



ABSENTEEISM AND TURNOVER RATIO IN LOCAL RETAIL BUSINESSES POST COVID IN TELANGANA

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Abstract: This study has been successful to identify the ratio between absenteeism and turnover in the local retail businesses of Telangana by evaluating various present literature. According to the literature, it has been identified that the ratio of turnover is higher than absenteeism because of poor demand for offline retail services. The study has focused on the relevant attributes that are associated with the Telangana retail business industry based on which the complications associated with absenteeism to that of employee turnover rate has been taken into consideration that has helped to understand the complications that this industry came across in the pandemic and post-pandemic period.

INTRODUCTION

The present report is going to evaluate the employment condition in the Indian retail economy post-pandemic situation. It is undeniable that covid-19 influenced the livelihood and lives of people across the world severely by creating short-term and long-term challenges for the population in both their employment and livelihood. During the pandemic, the world population had to witness different types of challenges related to their health and safety. The world population had to face phobia related to the health and safety and security of family members. In different countries, governments were concerned about implying different types of safety protocols and regulations related to covid-19 pandemic. One of the major and most common regulations was social distancing and lockdown which encouraged people to stay at their homes and avoid social gatherings. In organizations and institutes, the management also had to face those social distancing protocols by reducing the number of employees at the workplace and establishing potential schedules by enhancing absenteeism (Chang, 2021). This fear and phobia among the employees still existed in post covid situations that impact the absent rate and employed turnover rate in the retail business of Telangana. Apart from this low demand for products and services from retail sectors offline was become one of the major reasons for the employee turnover rate. It is because organizations were focusing on reducing the number of employees to survive in challenging circumstances where the demand has become almost zero in non-essential categories of products.

Keywords: pandemic, absenteeism, turnover, retail, Telangana

Background

After the pandemic the major and foremost concern of the world population was related to the safety and the ways to reduce contamination of the virus. This is the reason that people were motivated to maintain all the policies and regulations related to the covid 19 protocol for being safe and secure in the post covid time. In the month of April and May of 2020 organizations and institutes in the retail business had the lowest employment rate 23.5 per cent respectively owing to the lockdown (Prasad, 2020). During this period organizations had to face

severe challenges related to recruitment and retention. Employees who specialized in IT management engineering and technology were the prior candidates for the organizations. Offline services and operations of the retail businesses were to face drastic losses after covid-19 pandemic but online sales of the retail businesses were the highest, this helped the organization to maintain their position and acquire adequate profit during and after post covid scenario. This is the reason the present study is going to elaborate on the ratio between absenteeism and turnover in the retail organizations of Telangana.

Theoretical background

According to the theory of Maslow's hierarchy of needs, five major aspects motivate an individual towards their job responsibility. Five major needs have been identified by Abraham Maslow. Potential satisfaction of these needs can be helpful to motivate the employees and individuals towards their job and encourage them to complete the job efficiently with potential performance (Hopper, 2020). Oppositely dissatisfaction with these needs can de-motivate individuals or a person. In the hierarchy, the first need is a psychological need related to the basic things that an individual is required to live. These basic things include water, food, air and shelter. And the second need is safety which includes the safety related to the environment, employment, resources, property health and others. During the pandemic, a large number of people died across the world which created a phobia among the world population related to their health and safety along with the security of their family members. This insecurity of the employees increases the rate of absenteeism because they do not want to join the office physically and prefer to work from home if possible (Abbas, 2020). But ground staff who cannot work remotely and have to present physically in the stores have to face severe phobia related to their safety. On the other hand, due to the low demand for offline services from retail businesses the management of the organisation focuses more on the online business rather than the offline business. Therefore the organisation did not require a huge number of employees for the overall operation and they focused on reducing the number of employees by cutting down the number of employees present regularly in the organisation.

