



Workforce view on employee retention approach.

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Abstract

Employer retention is essential to organizational fulfillment, as it immediately affects productivity, knowledge retention, and overall profitability. This study develops knowledge workers' perceptions of key holding strategies and emphasizes the importance of creating a situation that encourages employees to stay with the employer for the long term. Employee retention benefits both the company and employees, ensuring customers are treated with pride, powerful succession planning, and a strong organizational culture. Retention of high-quality knowledge has become an increasing challenge in today's corporate competitive environment. Companies not only need to attract professional employer, but they also need to introduce strategies to keep them engaged and committed. The research highlights the desire of companies to tailor their employment strategies to the desires of today's workforce. These strategies may include offering strong compensation and benefits, opportunities for professional development, promoting positive working conditions, and selling work-life stability through Bendy programs. The purpose of this theory includes identifying retention strategies implemented by organizations. Examining the available resources, identifying the objective of providing insights into major employee retention practices across different industries and organizational contexts in. Ultimately, powerful employee management and retention strategies are essential to maintaining a motivated, engaged, and consistent workforce, which is critical to an organizational success period length.

Keywords:

Employee retention, organizational success, talent management, employee retention strategies, employee engagement, employee satisfaction

1. Introduction

Employee retention has become a recognized priority for teams in today's competitive environment. The ability to retain the most competent skills rarely reduces the value of change but rather creates a perception greater part of total organizational performance and maintains organizational rationality. As businesses evolve and face new complexities, issues of how employees engage in retention strategies become increasingly important. The

conventional approach to employee retention, often targeting earnings growth and job security, is no longer sufficient. Modern employees are motivated by several factors, including career growth, reputation, and emotional motivation in their role. Consequently, companies need to develop more nuanced and employee-focused strategies that will hold those desires in check. This shift in mindset requires HR professionals to communicate deeply with employees, understand their priorities, and create a complaint-friendly and personalized retention plan. In addition, employee perceptions of employee retention are shaped by many internal and external influences ranging from organizational traditions to leadership models to broader economic conditions and industry characteristics. As a result, a powerful retention strategy must be holistic, integrating employee insights to ensure that their needs and expectations are met. By adopting such strategies, companies can not only reduce employee turnover most effectively, but can also increase employee engagement, and happiness, and their loyalty has improved again—key ingredients to their long-term success. Understanding and addressing employee perceptions of employee retention is important for any organization that aims to maintain aggressive growth in today's dynamic marketplace as a result.

2. Literature Review

Workforce view:

Employee perceptions of employee retention Organizational fulfillment is an important issue, and recent literature emphasizes its multidimensional nature, exploring the different mechanisms in unique contexts Bilkis Ghani and his colleagues. (2022) emphasize the importance of employee happiness, with hyperlinks to beautiful graphic environments, opportunities for advancement, effective exchange of information, and strong hiring practices. Their experiments show that satisfied employees are less leave, while dissatisfaction will increase turnover. Home and others. (2019) provides a comprehensive analysis of transformed employees, combining old and contemporary theories including embedded activities and related emergent contextual change theories. They recognize how cultural differences influence currency conversion costs and emphasize the importance of knowledge of the many determinants of conversion and holdings. Alhmoud and Rjoub (2019) Status of total remuneration given Islamic banking sector of external, internal, and social endowments. The findings suggest that social blessings have a significant effect on retention, emphasizing the need for holistic compensation policies. Mokaya, Akech, and Ogutu (2019) include retention factors including role satisfaction, compensation, work-life balance, and career path. They believe that efficient planning, good environmental imaging, and access to improvements are necessary to increase the cost of conservation. Kamalaveni and so on. (2019) distinguish between pragmatic turnover, which blesses firms by eliminating low performers, and dysfunctional turnover, which harms firms by contributing to the loss of top performers and emphasizes its importance that turnover is managed, and an emphasis is placed on retaining top talent. Alkhawaja and Arawa (2017) recognize the impact of leadership style on turnover, noting that behavioral imbalances caused by leadership support can increase turnover, and note the importance of equitable leadership. Shalini and Mehta (2017) identify important retention factors including aggressive compensation, job satisfaction, employee satisfaction, and work-life balance, and identify focused strategies a the way those things are handled can flatter employee retention. Ednah Jepkemboi Rono (2017) identifies remuneration and professional development as important factors affecting employee retention at the University of Eldoret and advocates daily education applications and progressive remuneration regulations toward professional development. Priyanka and Dubey SK (2016) use an exploratory case study to identify perceptions of employment based on factors of inefficiency, low wages, loss of advancement opportunities, and job insecurity and recommend strategies for solving those problems to reduce the risk of change. Nasir and Mahmood (2016) and Shauna Zafar Nasir (2016) describe the increasing emphasis on retention strategies and the demanding situations groups face in generating and constructing, powerful practices emphasizing the importance of knowledge of environment, stimulus, and serial placement. Das and Baruah (2013) emphasize the importance of implementing comprehensive HR strategies to promote employee turnover and

