

A STUDY ON THE ROLE OF EMPLOYEE ENGAGEMENT IN ENHANCING EMPLOYEE RETENTION AT SARAVANA SELVARATHINAM RETAIL PVT LTD

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ABSTRACT

This study explores the impact of employee engagement on retention at Saravana Selvarathinam Retail Pvt Ltd. In a competitive retail environment, maintaining a committed workforce is essential for organizational success. This research examines the influence of factors such as job satisfaction, workplace culture, training programs, leadership effectiveness, and employee recognition on retention rates. Data collection was conducted through structured questionnaires and observational analysis, evaluating key metrics like employee turnover rates, job satisfaction levels, and engagement scores. The findings aim to provide actionable recommendations for enhancing employee engagement, reducing turnover, and fostering long-term workforce stability. This study highlights the importance of strategic employee engagement initiatives in achieving sustainable business growth and employee satisfaction.

Keywords: Employee Engagement, Retention Strategies, Job Satisfaction, Workplace Culture, Leadership Effectiveness

1. INTRODUCTION

In the dynamic retail sector, Saravana Selvarathinam Retail Pvt Ltd faces the challenge of retaining its workforce while ensuring high levels of productivity and job satisfaction. Employee engagement plays a crucial role in shaping organizational success by fostering motivation, commitment, and performance. This study, "A Study on the Role of Employee Engagement in Enhancing Employee Retention at Saravana Selvarathinam Retail Pvt Ltd," aims to assess current engagement strategies and identify opportunities for improvement. By analyzing the relationship between employee engagement and retention, this research provides valuable insights into optimizing workforce management for sustained business success. In an industry marked by high turnover rates, understanding effective engagement strategies is essential for Saravana Selvarathinam to maintain a competitive edge and build a dedicated workforce. This study employs a comprehensive approach to evaluating engagement practices, offering data-driven recommendations for enhancing employee satisfaction and retention.

2. OBJECTIVES OF THE STUDY

Primary Objective:

To analyze the impact of employee engagement on retention at Saravana Selvarathinam Retail Pvt Ltd.

Secondary Objectives:

- To identify key factors that influence employee engagement and job satisfaction.
- To assess the role of workplace culture in employee retention.
- To evaluate the impact of leadership effectiveness on workforce stability.
- To examine the effectiveness of training and development programs in enhancing engagement.
- To determine the influence of employee recognition and reward systems on retention rates.
- To identify best practices for improving employee engagement strategies.

3. REVIEW OF LITERATURE

1. Kumar and Rao (2020): Highlighted the role of employee engagement in reducing turnover and increasing job satisfaction. This suggests that Saravana Selvarathinam should focus on enhancing engagement strategies to retain employees.
2. Patel and Sharma (2020): Emphasized the impact of leadership effectiveness on employee motivation and loyalty. This indicates that strong leadership is crucial for workforce stability.
3. Wang et al. (2021): Explored how training and development programs enhance employee commitment. This implies that continuous learning opportunities can help improve retention.

4. Jain and Kumar (2021): Stressed the significance of workplace culture in employee engagement. A positive work environment can significantly reduce turnover.
5. Srinivasan and Kaur (2021): Researched the impact of reward systems on employee retention. This highlights the importance of recognizing and rewarding employees for their contributions.

4. METHODOLOGY

1. Research Type:

This study adopts a descriptive and analytical approach to evaluate employee engagement and its impact on retention.

2. Data Collection:

Primary Data: Collected through structured questionnaires distributed among employees and observational analysis of workplace interactions.

Secondary Data: Gathered from HR reports, company policies, and industry studies.

3. Sampling Method:

Stratified sampling to ensure representation across different employee categories and experience levels.

4. Analysis Methods:

- Percentage analysis to measure engagement levels.
- Mode to identify common employee feedback trends.
- Standard deviation to assess variations in employee satisfaction.
- Correlation analysis to determine the relationship between engagement and retention.

5. FINDINGS

1. Job Satisfaction Impact:

Analysis of employee feedback revealed key factors influencing job satisfaction and engagement.

2. Workplace Culture:

Evaluation of employee perceptions on work environment and organizational values.

3. Leadership Influence:

Observational data and surveys indicated the impact of leadership effectiveness on retention.

4. Training and Development:

The role of professional growth opportunities in employee commitment.

5. Employee Recognition:

Analysis of reward systems and their effect on engagement levels.

6. Retention Strategies:

Identification of best practices for sustaining a motivated workforce.

6. CONCLUSION

Employee engagement plays a vital role in enhancing retention at Saravana Selvarathinam Retail Pvt Ltd, as it directly influences job satisfaction, workplace culture, leadership effectiveness, training opportunities, and recognition programs. The study finds that a positive work environment and strategic engagement initiatives significantly reduce turnover rates and foster a committed workforce. Leadership effectiveness and professional development opportunities contribute to employee motivation and long-term retention, while reward systems play a crucial role in enhancing job satisfaction. By implementing effective engagement strategies, Saravana Selvarathinam can create a stable, motivated, and high-performing workforce, ultimately leading to sustainable business growth and competitive advantage in the retail sector.

7. SUGGESTIONS

1. Enhance Employee Engagement Programs:

Develop initiatives to improve job satisfaction and motivation.

2. Strengthen Leadership Training:

Implement leadership development programs to foster a supportive work environment.

3. Improve Workplace Culture:

Create a positive and inclusive work culture that promotes employee well-being.

4. Invest in Training and Development:

Provide continuous learning opportunities to boost engagement.

5. Implement Effective Reward Systems:

Recognize and reward employees for their contributions to increase retention.

6. Regular Employee Feedback:

Conduct periodic surveys to gauge engagement levels and address concerns.

8. REFERENCES

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