

Development of Human Resource Management Policies in the Myntra Online Shopping

Dr. Sk Althaf Hussain Basha^{1*}, Muhammad Hasyim²

¹ Krishna Chaitanya Institute of Technology and Sciences, Markapur, JNTUK, Kakinada, India.

² Hasanuddin University, Indonesia.

*Corresponding Author Email: ¹ althafbashase@gmail.com

Abstract

This article depicts the importance of HR policies which are used by online businesses. Myntra is an online shopping site which uses HR policy for businesses and they hire employees by using this policy. The vitality of HR policy has been described here in detail. This article depicts the importance of online business.

Consumer interaction is necessary for a business which has been described here in detail. An industry has to provide good salaries to the workers to motivate them which has been described here in detail. It depicts the elements of HR resources such as Grievances and disciplinary actions.

This policy helps to provide training to the workers and it assists to provide advertisements for the products. Myntra is a famous digital shop which uses this policy to hire workers.

This article depicts the importance of motivation for the workers and it depicts the regulations of HRM practices. It depicts the significance of Human resources for a digital business.

Keywords

E-commerce, Human resource management, management, marketing, Myntra, online business.

INTRODUCTION

Human resources policies are used in online shopping or e-business. Myntra is an online shopping store which uses human resources to enrich its business. HRM policies are used by the managers of an online store to manage the business properly. Myntra uses HRM policies to hire workers and they also use them to increase the productivity of their business. HRM enables Myntra to improve the workplace and it helps to enjoy their personal life. This article will depict the improvement of HRM practices for online business or shopping. Myntra uses this policy to enrich its online business and it helps to expand its business in foreign markets. HRM policies are used by various businesses to improve the performance of a business and it aids to solve the complexities of business. This article will describe the impacts of HRM policies and it will discuss the role of online business. HRM policies provide some laws to hire workers and it also helps to train the workers. It provides safety to the workers and it is used by Myntra to use online shopping. Leaders of the organisation use these policies to control the business and it also assists to satisfy the customers. HRM policies are very important for an online business which will be described in this article.

REVIEW OF ARTICLES

This article will depict the improvement of HRM practices and digital marketing. It uses the internet or electronic devices to enhance the process of the business. Mobile applications or software are used in digital marketing or

online shopping. Digital channels are used in online shopping to improve a business. HRM policies are used in online marketing for the enhancement of a business [1]. It can improve the performance of a business and it helps to hire employees. This article depicts the improvement of a business by using HRM policies and it helps to solve the obstacles in the business.

This article depicts the process of online shopping or digital marketing by using technology. Millions of people use the internet in this era and they can use online shopping for their safety. In 2020 most people use online shopping to save from coronavirus and digital marketing was required that year [2]. Digital marketing is now used in various countries for business which must be described in this article. This article will highlight the improvement of e-commerce business and the ways of e-business. Human resources are used to manage a business properly and it is used by the managers. The importance of HR practices will be depicted in this article.

E-commerce business is very important in modern days to improve the way for business. This article depicts the expansion of the internet which can help to improve the business properly. This article identifies the condition of e-commerce business by using HRM practices. The opportunities for an e-commerce business will be depicted in this article. It will explore the policies of HR practices and it depicts the improvement of technology [3]. This article defines the concept of digital marketing and it expresses the ways of marketing. E-commerce business has been described in BRICS and it explores the way of business.

This article depicts the importance of a global lifestyle and it will portray the development of technology. Various organisations use digital marketing to enrich their business properly and digital marketing helps to get customers from the international market. There are a lot of industries in the world which use the internet for the improvement of their business. Human resources mainly help to train the workers and hire workers [4]. The marketing mix is used by several industries to understand the position of a market. It helps to produce different kinds of products which can please the consumers. This article depicts the importance of online shopping in the global market.

E-business uses several websites to connect with the consumers and it helps to give information to the consumers. A company can deliver products by using digital marketing which will be described in this article [5]. A company can use HR policies to solve the problem of a business. E-business provides good services to the users and uses the internet to enhance their business. E-business companies use various platforms to improve their business properly. Digital platforms help to sell products easily and buyers can buy products easily. The main objective of this article is to explore the condition of digital business.

