

A STUDY ON EMPLOYEE RETENTION IN EDUCATION SECTOR IN THANE DISTRICT

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Abstract:

Employee retention' is an attempt to understand the opinion and attitudes of the various categories of employees. The role of teachers acquires significance in shaping society and in bringing revolutionary changes in the development of the country. Retention of talent and maintaining motivated lecturers are perhaps the biggest challenge before educational institutions. The biggest challenge faced by technical educational institutions in India is the acute shortage of qualified and competent faculties. Therefore the study has made an attempt to present faculty retention as a major issue. This paper seeks to understand the cause of attrition rate of employees in the education sector. This paper studies the job retention in education sector.

Keywords: *Retention, Employee Retention, Attrition, Retention Tools.*

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Introduction: Employee retention is defined as **an organization's ability to prevent employee turnover, or the number of people who leave their job in a certain period, either voluntarily or involuntarily.** Increasing employee retention has a direct impact on business performance and success. Employee retention is beneficial for the organization as well as the employee. Employees today are different. Employees are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't, they would be left with no good employees. A good employer should know how to attract and retain its employees. Employee retention involves taking measures to encourage employees to remain in organization for a maximum period of time. Retention is more important than Hiring

Retention involves five major things: Compensation, Support, Relationship, Environment, Growth etc.

Review of Literature:

- Fishbein and Ajzen's (1975) attest the theory of reasoned action as the heart retention of both the employee and the customer links between satisfaction and behavior.
- Employees who are satisfied have higher intentions of persisting with their organization, which results in decreased turnover rate (Mobley et al., 1979).
- Studies have indicated that retention driven by several key factors, which ought to be managed congruently: organizational culture, strategy, pay and benefits philosophy, and career development systems (Fitzenz 1990).
- Heskett et al. (1994) and Schneider and Bowen (1999) suggested that, in some cases, service suppliers may be unable to retain even those employees who are satisfied. Thus, satisfaction itself may not be sufficient enough to ensure long-term workers commitment to an organization.

Objectives of the Study:

- To analyze the problem of college teachers in the education sector.
- To find whether an employee is satisfied in their current job.
- To explore the influence of the following determinants on employee retention.

Scope of the Study: The research will be very helpful. A study on employee retention describes attracting and retaining the employees who are talented, innovative and dedicated to excellence with respect to the response from the executives. It is not about managing retention. It is about managing people. If an organization manages people well, employee retention will take care of itself. Organization should focus on managing the work environment to make better use of the available human assets.

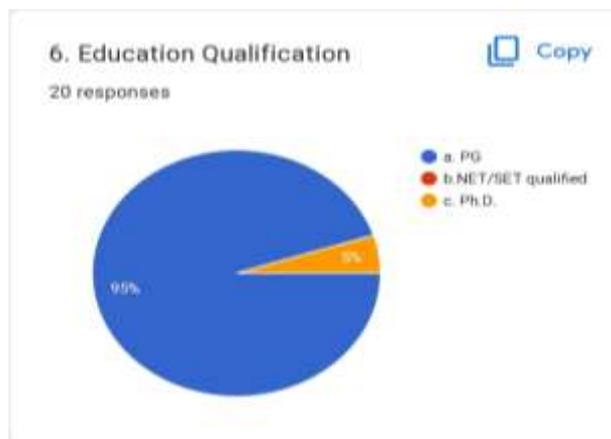
Research Methodology:

Primary Data: - Research is done through observation and data collected through questionnaires

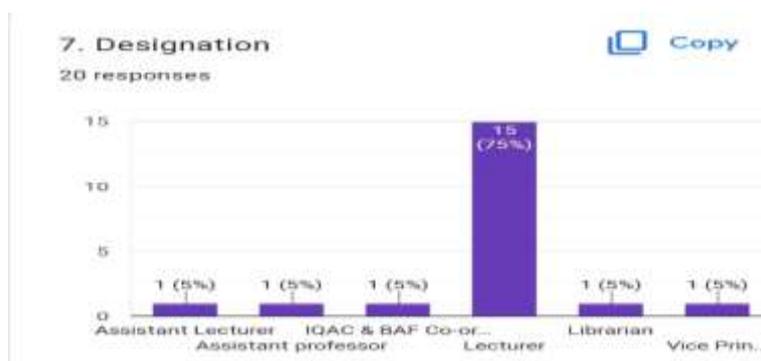
Secondary Data:-Secondary data is collected through journals, books, and websites.