LITERATURE REVIEW

Literature

During and post covid situation organisations and institutes of focus to track absenteeism trends in retail businesses and workplaces. During the pandemic employees and workers were forced to maintain the social distancing protocols by staying at their home and being present at their workplace as less as possible to avoid social gatherings but after the pending every month the organisations have to evidence workplace absenteeism due to health-related issues of full-time workers in the retail business of Telangana (Basole, 2021). Hyderabad metro management also has to face a high rate of absenteeism due to the phobia of covid-19 contamination among the employees after the pandemic (Vivek, 2021). At the initial stage, the health institute and the government of India did not have a specific treatment for the disease that spread phobia towards an alien disease as people have the perception that the covid 19 is incurable and the ultimate in death if someone is contaminated by the virus (Vahdat, 2021). However, in comparison with occupation-specific foundations, absenteeism among employees in several occupational groups is high and in some occupations the absenteeism of groups is low (Chang, 2021). For example in essential institutes and businesses employees have to be present physically who are working as frontline supporters of the government. On the other hand, known essential organisations like restaurants and bars have to face their loss and high rate of absenteeism because the institutes have to close their business during the covid 19 and they make it according to the rules of the Indian government. Retail businesses have to shut their offline business but the online business of the retail organisations of Telangana was at its peak (Patil, 2022). At that time delivery boys and supportive workers in delivery herbs were the major employees who helped the company to maintain its position and acquired profit despite the unpleasant situation (Chen, 2020). Post covid scenario employees were not prepared fully to be present physically due to the phobia of death and the alien disease which created severe challenges for several retail organisations that operate its operation in Telangana (Prasad, 2020). A high rate of absenteeism has been observed in the retail businesses interrupting the workflow of the online business of several retail organisations in Telangana. Along with these employees who have to face jobs in security and financial crises, they were grid to face any kind of health challenges for acquiring adequate capital and resources for their family (Sinha, 2021). In some retail organisations,

the online facility is poor and the organization is not capable of providing products and services to its consumers, unlike mediums they have to cut down their number of employees by job dismissal.

RESEARCH QUESTION

- What is the ratio of absenteeism and employee turnover rate in local retail businesses post covid era in Telangana?
- What is the rate of absenteeism and employee turnover rate after covid 19 pandemic in Telangana retail businesses?
- What are the reasons behind absenteeism and employee turnover in Telangana?
- How has absenteeism impacted the retail businesses of Telangana?

RESEARCH OBJECTIVES

- To identify the ratio of absenteeism and employee turnover rate in local retail businesses post covid era in Telangana
- To reveal the rate of absenteeism and employee turnover rate after covid 19 pandemic in Telangana retail businesses
- To analyse the reason behind absenteeism and employee turnover in Telangana
- To recognise how absenteeism impacted the retail businesses of Telangana

The rationale of the study

In the post, covid scenario organisations have to face a lack of presence among the employees due to absenteeism and employee turnover because of poor demand for the product and services that fall under the non-essential category. The present study is going to identify the ratio of absenteeism and turnover in retail businesses in Telangana (Prasad, 2020). The outcome of the study can be helpful to identify the reason behind poor presence in organisations. The outcome is also going to identify the reason for absenteeism and turnover in the retail businesses of Telangana.

Scope and limitation

The objective of this essay is to identify the ratio between absence and turnover in the retail business of Telangana. In order to identify the ratio, literature is going to be evaluated but it will be challenging to acquire literature that focuses on Telangana specifically. The present study has been conducted by acquiring secondary data collection and the secondary data only provides information about relevant scenarios related to the research topic. It is because the study is going to draw a conclusion by evaluating the secondary data that cannot provide current and first-hand information that will be helpful for identifying the exact issues and reasons behind absenteeism and turnover in retail businesses.

