

## A STUDY ON VIVO MOBILE PHONE RETAIL EXECUTIVE'S TALENT IN SALEM DISTRICT

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**Abstract**—Vivo is a leading global smartphone brand focusing on introducing products with professional-grade audio, extraordinary appearance, and fast and smooth user experience. Presently the Vivo Mobile Phone outlets are not attaining their target and retail executives are becoming an ideal sales person. Evaluating the talent of a person is very difficult, but Vivo Mobile Phone outlets want to evaluate the existing talent of their retail executives. A talent evaluation enables to improve sales turn over and reduce employee turnover through use of employee's capabilities and their satisfaction. Research design adopted for this research is "Descriptive". It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The population is finite and "Census method" is adopted for collecting the primary data. We have collected full population samples of 150 samples throughout Salem District. Data collection is done through interactions with the retail sales executives of Vivo Mobile Phone. The statistical tools used for analyzing the data interpretation are descriptive statistics, One way ANOVA, Multiple Regression, and Paired Sample T-Test. The Vivo Mobile Phone outlets need to proceed with superior and enhanced outcomes through ability administration hones. They are adopting an all-encompassing strategy to talent management from drawing in and choosing astutely, to holding and creating pioneers, putting representatives in places of most prominent effect. By actualizing a compelling ability management technique, including incorporated information, forms, and investigation, outlets can help guarantee that the "right person" are in the "ideal place" at the "perfect time", and in addition authoritative availability for future.

**Keywords**— Management, Mobile Phone, Outlets, Retail Executives, Talent.

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### INTRODUCTION

Vivo is a leading global smartphone brand focusing on introducing products with professional-grade audio, extraordinary appearance, and fast and smooth user experience. Vivo was founded in 2009 as a sub-brand of BBK Electronics. The brand entered the telecommunication and consumer electronics industry with landline phones and wireless phones. In 2011, Vivo started manufacturing and marketing its own range of smartphones. Vivo entered the Indian market in 2014.

Currently 20,000 operators work in Vivo, and 3,000 engineers are in four R&D centers in Dongguan, Shenzhen, Nanjing and Chongqing. From hardware design and manufacture, to software development (Android based Funtouch OS), Vivo has built a complete and sustainable ecosystem.

With the creativity and technology, Vivo keeps innovating. In 2012, Vivo created the X1, the first Smartphone to incorporate a Hi-Fi chip, resulting in an unparalleled audio experience. Pioneering this technology, it has been included in all Vivo smartphones ever since.

### REVIEW OF LITERATURE

Richard S. Wellins et al (2008) Talent management has never been more of an immediate concern than it is right now. But in the rush to fill a perceived talent management void, organizations must be careful not to rush into implementing initiatives or programs that are more about taking action than about implementing a well-crafted solution.

Careful planning, culminating in a sound talent strategy that is tightly connected to the organization's overall business strategies and business needs, is required for talent management to become ingrained in an organization's culture and

practices. Only when this happens is it possible for talent management to be both effective and sustainable.

Rajaram R. P. C. S et al (2012) evaluated Whirlpool Retail Executive's Talent. He investigated how talents is varying between different age groups, educational level as well as between the groups with different levels of incentives attainment of the employees. The population of research base comprising Whirlpool retail executives in Tamil Nadu state. Questionnaires are distributed to the entire population those who are having above six months' experience. The output of the research talent is measured by using Structural Equation Modeling (SEM).

Victor Oladapo (2014) examined the impact of talent management on retention to understand the challenges and successes of talent management programs and the reasons why some companies choose not to have a program. He analyzed the predictive power of job security, compensation and opportunity on retention rates. He found that for the organizations sampled with a talent management program, participants overwhelmingly recognized the strategic value of an effective talent management program despite significant challenges to implementation. Participants cited opportunity for job advancement as the most significant factor affecting retention rate. For the organizations sampled without a talent management program, while nearly all HR managers' support talent management, the primary reason given for the lack of a program is the absence of executive management support. He discovered that job security, compensation, and opportunity for advancement were not found to have predictive value for employee retention rates.

