

A STUDY ON EMPLOYEE RETENTION TECHNIQUES OF SUBAVALAR INDUSTRY WITH REFERENCE TO ERODE

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Abstract—In an organization the Employees Attraction and Retention is done and it is also an encouragement to the employees which makes them to stay in company for long time. This type of strategies which is used in the organizations is benefitted by both the Employee as well as the Organization. Attracting and Retaining the most highly talented Employees by employer is keenly observed by the existing staff in the company and it creates a strong positive statement in their mind. The essence of the study is to find out the Attracting and Retention techniques that are used on the employees by Subavalar industries. In today's competitive business world, recruiting and retaining employees has become a major concern. For each business organization, it's important that we use the recruitment and maintenance strategies to effectively and efficiently manage employees' performance. It should be noted that a high turnover indicates that a company loses a large percentage of employees than the number of previously hired employees. It also shows that choosing a job is not appropriate and not creating an environment that helps employees to stay in the organization for a long time. This study was conducted at Subavalar industries, Coimbatore. This research was carried out on about 100 employees. This survey was conducted on different levels of staff in different experiences and a closed descriptive questionnaire was used to collect data.

INTRODUCTION

In an organization the Employees Attraction and Retention is done and it is also an encouragement to the employees which makes them to stay in company for long time. This type of strategies which is used in the organizations is benefitted by both the Employee as well as the Organization. Attracting and Retaining the most highly talented Employees by employer is keenly observed by the existing staff in the company and it creates a strong positive statement in their mind. The customer may also be happy for the employee retention in a company and automatically the product sales grow rapidly. The fellow colleagues and the staff are also satisfied by retention of the employee. We can also say that losing an employee is a highly cost factor to the organization because of highly talented employee is lost and in search of new employee is related to time factor as well as cost factor. All the organizations are facing problems in employee attraction and retention now-a-days. In an organization it is very essential to hire the most highly talented people but it is also very important to retain them.

LITERATURE REVIEW

Hassan (2011), states that in each and every organization the employees attraction and retention is very important task to be done. Therefore only one industry is focused in this paper i.e., leather industry which is in Pakistan. This industry is Pakistan's 3rd most biggest export income earned section. Annually the turnover rate of the Pakistan in the leather industry is 25-30%. It is keenly seen the 2nd level employees are mostly changes job roles for better salary offers, and to seek more knowledge. To achieve the competitive advantage, the maximum companies proficiency workers have to retained.

Morse (2009), concludes that since the beginning of the time, the Humour has been in the existence. Few people declare that humour is the one of the best medicine for stress management. It is said that the humour is fine enough for living fruitfully, then it can be good for attraction and retention of employees? The purpose of article is to travel through extent which the humour relates to the employee attraction and retention. There is also another objective in this paper which is to import the importance of humour and attraction and retention of employees workplace. Therefore for the future researchers, the paper also provided them the verifiable test and it also provided the practical recommendations for present managers with respective to its employee attraction and retention.

Umer (2011), reports that the affect of the variables i.e., betterment, the help of the supervisor, nature of the work, and work life balance on the employees attraction and retention is Investigated. In the country named Pakistan, fifty interviews are conducted for STEEL companies supervisors. The result of the visual survey said, these variables have positive and significant impact on attraction and retention strategies of employees. Especially in the country named Pakistan, the researches have done very less research with respective to employees attraction and retention in the business process output sourcing. To the STEEL's in Pakistan, these findings may provide some insights about the employee attraction and retention.

Gurtoviy (2008), concludes that in the mutual agreement, it is clearly said that the delay compensation which is a share of an uncertain future profit is manically constrained employer to her employee. It is said that the delay recompense serves as a retention tool which helps to keep away the insolvency. Therefore both cash as well as delay payments and he also outlines that the firm can use these to retain personnel depends on the cost of new credit. If the immediate bankruptcy is avoided, then the employees will become better in their position in labour market.

