



EMPLOYEE RETENTION

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ABSTRACT

Retention of employees is an important function of the HRM. The truth is that employee retention processes must focus on what the employee gets out of the job. The retention processes must be on-going and integrated into the daily culture of the company. Link between employee retention and higher levels of customer satisfaction varies the employee retention ratio. The best way to keep your employees is to treat them with respect, recognition for their work, and rewards. Descriptive design method is used for completing this research.

This paper discusses the issues and solutions to address by the organization. The results of the study indicate that retention strategies should be carefully worked out for different groups and levels.

INTRODUCTION

Employee retention refers to the various policies and practices which let the employees stick to an organization for a longer period of time. Every organization invests time and money to groom a new joiner, make him a corporate ready material and bring him at par with the existing employees. The organization is completely at loss when the employees leave their job once they are fully trained. Employee retention takes into account the various measures taken so that an individual stays in an organization for the maximum period of time.

Employee retention has become a major concern for corporates in the current scenario. Individuals once being trained have a tendency to move to other organizations for better prospects. Lucrative salary, comfortable timings, better ambience, growth prospects are some of the factors which prompt an employee to look for a change. Whenever a talented employee expresses his willingness to move on, it is the responsibility of the management and the human resource team to intervene immediately and find out the exact reasons leading to the decision.

Research says that most of the employees leave an organization out of frustration and constant friction with their superiors or other team members. In some cases low salary, lack of growth prospects and motivation compel an employee to look for a change. The management must try its level best to retain those employees who are really important for the system and are known to be effective contributors.

It is the responsibility of the line managers as well as the management to ensure that the employees are satisfied with their roles and responsibilities and the job is offering them a new challenge and learning every day.

The management must understand the difference between a valuable employee and an employee who doesn't contribute much to the organization. Sincere efforts must be made to encourage the

employees so that they stay happy in the current organization and do not look for a change.

For an organization to do well and earn profits it is essential that the high potential employees stick to it for a longer duration and contribute effectively. The employees who spend a considerable amount of time tend to be loyal and committed towards the management and always decide in favour of the organization. When you meet someone, there is hardly any attachment in the beginning, but as the friendship matures, a sense of loyalty and trust develops. In the same way, when an individual spends a good amount of time in an organization, he gets emotionally bonded to it and strives hard for furthering the brand image of the organization.

OBJECTIVE OF THE STUDY

1. To identify how retention strategy reduce turnover.
2. To know how they feel engaged in the organization?

LITERATURE REVIEW

1. Authors: Jack J. Phillips, Adele O. Connell

Review: The above literature mainly talked about **MANAGING EMPLOYEE RETENTION**. 'Managing Employee Retention' is a practical guide for managers to retain their talented employees. It shows how to manage and monitor turnover and how to develop the ROI of keeping your talent using innovative retention programs.

The book presents a logical process of managing retention, from identifying turnover costs and causes, designing solutions that match the causes of turnover, developing tools for tracking turnover and placing alerts when action is needed, and measuring the ROI of retention programs.

2. Authors: EDWARD GHANSAH

Review: **THE ROLE OF EMPLOYEE RETENTION ON JOB PERFORMANCE**. In this literature they showed the healthy relation between job performance and employee retention.

Generally, any organisation holds employees who perform well in the job. This study looks at the retention practices in Accra Brewery Limited (ABL), from the point of view of its employees and what role retention plays in their job performance. Eight out of the thirty employees, representing 26.67%, were satisfied with the retention practices of ABL. The study confirms that lack of advancement opportunities, work-life balance, lack of reward and recognition and salary and remuneration were more common reasons for departure among all employees.

3. Authors: PENDULWA VUYOKAZI GUMA

Review: The literature mainly talked about ORGANISATIONAL FACTORS IMPACTING ON EMPLOYEE RETENTION.

The purpose of this study was to investigate the organisational factors impacting on employee retention at DEDEA. The population for the study included 781 DEDEA employee.

The Likert-type scale instrument consisted of forty questions divided into two sections: Section one looked at the demographic profile of the respondents and section two focused on getting responses on the five organisational impacting on employee retention, namely: career development; compensation; positive recognition; staff engagement and management.

4. Authors: Subhash C Kundu, Priyanka Ranga, Neha Gahlawat

Review: This literature mainly talked about the Employee Retention Practices in India: A Study of Employees' Perceptions, This literature showed us the clear picture on the employees perceptions on the bases of employee retention.