reduce employee turnover, highlighting the role of HR practices, organizational lifestyle, and performance improvement plays an impact on employee retention. Ashish Gour (2012) argues that high turnover is often associated with dissatisfaction with design, reimbursement, employee expectations, and greater productivity, arguing that a philosophy of professional contribution and providing an optimal design environment is needed to reduce bureaucracy. Terje Slåtten et al. (2011) find that employees' perceived service negatively influences turnover intentions, with effective empowerment, training, and role clarity improving provider first-class and decreasing turnover. Dr. A.S. Nafees A. Khan (2011) argues that increasing employee engagement is necessary to reduce attrition and emphasizes that concern for employees through development programs is important for long-term employee retention and organizational health. Overall, this study emphasizes that employee retention strategies must address a selection of factors, including satisfaction, compensation, management, and organizational lifestyle, so they have created supportive environments that encourage employees to stay with their companies.

Conclusion:

In conclusion, the multifaceted nature requires a nuanced approach that addresses the various factors that affect employee decisions to stay or move on. The literature reveals that enthusiasm, total compensation, effective leadership, and a supportive work environment are important for increasing retention rates. Strategies should be tailored to address specific considerations of cultural design situations such as job satisfaction, career mobility, and complexity of work life. The use of effective practices, in addition to the use of appropriate litigation, plays an important role in reducing currency conversion. By integrating comprehensive HR strategies that are central to employee engagement, organizations can create environments that foster loyalty and reduce attrition. Ultimately, managing these multiple factors together can create a resilient workforce, increase organizational fulfillment, and maintain aggressive territory in the marketplace.

Employee Retention:

In today's competitive panorama, it is important to retain employees with a multi-faceted mission to maintain a committed and skilled workforce. The study highlights the various factors affecting conservation and provides insights into powerful strategies to address those problems. dense and so on. (2022) confirmed that employee pride is cautiously associated with an effective work environment, prospects for advancement, and effective communication. Mokaya and others. (2019) additionally extend this by identifying usability, functional enjoyment, and design-life balance as key drivers of conservation. They argue that a supportive management strategy and a balanced work environment are necessary to maintain high retention rates. Kamalaveni and so on. (2019) contributes by distinguishing between active and passive changes and emphasizing designing changes to retain high levels of knowledge and keep top performers away from dropping out of school. Regarding rewards and compensation, Alhamood and Rajoub (2019) find that social rewards, with reputation and professional relationships in a supportive place, especially in the Jordanian banking sector, have a fuller place in the concept. Johannes (2017) examines the costs of Taiwanese labor status in terms of comprehensive training, performance appraisal, and adequate compensation, and argues that these factors are important for the effective management and retention of overall performance. Furthermore, Aastha Tripathi and Rajalakshmi Srivastava (2017) emphasize that job satisfaction is a strong predictor of job retention, arguing that firms should face contributing factors to reduce job dissatisfaction. Covella et al. (2017) emphasize the importance of improving the results of turnover analysis over time and argue that knowledge of the temporal factors associated with turnover can improve retention strategies. Practices of leadership and empowerment are also important, which Alkhawaja and Arwa (2017) and Drs. Rao (2017) highlighted that appropriate leadership and open communication significantly influence turnover quotation. They believe that leaders who treat and communicate well with employees can create a more stable workforce. Mngomezulu and others. (2015) upload that popularity and career development are important to retain gifted