METHODOLOGY

Research design

In order to complete the study deductive research approach is going to be used as it will be helpful for the researcher to utilize the present research frameworks and theories at their best for identifying the ratio between absenteeism and turnover rate in the retail businesses of Telangana (Pandey, 2021). Positivism research philosophy has been used in this study to identify the research psychology at the initial stage that helps to accentuate the stages and segments of the research in an effective way to achieve the research objective successfully. Exploratory Research design has been used in this study as it helps the researcher to acquire the answers to the research questions that are started with 'WH' words (Zhang, 2022). In order to select secondary data from various credible sources a simple random sampling method has been used because this specific sampling method is helpful for the researcher to reduce bias from the outcome of the study (Cr, Kothari,

2020). In order to review the literature eight relevant pieces of literature have been acquired relevant to the research topic. Eight journals have been selected that are mentioned below.

How can Indian small-scale fashion retailers survive COVID-19 disruption?-A Brand Portfolio Optimization Perspective.
Back in Business-Unorganized services sectors after COVID-19 Lockdown
COVID-19 prevention, air pollution and transportation patterns in the absence of a lockdown.
COVID-19, cities and urban informal workers: India in comparative perspective.
The role of IT-based technologies on the management of human resources in the COVID-19 era.
Effect of occupational stress on work-life balance and psychological well-being: An empirical study of hyderabad metro rail travelers concerning e-commerce industry employees during COVID-19 pandemic.
Reviving employment and livelihoods in India: covid-19 and after.
Consumer responses towards essential purchases during COVID-19 pan-India lockdown.

DATA ANALYSIS

Research question hypothesis

Hypothesis to Question 1:

The consideration of the ratio of absenteeism to that of employee turnover in Telangana has different aspects specific to the local retail businesses specifically after the pandemic. According to Kharat, Sharvari, et al., most of the local region businesses that operate from Telangana have observed the aspect that the concept of absenteeism has typically increased among the employees because of various health complications that most of the employees have come across in the post-pandemic era. In addition to this, it has been observed that in Telangana the after effect of the pandemic has been extremely impactful on the employee turnover rate as most of the retail businesses came across some major downfall during the pandemic that influenced them to reduce the overall human capital force in the businesses (Kharat, 92). This has eventually become one of the most notable aspects that have been observed in Telangana and especially the local businesses that typically influence the scope of local employees and the rate of turnover has increased intensely. However, the authors have also specified that comparing the ratio of absenteeism to that of employee turnover in Telangana the ratio of employee turnover is much higher when compared with absenteeism. This is considered one of the most impactful aspects that have been observed in the Telangana business specifications.

Hypothesis to Question 2:

It is important to specify that the overall rate of absenteeism to that of employee turnover in Telangana has majorly increased after the pandemic. It is important to specify that when it comes to the evaluation of the rate it has been observed by the author Mukherjee et al. in 2022, that about 50:50 in case of employee turnover along with absenteeism has increased massively in the retail business sector in Telangana and in the rest of the parts of India. The pandemic has evaluated several complications in the retail business that predominantly remains an important part of the Telangana business sector that came across some of the major complications of lockdown and business restrictions (Mukherjee, 156). Moreover, it has been specified that both these aspects are more impactful in the ratio as with the complications that have been created by the pandemic remain influential on the employee standards and working aspects that reflect majorly

on the scope of employee turnover and absenteeism that has typically increased. Therefore it is important to specify that there has been a consistent increase in employee turnover rate and absenteeism, especially in the post-pandemic era and this will continue to increase for the next few months in Telangana.

Hypothesis to Question 3:

The most prominent reason that has been extremely influential in Telangana and its business sector evaluation is the impact of the pandemic that has typically increased the rate of impact on over along with absenteeism accordingly. According to Phand et al. in 2022, the approach of retail business in India during the pandemic came across a complex time that eventually reduced the sustainable approach of the business specifications. The availability of job specifications in the retail business sector in Telangana eventually reduced because of the panda make that is regarded as one of the most prominent reasons behind employee turnover and absenteeism. The restrictions that came during the pandemic and were heavily monitored by the government of India that eventually reduced the scope of consistent employee manifestation within the retail sector that required extreme amounts of physical contact (Phand, 22). Therefore it is important to specify that the pandemic is regarded as the most influential reason that has increased the amount of employee turnover rate followed by absenteeism in India and especially in Telangana. Moreover, it is also important to specify that this complication will continue to grow in the post-pandemic era as the specifications in the Telangana retail business sector will face certain destruction in the post-covid era as well.