Nelson (2009), states that design dimensions show the major contribution of enlightenment and the capability to perceive one hundred and fifty companies to maintain their educated employees. The satisfaction of well educated workers is major provocation for present companies because they compete internationally and increase their demands for these employees, while the demographic changes of the workforce are changing rapidly in particular, absorption, and preservation of knowledge, thus reaching an unprecedented level of investment. While many factors affect the financial performance of the organization, this research shows that retaining the ability of knowledge workers are appreciably coupled to describe monetary/business presentation. The consequences of these results are cited.

Khan (2011), reports that the employee retention is an important factor for long run health of company and success of any organization. The customer satisfaction ensures when the organization retains its best employees and automatically the sales of the product goes high and colleagues, reporting staff are also satisfied. In every organization now-a-days the problems are raised in retaining employees, because of the downfall of the employees in any organization, the attraction and retention concept has become popular. The only solution to increase the employee attraction is that to increase the employee contribution towards achieving company goals.

Anis (2011), states that as everyone knows human resources are very important to each and every organization and as part of it, the attraction and retention of the employees is essential aspect in present word. Here the hardest thing to achieve and maintain is the human capital talent whereas the other resources are effortlessly adjusted. Therefore, organizations are now more concerned with attracting and retaining employees. Organizations use HR resource techniques to maintain. With respective to maintenance purposes, the special importance is on compensation packages after staff trainings and development methods. We will also see how a quiet working environment helps keep employees in check. The study is conducted in Lahore and the data collected for this purpose only. 330 are the number of respondents in the study. For analysis, structural equation modelling AMOS 18.0 was used. In this study, with respective to intermediate variable, a treasure is used between the maintenance of employees and training. The results show that maintaining long run staff after completing their training and completing them without increasing their compensation is not desirable because the payment gets better to reflect the capacity to complete the skills and abilities relevant to their field.

Ijaz-Ur (2011), reports that comprehensive survey for employee's work history and loyalty in New Zealand. It seems that the widespread view that the New Zealand Worker has used on the current labour market is superficial. Instead, this picture is one of the rising employment stability, because older employees get the same amount of money, supporting the idea that there are certain evolutionary stages on the jobs of women and men. According to the reasons for staff turnover, the study shows that the incentive to change the job is multi-dimensional: no one explains it. The role of attracting and retaining staff and workflow supports and maintaining high standard bond with colleagues and managers. The results show that shifting employees is not dangerous for some people: some have a lot of benefits (like looking for valuable

upgrades), while others are heavily used. This study offers suggestions for improving the welfare of companies that have inefficient employee income.

Chiboiwa (2010), concludes that around the world, a number of factors are associated with an increase in staffing levels. How to deal with people, knowing them, and achieving salary advancements are important factors. Today, challenge for all companies is to create an attractive strategy and maintain effective staffing that helps maintain employees who are concerned about achieving targets. The dominant economic environment in Zimbabwe, Formula One, always changes the practical retention strategies especially for supervisors in the stage of the economic habitat, which is characterized by high inflation with the labour market and the resulting migration of skills. This research is with the goal of achieve the follow goals: identifying the cause of worker mobility in the organization, reviewing existing organizational practice in the organization, establishing the usefulness of practice and efforts to maintain acceptable performance. Can reduce the high staffing levels in the organization. The qualitative research design was used by structured interviews and also a questionnaire for all staff groups was used. The total population of the organization across the country was 3820 with a test of 2240 employees. The end of the study displays the workflow among non-executive staff is higher. Similarly, the maximum of workers will leave the company and ultimately, the better turnover of employees in the company is highly attributed to the management of the weak reward system.

