

## **A STUDY ON EMPLOYEE RETENTION AS A CATALYST FOR SUSTAINABLE EMPIRICAL GROWTH AT TEXTUS INFO SOLUTIONS PVT. LTD.**

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**Abstract**—The research explores the contribution of employee retention in catalysing sustainable and measurable organisational development at Textus Info Solutions Pvt. Ltd. with the emergence of competitive business, retaining effective employees has become a strategic need for organisations that want to ensure consistency, decrease expenditure, and develop high-performing culture. The research seeks to explore how efficient retention strategies become a growth catalyst in the long run, both operationally and financially. By the use of both structured questionnaire and interview, primary data was gathered from the employees of different departments in Textus Info Solutions Pvt. Ltd. The study analyses the role of remuneration, career growth prospects, work-life balance, support from leaders, and organisational culture in affecting employee retention. Demographic variables like age, tenure, education, and experience were also taken into consideration to judge difference in the level of commitment.

The research depicts that organisations that cultivate satisfaction among employees, staff development, and supportive leadership experience increased retention, which in turn results in enhanced productivity, less recruitment expenditure, and long-term organisational performance. The research concludes that employee retention is not an HR activity, but it is a prime driver of empirical and sustainable development.

**Keywords:** Employee Retention, Organisational Growth, Employee Satisfaction, Sustainable Development.

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### **INTRODUCTION**

In today's competitive business environment, retaining skilled employees has become a major challenge for organizations. Employee retention refers to a company's ability to keep employees from leaving by creating a committed, skilled, and motivated workforce that grows along with the organization. This study examines how effective employee retention contributes to sustainable and measurable organizational growth by analysing the factors that influence employees' decisions to stay or leave and the impact of retention on overall performance.

Retaining employees helps organizations reduce recruitment and training costs while ensuring stability, experience, and strong teamwork. Employees who stay longer develop a better understanding of organizational processes, values, and goals, which leads to improved productivity, collaboration, and customer service. In contrast, high employee turnover can disrupt operations, reduce efficiency, and increase costs, often indicating issues such as poor management, limited career growth, or job dissatisfaction.

Factors like fair compensation, career development opportunities, supportive leadership, training, and a positive work culture play a crucial role in retaining employees. Employee retention is essential for sustainable growth, as it supports long-term planning, adaptability, and employee well-being. Organizations that invest in their people are better positioned to build strong teams, retain valuable knowledge, and achieve long-term success.

## **REVIEW OF LITERATURE**

**Gorde (2019)** : The study examines the most significant reasons why employees remain in an organization. The study discovers a number of major factors influencing retention including job satisfaction, career growth opportunities, organizational culture, and management support. The study brings to light that organizations should develop a good work culture in which employees are respected and encouraged. The study further indicates that acknowledging and rewarding the efforts of employees can boost their morale and commitment.

**Gberevbie (2019)**: In this research, the impact of effective employee retention on overall organizational performance is examined. From the research, it is evident that quality employee retention is necessary for long-term productivity, sharing of information, and lower operational costs. Gberevbie sees fairness in remuneration, opportunities for career development, effective leadership, and transparent communication as necessary in creating employee loyalty. The research also creates a high correlation level between employee satisfaction and organizational success, where satisfied employees who feel appreciated work better and longer for the organization.

**Fernando and Sutha (2019)** : The study contended that successful and motivated employees are the drivers of a business's success. They emphasized that retaining employees is not only about having them remain but also about outwitting the competition through efficient HR practices such as training, engagement, and support.

**Vijayalakshmi, P., & Swapna, K. (2019)**: The study analysed employee engagement factors, satisfaction levels, and cultural diversity as independent variables, with organizational performance as the dependent variable. Data were collected through structured, validated questionnaires and tested through a pilot study. Statistical tools including percentage analysis, weighted average, and ANOVA were applied using SPSS. Findings at a 95% confidence level confirmed all proposed hypotheses, indicating a significant positive relationship between employee engagement determinants and organizational performance.

**Ramakrishnan and Maran (2020)**: The research indicated that a good working atmosphere is one of the greatest drivers of staff retention. They stressed that job satisfaction, flexible working, appreciation, and opportunities for growth strongly determine how likely employees are to remain in an organization.

