



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## A study on effectiveness of employee retention in IBOB supply chain solutions, Chennai

**\*Dr V Rajalakshmi, \*\*Sayeera Farheen N S**

*\*Head of the department, Department of Management (PG), Rathinam CAS, Coimbatore-641021 [Rajalakshmimanickam11@gmail.com](mailto:Rajalakshmimanickam11@gmail.com)*

*\*\*Department of Management (PG), Rathinam CAS, Coimbatore-641021*

*\*Corresponding author. Head, Department of management. (PG) Email: [Rajalakshmimanickam11@gmail.com](mailto:Rajalakshmimanickam11@gmail.com)*

### Abstract:

This research investigates the effectiveness of employee retention strategies at IBOB Supply Chain Solutions. The study evaluates factors such as work environment, leadership, compensation, career growth, and work-life balance. Using both primary and secondary data, including questionnaires and statistical tools like SPSS and Excel, the study identifies the factors influencing retention and provides insights for improving HR practices. The findings highlight strengths and weaknesses in current practices and offer recommendations for enhancing employee satisfaction, loyalty, and organizational stability. Through detailed analysis, the study advocates for structured reforms in HR policies that can strengthen engagement and reduce attrition. Ultimately, it contributes to building a strategic framework for sustaining a skilled and motivated workforce.

**Keywords:** Employee Retention, Work Environment, Career Growth, Compensation, Organizational Stability, IBOB Supply Chain Solutions, HR Strategies, Employee Satisfaction

### Introduction

Employee retention is vital for organizational success. It involves keeping employees engaged and satisfied to minimize turnover and maintain productivity. Retention strategies include competitive salaries, career growth, recognition, and a healthy work environment. It plays a crucial role in maintaining business stability, reducing recruitment costs, and fostering a positive work environment. In contrast, high turnover can lead to disruptions, loss of productivity, and increased hiring and training costs. Career development opportunities, such as promotions, skill development programs, and mentorship, help employees see a future within the company, reducing the likelihood of them seeking opportunities elsewhere. A variety of factors influence employee retention, including workplace culture, compensation, career growth, work-life balance, leadership, and recognition. A positive work culture where employees feel valued, respected, and supported encourages them to remain committed to their roles. Retaining skilled employees is crucial for business growth and success.

### Aim of the study

1. To identify key factors influencing employee retention
2. To assess the impact of work-life balance on employee retention
3. To evaluate the financial implications of high employee turnover

### Review of literature

1. **Lali Rajan's (2022)** study on Employee Retention and The Role of Managers in Retaining Talented Employees aims at understanding the role of manager in employee retention and what is the role in a company's retention rates.
2. **Ruchi Sinha & Chandranshu Sinha's (2022)** objective of the paper titled "Factors Affecting Employee Retention: A Comparative Analysis of two Organizations from Heavy Engineering Industry" is to identify the main factors of retention management strategies in organizations.
3. **Dr. Sunil Kumar Pradhan & Dr. Suman Kalyan Chaudhury, (2022)** titled "a survey on employee performance management and its implication to their retention in ocl India ltd" aimed at examining the employee performance management and its implication to their retention in OCL India Ltd.
4. **Terence R Mitchell, Brooks C Holtom, Thomas W Lee, Ted Graske's (2021)** How to keep your best employees: Developing an

effective retention policy, aims to figure out as to how to retain their employees. The authors suggest various techniques like financial incentives attached to Longevity, pay attention to the off the job sacrifices made by the employees, Facilitate fit off the job, to retain the employees.

5. **Muhammad Irshad, Fahad Afridi. (2021)** factors affecting employees' retention: evidence from literature deals with the relationship between the HR practice and Retention of the employees of the organization. It aims at identifying the elements of HR practices that influences the retention of the employees
6. **Michael O. Samuel and Crispen Chipunza's (2021)** Employee retention and turnover: Using motivational variables as a panacea, identifies the intrinsic and the extrinsic motivational variables that influence the retention and the reduction of the employee turnover in the private and the public sectors.
7. **Das, B. L &Baruah.M (2017)** Outstanding to competition for scarce skills, the attraction and withholding of quality employees has emerged as the biggest experiment in social capital administration. This takes resulted in a high turnover rate in most organisations especially in public institution.
8. **Terera. S.R & Ngirande .H (2017)** Retention is the process of physically guardianship worker members in a party as it is one of the key fundamentals that are necessary for managerial success. Employees have been vital funds to any business. Established on their serious atmosphere, they can be labelled a life-blood of Organization.