Human resources are used by several businesses to control the business properly. It can increase the productivity of a business. A company has to understand the needs of the customers properly. This article depicts the necessities of e-business in modern days and it helps to internationalise a business properly [6]. Human resources provide some ways to manage the business properly. This article describes the way of digital marketing and the importance of the internet. The digital business helps to give protection to the users and it helps to establish a brand value of a business. Digital business is used by several industries to improve the productivity of a business.

This article will describe the rise of e-commerce business and it will discuss the importance of the progress of technology. An E-commerce business can bring growth to the business and it is an easy way to interact with customers. Customers can use the process of digitalisation to get safety from business and they can enjoy using this process [7]. E-commerce business helps to earn high revenue from business and it helps to complete the purpose of a business. This article will depict the ways of digital business and it will explore the policies of HRM practices.

This article will depict the significance of consumer interaction which can make a strong relationship between customers and businesses. Consumer communication is the responsibility of businesses to understand the needs of the workers and the customers. Retailers can provide good services to users by using digital marketing. The positive impact of digital marketing will be explained in this article [8]. It helps to improve the lifestyle of the users by using online shopping. Marketing is now important for all businesses these days which will be described here in detail. Artificial intelligence is used in this business to offer good

services or ministry to the public.

This article depicts the benefits of an e-commerce business and the customers can get a lot of benefits from the business. It helps to deliver a product easily and customers can explain their opinions through an online process. High investment is necessary for this business because a company has to invest a high capital for technology [9]. This article will depict the investments of capital for technology. Relationship marketing can be described in this article elaborately. Relationships help a business to obtain a high profit from the business and it can remove the complexity of the business. The process of digitization will be described here in detail.

The main purpose of this article is to describe the performance of an electronic business. Technological facilities will be described here in detail which is required in business. Online business is more valuable than other traditional trades and online marketing was used during the critical situation of Covid-19 [10]. The importance of omnichannel will be stated in this article. Online shopping is increasing day by day for business and a retailer has to understand the vitality of online shopping. The theoretical perspective of e-business will be stated here clearly and it depicts the way of online business. This article describes digital marketing to provide good services to users.

MATERIALS AND METHODS

The field of research philosophy is fairly broad. However, the nature, origin, and growth of knowledge are the main concerns of research philosophy. Research philosophy can be defined as the process of gathering, analysing, and using data in research. There are numerous ways to study philosophy. But this particular study will have an Interpretivism-based philosophy. The researcher will be assisted in interpreting a component of the data that was gathered for this study using interpretivism, also known as interpretivism. Additionally, the interpretivism research theory aids in interpreting human interest and turning it into a study [21]. Financial information necessary to comprehend Myntra's business growth will be gathered using the interpretivism research philosophy. In order to comprehend how Myntra's financial management affects business growth, the research will analyse its financial data as well as other relevant data. Understanding how to interpret user data is crucial to understanding the fundamental role that financial management has played in the expansion of Myntra's business. In order to understand the significance of financial management in the company's growth trajectory, it will be necessary to assess Myntra's profitability, financial policies, and other key financial information.

A framework for the research works that the researcher has selected to complete a research study is known as a research design. When the bias is minimised in the data generated and accuracy and trust in the data used in the research are also increased, the impact of the research increases [22]. To finish the overall research findings and discussion, this particular study will adhere to a descriptive research design.

Descriptive research design, according to [23], aids in honing the entire research methodology for the subject matter and also positions the study for success. The descriptive research design aids the researcher in methodical data collection for the study. This method of research gathers vital financial management information for Myntra's company. The discussion of the research's findings is further aided by the descriptive research design. The researcher will be able to illustrate and describe the study's findings in general terms by using the descriptive research design method. A descriptive research design will go into further depth on the research's findings. The framework of the descriptive study design allows for a comprehensive description of Myntra's financial management.

