

Factors That Impact the Employee Retention in the Organization

Ravi Bhagat, Deepti Hariraman
Assistant Professor, Arya College of Engineering and IT, Jaipur, India

Abstract- This research aims to identify the advantages of work culture on employee engagement of organizations. Employee engagement is measured by the dedication of employee towards their work and the organization. This research will provide the information regarding why work culture must be good in an organization. It shows that what is employee engagement and why does it matter. This research shows that in every organization there must be good work culture for the growth of organization. If work culture is good than the employees will work for the organization in efficient and effective manner. The outcome of the research indicates a significant effect of work culture on employees. Based on the outcome suggestions also have been given to improve the organizational culture.

Keywords: organizational culture, employee engagement, work culture, efficient an effective work environment

I. INTRODUCTION

Employee engagement first time come as a concept in management theory in the 1990s, become widespread across the management practice in the 2000s. The concept of employee engagement is a concept of understanding and to describing both qualitatively and quantitatively nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully involved in their work and by that organizational goal can be achieved. In a competitive market organizations will be able to utilize the employee engagement in a manner that will help to get best out of them.

Benefits of Employee engagement:

From creating a strong company culture to delivering better customer services.

Increased Profitability;

It helps in increasing profitability because by employee engagement the employees work in good mood and they work with their full efficiency and do work effectively.

Higher customer loyalty

It's common sense that employees who are happy and fulfilled in their work provide superior customer service. Not surprisingly, their customers feel a greater sense of loyalty and are more likely to

recommend a brand that they perceive has provided outstanding customer service

Higher retention Rate

Those companies that have invested in employee engagement report positive effects on their recruitment and retention value. With today's highly competitive job market in which talent is often in short supply, companies that can hang on to the best performers have an obvious advantages.

Good work culture is one where employees are continuously encouraged to work as a team to bring the best outcomes in every project. The key qualities that differentiate a good work environment from the exceptional one are trust, respect, adaptability, result orientation, teamwork, good communication, cooperation and so on.

When a company has a good work culture, the following benefits are guaranteed to come along the way.

- > Potential talents are attracted
- > Top talents are retained
- > Clear communication and teamwork is guaranteed
- > Job satisfaction ratio is higher than ever
- > Higher rates of productivity are achieved

For retention of employees in any organization below are the basic factors needed that are:

- > Work-life balance
- > Work culture
- > Home town
- > Growth opportunity
- > Award
- > Gender equality
- > Management (boss)
- > Salary

II. METHODOLOGY

A primary market Research and survey method were used for this study the sample size used in this study was 500 employees who is working in different types of organizations. This survey was done within 4 months. For survey many geographical area within the city was selected we have focused this research in Jaipur city. In the city we have taken both genders for survey where 300 were males and 200 were females. Our research is based on various organizations include private and government organizations. The survey has been done by engaging various types of sectors IT, medical & food sectors. By that research we can conclude that the needs of employees are different for retention in an organizations we had approached across the management levels for conducting the survey. The opinions were different from various employees across the sectors. The survey was done in the ratio of 3:2.

Sampling was done on the basis of employees in multiple levels, gender, age group, experience, education etc. are covered in the survey. This survey provides various factors and information regarding our research and that will help in conclusion.

III. FINDINGS

From the research and survey the outcome come to know that the main element which is responsible for the employee's retention is work culture that motivates and gives employees loyalty towards the employer. Now a day's work culture is very important and essential part for any successful organization without that ambience employees may not work with their full efficiency and in effective manner. The outcome of the survey were from the 500 employees that is 34% of the employees want a good work culture because when we communicated to employees many said that if the work culture is

good than retention rate of employees will be increased. A good work culture plays a vital role in any organization. Good work culture will get the qualitative employees and that will help the organization in achieving its goals. Whereas 26% of employees desire to have a balance between personal and professional life (work-life balance). 23% of the employees want growth opportunity lack of this sooner or later employees will leave the organization because for employees growth is also an important factor 17% of employees want a good salary package irrespective of others factors if they gets good salary they can adjust in any environment.

IV. CONCLUSIONS

The conclusion of this survey is that good work culture plays a vital role in most of the organization in order to retain the employees for long period of time. Lack of good work culture in organizations many employees leave their jobs later on, The study has brought out a prime understanding in to the study of employee engagement and finds that organizational work culture stand for the employee engagement. This study is important for the employee engagement with the organization. Employee engaged with organization helps in achieving goals of organizations because employee engagement means fully dedication of employees towards their work and effectively working for the organization. Hence the management must be aware of wants of the employees. The management should considered the things that employees want because if the employees will not work in efficient manner it will be ultimate loss to the organization and if the employee engaged with the organization than employees will work with proper dedication.

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