



ANALYZING THE EFFICIENCY OF EMPLOYEES AND INTERNS DURING COVID-19

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ABSTRACT

The paper's aim is to theorize and assess a logistics performance model incorporating logistics performance as the focal construct with supply chain management strategy as antecedent and organizational performance, both marketing and financial, as consequences. Through this project I aim to Analyze the efficiency of employees and interns during Covid-19. I know that theory and practical are the two eyes of the management education. Management education requires practical knowledge and business exposure so management education without practical training at an organization remains incomplete. The paper prescribed by the NSHM Knowledge Campus, Durgapur for the students have various objectives like helping the students to acquire knowledge, gives an opportunity to know the difference between theoretical and practical knowledge, to enable the students to interact with experienced and knowledgeable persons of business world. In this paper I took the 45 day's data of total load of orders on system of a company and the actual order picked by the employees and interns to analyze the efficiency of employees and interns in that company. So according to my research I have found that the employees and interns are more efficient, they are picking more orders than the actual load on system so in this situation alternate hypothesis is accepted.

Keywords: Logistics, ecommerce, Supply chain management, worker's efficiency, Achievements etc.

INTRODUCTION

Logistics is an important part of e-commerce. If the orders are not delivered on time or in proper condition, customer will again go back to retail stores. Every successful enterprise in this market put great emphasis to make logistics segment work efficiently. Logistics include procurement, supplier relationships shipping, invoicing, inventory control, warehousing, account payable, account receivable etc.

My report is to analyze the performance of workers basically focused on logistics overall performance. Logistics overall performance has been overall performance identified as a vital element which assures that an organization reaching its competitiveness and effectiveness and because the globalization effect closer to how organization need to operate maximizing the logistics performance will not only improve the performance of as the organization will able to deal with uncertainty in the supply chain.

Handfield and Nichols (1999) According to him relationship is more important for effective supply chain management. Without effective supply chain relationship any of the effort in business is unsuccessful.

Chopra and Meindl (2003) According to him supply chain management is the way to understand operational decision. The importance of understanding the order of processes and flows in a supply chain is a strong prerequisite to clearly understand the operational requirement and meet customer needs.

Ellram, (1991), According to him the process of supply chain management exists both service and manufacturing organization. Although there may be managerial complexity in the chain varies greatly from industries and different firms.

Agarwal, A., Shankar, R., Tiwari, M.K. (2007) in Modeling agility of supply chain, agility and responsiveness Building an agile supply chain is a function of many interrelated variables; It tools, central, collaborative planning and process integration are essential drivers of agility

MATERIALS AND METHOD

The methodology section of any research paper allows readers to evaluate the overall validity and reliability of your study and gives important insight into two key elements of your research: your data collection and analysis processes and your rationale for conducting your research. When writing a methodology for a research paper, it's important to keep the discussion clear and succinct and write in the past tense.

For this research I have taken 2 methodologies:

Regression and ANOVA Analysis. PESTEL Analysis.

RESULTS AND DISCUSSION

Application Regression Analysis

Regression analysis is a set of statistical analysis for estimating the relations between a dependent variable also called the 'outcome' or 'response' variable and one or more independent variables often called 'predictors', 'covariates', 'explanatory variables' or 'features'.

With the help of below tables we can justify the relationships between the total loads on system and the actual quantities picked in a day. This data calculated based on 45 day's data of load projection and actual quantity picked.

Table 1: Regression Statistics

Multiple R	0.792635948
R Square	0.628271746
Adjusted R Square	0.619421073
Standard Error	23436.77388
Observations	44

Analysis of Regression Statistics

Interpretation

As shown in table 1, the multiple regression is 0.792. This indicates that the correlation among the independent and dependent variables is positive. The coefficient of determination, from the regression results is 0.628, showing that the combined influence of six variables explains 62.8% of all employees and interns. The R² range should be within $0 < R^2 < 1$. The adjusted R-square, a measure of explanatory power, is 0.619. This statistic is not generally interpreted because it is neither a percentage (like the R²), nor a test of significance (such as the F-statistic). The standard error of the regression is 23436.77, which is an estimate of the variation of the observed home prices.

Table-2: ANOVA table

Analysis of ANOVA table

	df	SS	F	Significance F
Regression	1	38991227480	70.98576	.000
Residual	42	23069859529		
Total	43	62061087009		

Analysis of ANOVA table:

Interpretation

Table 3 shows ANOVA analysis of variance information which provides the breakdown of the total variation of the dependent variable. The F-statistic is calculated using the ratio of the Mean Square regression (MS Regression) to the Mean Square residual (MS Residual). If the value of significance F is lower than that of value F, then the test is said to be significant. In above case, the significance f value is very small as compared to value F hence test is said to be significant.

The column labeled significance F has the associated P-value.

Since significance F is lower than 0.05, we reject H0 at significance level 0.05.

Table-3: regression coefficients table

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	16183.90076	5681.854422	2.848348	0.006777	4717.454314	27650.34721	4717.45431	27650.34721

Analysis regression coefficients table:

Interpretation

Here we test whether projection load has coefficient $\beta_2 = 1.0$.