Hypothesis to Question 4:

It has been observed that in Telangana and the retail businesses that operate in that region employees have come across some of the major complications of absenteeism due to the physical and mental health education that became extremely impactful during the covid-19 period and in the post-pandemic era. According to Indrakumar in 2022, employees that work in the retail business sector need to incorporate physical contact at the workplace and after the pandemic, it has been observed that the mental stability and the physical retention of the employees have eventually degraded which has eventually influenced the rate of absenteeism in Telangana. In addition to this, it is important to mention that the complications and the disruption that has been extremely impactful during the covid-19 period have eventually reduced the capability of the employees to become more active and the availability of jobs has eventually reduced that has typically increased the scope of absenteeism in different parts of the retail businesses that operate in Telangana (Indrakumar, 82). This remains a major complication because of the lack of opportunities that are available and the physical and mental health complications have also increased for the employees that reduce their approach towards a sustainable professional evaluation that typically increased the overall rate of absenteeism.

RESULTS

In India, the aspect of retail business remains one of the most important industries that has typically grown due to the different aspects of e-commerce and digital business acquisition. However, it is important to specify that during the pandemic the major complication that the retail business in Telangana came across was the accomplishment of the basic business activities that became extremely vulnerable because of the main aspect that there were few employees available in the working sector (Shah et al., 364). The consequence scope of social distancing along with the lockdown became the prominent reason to disrupt the overall manifestation of the basic activities that need to be taken into consideration in the detailed business in Telangana. In addition to this, it is also important to specify that in Telangana the job opportunities and the availability of existing and new jobs in the retail business industry were facing some of the major complications that eventually increased the overall rate of employee turnover. The disruption in the employed management and availability of jobs became even more complex as the economic sustainability in the Telangana retail business industry was working below the belt that faced several complexities along with business loss that influenced the industry to consider the path of employee turnover that will help the industry to reduce some sort of business loss by releasing human capital force. This particular aspect remains influential in both the periods of during the pandemic and after the pandemic.

When it comes to the context of absenteeism it is regarded as one of the most impactful aspects that the human capital force in any working sector might come across due to various complex situations. It has been observed by several authors that the impact of the pandemic and the concerns that have been evaluated after the pandemic has increased the overall concerns that are associated with the physical health and mental health stability of the employees. The retail sector in Telangana incorporates physical contact as one of its primary approaches in

terms of accomplishing the business work functions. It has been found that in the post-pandemic era the rate of absenteeism among the employees working in the retail Industry has increased majorly because of the mental complications that have increased after the covid-19 pandemic (Das et al., 135). The impact is considered to be extremely difficult for the Telangana retail business industry to maintain their sustainable business approaches as they had to cut down the overall number of employees due to the lack of job opportunities and a sustainable flow of economic aspects that eventually called disrupted during the pandemic period and will eventually increase in the post-pandemic era.