Anwar Ahmad Arif et al (2016) investigated relationship between talent management and organization performance in Sylhet city, Bangladesh. Data have been collected form the employees of retail stores located in Sylhet city using structured close ended questionnaire adapting convenience sampling technique. Correlation was applied to investigate the relationship. It found that the components of talent management such as employee attraction, selection, engagement and retention have positive relationship with the performance of retail sectors in Sylhet city, Bangladesh. Employee development is identified negatively related with retail sector performance.

### **NEED FOR THE STUDY**

The Vivo Mobile Phone outlets need to improve their sales volume through retail executives. But they don't want to increase the salary and incentives of their executives. On the other hand, they want to improve the employee's talent. If the talent improved, performance of the retail executives is also increased. The performance improvement of executives will lead to sales increase of the company. Presently the Vivo Mobile Phone outlets are not attaining their target and retail executives are becoming an ideal sales person. Evaluating the talent of a person is very difficult, but Vivo Mobile Phone outlets want to evaluate the existing talent of their retail executives. A talent evaluation enables to improve sales turn over and reduce employee turnover through use of employee's capabilities and their satisfaction.

### **OBJECTIVES OF THE STUDY**

- To identify factors to cultivate from existing talent of Vivo Mobile Phone retail executives with special reference to Salem District.
- To identify perceived level of the talent management evaluation dimensions of Vivo Mobile Phone retail executives.
- To determine the linkage between overall satisfaction of the executives with the talent evaluation dimensions.
- To suggest the ways to improve talent of Vivo Mobile Phone retail executives.

### **HYPOTHESES**

H<sub>1</sub>: There is no significant difference between experienced retail executive's talent and demographic profile.

H<sub>2</sub>: There is no significant difference between overall satisfaction and talent evaluation dimensions of Vivo Mobile Phone retail executives.

H<sub>3</sub>: There is no significant difference between experienced retail executive's talent and talent evaluation dimensions of Vivo Mobile Phone retail executives.

H<sub>4</sub>: There is an absence of significant evidence that overall satisfaction and experienced retail executive's talent will have a significant impact on talent evaluation dimensions of Vivo Mobile Phone retail executives.

H<sub>6</sub>: There is no significant evidence that talent evaluation dimensions are almost affecting overall satisfaction and experienced retail executive's talent.

## RESEARCH METHODOLOGY

Research design adopted for this research is "Descriptive". It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The population is finite and "Census method" is adopted for collecting the primary data. The population of Vivo Mobile Phone retail executives in throughout Salem District is 210. Above six months experienced of sales executive population will be 150. We have collected full population samples of 150 samples throughout Salem District. Data collection is done through interactions with the retail sales executives of Vivo Mobile Phone. The analysis is undertaken with a view to give a clear-cut idea from the primary data collection. Various tables are incorporated to make it more useful and easy to understand. IBM SPSS Statistics 20 version software used in the data analysis of the study and for interpreting the primary data. The statistical tools used for analysing the data interpretation are descriptive statistics, One way ANOVA, Multiple Regression, and Paired Sample T-Test.

**Table 1: Descriptive Statistics - Self Evaluation of Vivo Mobile Phone Retail Executive's Talent**

S. No.	Items in the Questionnaire	Weighted Mean Score
1.	I give importance to my dress code	3.88
2.	The retail executive's personality influence the customers to buy the product	3.76
3.	I am very time conscious through that I got benefits	3.23
4.	I speak with confidence to the customers	3.47
5.	I am able to motivate myself when confronted with difficult tasks	4.20
6.	I have confident the next purchase for the customer, he/she surely come to my shop	3.72
7.	I have the ability to communicate to different set of people	3.79
8.	I have the ability to fix my own target and also achieve it	3.32
9.	I have the ability to participate the management decisions. (Ex. Any changes in product design, colour, service process etc.)	3.87
10.	Any misunderstanding arises between other brand retail executive's I can solve it very smoothly	3.71
11.	I do not show my frustration to the customers	3.29
12.	When presented with a problem, many different solutions come to mind without much effort	3.43
13.	If any service problem, I know very well where to communicate	4.18
14.	I can understand very well about the customer's needs and wants	3.66
15.	My selling approach is unique compare to others	3.85
16.	The on the job training is enough to me to face the customers, individually	3.26
17.	I can explain all service process to the customers	3.70
18.	I can explain the competitor's product equal to my product	3.61
19.	I am willing to do whatever I can to make sure that clients are satisfied with their purchase.	3.50
20.	I have the ability to influence the customers purchase, from low level product to higher level product	3.73
21.	<b>Overall satisfaction of the retail executives</b>	<b>4.45</b>
22.	Experienced Retail executive's talent	3.55