employees, especially in industries that manage prospects for career development. Nkomo and Thwala (2016) highlight the role of mentoring in strengthening employee commitment and mitigating the negative effects of knowledge transfer to construction. Strategic HRM practices play a significant role in employee retention, Ali Ahmad Qaid Al-Emadi et al. (2015) and Rao (2017) emphasized the importance of aligning HR strategies with organizational aspirations. Effective HR practices, including schooling, performance pricing, and employee development, are critical to increasing employee loyalty and reducing turnover. Kalinga University Research (2017) further supports that HR strategy can effectively address employee issues and improve employee retention. The conservation strategy of Generation Y younger workers in particular is highlighted by Hassan et al. (2019), who recommend that employee engagement is essential to address the desires and choices of this group. Chatwoods and Chatzoglou (2021) add that in a rapidly developing technological panorama, retention of skilled labor is essential to avoid valuable routes of schooling. They emphasize the importance of a high brow beam that needs to be maintained to fulfill the organization. Gilani and Cunningham (2017) recognize the impact of corporate branding on attitudes and find that the combination of symbolic values, organizational traditions, and rewards can significantly influence employees' decisions to remain with a corporation. Finally, Das and Baruah's (2013) classification of storage in social, cognitive, and material dimensions suggests that a holistic approach to those dimensions is important for strategies that power which to hold things. Specifically, employee retention requires a holistic approach that considers interest, compensation, productivity, and HR strategies. For long-term success and employee loyalty, organizations must constantly adapt to changing circumstances and the aspirations of different employees.

Conclusion:

In conclusion, powerful employee retention requires a comprehensive approach that addresses multiple aspects of employee exposure. It emphasizes the importance of supportive work environments, equitable leadership, and strong compensation for research professional satisfaction and reduced turnover. Key strategies include improving job satisfaction, providing career development opportunities, and promoting powerful HR practices. Embracing a social remuneration function and maintaining a balanced image and lifestyle is essential to retaining talent. Furthermore, meeting the specific needs of different generation cohorts and the benefits of a professional brand can significantly influence storage costs. To retain committed employees, organizations must constantly adapt to changing business requirements and employee expectations. By incorporating these strategies into an integrated retention strategy, companies can increase employee loyalty, reduce turnover, and achieve long-term organizational fulfillment.

3. Methods and Materials

The study uses the mixed method of research because the study tries to explore the Workforce's view on employee retention approach, and also it tries to find the cause of the same using analytical tools so it is also analytical research.

To measure these factors a survey was conducted using a structured questionnaire. The participants for this study are employees, these employee retention approaches the target population for the study. The study was limited to companies in Bengaluru. For the study, we employed purposive sampling under nonprobability sampling. Here the questionnaire was sent to the employees of the company.

The survey was administered through Google form. The questionnaire was designed with the help of academic and company experts. The questionnaire contains 25 questions. The questions were categorical such as Demographic and Likert scale questions and the questionnaire was pre-tested with a pilot study. A few of the questions were replaced and rephrased and the reliability and validity of the scale were tested. The sample size for the research is 152 respondents. As per sample-to-item ratio studies collecting responses to the Likert scale questions requires a minimum of 21% proportion of items to samples. So, the total number of 200.