Researchers might complete their research projects in a variety of ways. In order to accomplish the investigation, this particular research report used an inductive research methodology. Due to the fact that the inductive research approach does not always require the formulation of the objectives [24]. The inductive research significantly aids in addressing the research issue and achieving the goals and objectives of the study. The inductive research approach, according to [25], focuses on obtaining the pertinent answers to the study questions. Additionally, a new theory that is most relevant to the research difficulties is produced through the inductive approach to research. The researcher might observe the course of Myntra's financial management by using the inductive research methodology. The inductive research approach aids in the identification of the first relationship and the development of empirical generalisation as the study proceeds. In order to comprehend the function of financial management in the expansion of Myntra's firm, the inductive research approach follows three easy phases. First, the researchers gather important information regarding Myntra's finances and expansion. The research then analyses trends in the relationship between Myntra's financial management and its company success before developing a theory to explain this relationship.

The primary consideration in any research project is the data collection strategy. Any researcher's efforts to get the right answers to the research questions can be harmed by using the incorrect data collection methodology. There are mainly two categories of data collection techniques that any researcher can use, according to [26]. These are techniques for gathering both qualitative and quantitative data. In order to properly address the research questions, this particular study adapts the qualitative data collection approach. This research's context and nuance are provided by the qualitative data collection technique. In order to analyse the significance of financial management in business growth, the research is furthered by a better understanding of Myntra's capabilities in terms of financial management.

Data is a measurement, instrument, and fact that aids in any research project's ability to draw a conclusion. Primary and Secondary sources make up the majority of data collection methods [27]. The implementation of both of these

methods of data collection can be done using a mixed manner, though. But for this study, secondary sources were used to retrieve the data. The secondary data sources are the data that are already available from any prior research.

In order to finish this research, ethical thought is also put into great care. When conducting research, there are a number of ethical considerations that must be taken into account. Research ethics are greatly valued because they safeguard honesty, human rights, and human dignity. Additionally, it facilitates the interaction between society and science. Through the data collection technique for this study, no one's personal information was obtained [28]. Additionally, no one's private information is published in the study. To complete this research, a secondary data-gathering source is used. Every publication that is printed in the study effort, including journals, articles, organisations, and other entities, shall be referenced to uphold the research's integrity.

RESULTS

Human resources are very important for the development of any business because they can increase the productivity of a business. It is also used to motivate the workers in the organisations and it can improve the growth of the companies. It can provide the right direction to the companies or industries for business and it provides advantages to an organisation. Myntra is a famous online organisation which believes that HRM practices can excite their workers properly. This organisation uses HRM policies to provide training to the employees [11]. It also helps to hire workers from the market and employees can contribute to a company for its improvement. Myntra uses some essential laws for employers with the help of HRM practices and they provide a vacation to the employees by using it. The managers of a company use HR policies to manage the business properly. HR helps to increase the interaction in the organisation and it is very helpful for digital marketing. Various online organisations use these policies to encourage their workers and it helps them to enhance their business properly. HRM policy is an agreement or service between the client and HR specialist and it can increase the performance of a business [12]. It is used for various reasons such as expenses, payment and compensation. It helps to inspire the workers and it is necessary for online marketing. HR policies help the managers to be independent in the organisations and it helps to provide specific rules for the workers.



Figure 1: Human resource planning [13]

HRM policies help an organisation provide opportunities and benefits to the workers. It helps to increase the effectiveness of the industry and online shopping uses it to provide good services to users. Myntra uses these policies to improve their business and it also helps them to control the business properly. Myntra wants to internationalise its business with the help of HR policies and it helps to hire employees [13]. Online marketing can be used to manage their staff and it can be used as a strategy for business. It can explore the ability of the workers for the work and it can direct the staff for the work. HRM policies have some important elements such as opportunity policy, hiring and recruiting policy, offboarding and termination, bonuses and salaries and safety [20]. It can encourage the workers which is essential for an organisation. A company should provide safety to the workers and it helps to inspire the employees. It aids to motivate the employees or staff in an organisation. A company should provide good salaries and rewards to the workers because it helps to inspire them properly [14]. HRM policies help to use the internet and it can provide benefits to the workers. Disciplinary actions of a company can be improved with the help of HRM practices and it can manage the staff. It can increase the confidence of the workers in the work and it can solve any problem in the organisation. It helps to improve the performance of digital marketing.

Myntra uses HRM policies to provide feedback to the workers and it helps them to satisfy the workers. Several laws are used by online companies with the assistance of HR practices and it helps to overcome any complexities of business. It helps to improve the productivity of a business and it is used by several businesses [15]. HR managers can arrange a program to train the workers and they can explore their statement in the program. HRM policy is a term for a bunch of activities and it helps to motivate the workers. It helps to improve a business by using some strategies.