The table 1 reveals that the descriptive statistics of self-evaluation of Vivo Mobile Phone retail executive's talent. The above 22 items are pooled in five-point scale ranging from "Completely True to Completely False". All the items results outcome which are related to self-evaluation of Vivo Mobile Phone retail executive's talent are "true". The mean value attained with maximum weighted mean score in the item is related to their "Overall satisfaction of the retail executives".

**Table 2: Experienced Retail Executive's talent with demographic profile**

H<sub>0</sub>: There is no significant difference between experienced retail executive's talent and demographic profile of Vivo Mobile Phone retail executives.

H<sub>1</sub>: There is a significant difference between experienced retail executive's talent and demographic profile of Vivo Mobile Phone retail executives.

<i>Demographic profile</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Gender wise	Between Groups	0.320	2	0.160	0.660	0.518
	Within Groups	35.680	147	0.243		
	Total	36.000	149			
Age group	Between Groups	2.829	2	1.414	1.211	0.301
	Within Groups	171.764	147	1.168		
	Total	174.593	149			
Education Qualification	Between Groups	0.597	2	0.299	0.244	0.784
	Within Groups	180.076	147	1.225		
	Total	180.673	149			
Years of experience	Between Groups	1.540	2	0.770	0.928	0.398
	Within Groups	121.960	147	0.830		
	Total	123.500	149			
Income wise	Between Groups	2.680	2	1.340	2.187	0.116
	Within Groups	90.093	147	0.613		
	Total	92.773	149			
Incentives yield by executives (per month)	Between Groups	2.012	2	1.006	0.953	0.388
	Within Groups	155.248	147	1.056		
	Total	157.260	149			
Dependent Variable: Experienced retail executive's talent						

The table 2 indicates that the experienced retail executive's talent and demographic profile of Vivo Mobile Phone retail executives are significance or not by using the ANOVA program. From the demographics profile of retail executives, the test between groups shows that F ratio for Gender, Age, Education Qualification, Years of experience, Income, and Incentives yield by executives are not statistically significant ( $p > 0.05$ ) level. Therefore, it is concluded that there is no significant difference between experienced retail executive's talent and demographic profile of Vivo Mobile Phone retail executives.

**Table 3: Overall Satisfaction of retail executives with talent evaluation dimensions**

H<sub>0</sub>: There is no significant difference between overall satisfaction and talent evaluation dimensions of Vivo Mobile Phone retail executives

H<sub>1</sub>: There is a significant difference between overall satisfaction and talent evaluation dimensions of Vivo Mobile Phone retail executives.

<i>Talent evaluation dimensions</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Personality	Between Groups	0.275	1	0.275	1.141	0.287
	Within Groups	35.725	148	0.241		
	Total	36.000	149			
Confidence	Between Groups	1.468	1	1.468	1.255	0.264
	Within Groups	173.126	148	1.170		
	Total	174.593	149			

Emotional Stability	Between Groups	0.331	1	0.331	0.271	0.603
	Within Groups	180.343	148	1.219		
	Total	180.673	149			
Problem Solving	Between Groups	0.211	1	0.211	0.253	0.616
	Within Groups	123.289	148	0.833		
	Total	123.500	149			
Observation Skill	Between Groups	2.676	1	2.676	4.395	0.038
	Within Groups	90.098	148	0.609		
	Total	92.773	149			
Influence	Between Groups	0.014	1	0.014	0.013	0.909
	Within Groups	157.246	148	1.062		
	Total	157.260	149			
Dependent variable: Overall Satisfaction of the Retail executives						