Objectives of the study:

- To observe the retention techniques in an organization.
- To determine the body of workers' views on employee retention techniques of the corporation.
- To discover the association between a couple of retention factors

4. Data Analysis and Results:

Factor Analysis:

Correlation Matrix

	The company makes investments in wellness programs for its workers to enhance their general well-being	Are you willing to continue the work in the same company?
Correlation		
Are Employees treated respectfully by the organization	.374	-.041
Is Work-life balance appreciated?	.342	-.156
Do you feel good about the amount of work you have	.327	-.061
Opportunities for employees to learn and develop	.420	-.114
When employees communicate with supervisors, there are no communication barriers.	.511	-.085
The welfare facilities provided are sufficient.	.419	-.003
Training Sessions are frequently held.	.455	-.114
Infrastructure facilities are accessible to complete the task successfully	.515	-.071
When an employee is in a challenging situation, management steps in to help.	.403	.029

	Promotions and bonuses are provided on time.	.481	-.024
	Employee's perspectives are valued and taken into account.	.458	-.016
	This organization provides competitive wages.	.560	-.085
	This organization offers a lot of security and facilities for employees.	.543	.072
	The organization gives a significant degree of job security.	.446	-.082
	Employees have clear methods through which to express their complaints and suggestions for improvement.	.545	-.054
	Employees are often provided with honest feedback regarding their work performance.	.474	-.105
	The organization's performance management strategy encourages employees.	.537	-.059
	The company makes investments in wellness programs for its workers to enhance their general wellbeing	1.000	-.016
	Are you willing to continue the work in the same company	-.016	1.000
Sig. (1-tailed)	Are Employees treated respectfully by the organization	.000	.310
	Is Work-life balance appreciated?	.000	.027
	Do you feel good about the amount of work you have	.000	.226
	Opportunities for employees to learn and develop	.000	.080
	When employees communicate with supervisors, there are no communication barriers.	.000	.148

The welfare facilities provided are sufficient.	.000	.484
Training Sessions are frequently held.	.000	.082
Infrastructure facilities are accessible to complete the task successfully	.000	.191
When an employee is in a challenging situation, management steps in to help.	.000	.362
Promotions and bonuses are provided on time.	.000	.386
Employee's perspectives are valued and taken into account.	.000	.423
This organization provides competitive wages.	.000	.148
This organization offers a lot of security and facilities for employees.	.000	.190
The organization gives a significant degree of job security.	.000	.157
Employees have clear methods through which to express their complaints and suggestions for improvement.	.000	.254
Employees are often provided with honest feedback regarding their work performance.	.000	.098
The organization's performance management strategy encourages employees.	.000	.235
The company makes investments in wellness programs for its workers to enhance their general well-being		.420
Are you willing to continue the work in the same company	.420	

INTERPRETATION:

The correlation matrix shows that various factors influence employees' intention to stay with the company, with the company's investment in welfare programs showing a moderate positive relationship of 0.420. This indicates that employees' perception of company investment in their welfare tends to stay relatively short. However, other factors show a strong relationship, such as clear communication with supervisors (0.511), accessibility of services (0.515), and timely promotion (0.481), indicating that this aspect is significantly associated with concealment of learning and development opportunities (0.420.) is positive, albeit modestly, associated with adequate welfare measures (0.419) and retention. Despite the positive correlation between welfare measures, the near-zero correlation with retention (-0.016) suggests that it may not be as important as communication and compensation. While wellness programs are valuable, effective communication, resources, and adequate compensation play's an important role in employee retention, suggesting a comprehensive approach and improve employee retention rates.

Reliability:**Item Statistics**

	Mean	Std. Deviation	N
Are Employees treated respectfully by the organization	3.66	1.074	152
Is Work-life balance appreciated?	3.89	.922	152
Do you feel good about the amount of work you have	3.78	.957	152
Opportunities for employees to learn and develop	3.84	.970	152
When employees communicate with supervisors, there are no communication barriers.	3.97	.876	152
The welfare facilities provided are sufficient.	3.84	.938	152
Training Sessions are frequently held.	4.04	.745	152
Infrastructure facilities are accessible to complete the task successfully	3.93	.843	152
When an employee is in a challenging situation, management steps in to help.	3.01	.806	152

