EMPLOYEE RETENTION STRATEGY: A CASE STUDY OF SAUDI OGER COMPANY, SAUDI ARABIA

DR KISHORE KUMAR DAS* AFTAB ARA**

*HEAD, DEPARTMENT OF COMMERCE AND MANAGEMENT, RAVENSHAW UNIVERSITY, CUTTACK, ODISHA.

**RESEARCH SCHOLAR IN MANAGEMENT, RAVENSHAW UNIVERSITY, CUTTACK, ODISHA.

ABSTRACT
Employee retention refers is the ability of an organization to retain its employees. Employee retention can be represented by a simple statistic like a retention rate of 80% means that an organization kept 80% of its employees in a particular time. Employee retention can also be related to the efforts by which employers retain employees in their workforce. So retention becomes the strategies rather than the outcome. Employee Retention is a business effort to maintain a working environment which supports current staff in remaining with the company. Some of the employee retention policies are aimed at addressing the numerous needs of employees to increase their job satisfaction and reduce the substantial costs involved in hiring and training new staff members. Employee Retention is the key issue for a company’s turnover. It is a great loss for the company to lose the top employers of the company, who leave the company for better opportunities. Our main objective of this study is to find the reasons which prompt employees to leave the company, identify the area of improvement in the company and the most liked and least liked practices of the company. The methodology of my study is done by collecting the primary data consisting of the questionnaires from employees and the secondary data from books, research articles, magazines etc. Employee retention matters and it is the primary measure of strength of an organization. If a company loses a critical employee, it is a safe bet that other people in the company may follow. So we have tried to give suggestions for retaining the employees and determine what drives employees when their motives are divergent from company’s thus helping the business to grow, to be more successful and more rewarding for everyone.

KEY WORDS: Employee Retention, reasons for retaining employees and Strategy for retaining employees.