

ANALYSIS OF KEY FACTORS OF EMPLOYEE RETENTION - A STUDY OF INDIAN PUBLIC INDUSTRY

SANDHYA SINHA*; DR. GYAN PRAKASH YADAV*

*RESEARCH SCHOLAR,
RAJARSHI TANDAN UNIVERSITY,
ALLAHABAD.

ABSTRACT

With the increasing attrition in organizations especially in Indian Public Sector Organization, it has become a question of study. Employee retention is beneficial for the organization as well as to the employee. This paper deals with factors that are affecting the retention of employees in Indian Public Sector Organization and its impact on the Organization. The present paper uses Factor Analysis methodology for identifying the major factors relating to employee retention. The survey has been conducted in National Thermal Power Corporation Ltd (NTPC) Uchahar

KEY WORDS: Employee Retention, Satisfaction, dissatisfaction, factor analysis, Compensation, Growth, Support, Relationship.

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