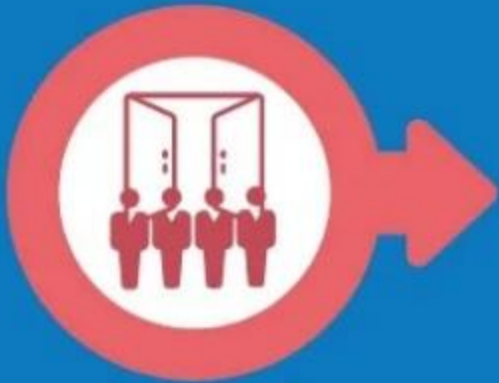


CHALLENGES FOR HR IN PRIMARY RESEARCH INDUSTRY IN INDIA

01



COMPLEX ON-BOARDING PROCESS WHICH IS NOT EFFICIENT

- An official induction process for fresh joiners to acclimatize them to the work environment and help them understand what is expected from them.
- Ensuring clarity about the standard operating procedures involved in the primary research process.

ABSENCE OF ORGANIZED TRAINING PROCESS IN MOST COMPANIES

- Usually all the new recruits are trained using internal training programs by the existing senior employees in the organization.
- This method turns out to be a loss-making process for the companies who opt for internal training. The company tends to lose money behind every minute spent by the senior researchers in training instead of doing research.



02

03



DIFFICULTY IN MAPPING CAREER PATH OF PRIMARY RESEARCH ANALYSTS

- Helping out new recruits in mapping of their career path and making them familiar to the opportunities they will be having in future as they continue to work as primary research analysts.
- Usually HR tend to focus on generating business but employee growth and future has rarely been a priority in this industry.

MAINTAINING INTEGRITY OF DATA

- Data is the new fuel in 2019 and content is the king. Securing the data is the most crucial task involved in the research process.



04

05



LACK OF EMPLOYEE MOTIVATION RESULTING IN HIGH ATTRITION RATES

- The primary research industry has a huge workload due to which they have very less time to be spent on employee engagement activities.
- Employees should be given perks in either monetary or non-monetary medium, which will motivate them to stay with the company and perform better at work.