**Karavardar (2021)**: This study discovered that career growth in remuneration and professional capacity development greatly decrease intention to turn over among staff. It emphasized that strategies for developing careers not only improve persistence but also enhance employee devotion by satisfying their developing expectations within the organization.

**Chatzoudes and Chatzoglou (2022)**: This study examine the various factors that cause employees to remain or depart from an organization. The research displays a model that focuses on the primary reasons for employee retention, including job satisfaction, organizational commitment, and career advancement opportunities. The authors emphasize that it is not merely a matter of paying in cash—it also involves creating a positive work culture and making sure employee objectives are aligned with the company's values.

**Goud (2022)**: This study analyses the way employee retention leads to organizational long-term success and sustainability. The study highlights that employee retention is not merely an issue of human resources but a strategic imperative for sustainable growth. The research highlights some of the major drivers of retention, including job satisfaction, opportunities for career progression, two-way communication, and a healthy work environment. Goud also emphasizes leadership and management practices in establishing trust and loyalty among employees.

**Syafri and Rasyid (2025)**: The study investigates how environmentally and ethically oriented HR practices contribute to retaining employees for a long period and making the organization more robust. In their study, effective HR practices such as equitable pay, hiring various employees, employee training, and taking care of their well-being are crucial in developing a robust workplace culture. The authors state that when firms connect their HR activities with broader sustainability objectives, employees are more devoted and engaged in the purpose of the organization.

**Santoshi Shetty & Panthulu Bharath Kumar (2025)**: This study examines how negative behaviours at work, like bullying and theft, impact employee performance. By reviewing previous research and conducting surveys, we found that such behaviours significantly lower job satisfaction, productivity, and increase the likelihood of employees wants to leave. The company's culture and leadership can either mitigate or worsen these effects. To improve performance and create a healthier workplace, we recommend clear policies, regular training, and a supportive environment that discourages bad behaviour and promotes ethics. This study offers practical insights for managers and HR professionals to enhance employee well-being and organizational success.

**Visali, K., & Alekya, G. (2025):** In today’s fast-changing and uncertain environment, leaders must go beyond resilience and become antifragile—growing stronger through challenges. This study explores antifragile leadership and how it can be developed in practice. Antifragile leaders show adaptability, learning agility, mental strength, and bold decision-making under ambiguity. The study examines how such leaders learn from disruption and perform under pressure. Findings highlight the need to integrate antifragility into leadership development programs.

**A Mounika & Rangappagari Kavya(2025):** This study aimed to examine the effect of employees' engagement, as well as recognition on an organization, within the context of Tech Mahindra as an IT organization. Based on the analysis, the study found that recognizing an organization has a positive effect on an employee's performance and motivation in the workplace. Employees who feel recognized will be more engaged and will perform better. Based on this study, career growth, performance feedback, and work-life balance are also important in fostering an employee’s commitment to the organization.

**Research Gap**

1. Most of the researchers has focused on reducing employee turnover, as opposed to framing employee retention as a strategic means of assuring the long-term sustainability of an organization.
2. There has been little research on how keeping employees on board translates into sustainable organizational growth—specifically through increased employee motivation, lower recruitment expenses, and predictable performance.
3. My study seeks to fill these gaps, by examining employee retention as a crucial strategic driver of long-term organizational success rather than just as an HR work.

**RESEARCH METHODOLOGY**

**Objectives of The Study**

1. To examine the influence of the key factors on employee retention.
2. To evaluate the effects of retention on overall business performance.
3. To examine the relationship between employee retention strategies for sustainable organizational growth.

**Hypotheses of The Study**

**H01:** There is no significant influence of key factors (such as job satisfaction, compensation, work-life balance, career development opportunities, and organizational culture) on employee retention.

**H11:** There is a significant influence of key factors (such as job satisfaction, compensation, work-life balance, career development opportunities, and organizational culture) on employee retention.