Whitt (2004), concludes that a mathematical model has been developed to enhance Benet's customer-centric call center performance by increasing work satisfaction. Call center function "may be limited to a normal production criterion, like the no. of replies responded per hour or may include a wider measurement of service quality. It is assumed that a new representative is immediately recruited to replace the alternative Each representative leaves, and the same random variables distributed with the probable probable distribution of the overall factor that depends on policy and management actions, distribution Has been. The distribution of a stable state employee experience comes from the probable distribution of the agent using the revision theory. A true value performance increases Avg performance as a factor of the operating experience. Comfortable expressions The closed form for general function is obtained as a function of the time model elements, or the distribution of the representative retention or the presentation of the activity has a display structure. Management measures can change the probability distribution of the agent

khan (2011), states that identify factors that reduce employee flows and examine the impact of retaining strategies in the workforce. Hotel Serena, Faisalabad, Pakistan was taken as example for this study due to its unique characterization in modern human resource techniques. This study was based on a case study; 30 surveys and six interviews were conducted directly with key staffers. A total of 36 out of 285 people were selected. Variables such as human resources strategies, work environment, education and development, and more effective compensation for recruiting and retaining staff in Serna Faisalabad were found. The study found that management should work on cash rewards and career progression to maintain greater control. In general, ongoing HR practice in Serena may be measured by others to reduce sales volume.

Brown (2003), reports that non-profit organizations believe in the mission to absorb decision- making, instructions. Frequently, mission departments are known as a powerful management tool that can encourage workers and focus on their company. The study investigates the behaviour of the mission in the Youth and Entertainment Service Services. Generally, employees showed a positive view on the companies mission and this approach was connected to employees' satisfaction and intent to stay with the company. However, disadvantages of money need to accept staff mission as they leave this organization. This assumption is that the mission may be important in absorbing staff but not as much of helpful in keeping them.

Crutchley (2008), reports that when company reward employees of insolvent company to keep on in touch, popular press often speaks of it as greedy executives that wealth generates the latest stock from injustice shareowners. In addition, study has shown that, on average, maintenance board has pessimistic result before bankruptcy. However, the occurrence of these sustained plans is on the rise. In this paper, we will review Key Attraction and Maintenance Programs (KERPs) and economic context that allow for the settlement of a KERP. We have not found any evidence that companies that have stated that KERPs are being avoided by poor administration or senior chief. The actual difference between the 2 examples is that KERP companies are bigger and have more efficient industries, such as extensive and put on the market. We come across that KERPS does not expedite bankruptcy, but companies with KERP pay out more point on insolvency.

Asif Khan(2011), states that the quality of internal services perceived by human resources by attracting and recruiting staff in the mediation culture create employee satisfaction. This study was conducted in Rawalpindi and Islamabad. To analyze the research work, data was collected on the staff of private and public bank staff. 400 copies were collected out of 550 copies of questionnaire which distributed to various bankers. This research shows that staff selection, staff training and development, job design, remuneration of jobseekers, and compensation reports are very high, positive and

significant for the quality of internal services in HRM. The study also says that the quality of internal services in has a constructive and outstanding effect on employee happiness and job happiness has a positive and important effect on employees' attraction and satisfaction. According to the findings of this research, human resources development departments should look for motivation, education and retaining high-quality employees, and this employee should hold up the conception of ISQ. Choosing employees and rewards and recognizing them, teaching and developing them, designing work and defining a job are the most important parts of HRM in improving employee job satisfaction and retaining future employees.

Michielsens (2009), reports that in this altering modern economy, company must be clever to predict scientific innovation and participate with other companies in the world. This is a need for the ability to participate in the development of employee learning and through continuous development. Considering the importance of attracting and retaining employees for the performance, this study deals on organizational and personal factors that affect the attraction and satisfaction of employees. A special interest in employee learning has been created, as this has been preserved as a supportive task. A opinion poll was interviewed for three hundred and forty nine employees. interview are used to show and compute quantitative results. The results show a very optimistic payment from the admiration and prompt of the worker to attract and retain employees. This is consistent with previous research findings. skill and leadership talent have a positive relationship with the recruitment and maintenance of employees and the level of preparedness and initiative is about learning negative with respect to preservation.

Weiwei (2010), states that the reasons should be understood for foreign teachers who do job at the school for demonstration. The qualitative research methodology is used to answer the research questions proposed for this study. This included targeted random sample which is used for identifying the 7 participants who has gone through this phenomenon. Interview data, document review to integrate into 2 research questions. Participants interviewed using a deep semi-structured interview. All perceptions are classified to 9 aspects: (1) professional education, (2) incident, (3) workplace, (4) working experiences, (5) retention reasons (6) leaving reasons (7) The contentious FTS position, (8) trouble issues, (9) The upcoming plan. The major findings are the recruitment and maintenance of employees for their reasons for leaving. Regarding the issue of preservation, main reasons for this are the use of education, good holidays, good salary, pleasant work environment. The possible reasons for leaving discontent with executive, the communication problems in terms of cultural understanding and personal reasons to go to their country refer to.