## Research methodology

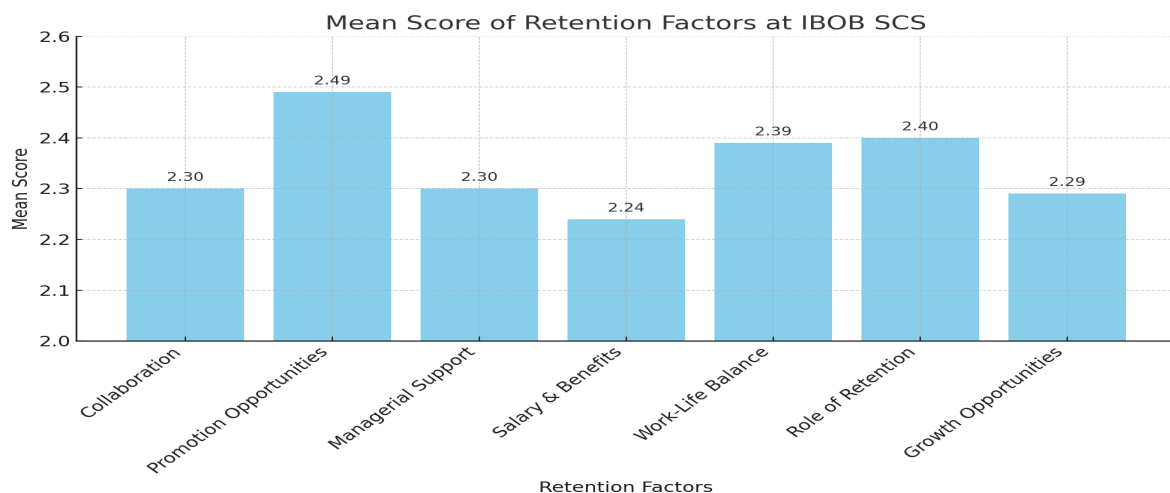
This study adopts a **descriptive research design** to analyse employee retention strategies and their effectiveness.

- **Research Design:** Descriptive
- **Sample Size:** 100 employees
- **Data Sources:** Primary- Questionnaire.
- **Tools Used:** SPSS, Excel.
- **Sampling Technique:** Stratified Random Sampling

## Data analysis and interpretation

**Descriptive Statistics of Key Retention Factors at IBOB Supply Chain Solutions**

Retention Factor	Mean Score	Standard Deviation
Collaboration	2.30	0.980
Promotion Opportunities	2.49	1.078
Managerial Support	2.30	1.096
Salary & Benefits	2.24	1.120
Work-Life Balance	2.39	1.163
Role of Retention	2.40	1.073
Growth Opportunities	2.29	0.967



## Interpretation

Salary & Benefits received the lowest mean score (2.24), indicating employee dissatisfaction in this critical area. This aligns with concerns over low income reported in findings.

Promotion Opportunities scored the highest (2.49), though still on the lower end of the scale, highlighting limited confidence in career advancement. Collaboration and Managerial Support scored similarly (2.30), suggesting a need to enhance interpersonal dynamics and leadership effectiveness.

Growth Opportunities had a relatively low mean (2.29), implying employees perceive few chances to advance or learn within the organization. Standard deviations range between 0.96 and 1.16, indicating a moderate spread in employee responses—some variation exists in satisfaction levels, but overall perceptions remain on the lower side.

#### Correlation Comparison of Age and Satisfaction with Overall Work Environment at IBOB Supply Chain Solutions

##### Correlations

	Age	How satisfied are you with the overall work environment at IBOB Supply chain solutions
Age	Pearson Correlation	.050
	Sig. (2-tailed)	.621
	N	100
	Pearson Correlation	.050
	Sig. (2-tailed)	.621
	N	100
How satisfied are you with the overall work environment at IBOB Supply chain solutions	Pearson Correlation	.050
	Sig. (2-tailed)	.621
	N	100
	Pearson Correlation	.050
	Sig. (2-tailed)	.621
	N	100

#### INTERPRETATION:

The correlation analysis between age and satisfaction with the overall work environment at IBOB Supply Chain Solutions reveals a Pearson correlation coefficient of 0.050, indicating a very weak positive relationship. Additionally, the significance value ( $p = 0.621$ ) is much higher than the conventional threshold of 0.05, implying that the correlation is not statistically significant. Therefore, it can be concluded that there is no meaningful or significant association between employees' age and their level of satisfaction with the work environment at IBOB Supply Chain Solutions.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.865	7

#### Interpretation

The reliability statistics for the survey instrument used in the study at IBOB Supply Chain Solutions indicate a Cronbach's Alpha value of 0.864, and 0.865 based on standardized items, across 7 items. This suggests a high level of internal consistency among the items in the questionnaire. In general, a Cronbach's Alpha value above 0.7 is considered acceptable, while values above 0.8 indicate good reliability.