Organisational growth can be improved with the help of the policy and it helps to motivate the workers. Digital marketing uses this policy to improve the business and it helps to improve the activities of the organisation. Myntra uses this policy to inspire their workers and it helps them to hire employees for the organisation. A helpful infrastructure can be made with the boost of HR policies and it can examine the skills of the workers [16]. A company can use different laws for the staff by using HR policies and it helps to increase the accomplishment in work. It is very essential for an organisation to improve the business properly. Online business organisations use various policies to establish their business and it helps to increase customer communication which is essential for business [19]. Interaction is necessary for a company to connect with the workers and the consumers.

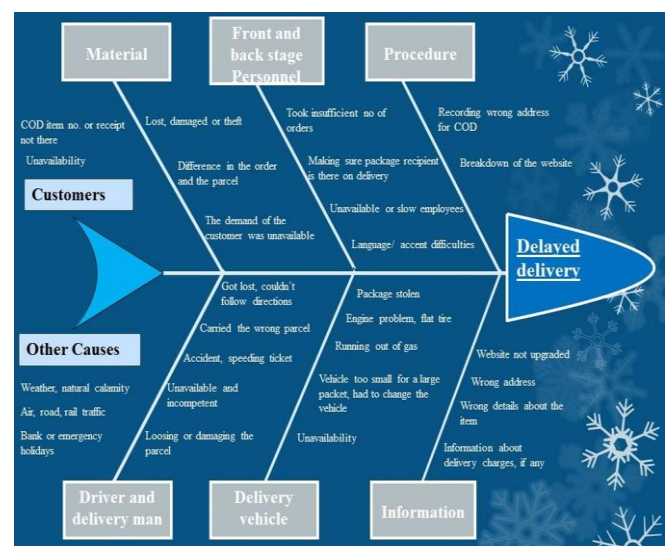


Figure 2: Marketing process of Myntra [20]

HRM practices are used by various organisations to hire workers and it aids to train the workers. The managers of a digital shop can use this policy to improve the business and they can control the business properly. HR policy is vital for a company to improve communication in the organisation and it helps to increase the effectiveness of business. Myntra can make a business plan with the help of HR policies and it helps to solve the problems of an organisation [17]. Human resources assist the workers to learn the work and it expresses the capabilities of the organisation. Organisational culture can be improved with the help of HR policies and it can increase accomplishment in work. A company can improve the growth of the business by using HR policies and it helps to earn a high profit from the business. Myntra uses a dress code for the organisation by using HR policies and it helps to improve discipline in the organisation. HR policy helps to decide lunch periods for the workers and it helps to use some elements for the business. A company can use the internet and email with the help of HR policy and it aids to advertise the products to attract people. It helps to improve the infrastructure of a company and it can train the workers [18]. A relationship can be established between the customers and

the business and it can bring a solution for the organisation. It helps to satisfy the workers which is necessary for digital business.

CONCLUSION

After analysing this article it is concluded that online shopping is very important to expand a business. The importance of HRM policies has been described in this article clearly. A company can use this policy to improve the growth of the business and it helps to overcome problems. Myntra is a famous online shopping site which uses HR policies to improve its business. This company uses this policy to manage the business properly and it helps to provide salaries to the workers. The important elements of HR practices have been elaborated on in this article. This policy helps to provide a good salary to the workers and it helps to motivate the employees. This article describes some important facts about HR policies for a business. Several online companies use this policy to improve their business and it helps to train the workers. The managers of the company can manage the business properly with the help of HR policies and it helps to guide the workers. Online business helps a company to internationalise the business properly and it helps to attract users. It helps to advertise the products and it can help to learn the workers for the organisation.

