

## **Executive Retention Dynamics: The Mediating Influence of Job Satisfaction in HRM Practices at ABC Beverage Company**

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Employee retention is a significant concern for organizations, particularly in industries with high turnover rates like the beverage sector in Sri Lanka. This study investigates the relationship between Human Resources Management (HRM) practices, job satisfaction, and intention to leave among executive cadre employees at ABC Beverage Company. Adopting a quantitative research approach, data was collected from 144 executive cadre employees using a convenient sampling method and an online questionnaire survey distributed via Google Forms. The analysis revealed a negative association between HRM practices and intention to leave, indicating that effective HRM practices contribute to lower turnover intentions. Moreover, a positive correlation was found between HRM practices and job satisfaction, as well as a negative relationship between job satisfaction and intention to leave. However, the hypothesized mediation effect of job satisfaction between HRM practices and intention to leave was not supported. The study underscores the importance of continuous evaluation and improvement of HRM strategies to enhance employee retention. It offers insights for HR practitioners, organizational leaders, policymakers, and researchers to develop tailored retention strategies and address employee concerns effectively. Despite limitations such as sample size constraints and the absence of literature in the Sri Lankan context, future research could explore larger sample sizes and longitudinal studies to further understand retention dynamics. This study contributes to both practical and theoretical domains by providing actionable insights for improving employee retention strategies and advancing scholarly understanding of HRM dynamics in the beverage industry.

***Keywords:*** HRM Practices, Job Satisfaction, Intention to Leave, Employee Turnover Beverage Industry

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