

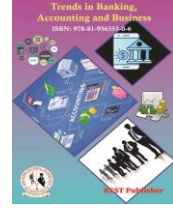


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A Study on Employee Retentions Strategies with Reference to KEMS Shakthi at Hosur

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Abstract. Employee retention plays an important role in an organization because it affects employee performance. Employee Retention is a challenging concern of the organization. This study stressed on Employee Retention strategies. Employees are the assets of the organization. To retain skilful and committed employees in the organization, management should take care of employee satisfaction. This title of the project is "A Study on Employee Retention Strategies" The entire study is based on the primary data. The primary data was collected by means of survey. Questionnaires were prepared and the responses were collected from HRs of the organizations. The study has taken a sample size of 100 respondents at convenience sampling method from the total population. The study has used simple percentage analysis. The outcomes of this study will help organizations understand the importance of employee retention strategies in achieving superior organizational overall performance and in retaining competent employees.

Keywords: Employee Retention, Employee Performance, Employee Satisfaction.

1. INTRODUCTION

One of the greatest challenges in today's business world is to stay up to speed in a time of technological growth. Fundamental changes are taking place in the work force and the workplace that promise to radically alter the way companies relate to their employees. As we hurl ahead at an increasing pace in every field, employee retention becomes a concern for all companies in the present strong job market. There are a great number of employment opportunities for talented professionals. It has been found that, higher the skills of the employees, the greater the demand for their services. Hiring and retaining good employees has become the chief concern of nearly every company in every industry. Companies that make decisions to proactively fulfil those needs will become the dominant players in their respective markets. The opposite of retention is turnover, where employees leave the company for a variety of reasons. Retention is defined as the process by which a company ensures that its employees don't quit their jobs. Every company and industry have a varying retention rate, which indicates the percentage of employees who remained with the organization during a fixed period. The opposite of retention is turnover, where employees leave the company for a variety of reasons. Retention is defined as the process by which a company ensures that its employees don't quit their jobs. Every company and industry have a varying retention rate, which indicates the percentage of employees who remained with the organization during a fixed period.

2. OBJECTIVES OF THE STUDY

- To identify how retention strategy reduce turnover
- To know how employees feel engaged in the organization
- To know what the managerial role in the retention techniques are
- To study the problems of the employees in the organization.

3. SCOPE OF THE STUDY

Hiring is not an easy process: The HR professional shortlists few individuals from a large pool of talent, conducts preliminary interviews and eventually forwards it to the respective line managers who further grill them to judge whether they are fit for the organization or not. Recruiting the right candidate is a time-consuming process

When an individual resigns from his present organization, it is more likely that he would join the competitors: In such cases, employees tend to take all the strategies and policies from the current organization to the new one. Individuals take all the important data, information and statistics to their new organization and in some cases even leak the secrets of the previous organization. To avoid such cases, it is essential that the new join is made to sign a document which stops him from passing on any information even if he leaves the organization. A strict policy should be made which prevents the employees from joining the competitors. This is an effective way to retain the employees.

4. REVIEW OF LITERATURE

Terence et al., (2020) stated that there are so many reasons for an employee to leave voluntarily. Some may be personal, and some may be influenced by organizational factors. Personal reasons such as family situation, career growth and attractive job offers etc. Organizational factors include lack of promotional opportunities, unfair treatment among employees and mismatches between personal values and organizational values, etc. Overall turnover is a great problem for both organization and individual. Further it is clearly discussed that occurrence of shock which is expected or unexpected leads to serious thoughts (i.e., intention) to leave. Shocks may be positive, negative or neutral. Positive such as alternative job offers, pregnancy etc., Negative such as leaving of friends, poor performance appraisal etc., and neutral such as relocation of spouse, changes in administration etc.

Maqsood Haider et al. (2020) undergone research in Telecom sector and conversed that the competition to hunt and retain talents is tougher all the time and discussed that employees effective human resource practices show a positive and direct relationship in retaining employees. Further, it is analyzed that culture and compensation have a positive impact; training and development has a negative impact over employee retention.

Abeysekera (2021) in a study evaluated the HR practices like realistic information about job, job analysis, work life balance and career opportunities, supervisor support and compensation and their impact on employees' intentions to leave which resulted that compensation and job analysis have positive impact on employee turnover.

Holtom et al. (2021) discussed in this study that the factors that makes the employee for staying and leaving were different.

Hay group (2022) stated that employee engagement includes components such as commitment and discretionary effort. Commitment refers to employees' attachment to an organization and the intent to continue with Discretionary effort refers to the employees' readiness to leave. It is discussed that these two components must be considered seriously.

