



A STUDY ON EMPLOYEE RETENTION STRATEGIES

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Abstrac-Human resources are the living assets of any organization. Human resource acts important and a vital roles in the achievements of an any firm hence to compete in changing of world business must normally realign themselves. Every Organization in the present days they have to seek technology in their respective areas, hence human resources are being requisite to use the technology. Organizational development is an approach to advance a company through the change of employee retention strategies from all round advancement for every part of the economy in the respective organization. Although there is a solid competition in the market. With this advancement and struggle of an organization in the global market, there are more and more avenues and opportunities existing in the hands of the human resources.

The leading challenge that organizations are opposite present days is not only managing human resources but also retaining them, apart from this providing security and retention policies to skilled employees plays an important role in any organization, because employees' knowledge and skills are having more values than machineries to companies and also human knowledge power is useful in economically competitive. Apart from this providing continuous satisfaction to the employees is another challenge.

By the considering the issue into account the significance and sensitivity of the issue of retention of any organization, the present study tries to review the mixture of available literature and research work on employee retention and the factors affecting employee retention and job satisfaction among the employees.

Key words: employee, human resource, organization, retaining, satisfaction.