**H02:** Employee Retention has no significant effect on overall business performance.

**H12:** Employee Retention has significant positive effect on overall business performance.

**H03:** There is no significant relationship between employee retention strategies & sustainable organizational growth.

**H13:** There is significant relationship between employee retention strategies & sustainable organizational growth.

**Data Analysis & Interpretation**

**Objective – 1: To examine the influence of the key factors on employee retention.**

**ANALYSIS:**

Correlations					
		Compensati on benefits	Career developmen t	Job satisfaction	Employee engagement
Compensation benefits	Pearson Correlation	1	.618**	.725**	.772**
	Sig. (2-tailed)		0.000	0.000	0.000

	N	136	136	136	136
Career development	Pearson Correlation	.618**	1	.667**	.717**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	136	136	136	136
Job satisfaction	Pearson Correlation	.725**	.667**	1	.774**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	136	136	136	136
Employee engagement	Pearson Correlation	.772**	.717**	.774**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	136	136	136	136
**. Correlation is significant at the 0.01 level (2-tailed).					

Source : Compiled data

The correlation table presents the relationships between four most important variables: job satisfaction, employee engagement, career development, and compensation and benefits, based on the responses of 136 participants .All of the correlations are statistically significant at the 0.01 level, meaning that these factors have strong and significant relationships with each other.

Specifically, employee engagement has strong positive correlations for all three variables: it is most strongly related to job satisfaction ( $r = .774$ ), followed by compensation and benefits ( $r = .772$ ), and career development ( $r = .717$ ). This implies that increased satisfaction in these categories is strongly linked with increased employee engagement. Likewise, compensation and benefits ( $r = .725$ ) and career development ( $r = .667$ ) are positively correlated with job satisfaction, meaning enhanced pay, benefits, and career advancements are factors that enhance overall job satisfaction.

The relationship between career development and compensation and benefits is also significant ( $r = .618$ ), which demonstrates that companies paying higher rewards may also ensure greater career development opportunities.

**Objective – 2: To evaluate the effects of retention on overall business performance.**

**ANALYSIS:**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 <sup>a</sup>	.716	.714	1.19369

a. Predictors: (Constant), Retention

Source: Compiled Data

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	478.147	1	478.147	335.563	.000 <sup>b</sup>
	Residual	189.513	133	1.425		
	Total	667.659	134			

a. Dependent Variable: Business performance

b. Predictors: (Constant), Retention

Source: Compiled Data

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.211	.402		.526	.600
	Retention	.387	.021	.846	18.318	.000

a. Dependent Variable: Business performance

**Source: compiled Data**

The R value 0.846 shows a very high positive correlation between business performance and retention. R Square value of 0.716 shows that about 71.6% of the variance in business performance is explained by employee retention alone, which shows high explanatory power in the model.

The F-statistic is 335.563, p-value is .000, which is less than 0.05. So the model is significant, and there is a statistically significant effect of employee retention on business performance. Retention's unstandardized coefficient is 0.387, which tells us that for each one-unit change in retention, there will be an increase of 0.387 units in business performance while all other factors are kept equal. The t-value of 18.318 and the p-value of .000 also support that this effect is statistically significant. The constant term is not significant (p = .600), indicating that when retention is zero, the base level of business performance is not significantly different from zero. In general, the findings indicate a strong and statistically significant positive correlation between employee retention and business performance, indicating that firms with higher levels of retention perform better.

**Objective – 3**

**To examine the relationship between employee retention strategies for sustainable organizational growth.**

Correlations							
		Sustainable Hr Practices	Reviews updates	Retain employees	Organisation financial growth	Employee wellbeing_ mental health	Employee feedback
HR and Sustainable practices	Pearson Correlation	1	.677**	.577**	.548**	.620**	.460**
	Sig.(2-tailed)		0	0	0	0	0
	N	136	135	136	136	136	136
Reviews updates	Pearson Correlation	.677**	1	.637**	.603**	.604**	.566**
	Sig. (2-tailed)	0		0	0	0	0
	N	135	135	135	135	135	135
clear strategies	Pearson Correlation	.577**	.637**	1	.664**	.528**	.529**
	Sig. (2-tailed)	0	0		0	0	0

	N	136	135	136	136	136	136
Organization's financial growth.	Pearson Correlation	.548**	.603**	.664**	1	.520**	.577**
	Sig. (2-tailed)	0	0	0		0	0
	N	136	135	136	136	136	136
Employee wellbeing mental health	Pearson Correlation	.620**	.604**	.528**	.520**	1	.549**
	Sig. (2-tailed)	0	0	0	0		0
	N	136	135	136	136	136	136
Employee feedback	Pearson Correlation	.460**	.566**	.529**	.577**	.549**	1
	Sig. (2-tailed)	0	0	0	0	0	
	N	136	135	136	136	136	136
**. Correlation is significant at the 0.01 level (2-tailed).							

