

A Study of Employee Turnover and Retention Strategies in Organised Retail in Pune City

Rajasshrie Pillai¹, Ravi Teja Mamidi² and Hamsini Kuchibhotla³

¹Associate Professor and ^{2&3}PGDM Student,
Pune Institute of Business Management, Pune, India.

CITATION: Pillai, Rajasshrie; Mamidi, Ravi Teja and Kuchibhotla, Hamsini (2016), "A Study of Employee Turnover and Retention Strategies in Organised Retail in Pune City", *MERC Global's International Journal of Social Science & Management*, Vol. 3, Issue 2, pp. 83-87.

ARTICLE HISTORY: Submitted: December 5, 2015, Revision received: January 08, 2016, Accepted: January 21, 2016

ARTICLE TYPE: Research paper

ABSTRACT

Employee turnover is always a major concern for organised retailers. Especially for HR managers in Indian organised retail sector employee turnover is a major challenge as most of the researcher and HR managers mention that around 20 to 30 % is employee turnover in the organised retail sector. Paying better incentives or motivating employees are usual and old practices of the Human Resource Management. To understand the reasons for employee turnover, the primary survey was conducted among 156 employees from surveyed with a structured questionnaire. Also to understand the HR viewpoint, structured interviews were conducted. This study also discussed the employee expectation from the organisation. This research paper focuses on reasons for employee turnover and the retention strategies for organised retail.

KEYWORDS: Employee turnover, Organised retailers, Retention strategies.

REFERENCES

1. Almas, Sultana (2014), "Human Resource Management in the organised retail industry in India", *Global Journal of Finance & Management*, Volume 6, Issue 6, pp. 491-496.
2. Batty, S., and Jeen, Dorance (2010), "A Study on attrition-Turnover intentions in retail industry", *International Journal of Business and Administration Research Review*.
3. Firth et al. (2003), "How can managers reduce employee intention to quit?", *Journal of Managerial Psychology*, Volume 19 (2), pp. 170-187.
4. Jyoti, Lahoti H. (2014), "Role, Scope & Challenges of HR in retail sector", *Indian Journal of Applied Research*, Vol. 4, Issue 8.
5. Priya (2011), "A study of selected organised retailers in Lucknow city, Uttar Pradesh", *International Journal of Research in Commerce & Management*, Vol. 2, Issue 10.
6. Ramlall (2003), "Managing employee retention as a strategy for increasing organisational competitiveness", *Applied HRM Research*, Volume 8, Issue 2, pp. 63-72.
7. Verma, Priyanka and Likhitar, Poonam (2015), "An analysis of retail sector with reference to employee retention management", *International Journal in Management and Social Science*, Vol. 3, Issue 3.

ABOUT THE AUTHOR (S)

Dr. Rajasshrie Pillai is an Associate Professor, Pune Institute of Business Management, Pune, Maharashtra, India.

Ravi Teja Mamidi is a PGDM HR student, Pune Institute of Business Management, Pune, Maharashtra, India.

Hamsini Kuchibhotla is a PGDM HR student, Pune Institute of Business Management, Pune, Maharashtra, India.