The table 3 demonstrates that Overall F's for talent evaluation dimensions of Vivo Mobile Phone retail executives are significance or not by using the ANOVA program. From the talent evaluation dimensions of Vivo Mobile Phone retail executives, Observation Skill is significant difference ( $p < 0.05$ ) level. Personality, Confidence, Emotional Stability, Problem Solving, and Influence dimensions are not statistically significant ( $p > 0.05$ ) level. Thus, it is concluded that there is no significant difference among level of personality, confidence, emotional stability, and problem solving of retail executives based on Overall satisfaction of Vivo Mobile Phone Retail Executives.

**Table 4: Experienced retail executive's talent among talent evaluation dimensions**

$H_0$ = There is no significant difference between experienced retail executive's talent and talent evaluation dimensions.

$H_1$ = There is no significant difference between experienced retail executive's talent and talent evaluation dimensions.

Talent Evaluation Dimensions		Sum of Squares	df	Mean Square	F	Sig.
Personality	Between Groups	0.989	2	0.495	1.202	0.304
	Within Groups	60.492	147	0.412		
	Total	61.481	149			
Confidence	Between Groups	0.033	2	0.016	0.044	0.957
	Within Groups	54.301	147	0.369		
	Total	54.333	149			
Emotional Stability	Between Groups	0.121	2	0.060	0.234	0.791
	Within Groups	37.823	147	0.257		
	Total	37.944	149			
Problem Solving	Between Groups	0.056	2	0.028	0.079	0.924
	Within Groups	52.512	147	0.357		
	Total	52.568	149			
Observation Skill	Between Groups	0.935	2	0.467	2.214	0.113
	Within Groups	31.038	147	0.211		
	Total	31.973	149			
Influence	Between Groups	2.482	2	1.241	3.210	0.043
	Within Groups	56.841	147	0.387		
	Total	59.323	149			
Dependent Variable: Experienced retail executive's talent						

The table 4 shows, Overall F's for talent evaluation dimensions of Vivo Mobile Phone retail executives are significance or not by using the ANOVA program. From the talent evaluation dimensions of Vivo Mobile Phone retail executives,

Personality, Confidence, Emotional Stability, Problem Solving and Observation Skill of Retail Executives are not significant difference ( $p > 0.05$ ) level. The test between groups shows that F ratio for “Influence” dimension, is significant ( $p < 0.05$ ) level. Hence it is concluded that there is no significant difference among level of personality, confidence, emotional stability, problem solving, observation skill of retail executives based on experienced retail executive’s talent.

**Predictor of overall satisfaction and experienced Retail executive’s talent in Vivo Mobile Phone:**

H<sub>0</sub>: There is an absence of significant evidence that overall satisfaction and experienced retail executive’s talent will have a significant impact on Talent evaluation dimensions of Vivo Mobile Phone Retail Executives.

H<sub>1</sub>: There is significant evidence that overall satisfaction and experienced retail executive’s talent will have a significant impact on Talent evaluation dimensions of Vivo Mobile Phone Retail Executives.

The multiple regressions are applied to analyse the talent evaluation dimensions as independent variables against a separate measure of overall satisfaction and experienced retail executive’s talent as dependent variable. The items are summed up to reproduce the six original dimensions which are analysed separately against the overall satisfaction and experienced retail executive’s talent of Vivo Mobile Phone retail executives.

**Table 5: Acceptability of the model**

<i>Dependent Variable</i>		<i>Sum of Squares</i>	<i>DF</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Overall Satisfaction	Regression	2.902	6	0.484	2.018	0.067 <sup>b</sup>
	Residual	34.271	143	0.240		
	Total	37.173	149			
Experienced Retail Executive’s Talent	Regression	4.090	6	0.682	0.833	0.547 <sup>b</sup>
	Residual	117.083	143	0.819		
	Total	121.173	149			

- a) Predictors: (Constant), Personality, Influence, Problem Solving, Confidence, Observation Skill, Emotional Stability
- b) Dependent Variables: Overall satisfaction and experienced retail executive’s talent

The table 5 tests show that acceptability of model from a statistical perspective. This is the source of variance, regression, residual and total. The total variance is partitioned into variance which can be explained by independent variables (Regression) and the variance which is not explained by the independent variables (Residual, sometimes called Error). DF - These are the degrees of freedom associated with the sources of variance. At this juncture, the degrees of freedom are 6, The residual degrees of freedom are the DF total minus the DF model, 149 - 6= 143.