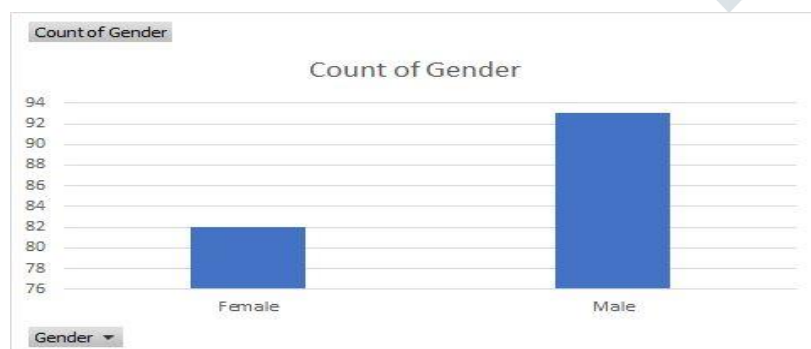
This literature is not the bases of organisation perception, which means how the employees think on the bases of retention process.

RESEARCH METHODOLOGY

This research is aimed towards finding the reasons for employee retention. The research design used is Descriptive method. Data used for collection is both primary as well as secondary. Major part of data was collected through convenience questioner, which helped to know the opinion of employees about training and development program of their organization.

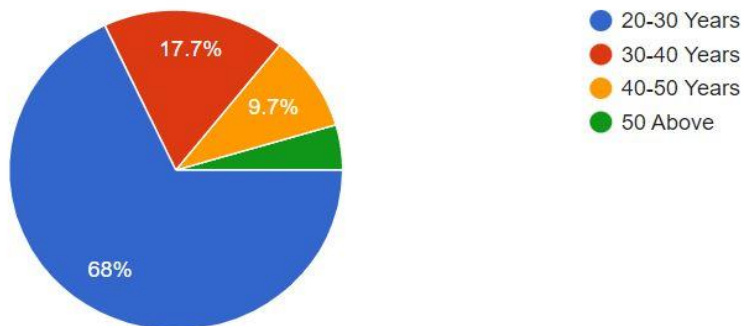
Data Analysis and Interpretation

1Q. Gender?



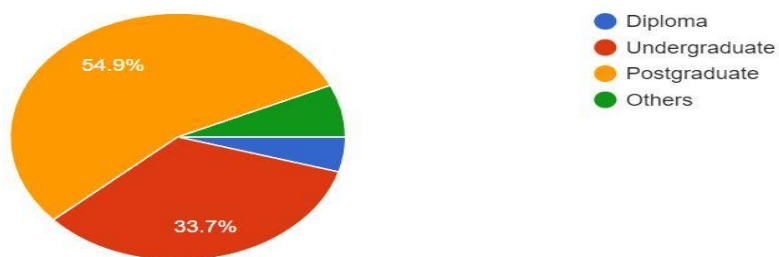
The responses that we have received 93% of responses are from male. Remaining 82% of responses are from female.

2Q. Age group



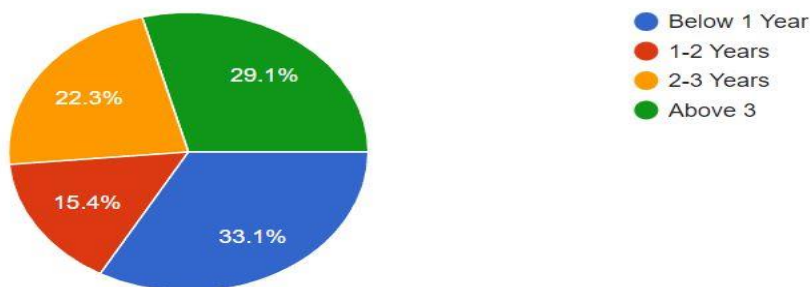
Around 68% of people are from age 20 to 30 years .17.7% are 30- 40 years.9.7% are under 40-50 age group. The remaning % id under above 50% age group.

3.Q Education Qualification?