REFERENCES

- [1] Alharahsheh, H.H. and Pius, A., 2020. A review of key paradigms: Positivism VS interpretivism. *Global Academic Journal of Humanities and Social Sciences*, 2(3), pp.39-43. DOI: 10.36348/gajhss.2020.v02i03.001
- [2] Asenahabi, B.M., 2019. Basics of research design: A guide to selecting appropriate research design. *International Journal of Contemporary Applied Researches*, 6(5), pp.76-89. Available at: <http://ijcar.net/assets/pdf/Vol6-No5-May2019/07.-Basics-of-Research-Design-A-Guide-to-selecting-appropriate-research-design.pdf>
- [3] Atmowardoyo, H., 2018. Research methods in TEFL studies: Descriptive research, case study, error analysis, and R & D. *Journal of Language Teaching and Research*, 9(1), pp.197-204. DOI: <http://dx.doi.org/10.17507/jltr.0901.25>
- [4] Banerjee, P., 2019. Analysing the existing challenges in the buying process of fashion retail industry and suggesting a possible solution using artificial intelligence. Available at: [Banerjee_Priyanka.pdf](#) (theseus.fi)
- [5] Blok, V., 2018. Philosophy of innovation: A research agenda. *Philosophy of Management*, 17(1), pp.1-5. DOI: <https://doi.org/10.1007/s40926-017-0080-z>
- [6] Chawla, J., 2020. *FDI in retail sector: a critical study of Indian retail market* (Doctoral dissertation, JC Bose University). Available at: [Thesis 86.pdf](#) (refread.com)
- [7] Domingos, M., 2022. Online Consumer Behaviour: How to Create and Maintain E-Loyalty. *Organization, Business and Management*, p.151. Available at: https://www.researchgate.net/profile/Vikas-Kumar-122/publication/365839229_The_Future_of_E-Commerce/links/6386388c48124c2bc6813ae5/The-Future-of-E-Commerce.pdf#page=165
- [8] Dorai, S., Balasubramanian, N. and Sivakumaran, B., 2021. Enhancing relationships in e-tail: role of relationship quality and duration. *Journal of Retailing and Consumer Services*, 58, p.102293. Available at: <https://www.greatlakes.edu.in/chennai/assets/greatlakes/pdf/enhancing-relationships-in-e-tail-role-of-relationship-quality-and-duration.pdf>
- [9] Fleischmann, M. and Ivens, B., 2019, January. Exploring the role of trust in blockchain adoption: an inductive approach. In *Proceedings of the 52nd Hawaii international conference on system sciences*. Available at: <https://sch.myrtrspace.manoa.hawaii.edu/server/api/core/bitstreams/99386ac9-5a2a-4010-9d2a-d900581d95e8/content>
- [10] Gujrati, R. and Uygun, H., 2020. Digital marketing: changing consumer behaviour. *International Journal of Forensic Engineering*, 4(4), pp.323-331. Available at: Microsoft Word - IJFE j.title 03-01-14.doc (researchgate.net)
- [11] HR, G. and Aithal, P.S., 2020. Consumer Communication Deployment Tactics: An Integrated Framework for Lifestyle Brands and Retailers in India (CCF-LS). *International Journal of Applied Engineering and Management Letters (IJAEML)*, 4(2), pp.1-21. Available at: Microsoft Word - 76. Consumer Communication Deployment Tactics 1 (uni-muenchen.de)
- [12] HR, G. and Aithal, P.S., 2020. Establishing True Lifestyle Brand in India: An Integrated Marketing Mix Framework. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, (June 2020), 5(1), pp.261-284. Available at: https://www.researchgate.net/profile/Ganesh-H-R/publication/342329090_Establishing_True_Lifestyle_Brand_in_India_An_Integrated_Marketing_Mix_Framework/links/61ce87d5da5d105e550bf504/Establishing-True-Lifestyle-Brand-in-India-An-Integrated-Marketing-Mix-Framework.pdf
- [13] HR, G. and Aithal, P.S., 2020. Measuring the True Potential of Lifestyle Brands in India: A Firm-Level Scale for Existing and Potential Investors-(FL-LBSi). *International Journal of Applied Engineering and Management Letters (IJAEML)*, 4(1), pp.279-302. Available at: [Measuring-the-True-Potential-of-Lifestyle-Brands-in-India-A-Firm-Level-Scale-for-Existing-and-Potential-Investors-FL-LBSi.pdf](#) (researchgate.net)
- [14] HR, G. and Aithal, P.S., 2020. Rational Distribution Channel Mix for Lifestyle Brands in India—An Empirical Study. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 4(1), pp.136-154. Available at: [Academia.edu](#)
- [15] Karine, H.A.J.I., 2021. E-commerce development in rural and remote areas of BRICS countries. *Journal of Integrative Agriculture*, 20(4), pp.979-997. Available at: https://www.sciencedirect.com/science/article/pii/S2095311920634517/pdf?crasolve=1&r=784db573cfe017ae&ts=1672937383037&rtype=https&vrr=UKN&redir=UKN&redir_fr=UKN&redir_arc=UKN&vhash=UKN&host=d3d3LnNjaWVuY2VkaXJlY3QuY29t&ts=1672937383037&rtype=https&vrr=UKN&redir=UKN&redir_fr=UKN&redir_arc=UKN&vhash=UKN&host=d3d3LnNjaWVuY2VkaXJlY3QuY29t&iv=b6c691eea2c52b359f39766cb5ed99f9&token=61373237663164653266663630616562616530613637633330636163613237353964616232316566396465346431346430316231666565313863616536333162326663303a3836336234383935356237333266643332326663435353964&text=39ca45b75b11aaa6aeb6ce1a28ff8b0bb62e2185621312a0ba2324bb11375f768c20feb88c692460cd66f8f0f8fd8e6805a6dbc2f5e54b8996cb85473302b4baa6ece9bc1c8d0c7522a84c00dc850

