OBJECTIVES OF THE STUDY

Employee Retention and control attrition has always been a Macro Objective of various studies and discussion papers. However to make the study more focused, the general point of study has been segregated into micro objectives. In fact the accomplishments of the micro objective ultimately contribute to the achievement of the macro objective and the same have been detailed as under:-

- To determine the precise methods to implement the three R’s – Rewards, Recognition & Respect according to the level of employees & its relation with companies prospects
- To identify the major reasons for unwanted attrition in corporate sector.
- To investigate and analyse how key human resources develop long term relationship that make’s employees stay in the company.
- To establish the various procedures that the leaders apply to retain employees.
- To describe the most frequently used HR instruments applied to reduce unwanted employee turnover (study on various corporate HR initiatives)
- To compare the qualitative study of various retention concepts that could benefit the organization and the employee.