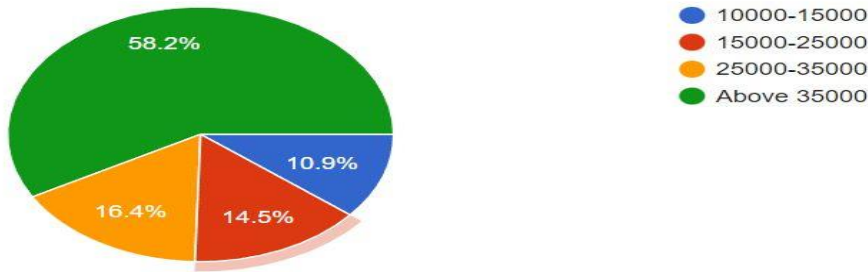
Education Qualification: 54.9% are postgraduate.33.7% are undergraduate. The remaning % are diploma and other

4.Q Work experience?



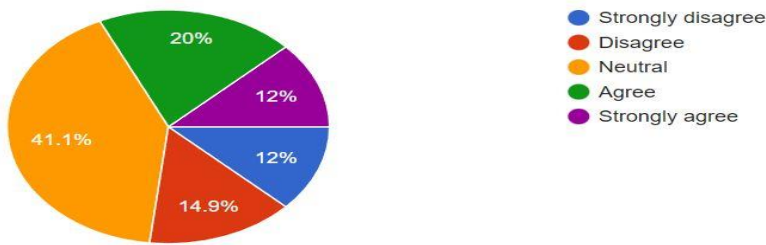
33.1% of employees have experience below 1 year. 29.1% of employees have experience above 3 years. 22.3% of employess have experience of 2-3years. 15.4% of employees have experience of 1-2 years.

5.Q Salary?



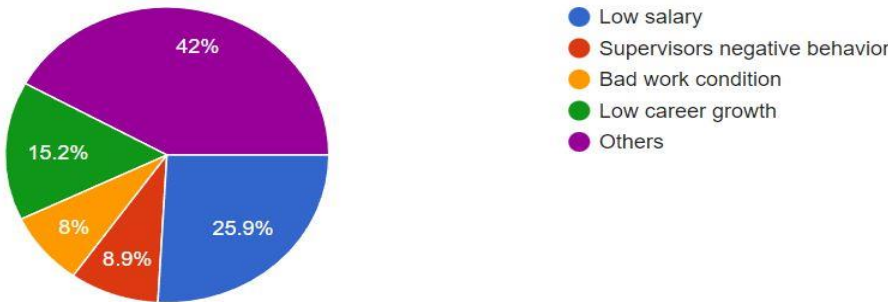
58.2% of the employees salary are above 35000. 16.4% of employees salary are 25000-35000
 14.5% salary are around 15000-25000.10.9% salary are around 10000-15000

6Q. Are working environment or Condition comfortable?



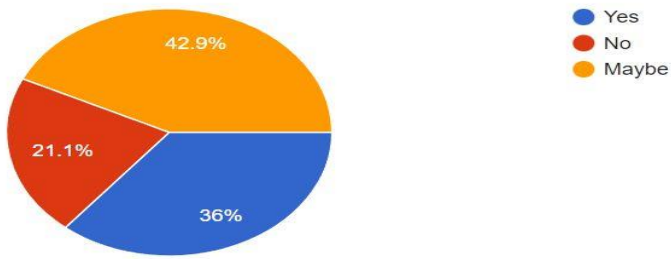
Most of the company environment is neutral(41.1%). 20% of employees agree that they have comfortable working environment. 14.9% of employees disagree that they have not comfortable working environment.

7Q. Attend only if you Leave your organization for any followed reasons?



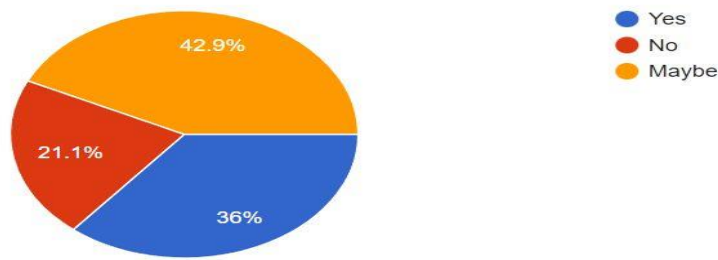
42% of employees are leaving the organization of other reasons. 25.9% of the employees leaves the organization due to less salary. 15.2% of the employees leaves the organization due to low carrer growth. Remaining 9% employees leaves the organization due to supervisors negative behaviour and bad work condition.