Sheridan (1992), reports that the maintenance roles of nine hundred and four university alumni have been hired in 6 public accounting firms for six years. Organizational culture values differed significantly between companies. The diversification of educational values has had a considerable impact on the rate at which newly recruited staff ended their work voluntarily. The relationship between employees' performance and preservation is also different from the values of organizational culture. It is estimated that cultural influences have led to a difference of more than six million dollars in human resource outlay between companies with different enlightening values. The research implications of individual organizational issues have been discussed.

Mohanty (2009), concludes that the attractiveness and retention of employees is by far the biggest issue that corporate leaders have caused, due to lack of skilled labour, economic growth and staff turnover. It is essential for employers to hire known people for this, but keeping employment is much more important. The recruitment and maintenance of employees includes actions that encourage them to maintain the maximum time in the organization.

Howard (2008), states that a sample pattern of twelve retention aspects was developed in previous theory. The open-end response coding supports 24,829 workers in leisure as well as hospitality industry and frequently mentioned reasons for job satisfaction, external gifts, affiliate attachments, organizational commitment and organizational dignity. Developing opportunities and organizational respect for high performers and hours of work are among the most common reasons and external gifts from low performers and hours of employees are very common. The company has found the importance of separating human resource management practices when many targeted their valuable employees.

Meek(2008), reports that considering the awareness of employee attraction and retention, 47 uses the model of high-small firms. We have found companies that provide positive working environment, provide more freedom and flexibility for employees, employees' involvement in growth and opportunities, and low annual voluntary turnover (0-2%) rates; Compensation with compensation and profit-related processes is clear and often helps employees and their employees with them. More than 10% turnover reports for the past year have shown the lowest frequency and richness of these sizes to their retention methods. 77 companies are part of high- end small companies, the retention of intellectual capital is the

main issue. Industrial differences between companies have been explored and theoretical and practical effects are discussed.

STATEMENT OF PROBLEM

The essence of the study is to find out the Attracting and Retention techniques that are used on the employees by Subavalar industries

NEED FOR THE STUDY

In today's competitive business world, recruiting and retaining employees has become a major concern. For each business organization, it's important that we use the recruitment and maintenance strategies to effectively and efficiently manage employees' performance. It should be noted that a high turnover indicates that a company loses a large percentage of employees than the number of previously hired employees. It also shows that choosing a job is not appropriate and not creating an environment that helps employees to stay in the organization for a long time.

OBJECTIVES OF THE STUDY

- To study Employees Attraction and Retention strategy by Subavalar industries on the Employees
- To identify whether the employees are satisfied with Attraction and Retention Strategies adopted by the Subavalar industries

SCOPE OF THE STUDY

This study was conducted at Subavalar industries , Coimbatore. This research was carried out on about 100 employees. This survey was conducted on different levels of staff in different experiences and a closed descriptive questionnaire was used to collect data.

RESEARCH METHODOLOGY

Descriptive Research Design

This includes surveys and find out the truths of different questions. It simply describes something like the demographics of the employees. It describes the status of the proposals as it is and study has no effect on the employees.

Data Collection Methods

- Primary Data
- Secondary Data

Sampling

Process of subset selection from total population to obtain data for studying the entire population of this subset is considered as a sample. The sample size for study is 100. In this method, the sample unit is selected based on randomized sampling.

Statistical Tools Used

Percentage analysis has been utilized to analyze the data.

Questionnaire

The questionnaire is prepared to collect the data which pertains to the goals of the study.

Hypothesis

- H_0 = Retention Strategies has positive impact in attracting the employees.
- H_a = Retention Strategies has highly negative impact in attracting the employees.