Example: H0: $\beta_2 = 1.0$ against Ha: $\beta_2 \neq 1.0$ at significance level $\alpha = .05$.

Then

$$T = (b_2 - H_0 \text{ value of } \beta_2) / (\text{standard error of } b_2)$$

$$= (16183.90 - 1.0) / 5681.85$$

$$= 2.848$$

Overall test of significance of the regression parameters:

We test H0: $\beta_2 = 0$ and $\beta_3 = 0$ versus Ha: at least one of β_2 and β_3 does not equal zero. From the ANOVA table the F-test statistic is 70.98 with p-value of 0.006777

Since the p-value is less than 0.05 we reject the null hypothesis that the regression parameters are zero at significance level 0.05.

Hence we can see the worker is more efficient to achieve the target even they pick more than the actual load of orders so here the alternate hypothesis is being accepted and null hypothesis is rejected.

PESTEL Analysis

A PESTEL analysis is an acronym for a tool used to identify the **external forces** facing an organisation. The letters stand for Political, Economic, Social, Technological, Environmental and Legal. In this report, we will look at how a PESTEL analysis is used in e-commerce.

In marketing, before any kind of strategy or tactical plan can be implemented, it is fundamental to conduct a full situational analysis.

Political

According to Chaudhary (2016), GOI (The Government of India) is currently trying to boost the economy of the rural areas by promoting online businesses in these regions. GOI's plan may see new regulations in the e-commerce industry, which will influence Flipkart's operations. e-

commerce supply chain. However, allowing foreign retailers such as Amazon into the Indian markets has resulted in intense competition.

Economical

Indians' rapidly growing economy assures investors such as Flipkart of continued markets. Furthermore, the liberalisation of the Indian economy to allow international investors in various industries including retail will contribute to economic growth. Furthermore, the government requires that foreign companies in India should sell or use specific percentage goods (for retailers) and resources (for manufacturers) respectively that are locally sourced (Patibandla, 2014). Such a strategy is useful to ensure sustainable economic growth.

Socio-Cultural

According to Rath & Samal (2015), most of the Indian population is rural, which stands at about sixty-nine percent and, while the urban population contributes to sixty percent of the total GDP. Rath & Samal (2015) expect that within the next 15 years, the urban population will contribute to almost seventy-five percent of the GDP. This trend demonstrates the importance of the urban population to organizations

Technological

According to Padhy & Sampat (2017), Flipkart has implemented data analytics systems for efficient business performance. Information systems in the company integrate the information about market opportunities and predict sales that the company is likely to make. This strategy enables the company

Environmental

Despite the fact that Flipkart is an online retailer, its operations are subject to environmental factors. Rising concerns by both governments and consumers about sustainable business and low carbon emissions is a major issue (Marron & Toder, 2014). Governments promote sustainable business practices through rules and regulations. Some of the most popular rules pertain to carbon emissions and general environmental regulations (Marron & Toder, 2014). In some cases, these rules introduce fines or taxes, to organisations, which lower profitability margins for businesses.

Legal

Chaudhary (2016) asserts that there are legal factors that affect operations of Flipkart. In July 2015, Westland books accused Flipkart of selling "Scion of Ishvaku", yet Westlands alone was given the rights to sell the book by Amazon. This conflict demonstrates the need for Flipkart to be more aware of property rights such as licencing and trademarks. Furthermore, the recent Zomato breach resulted in the theft of consumer data, which raises concerns about the ability of online organisations to protect consumer data (Kumar, 2017).

CONCLUSION

This research work is based on the employees and intern's performance in particular E-commerce company during Covid19. In this report I have analysed that whether the employees and interns are efficient enough to achieve the target on time. After analysis the data with the help of Regression table, ANOVA table I have come to the conclusion that in this particular e-commerce company every employees and interns are very efficient to achieve the target on time, even they are capable enough to pick more than the required target. So in this research alternate hypothesis is being accepted.

Some reasons are highlighted below that why the employees and interns are more efficient to achieve the target:

- The primary reason of efficient work done by employees and interns is the job crisis in market during the covid19 period, during that period only few sectors were in operation and ecommerce is one of them. So the existing worker of that company were giving their best to keep their job safe.
- The extra benefits were also there in the company for achieving target. The benefits like over time allowance, nightshift allowance, gifts and rewards, Rewards and Recognition (R & R) etc. were there which attracts the employees to do the work efficiently.
- Other facilities were also there for employees like pick and drop facility, lunch, locker room etc. so that employees and interns could work without worrying about their personal things.

The market today has a lot of new emerging retail e-commerce firm. Currently consumer have taken step towards digitalization process. Digitalization provides a major platform for these firm to increase its consumer base. Various factors which are responsible for company's growth and compatibility in market are described using above model (Political, Economic, Social, Technological, Ecological, Legal). Keeping all these factors under consideration an analysis was done to check the position of the firm in the respective market.

Thus we can say that the firm is a self-sufficient growing organization with a motive to satisfy its customer and keeping in mind all the factors are essential for its growth.

So after completing the entire research I am concluding the case as all the employees and interns are so capable and are very efficient to complete the required target and for running the industry smoothly all the factors of PESTEL analysis are important.

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