

**SRINIVAS UNIVERSITY**  
**Mangalore-575001, Karnataka (India)**

**Srinivas Atomic Center for Employee Retention**



**JAYAPRAKASHA .K**

Employee retention involves the effective management of organization through retaining eminent work force thereby considered to be the mastery of managing resources. Every organization invests its time and money to groom newly recruited and developing them to be an efficient employee. The retention strategies in business help in reducing employee turnover, recruitment and training cost. It also preserves talent and organizational knowledge. The businesses have inculcated trending tools of competitive salary, fringe benefits, skilled hiring, work life balance, career development, friendly work culture, employee engagement, branding, bonding, open communication, work from home, flexible working, fancy designation to demark employee retention. Innovative strategies for employee retention in aviation sector are the need of the day. Maintaining the skills of employees' in order to maintain a competitive edge is becoming very essential in the world of Globalization and Privatization.

**Objective:**

1. The core objective of this research center is to understand the reasons behind the deficiency of qualified professionals in various sectors.
2. To find and analyze various innovative employee retention strategies.
3. To examine the changes and emerging trends in the area of employee retention
4. To assist various research aspirant and students in their research work by providing up to the date information on Employee retention and attrition.

**Working Papers:** “A study on the effects of successful performance management on retention of employees in the dynamic global market”

**Publications:** “A Study on Innovative Trends in Employee Retention with Special Reference to Aviation Industry in India”- ISBN No.: 978-81-941751-0-0

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