

A STUDY ON EMPLOYEE RETENTION

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ABSTRACT

Employee retention strategies help organizations to provide effective communication to improve commitment and enhance workforce support for key corporate initiatives. There is a natural disparity between what people think they should be paid and what an organization spend in compensation. When the difference becomes too great leads to employee turnover. Pay is defined as the wages, salaries given to an employee in exchange for services the employee performs for the organization. In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave because stress. In healthy environment employees get a sense of achievement and belongingness.

Key words: Employee Retention, Employee Retention Strategies, work life balance, work force

I.INTRODUCTION

Employee retention strategies go long way in motivating the employees so that they stick the organization for the maximum time and contribute effectively. Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time. Employee retention is beneficial for the organization as well as the employee.

Why do Employees leave?

Frequently most of the employees leave the organization because of low salary, lack of growth and lack motivation, frustration, lack of career development, dissatisfaction and friction. Therefore every organization needs to give

special focus on the high priority issues of their employees.

Need and Importance of Employee Retention

The process of employee retention will benefit an organization in multi dimensions by minimizing the cost of turnover, by avoiding loss to company knowing, by avoiding interruption of customer service, by avoiding damage to goodwill of the organization and regaining efficiency of the organization.

II.RESEARCH METHODOLOGY

Objectives

1. To study the Employee Retention and Employee retention Strategies
2. To study the Factors affecting Employee Retention
3. To study the Problems/ challenges faced by the Employer in Employee Retention

Type of research-Exploratory Research

Data Sources: The research is based on secondary data and the data collected is from websites, Journals, Magazines Articles and Research Papers.

Employee Retention Strategies

The following categories of human capital management factors provides a core set of measures that the management can use to increase the effectiveness of their investment in people: Employee engagement, Knowledge accessibility, Work force optimization, Job involvement, Organizational commitment, Empowerment of employees etc.

Factors Affecting Employees Retention

Consciously hiring fresher is a popular practice across organizations. Most companies believe

that hiring fresher from top colleges and offering a good pay pack and providing effective HR practices are also most important and focusing on a well defined career path, providing the industry best package/ compensation for employee satisfaction, by providing good work environment and working relationships, providing job and work life balance and recognition and effective feedback mechanism and transparent and fair reviews.

Challenges in Employee Retention

Monetary dissatisfaction, plenty of job opportunities for potential candidates, individual speak all kind of lies during interviews to get a job, some individuals have a tendency to get bored in a short span of time, unrealistic expectations etc.

An individual must not look for a change due to small issues. One needs time to make his presence feel at the organization and must try his level best to stick to it for a good amount of time and ignore petty issues.

III.CONCLUSION

Retention of employees requires understanding their needs which can drive satisfaction and high performance in them, motivating work experience, adopting ERM(Employee Relationship Management), maintenance of good and effective feedback mechanism etc.

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