- 0a868a9fb5b92f6af0461967570ba57a5b273368d3ef910e25565cbf32b90cbf4bc68806ffedb693e70905e0526494640d87fa de3f49ec905359d9ea5b0612f2e8abfc2be3bfa78cf99e3dd0f6e9859d9d02480fad3fb3019a58daec7751db4ff374bd95d0051a1333ae08377dfd6aba953f694a3231466ee828c2f86432a41dafb27e21833c6d1e8018959fcf111a2da65b1e874c3b1bff9c6d06d27716f671f9e261f0fb6fa7c55b8e2784b3dda823e1e9ee08ebcb6e84ed94a5243e4846f5f8d8111e66ae007881758b727ec606120286faa48aa0ea9d53d48330e71cb2&original=3f6d64353d6338386631373936323831316633313165633530366264353263336239633366267069643d312d73322e302d53323039353331313932303633343531372d6d61696e2e706466
- [16] Kathuria, R., Kedia, M. and Bagchi, K., 2021. India's Platform Economy and Emerging Regulatory Challenges. Available at: Working_Paper_407.pdf (think-asia.org)
- [17] Kedia, S., Madan, M. and Borar, S., 2019. Early bird catches the worm: Predicting returns even before purchase in fashion E-commerce. *arXiv preprint arXiv:1906.12128*. Available at: <https://arxiv.org/pdf/1906.12128.pdf>
- [18] Kumar, V. and Khan, M.N., 2021. ANTECEDENTS OF CUSTOMER ATTITUDE IN ONLINE APPAREL PURCHASE. *International Journal of Management*, 12(2). Available at: IJM_12_02_017-libre.pdf (d1wqtxts1xzle7.cloudfront.net)
- [19] Leiser, M. and Gensert, C., 2019. The role of authenticity of user-generated content as part of the product presentation in an online shop: A qualitative study of the empirical case of H&M. Available at: <https://www.diva-portal.org/smash/get/diva2:1319157/FULLTEXT01.pdf>
- [20] Mohammad, N., Bibi, Z., Karim, J. and Durrani, D., 2020. Green human resource management practices and organizational citizenship behaviour for environment: The Interactive Effects of Green Passion. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 11(6), pp.1-10. Available at: GREEN HUMAN RESOURCE MANAGEMENT PRACTICES AND ORGANIZATIONAL CITIZENSHIP BEHAVIOUR FOR ENVIRONMENT: THE INTERACTIVE EFFECTS OF GREEN PASSION (tuengr.com)
- [21] Peddinti, Z.P., 2022. A Comparative study of analysis of theMyntra & Ajo E-businesses Websites using Usability Method to Evaluate. Available at: [_Final_Thesis_Document_.pdf](#) (diva-portal.org)
- [22] Pluye, P., Bengoechea, E.G., Granikov, V., Kaur, N. and Tang, D.L., 2018. A world of possibilities in mixed methods: review of the combinations of strategies used to integrate the phases, results, and qualitative and quantitative data. *International Journal*, 10(1), pp.1-16. Available at: https://d1wqtxts1xzle7.cloudfront.net/58422031/Pluye_et_al._A_world_of_possibility-_2018-libre.pdf?1550374078=&response-content-disposition=inline%3B+filename%3DA_World_of_Possibilities_in_Mixed_Method.pdf&Expires=1673177230&Signature=EMi6THIQvIQ8pzW2v8sO6-v12fnTQ42qOv0mEw2aBkNuSoodMwVr5~ff5p4f4-Tq~qfCzZu6xkQp~jw1yknkEnp9SoCCtoWa98vLVEX-YTQ1tBSFZbTnazzVw9P