](mailto:njr.editor@gmail.com)



The research journal 'National Journal of Research in Marketing, Finance & HRM' title verified by Registrar of Newspapers for India (RNI), New Delhi.

---



---

Printed and published by Dr. Kishor N. Jagtap (Chief Editor ) on behalf of SNG Institute of Management & Research, Pune – 410505 and printed at Shivshambho Printers, Rajgurunagar. Editor: Dr. S. G. Walke.