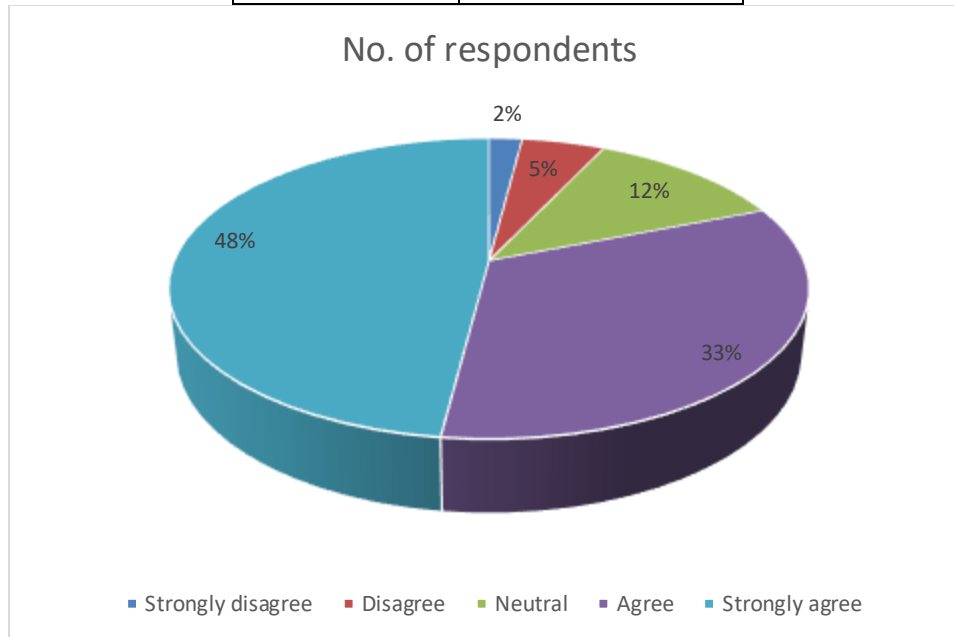
5. RESEARCH METHODOLOGY

Research is the process of systematic and in the depth study of any topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details of data. Research is an art of scientific investigation. The advanced learner's dictionary of current English lays down the meaning of research as, "A careful investigation or inquiry especially through the research for the new facts in any branch of knowledge.

Source of data: Primary data: The primary data was collected by means of a survey. Questionaries were prepared and the responses were collected from HRs of the organizations.

TABLE 1. How comfortable working with HR team

Comfortability	No. of respondents
Strongly disagree	2
Disagree	5
Neutral	12
Agree	33
Strongly agree	48
Total	100



Interpretation: From the above table it is interpreted that 2% of the respondents strongly disagree and 5% of the respondents disagree and 12% of the respondents are neutral and 33% of the respondents agree and 48% of the respondents strongly agree

6. FINDINGS

1. The majority of 43.4% of my respondents are between the age group 26-35 years and least 9% of the respondents are above 55 years and above.
2. It is clear that 54 % of the respondents are male and 46% of the respondents are female.
3. Based on experience in their work, the majority of 36.2% of the respondents have work experience of 1-3 years and least 15.1% of the respondents have work experience of more than 5 years.
4. In the case of employee retention helps development of organization majority of 30.8% of the respondents said sometimes.
5. Are employees comfortable working with their HR team? The majority of 29.5% of the respondents strongly agree with the statement and least 8% of the respondents disagree agree.

7. SUGGESTIONS

Employees should be provided with proper training which is linked with their career development. Employees should be appreciated for their good work. Employees should be motivated to welcome the change. To improve employee retention, one needs to understand what they value the most.

8. CONCLUSION

Employee retention is a major concern for many employers; management teams of successful organization must realize the importance of retention its most productive workforce. High turnover leads to the loss of valuable workers whose replacement is costly. It is important to note that a high employee turnover is normally unhealthy for an organization's performance as well as the productivity of other presumably loyal employees. Moreover, turnover affects the productivity of the remaining employees since they may be compelled to perform the duties of more than one person or allocated duties that do not match with their training. Employee exit from an organization may be a subject of variant factors; however, although some are avoidable, other factors may be too strong for the employer to control. It is fundamental for employers to identify these factors and establish strategies for preventing their occurrence. Primarily, turnover is attributed to lack of job satisfaction or economic conditions. Lack of job satisfaction is mainly caused by unmet expectations, the nature of the job, corporate culture in the organization and personal demographics.

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- [6]. "The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value" by Frederick F. Reichheld (1996): Though dated, this classic book explores the concept of loyalty in both customers and employees and provides insights into building long-term relationships with employees.