

A STUDY ON EFFECTIVE EMPLOYEE RETENTION STRATEGIES- ANEMPIRICAL STUDY

Mr.KrishnaMoorthy¹, Ms.Elavarasi²

^{1,2}Assistant Professor ,Department of MBA, Karpaga Vinayaga College of Engineering and Technology.
Chennai,

*Corresponding Author

E-mail: pk9300267@gmail.com

ABSTRACT

Employee retention matters, as, organizational issues such as training time and investment, costly candidate search etc., are involved. Hence, failing to retain a key employee is a costly proposition for any organisation. Various estimates suggest that losing a middle manager in most organisations, translates to a loss of up to five times his salary. This might be worse for Manufacturing Industry companies where fresh talent is intensively trained and inducted and then further groomed to the successive stages. In this scenario, the loss of a middle manager can often prove dear. Employee retention is an important aspect in almost all cases; it is senseless to allow good people to leave the organization. When they leave, they take with them intellectual property, relationships

Keywords: Surveillance Camera, CCTV, Object tracking.

Organized by St Xavier's Engineering College

ISBN 978-93-48976-33-6