GtfnCHI0L4prlPCbiHKKIcRxtZOAntbiXJ0z2Lbdw3shX44 SPrMDe3Fjxv7ws5tql09FZl0pcCwa5EER91RWEp4U-pET GGrLVD01526rknQgr6YK9dJWMKWT~fE8vnrDNSPQTE DQzveNL4Dw5wM5SpFGgwKQZhPqcbWxsfwSv8fA3-m OolBLiu9dvFAxdoce54xxqY47dDqplesgkC8VKxoSIQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA
- [23] Ponisciakova, O., 2020. Knowledge management and its application in human resources management in the context of globalization. In *SHS Web of Conferences* (Vol. 74, p. 01026). EDP Sciences. Available at: Knowledge management and its application in human resources management in the context of globalization (shs-conferences.org)
- [24] Ruggiano, N. and Perry, T.E., 2019. Conducting secondary analysis of qualitative data: Should we, can we, and how?. *Qualitative Social Work*, 18(1), pp.81-97. DOI: <https://doi.org/10.1177/1473325017700701>
- [25] Saravanan, R., 2019. *Is traditional retail moving to e-commerce in the field of the fashion industry in India?* (Doctoral dissertation, Instituto Politecnico de Leiria (Portugal)). Available at: <https://iconline.ipleiria.pt/bitstream/10400.8/4623/1/RajaSaravananThesis.pdf>
- [26] Sharma, H., Verma, S.S., Sharma, V. and Prasad, A., 2020. Impact and challenges for the Indian education system due to the covid-19 pandemic. *Impacts and Implications Of Covid-19*, 63. Available at: https://www.researchgate.net/profile/Azhagu-Madhavan-Sivalingam/publication/354643467_978-1-68507-081-6/links/6143f292f4a9f7651162df70/978-1-68507-081-6.pdf#page=73
- [27] Shrilatha, S., 2020. A STUDY ON IMPACT OF DIGITAL MARKETING STRATEGY TOWARDS MOBILE SHOPPING APPLICATION WITH REFERENCE TO VELLORE CITY. *Editorial Board*, 9(1), p.39. Available at: https://d1wqtxts1xzle7.cloudfront.net/69441837/volume9_iss ue1_3_2020-libre.pdf?1631447558=&response-content-disposition=inline%3B+filename%3DTHE_USAGE_OF_OBSCENE_LANGUAGE_IN_FACEBOOK.pdf&Expires=1672940842&Signature=D5hGARXVADT1upU9rkcxhhf5QVla7PdS9a3waKQREgpUYuBxD7IZiSmC8o2j0Lerr19R0wEmk-2ymzWWASKXTxplwJMoba8BglPnMxjCLVYEZt2NbIBQH94I4C-n3dBtHpsQsKwcF9z9Bjb-ik7ghNhh0kB9TSpX4Zj1MEhST~FpmH5YAmNxdaXWdfOrpuOXS2db2w6epNvM9SG7j3IBt21SSLhnrqgevYGTUNuOT3CyQMCSppmf8i9vNNEfX27NNZns5s~A94PxAJR4oFTQbqltP6xmMtiebK8aXxnSOH-oTlhC-Lrzo~Frr4bja0JN~gGS-9Sold1RZKBMJBLQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=47
- [28] Teixeira, S., 2018. Qualitative geographic information systems (GIS): An untapped research approach for social work. *Qualitative Social Work*, 17(1), pp.9-23. DOI: <https://doi.org/10.1177/1473325016655203>