Sample Size:-The sample size is determined as 20 respondents’ opinions from the teachers from different colleges.

Data Analysis & Interpretation:



Interpretation: From the above diagram we can interpret that 95% of the teachers are post graduate and 5% teachers are P.hd .

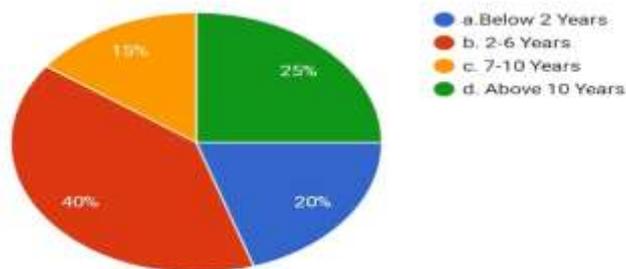


Interpretation: From the above diagram we can interpret that 75% of the teachers are lecturer.

8. Year of service

20 responses

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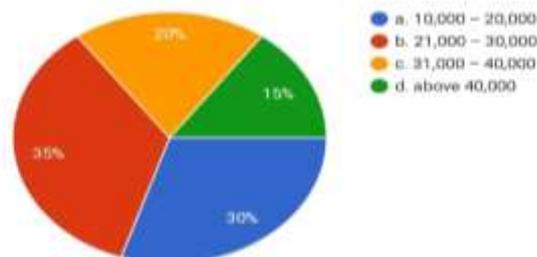


Interpretation: From the above diagram we can interpret that 40% of the teachers are 2 to 6 years old, 25% teaches are above 10 years, 20% teachers are below 2 years old and 15% of the teachers 7- 8 years old in the service.

9. Income

20 responses

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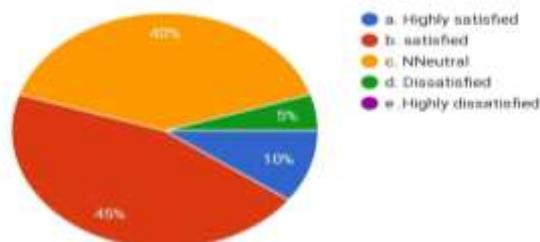


Interpretation: From the above diagram we can interpret that 35 % of the teachers are earning between 21k to 30k, 30% teachers are the teachers are earning between 10k to 20k , 20% teaches are earning between 31k to 40k , 15% teaches are earning above 40k

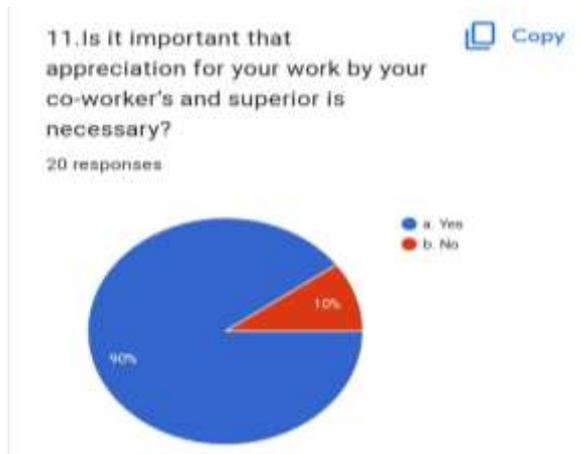
10. How much are you satisfied with the current job?