The above mean squares of ANOVA are calculated by sum of squares divided by their respective degrees of freedom, where mean square value for regression is  $2.902 / 6 = 0.484$  and for the residual is  $34.271 / 143 = 0.240$ . The ANOVA table shows F-ratio for regression model which indicates statistical significance of the overall regression model. The F-ratio is the result of comparing amount of explained variance to the unexplained variance. The F-value is the mean square regression (2.018) divided by the Mean Square Residual (0.240). The p-value associated with this F value is very small (0.067). The significance value of the F Statistic is greater than 0.05. In this table the significance variable is greater than 0.05. Therefore, there is an absence of significant evidence that overall satisfaction and experienced retail executive’s talent will have a significant impact on Talent evaluation dimensions of Vivo Mobile Phone Retail Executives.

**Table 6: Summary of regression model: R<sup>2</sup> Model Summary**

	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>
Overall satisfaction	0.279 <sup>a</sup>	0.078	0.039
Experienced retail executive’s talent	0.184 <sup>a</sup>	0.034	-0.007

The model summary table 6 indicates that strength of relationship between dependent variable (overall satisfaction) and individual talent evaluation dimensions (as independent variables) of Vivo Mobile Phone. The R-square shows percentage of variation in one variable that is accounted by another variable. R square (R<sup>2</sup>) is the correlation coefficient squared;

also, it is referred as the coefficient of determination. The adjusted R-square attempts to yield a honest value to estimate the R-squared for the population.

The value of adjusted R-square is 0.039 meaning that 3.9% of the variance in overall satisfaction and -0.7% of the variance in experienced retail executive's talent can be predicted from the combination of Personality, Influence, Problem Solving, Confidence, Observation Skill and Emotional Stability dimensions.

**Table 7: Regression Coefficient**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
Overall Satisfaction	(Constant)	4.559	0.574		7.941	0.000
	Personality	0.003	0.071	0.003	0.035	0.972
	Confidence	0.012	0.077	0.014	0.152	0.879
	Emotional Stability	0.020	0.099	0.020	0.203	0.839
	Problem Solving	-0.110	0.077	-0.131	-1.428	0.156
	<b>Observation Skill</b>	<b>0.213</b>	<b>0.098</b>	<b>0.197</b>	<b>2.179</b>	<b>0.031</b>
	Influence	-0.175	0.064	-0.221	-2.727	0.007
Experienced retail executive's talent	(Constant)	2.441	1.061		2.300	0.023
	Personality	0.016	0.132	0.011	0.118	0.906
	Confidence	0.014	0.143	0.009	0.098	0.922
	Emotional Stability	-0.065	0.183	-0.036	-0.353	0.724
	Problem Solving	-0.078	0.142	-0.051	-0.546	0.586
	Observation Skill	0.196	0.181	0.101	1.086	0.279
	<b>Influence</b>	<b>0.213</b>	<b>0.118</b>	<b>0.149</b>	<b>1.797</b>	<b>0.075</b>

Dependent Variables: Overall satisfaction of the retail Executives, and Experienced Retail executive's talent

The above table 7 shows that relative importance of significant predictors is determined by looking at the standardized coefficient. For the overall satisfaction, observation Skill dimension has the highest standardized coefficient with the lowest significance ( $p \leq 0.05$ ) which means that "Observation Skill" dimension is the main predictor. By analysing whole table results, orders of significance for predictor dimension of Overall Satisfaction of the retail executives are observation skill. The Personality, Confidence, Influence, Problem Solving and Emotional Stability dimensions are not significant.

