

An Investigation into High Employee Retention: Case of Ceylon Biscuits Limited

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Reasons for employee retention remain same, even after dramatic changes that have shaken the job market. Because hiring great an employee is one matter, but keeping them is more crucial. The objective of this research is to identify the relationship between the selected factors and the high employee retention in Ceylon Biscuits Ltd, Sri Lanka. This Company maintains a high employee retention rate through the past decade which can be considered as a strategy rather than an outcome. The scope of this study is necessarily ambitious. It is an attempt to develop knowledge and conduct the research in a meaningful and practical way. In order to gain the in depth knowledge required for the thesis, a case study methodology will be utilized with Questionnaires within a specific discipline. The research questions can be identified as the relationship between Employee Retention and Job satisfaction, the relationship between Employee Retention and Compensation, Rewards, the relationship between Employee Retention and Organizational culture, Employee Retention and Employee engagement. Identification of the relationship between the Independent Variables such as Job satisfaction, Rewards, Organizational culture, Employee engagement and the independent variable Employee retention are the main objectives of the research. The sample of this study consists of respondents from Ceylon Biscuits Ltd including Executives, Junior Staff who have served for a period of ten years and above. The statistical analysis was done using correlation, linear and multiple regressions and by comparison of average and mean values

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