#### Hypotheses

##### Null Hypothesis ( $H_0$ ):

There is no significant relationship between age and satisfaction with the overall work environment at IBOB Supply Chain Solutions.

##### Alternative Hypothesis ( $H_1$ ):

There is a significant relationship between age and satisfaction with the overall work environment at IBOB Supply Chain Solutions.

## Conclusion

The study concludes that employee retention in IBOB Supply Chain Solutions is moderately effective, with strong areas in job satisfaction, work-life balance, and training. However, challenges remain in career advancement, compensation, and consistent employee engagement. By adopting the suggested improvements, the organization can create a more conducive environment for long-term employee retention and organizational success. The study reveals that while IBOB Supply Chain Solutions has a young and educated workforce, it faces challenges in areas such as employee retention, salary satisfaction, work-life balance, managerial support, and growth opportunities

## Reference:

- Abeysekera Ruwan (2007) Impact of human resource management practices on marketing executives' turnover of leasing companies in Sri Lanka. *Contemporary Management Research*, 3(3).
- Abraham, A., (1994) Job Satisfaction and teaching effectiveness: A study on college teachers. The Mobile Professor, Washington, D.C., American Council on Education.
- Abrams, J., Castermans, S., Cools, H., Michielsen, M., Moeyaert, B., Van Meeuwen, N., & Van Nooten, L., (2008) Learning and talent management: Factors which influence the retention of (talented) employees report, *Faculty of Psychology and Educational Sciences, University of Leuven, Leuven*.
- Agarwal, N.C. (1998). "Reward Systems: Emerging Trends and Issues". *Canadian Psychology*, 39(1), 60-70.
- Alkhawaja, Arwa, (2017) Leadership style and *employee turnover a mythical relationship or reality?* M.A., in leadership studies. Capstone project papers.16
- Allen, N.J., & Meyer, J.P., (1990) The measurement and antecedents of affective, continuance and normative commitment to the organization. *Journal of occupational psychology*, 63(1), 1-8.
- Ananthan B.R and Sudheendra Rao L.N (2011) Dynamics of Retention: practices and strategies, *SCMS journal of Indian Management*, October – December, 120-124.
- Ashford, S, Lee,C & Bobko, P. (1989). "Content, causes, and consequences of job insecurity: A theory-based measure and substantive test", *Academy of Management Journal*., 32: 803-829
- Bassi, L.J., & Van Buren., M.E., (1999) Sharpening the leading edge. *Training and Development*, 53, 1, 23-32.
- Beardwell, J., and Wright, M., (2012) Recruitment and Selection: Human resource management: *A contemporary approach*, Harlow, *Pearson Education Limited*, 189-229.
- Branch, D (2011) Employee motivation, recognition, rewards and retention: Kicking it up a notch. *CPA Practice Management Forum*, 7(11), 5-7.
- Brunetto Y, Farr-Wharton R (2002). "Using social identity theory to explain the job satisfaction of public sector employees". *International Journal of Public Sector Manage*, 15 (7): 534-551.
- Budhiraja, S., & Malhotra, M., (2013) Leadership style and organizational effectiveness in Indian IT and Banking industry. *Indian Journal of Industrial Relations*, 49,2, 270-285.
- Cardy, R.L., and Lengnick-Hall, M.L (2011) Will they stay or will they go? Exploring a customer- oriented approach to employee retention. *Journal of Business & Psychology*, 6(2), 213-217. *A Review of Literature on Employee Retention 9*
- Chitra devi. S, Latha, E., (2011) *International Journal of Research in Commerce*
- Chung-Hsiung Fang, Sue-Ting Chang, Guan-Li Chen (2009) "Applying Structural Equation Model to Study of the Relationship
- Davy. J., Kinicki. A., Scheck C (1991) Developing and testing a model of survivor responses to layoffs. *Journal of Vocational Behaviour*, 38, 302-317.
- Website: <https://ibobscs.com/>
- <https://forms.gle/DaHk2FdHwKhBkqos6>