20 responses

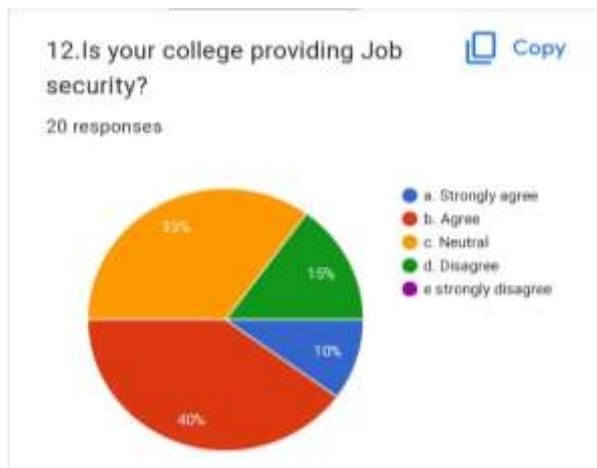
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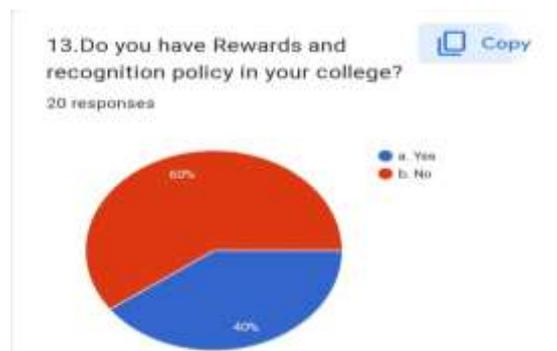
Interpretation: From the above diagram we can interpret that 45% of the teachers are satisfied, 40% teachers are neutral, 10% teachers are highly satisfied and 5% of the teachers are highly dissatisfied.



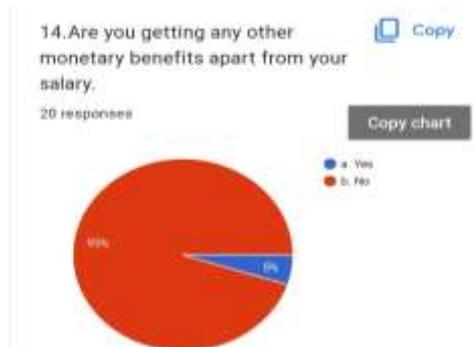
Interpretation: From the above diagram we can interpret that 90% of the teachers wants appreciation from their co-workers and superior, 5% teacher don't bother for appreciation from colleague.



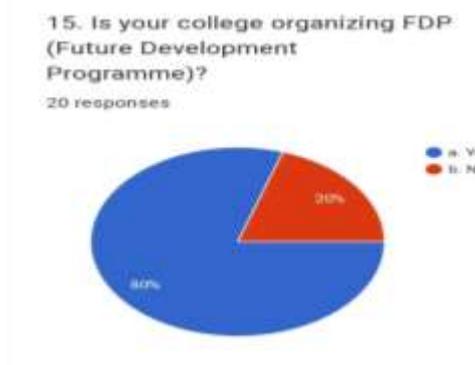
Interpretation: From the above diagram we can interpret that 40% of the teachers feels job security, 35% teachers are neutral, 10% teachers are strongly agree and 15% of the teachers are strongly disagree regarding job security.



Interpretation: From the above diagram we can interpret that 60% of the teachers are not getting rewards & recognition for their work and 40% of teachers are getting reward and recognition for their work.



Interpretation: From the above diagram we can interpret that 90% of the teachers are not getting any monetary benefit apart from the salary, whereas 5 % teachers are getting monetary benefit apart from the salary.



Interpretation: From the above diagram we can interpret that 80% of the colleges are organizing FDP and 20% colleges are not organizing FDP

Conclusion: The retention of star performers is crucial for every organization. In order to develop good retention plan institute must develop suitable job-context, role context, culture and environment, compensation, faculty development programs and above all must rise above organizational politics. Institutions should provide professional learning and growth opportunities in order to motivate the faculties.

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