Promotions and bonuses are provided on time.	3.95	.775	152
Employee's perspectives are valued and taken into account.	3.92	.834	152
This organization provides competitive wages.	3.94	.816	152
This organization offers a lot of security and facilities for employees.	4.01	.850	152
The organization gives a significant degree of job security.	4.04	.860	152
Employees have clear methods through which to express their complaints and suggestions for improvement.	4.03	.872	152
Employees are often provided with honest feedback regarding their work performance.	4.03	.891	152
The organization's performance management strategy encourages employees.	4.07	.882	152
The company makes investments in wellness programs for its workers to enhance their general well-being	4.04	.876	152
Are you willing to continue the work in the same company	1.67	.471	152

INTERPRETATION:

Factors indicate different levels of employee satisfaction, with scores ranging from 1.67 to 4.07. The highest scores were "Organizational performance management systems encourage employees" (4.07) and "Management invests in wellness programs" (4.04) The lowest scores were "Management intervenes to support when employees are in dire straits" (3.01), the need for positive support implies. Moderate satisfaction with

"treatment of respect" (3.66) and "workload" (3.78) indicate areas for improvement. The low score of 1.67 for "willingness to continue" is worth clarifying, indicating potential conservation issues.

Regression:

Descriptive Statistics

	Mean	Std. Deviation	N
Are you willing to continue the work in the same company	1.67	.471	152
Are Employees treated respectfully by the organization	3.66	1.074	152
Is Work-life balance appreciated?	3.89	.922	152
Do you feel good about the amount of work you have	3.78	.957	152
Opportunities for employees to learn and develop	3.84	.970	152
When employees communicate with supervisors, there are no communication barriers.	3.97	.876	152
The welfare facilities provided are sufficient.	3.84	.938	152
Training Sessions are frequently held.	4.04	.745	152
Infrastructure facilities are accessible to complete the task successfully	3.93	.843	152
When an employee is in a challenging situation, management steps in to help.	3.01	.806	152
Promotions and bonuses are provided on time.	3.95	.775	152
Employee's perspectives are valued and taken into account.	3.92	.834	152
This organization provides competitive wages.	3.94	.816	152

This organization offers a lot of security and facilities for employees.	4.01	.850	152
The organization gives a significant degree of job security.	4.04	.860	152
Employees have clear methods to express their complaints and suggestions for improvement.	4.03	.872	152
Employees are often provided with honest feedback regarding their work performance.	4.03	.891	152
The organization's performance management strategy encourages employees.	4.07	.882	152
The company makes investments in wellness programs for its workers to enhance their general well-being	4.04	.876	152

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INTERPRETATION:

This study analyzed responses from 152 participants, achieving a 100% response rate with no exclusions. The data underwent listwise deletion, ensuring completeness for analysis. Regression was assessed using descriptive statistics, highlighting strengths and areas in need of improvement. Notably low average willingness to stay with the company (mean = 1.67) highlights a significant concern about long-term commitment and potential dissatisfaction. Conversely, employees express positive views on work-life balance (mean = 3.89), training opportunities (mean = 4.04), and infrastructure facilities (mean = 3.93), suggesting these areas are well-received. The company excels in providing job security (mean = 4.04) and competitive wages (mean = 3.94), crucial elements for retention. However, there is a clear need for improvement in management's response to challenging situations (mean = 3.01) and engagement in training sessions. Despite high ratings for communication channels, welfare facilities, and feedback mechanisms, these findings indicate that while certain retention strategies are effective, require attention to enhance overall employee satisfaction and retention.

5. Discussions:

This study provides an in-depth analysis of the employee workforce view of retention strategies at the company, focusing on strengths and areas for improvement. The key finding is that employees' desire to stay with the company is surprisingly low, with an average score of 1.67. These low scores indicate dissatisfaction or uncertainty about long-term commitment, which is consistent with Bilkis Ghani et al. (2022), who emphasize the relationship between employee dissatisfaction and high employee turnover. To address this critical issue, the company needs to identify and address the root causes of employee dissatisfaction to improve overall employee retention. More positively, employees effectively incorporate several key retention factors including work-life balance (mean = 3.89), training opportunities (mean = 4.04), and infrastructure (mean = 3.93). This higher rate is consistent with Mokaya et al. (2019), who highlight the importance of these factors in ensuring employee retention. While the decent numbers indicate that Brigade Enterprises Limited is addressing key aspects of employee satisfaction well, some areas need more attention. Notably, managerial responses to challenging situations scored as low as 3.01, indicating the need for better professional support.