Limitations of the study

- The study is restricted to 100 sample size only
- Primary data collection is time consuming

- The study is limited to short period only
- It was difficult to meet the respondents and gain information as they were busy with their work
- The respondents were not open in sharing the data

DATA ANALYSIS AND INTERPRETATION

HYPOTHESIS TESTING

		Relationship with management	Rewards and recognition	Satisfied with strategies
Relationship with management	Pearson Correlation	1	.872	.870
	Significance level	-	.000	.000
Rewards and recognition	Pearson Correlation	0.872	1	.838
	Significance level	.000	-	.000
Satisfied with strategies	Pearson Correlation	.870	.838	1
	Significance level	.000	.002	-

INTERPRETATION

- The correlation between Relationship with Management and Rewards and Recognition is highly positive and the significance level is 0.00 which should be less than 0.05.
- The correlation between Rewards and recognition and Satisfied with strategies is highly positive and the significance level is 0.00 which should be less than 0.05.
- The correlation between Relationship with Management and Satisfied with Strategies is highly positive and the significance level is 0.00 which should be less than 0.05.

FINDINGS

With help of percentage analysis and graphs, these are findings from research:

1. Maximum employees comes under the age group of 26 to 30 years.
2. The employees working in Subavalar industries are majority of Males.
3. Most of the working Employees in the company are earning 6001rs to 12000rs per month.
4. Maximum of the employees are having education upto +2.

5. Most of the working employees in the company are having experiences below 2 years.
6. Maximum of the employees are having the retention problems.
7. Most of working employees are in a category of Disagree in having good relation with management.
8. Maximum of working employees fall in the category of Disagree in Rewards and Recognition.
9. Maximum of working employees fall in the category of strongly disagree with job securities.
10. Maximum of the working employees fall in the category of disagree with employee motivation.
11. Most of the working employees are strongly disagree with strategies.
12. Maximum of working employees fall in the category of strongly disagree with promotion opportunities.
13. Maximum employees working in company are in a category disagree with appraisal systems.
14. Maximum employees working in company are not having any chance to share their ideas at workplace.
15. Most of the employees working in company didn't attended the training programme.
16. Maximum of the employees working in company said they are not provided any career enhancement opportunities.
17. Career opportunity is the reason to leave the company by most of the employees when they asked what are reasons to leave.
18. Most of the employees working in the company are not satisfied with the incentives.
19. Maximum of the employees said no when they are asked about working hours satisfaction.
20. Most of the working employees in the company are not benefitted when the organization offered.

SUGGESTIONS

Maintaining experienced staff is highly complexity for the long run profits of company. Time maintenance strategy is required if your company is to be productive over time and attracting the best candidates can be an important part of your recruitment strategy, few organisation do not have to be recruited because they will receive a lot of unlawful applications because of their superior track record in recruiting and retaining employees.

- To improve the satisfaction level of employees, company should provide high level motivation to employees.
- In order to increase their production, the organization has to be good at maintaining relationship with employees.
- The company want to reduce their employees problem i.e., Attraction and Retention problems and provide promotion offers to them.
- Job securities should provide to workers by organization.
- Training programs should provide to workers by organisation.
- Career enhancement opportunities have to be provided to workers by company.
- Incentives should be provided to employees by the company.
- Other benefits should be provided to employees by the company.
- Employees should be provided rewards and recognition by the company.
- Employees should be provided promotional opportunities by the company.

CONCLUSION

This research is an unlimited effort to identify the causes of employee recruitment and maintenance and to offer some suggestions.

Therefore, management is intended solely for the purpose of identifying individuals, regardless of the environment in which it is possible and appropriately behaves, identifying the problem, appreciating the need for its solution, identifying

factors and contributing to the path and behaviour that are sometimes Eliminates sometimes or reduces their impact on problems.

Although slow, the completion process has to construct the optimal grades that are done in the appropriate way. Workers are the most important resources of company. At job, the full potential is not able to use by the employees, they are likely to be lost due to strain and frustration. They need a clear working location to work. In a clear environment in which workers feel committed and dedicated, where they are able to use their possible and understand their skill.

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