8Q. Do you get the recognition that you deserve for your performance?



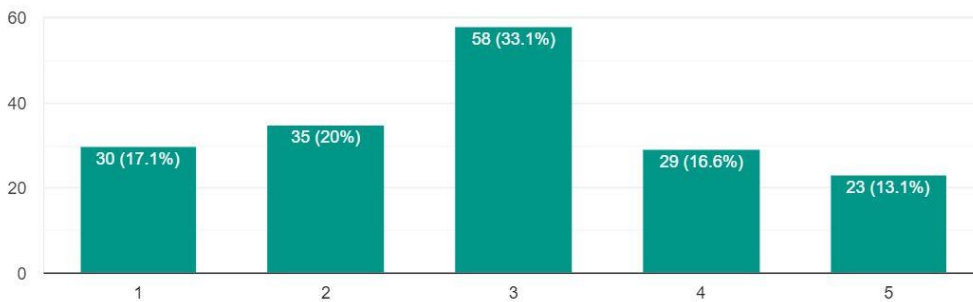
42.9% of the employees they maybe get the recognition for there performance.36% of the employees agree that they get recognition for there performance.21.1% doesn't agree that they get recognition for there performance.

9Q. Does your company pay more attention to incentives and perks offered to you ?



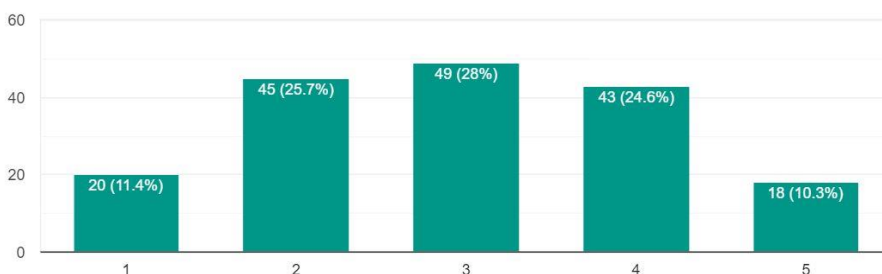
Most of the employees are in maybe(42.9%). 36% of employees agree that company pay more attention to incentives. 21.1% of employees doesn't agree that company pay more attention to incentives.

10.Q How much are you satisfied by the present job?



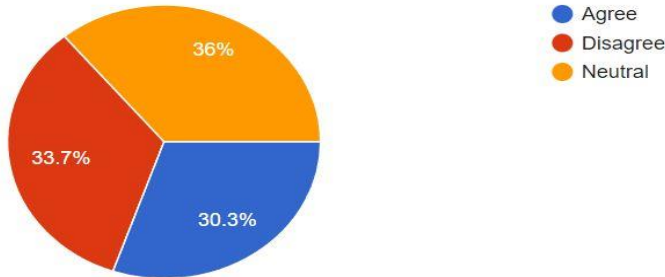
33.1% of employees have average satisfaction of there job.13.1% of employees have high satisfaction rate. 17.1% of the employees have less job satisfaction.

11Q. Satisfaction gained from facilities provided by organization



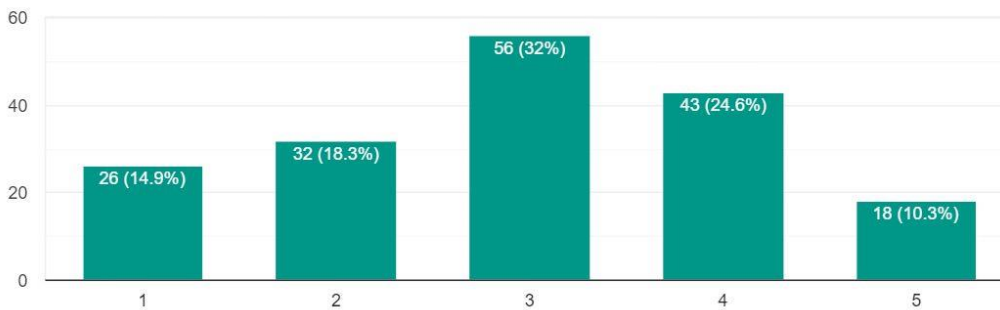
The satisfaction of facilities are been rated between 1-5. 28% of the employees are rated 3. 25.7% of employees are rated 2. 24.6% of the employees are rated 4. 10.3% of the employees are rated in 5. Remaning 11.4% of the employees rated in 1.

