

FACTORS INFLUENCING STRATEGIES OF EMPLOYEE RETENTION ON INTRINSIC FACTORS OF ORGANIZATIONAL CULTURE PREVAILING IN THE GARMENT INDUSTRY

Dr. M. Rama Priya

Assistant Professor, Karpagam Academy of Higher Education, Coimbatore 641021

Dr.V. Prabakaran

Assistant professor, G.T.N Arts College, Dindigul, 624005

E. Saraladevi

Assistant professor, Dr. Umayal Ramanathan College for Women, Karaikudi 630003

A.

B. Benazir mina

Ph.D Research Scholar (Part-Time) Alagappa Institute of Management,
Alagappa University, Karaikudi-630003

ABSTRACT

Every organization has a culture of system shared meaning held by members that distinguish one organization from other organizations. Organizations are always searching for talented employees and spent time and money on their employees for future return aspects. Employees are the key resource of an organization and the success or failure of organizations depends on the brilliance or excellence of the culture. In order to gain competitive market advantage organizations should hire competent and talented employees. Retaining talented employees is highly important for the long-term growth as well as success of the business. The prime challenge for any industry is the retention of the employees, as a result of increased competition in the market and for the fact that company staff is ready to switch over whenever they are dissatisfied with anything on the job. There is a certain reason for the employees to leave or stay in an organization in which organizational culture is one of them. In today's competitive environment, garment industries are continually seeking new ways to become more competitive. One way of doing so is by revamping and improving the organization's culture to seek innovations and make the most of the potential of the existing staff and organization. The finding revealed that there is a significant influence between the strategies of employee Retention and intrinsic factors of organizational culture in garment industry. In conclusion, work related factors on Employee retention are highly influenced by Training factor. It was recommended that garment industry needs to adapt their innovative strategies in order to meet the pressure set by competitors. This paper therefore examined the nature of influencing relationship that exists between organizational culture and employee retention with particular reference to garment industry in Tirupur.

Keywords: *Organizational Culture, Employee Retention, Intrinsic Work, Strategies*

INTRODUCTION

People join or get associated with various organizations in their lives. Every organization has a culture. Culture matters as we experience its effects on performance every day. The complexity of environmental change forces firms to monitor the culture of their organization