

The Impact of Romance at Work on Employee Retention Intention

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The prime purpose of this study was to assess the impact of romance at work on employee retention intention of call center agents. A challenge that exists in most call center organization is the extreme employee turnover rates. Call center organizations are characterized by high technology-based work, high work pressure and work overloaded which lead to stress and burn out, absenteeism and performance problems. Therefore, it is essential to find ways for retaining their staff. The study examines the impact of romance at work on employee retention intention of call center agents. The quantitative research approach has been applied. A standard questionnaire was used to gather data from the call centers in Sri Lanka. The sample was selected through the purposive sampling method, and the 68 responses were obtained. The correlation and regression analysis were used for analyzing the data. The finding reflects that there is a significant strong positive relationship between romance at work and employee retention intention. The results suggested that the workplace is not a mere place to come and work, but it is a complex societal system in which people try to make close relationships.

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