12Q. Workers participation in management activities



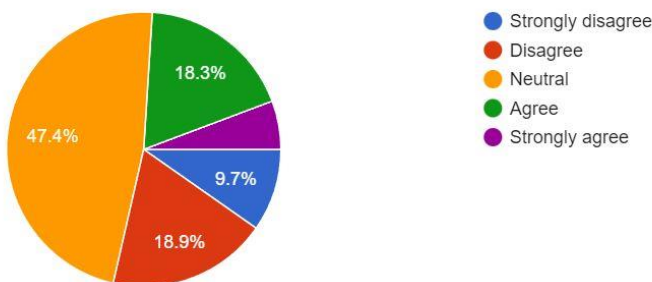
36% of employees are neutral. 33.7% of employees are disagree that workers doesn't participate in management activities.30.3% of the employees agree that workers participate in management activities.

13Q. Leave facilities offered by the company



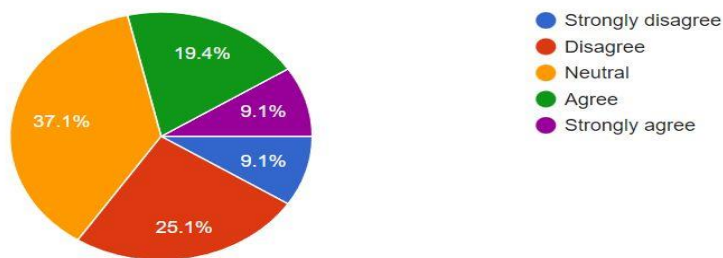
32% of the employees rated 3 in leave facilities.24.6% of the employees rated in 4. 32% of employees rated in 2. 26% employees are rated in 1

14Q. Employee are allowed to take responsibility and authority



47.4% of employees are neutral that employees are allowed to take responsibility and authority.18.9% of employees disagree that employees that they are not allowed for taking responsibility and authority.18.3% of th employees agree that they have allowed in taking responsibility and authority.

15Q. Morale in the company is high



37% of the category of neutral. 25.1% of employees are in the category of disagree. 19.4% of the employees are in category of agree.

16Q. Please specify any other strategies that the company should include (or) Improve to retain your employees for a long period of time.

Most of employees suggested that should maintain the work environment of the organization. Salary should be increased based on there performnce

Limitation of Study

The limitation of this study was that the responses gathered were only gathered from one company and not more than that so its hard to say the conclusion will be accurate for all other firms. Also one limitation is that it is only limited to one type of Industry.

Conclusion

By this data analysing we can conclude Employee retention is a major concern for many employers; management teams of successful organization have to realize the importance of retention its most productive workforce. High turnover leads to loss of valuable workers whose replacement is costly.

They are 3 elements that employee retention has been measured respect toward the employees in the organization, recognition of the employees for there performance, rewards should be given to the employees according to there work.

The main reasons for employee retention is salary and work environment this two plays a major role in employee retention. They are many strategies that every organization has to follow to manage employee retention

- 1.Employee retention and engagement starts at the leadership level.
- 2.Really listen to employee feedback, and follow through.
- 3.Create and support an inclusive culture.
- 4.Invest in employee growth opportunities.
- 5.Go deep with exit interviews.

Suggestions

The employees of amazon is one of the best companies to work. The environment in amazon is good .Overtime pay, night allowances, package is low but you will end up earning enough by working overtime. Amazon is in the Top 30% of similar sized companies in its ability to retain quality employees. 46% of employees would not leave Amazon if they were offered a job for more money while 68% are excited to go to work each day. Overall, 57% of Amazon's employees feel the company is doing what it should to retain them while 43% may be considering new employment. Quality employees are difficult to find which makes retaining them all the more important.

Amazon management has to work on the employee retention strategies

- 1.Employee retention and engagement starts at the leadership level.
- 2.Really listen to employee feedback, and follow through.
- 3.Create and support an inclusive culture.
- 4.Invest in employee growth opportunities.
- 5.Go deep with exit interviews.

References

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(PDF) Employee Retention Practices in India: A Study of Employees' Perceptions (researchgate.net)