DISCUSSION

On the successful evaluation of the study, there are some important discussions that need to be taken into consideration. Moreover, it is important to specify that there are some vital factors that have been evaluated during the study that helps to understand the context of absenteeism along with the employee turnover rate that eventually increased in Telangana and in the retail business sector operating in this region. In the retail sector that operates in Telangana, there are some major complications in terms of employee management to that of the policy valuation that is specifically developed for the employees that reflects negative complexity (Reddy et al., 1680). However, it has been observed through the study that the consistent evaluation of the business in the Telangana retail Industry came across some of the major complex distractions that took place during the covid-19 pandemic. There were several disruption related aspects that took place during the pandemic in the Telangana retail sector that eventually increased the overall scope of employee turnover. More specifically it is important to understand that the complex operation of the retail business in Telangana was facing inconsistencies that became a major complication for the selected business to accomplish themselves successfully based on which they had to reduce the overall human capital force working in the Telangana industry. The strict impact of the pandemic lockdown with the social distancing aspect became a major issue in terms of maintaining the retail business activities by the employees during the pandemic period. However, it is important to mention the aspect that when it comes to the concept of absenteeism it has been found that in the retail industry that operates in Telangana the overall rate of the selected aspect has increased majorly in the post-pandemic era. In addition to this, it is also important to understand that the pandemic has increased the overall complications that are associated with the human mental and physical health attributes specifically for the employees. This has become one of the notable disruptions that have been extremely impactful in the selected context and reflects some of the most impactful complications that have increased the overall rate of absenteeism (Kuna et al., 399). The job opportunities and the availability of different types of work functions in the retail Industry in Telangana came to a point of saturation in the post-pandemic era that has eventually increased the overall rate of absenteeism and employee turnover as a whole. Moreover, the sustainable aspect of mental and physical health stability of the employees in the retail sector has majorly decreased in Telangana which reflects negative attributes. This is the main factor that has been discussed in the study.

CONCLUSION

From the overall study, it is concluded that the absenteeism rate of employees in the retail businesses of Telangana is lower than the rate of turnover. It is because during and post covid scenario the employees have to face different types of financial challenges and are eager to work to acquire adequate resources for their families. In this situation, ground-level workers who worked in retail businesses as sales staff, management staff and warehouse staff have to face various economic challenges. Retail organisations have to face high demand in online mediums that require employees who were in the warehouse and delivery services of the organization. Apart from that, workers who work on the floor as sales executive and customer assistants do not require and different organisations focus on using employees in warehouse management and delivery work to provide equal opportunity for all the employees to acquire minimum resources for their family members. Some organisations also focus towards job dismissal. New recruitment at the time of Kuwait was stopped and the organisations were focused to utilize their workforce in different areas which create challenges for older people and employees who do not have potential IT experience or technology background. Employees who have potential information technology experience and are capable of working in different areas as a multitasker were in high demand. This increases the rate of absenteeism in retail organisations. Majorly retail

organisations wanted to give remuneration to employees who are able to work in different fields rather than the employees who are older and incapable to work in various departments easily.

Author Contributions

In the selected study the authors have been extremely influential in terms of deriving the different types of gives that have helped to understand the specifications of absenteeism along with the employee turnover rate in Telangana. All the secondary resources that have been incorporated in the selected study and the perception of the authors have been extremely influential in terms of deriving the accurate outcome of the study. Moreover, it remains important to mention that the overall contribution of the authors in the selected study has been phenomenal in terms of incorporating the relevant information that helps to focus on the main ideology and context of the study.

Conflict of Interest

During the evaluation of the study, there are some major complications that have been taken into consideration. While conducting the study it has been observed that only the integration of secondary resources is not the most influential aspect that helped to focus on the accurate information access for the selected subject matter. Considering a distinct reasoning for both absenteeism along with employee turnover in the retail Industry of Telangana remains inconsistent. However, it remains important to mention the aspect that the overall conflict of interest of the study focuses on the sustainable attributes that helped to evaluate the identification of the main reason that has typically increased absenteeism and employee turnover rate in the post-pandemic period. In accordance with the perception of the different authors that have been incorporated in the selected study, there was some major conflict in terms of deriving the acute correlation of the main aspects of the authors as a whole that became difficult for the researcher to carry forward in a systematic manner. The above mentioned factors are the main interest of conflict that has been taken into consideration in association with the selected study that has also helped to focus on some crucial areas predominant with the context of the subject matter.

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