A STUDY ON EMPLOYEE RETENTION IN MOTOR CAR COMPANIES AT CHENNAI, TAMILNADU

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ABSTRACT

A study on employee retention in leading Motor Car Companies, at Chennai helps to know the employee retention strategies in Car Companies. To know what are all the various policies adopted by the company to retain its employees, the study has been made by conducting a survey. This study also helps to know employee turnover, the factors motivating the employees and factors causing dissatisfaction to the employees. The total population is 10000 out of which sample size is 150 taken out across various Car Companies and departments. The data's are collected by two methods such as primary and secondary data. The primary data are collected from the employee through questionnaires. The secondary data are the extensive literature on employee retention collected from articles, magazines and various websites. The type of sampling technique used for the study is convenience sampling which is a non-probability sampling technique. Finally the researcher revealed that most of the respondents have positive opinion towards company’s retention strategies. The employee retention in Motor Car Companies reveals that organization is committed, to build upon and enhance existing skills sets of associates through need based training and supported with the economical benefits.

KEYWORDS: employee retention, strategies, motivation, assets, etc.,