In the experienced retail executive's talent, in Vivo Mobile Phone, "influence" has the highest standardized coefficient with the lowest significance ( $p \leq 0.05$ ) which means that "influence" dimension is the main predictor. By analysing whole results (table 7), orders of significance for predictor dimension of experienced retail executive's talent in Vivo Mobile Phone are influence dimension. The non-significant dimensions are Personality, Confidence, Emotional Stability, Problem Solving, and Observational Skill.

**Table 8: Predicted value of overall satisfaction and executive's talent in Vivo Mobile Phone**

Predicted Value	Regression equation
Y <sub>1</sub> predicted (Overall satisfaction)	4.559 + 0.003* Personality + 0.012* Confidence + 0.020* Emotional Stability + (-0.110)* Problem Solving + 0.213* Observation Skill + (-0.175)* Influence
Y <sub>2</sub> predicted (Experienced retail executive's talent)	2.441 + 0.016* Personality + 0.014* Confidence + (-0.065)* Emotional Stability + (-0.078)* Problem Solving + 0.196* Observation Skill + 0.213* Influence

The predicted value (regression equation) impact on overall satisfaction of retail executives and experienced of their talent in Vivo Mobile Phone are calculated and the results are shown in above table 8.

**Table 9: Paired Sample T Test**

H<sub>0</sub>: There is no significant evidence that talent evaluation dimensions are almost affecting their overall satisfaction and experienced retail executive's talent.

H<sub>1</sub>: There is a significant evidence that talent evaluation dimensions are almost affecting their overall satisfaction and experienced retail executive's talent.

	<i>Paired statements</i>	<i>S.D</i>	<i>t</i>	<i>df</i>	<i>Sig. 2 tailed</i>
Pair 1	Personality - overall satisfaction	0.8024447	-12.685	149	0.000
Pair 2	Confidence - overall satisfaction	0.7634	-9.947	149	0.000
Pair 3	Emotional stability - overall satisfaction	0.6947837	-14.886	149	0.000
Pair 4	Problem solving - overall satisfaction	0.79095	-13.626	149	0.000
Pair 5	Observation skill - overall satisfaction	0.63633	-13.794	149	0.000
Pair 6	Influence - overall satisfaction	0.88266	-11.332	149	0.000
Pair 7	Personality - experienced retail executive's talent	1.1173813	0.828	149	0.409
Pair 8	Confidence - experienced retail executive's talent	1.0874	3.229	149	0.002
Pair 9	Emotional stability - experienced retail executive's talent	1.0501139	0.726	149	0.469
Pair 10	Problem solving - experienced retail executive's talent	1.08612	0.301	149	0.764
Pair 11	Observation skill - experienced retail executive's talent	0.97781	2.380	149	0.019
Pair 12	Influence - experienced retail executive's talent	1.01634	1.085	149	0.280

The table 9 shows that the paired sample t test values, the p-values of Pair 1 to 6 are less than the significant level of 0.05. Thus, there is a significant evidence that talent evaluation dimensions are almost affecting their overall satisfaction, it can be concluded that the null hypothesis is rejected and the alternative hypothesis is accepted.

The table 9 indicates that the p-values of Pair 7 to 12 are greater than the significant level of 0.05. Hence, there is no significant evidence that talent evaluation dimensions are almost affecting their experienced retail executive's talent, it can be concluded that the null hypothesis is accepted and the alternative hypothesis is rejected.

## CONCLUSION

The Vivo Mobile Phone outlets need to proceed with superior and enhanced outcomes through ability administration hones. They are adopting an all-encompassing strategy to talent management from drawing in and choosing astutely, to holding and creating pioneers, putting representatives in places of most prominent effect. With quickly changing expertise sets and employment necessities, this turns into an inexorably troublesome test for outlets. Meeting this hierarchical free market activity requires the right "Ability DNA" and supporting innovation arrangements. By actualizing a compelling ability management technique, including incorporated information, forms, and investigation, outlets can help guarantee that the "right person" are in the "ideal place" at the "perfect time", and in addition authoritative availability for future.

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