The above correlation table gives the intercorrelations of six major organizational variables: Sustainable HR practices, Reviews and Updates, Clear Strategies, Organizational Financial Growth, Employee Wellbeing (Mental Health), and Employee Feedback. All the correlations are statistically significant at the 0.01 level (2-tailed), which shows that there are high levels of relationships between variables. Interestingly, Sustainable HR practices have significant positive correlations with Reviews and Updates ( $r = .677$ ), Employee Wellbeing ( $r = .620$ ), and Retention ( $r = .577$ ), indicating that effective HR policies are followed by regular updates, better mental health, and more retention of employees. Clear Strategies are strongly linked with Organizational Financial Growth ( $r = .664$ ), suggesting that planned approaches have a positive impact on the financial performance of a business. Similarly, Reviews and Updates are similarly related to Employee Feedback ( $r = .566$ ), suggesting that frequent performance reviews may prompt greater employee feedback. Furthermore, Employee Feedback ( $r = .549$ ) and Employee Wellbeing (Mental Health) are directly related, reinforcing the point that employees who are mentally supported are more likely to give feedback.

### **FINDINGS OF THE STUDY**

1. The majority of survey respondents were female employees who actively participated and showed interest in workplace procedures.
2. The majority of employees 45.58% are between the ages of 31 and 40. With 24.26% of employees, the age group of 21 to 30 is the least represented.
3. The majority of employees 36.76% have 3-5 years of experience. And 10.29%, those with 5–10 yrs of experience represent the smallest group.
4. The majority of workers were happy in their current positions, which was good for job fit and role clarity.
5. The majority of respondents concurred that the company encourages a good work-life balance, which is essential for workers' wellbeing.
6. Employees had diverse views about their wages; some of them expressed no opinion at all, indicating possible confusion.
7. Many employees think there are a lot of chances for professional growth, showing that career path planning is the organization

8. According to the study, employees are motivated and retained when they feel that their contributions are valued and recognized.
9. Most people agreed that a supportive and healthy work environment boosts engagement and morale.
10. Alignment and focus were facilitated by the positive perception of communication of organizational goals and expectations.
11. The importance of employee retention was further supported by the perception that long-term workers were more productive.
12. Financial efficiency was emphasized by respondents' agreement that retention lowers hiring and training expenses.

### **SUGGESTIONS OF THE STUDY**

1. Based on the findings it is suggested that the company continue to invest in employee development as official upskilling and training.
2. To further improve retention, competitive and open pay systems have to be maintained.
3. Providing chances to grow and acknowledging employee achievement can establish long-term loyalty.
4. The inclusion of feedback mechanisms and follow-up on employee recommendations will enable the creation of adaptive retention strategies.
5. Mental wellbeing programs need to be integrated into HR practices to facilitate employee wellbeing.
6. Employee engagement practices must be taught to managers to improve workplace culture.
7. Organizations need to review and refine retention policies from time to time based on changing employee aspirations and industry trends.
8. Encourage team-building exercises to improve relationships between departments and cultivate a cooperative work environment.
9. By doing strategy alignment and management awareness initiatives, improve the relationship between organizational performance and employee retention.
10. Establish concentrated retention plans that meet to the requirements of various job roles and experience levels within the company.

### **Conclusion**

The study concludes by emphasizing the critical role that employee retention plays in fostering long-term success and sustainable growth in businesses. Increased productivity, cost effectiveness, and financial results are linked to high retention rates. Important elements that were found to have a significant impact on retention included career advancement, job satisfaction, and employee engagement. Furthermore, retention efforts are greatly improved by sustainable HR practices, such as transparent communication, ethical standards, inclusive work environments, and mental health support. The results highlight that keeping employees is a strategic approach that is crucial for organizational stability, innovation, and ongoing success rather than just being an HR function. In the end, placing employee growth and well-being first improves organizational resilience and performance.

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