This finding is Shalini and Mehta's (2017) study which emphasizes the importance of effective management in employee retention. Low scores indicate that employees may feel unsupported during difficult times, which may lead to higher turnover. To overcome this, it may be worthwhile to increase managerial training and develop more robust support systems for employees. Furthermore, although the frequency of training is carefully evaluated, there is potential for greater involvement in professional development, a point supported by Ednah Jepkemboi Rono (2017). Rono's research highlights the importance of continuous professional development in retaining employees and suggests that Brigade Enterprises Ltd could benefit from additional investment in training programmers. The finding shows the strength of job security (mean = 4.04) and competitive remuneration (mean = 3.94), which is consistent with the findings of Alkhawaja and Arawa (2017).

Their research highlights job security and competitive pay as important factors in employee retention, and positive research in these areas shows that Brigade Enterprises Limited offers a safe and economically viable environment. Despite these strengths, the study indicates the need for continued improvement in interactive media, welfare services, and response mechanisms. Although these areas received positive reviews, they are needed if changes are to be made it is ongoing to meet the evolving needs of employees, which is consistent with Das-Baruah (2013). Overall, although the company has a relatively high performance, it has implemented several effective employee retention strategies though there is a need to address issues of employee dissatisfaction, employee support, and training engagement. Through employee retention strategies to keep pace with the evolving needs of employees and by adding consistent feedback, the company can maximize its overall employee retention efforts and can increase employee retention. Employees have been satisfied and have great satisfaction. This approach reflects the comprehensive and responsive approaches highlighted in the literature on employee retention and demonstrates the importance of a nuanced and holistic approach to employee motivation. They are the ones involved.

6. Conclusion:

The study of employees' attitudes towards employee retention in the company highlights the utmost importance of effective management and retention of employees in today's competitive and constantly evolving business environment. As we have highlighted, employee retention is not just about competing wages and benefits; This requires creating a work environment that meets the needs of a diverse workforce to foster long-term team engagement. Findings show that although the company has implemented many effective strategies such as a good work-life balance, competitive pay, and employee development opportunities, there are critical areas for

improvement and key issues as inadequate professional support in critical situations. The study highlights that addressing these areas improving employee satisfaction and retention. Effective retention strategies must focus not only on attractive compensation programs but also on a supportive work culture that is responsive to employee feedback and changing expectations. As organizations struggle with high employee turnover and associated costs, the ability to retain skilled and motivated employees get on increasingly important Not only does this require urgent concerns but also to development of a long plan that is consistent with employees' wishes and organizational objectives. By implementing its conservation practices and focusing on continuous improvement, a company can provide stability to its employees, promote organizational success, and maintain a competitive edge in the marketplace. The study therefore reaffirms that effective employee retention is a multifaceted challenge that requires a comprehensive approach designed to meet, and thus provide for, the dynamic needs of employees so the organization can achieve sustainable growth and performance.

7. Implications and Future Scope of Study:

The findings of this study on employee perceptions of employee retention in the company reveal important implications for management and education. For managers, the study highlights the importance of a variety of employee retention strategies that extend beyond traditional compensation benefits, advocating a deeper understanding of employee needs through robust strategies providing feedback and ongoing stakeholder engagement Implement positive factors such as competitive pay, performance balance and employee development, while Address areas in the importance of having improvements such as supervisor support, training frequency Increased supervisor training in empathy and conflict resolution, and proactive feedback systems can help create a supportive, reducing work environment flexibility, to improve organizational performance. In addition, retention efforts tailored to employees' individual preferences and career preferences, including the provision of flexible work schedules, can increase satisfaction and loyalty Academically, the study provides evidence that it provides empirical information on the effectiveness of employee retention strategies, and highlights the need for further research. Future research could examine the impact of these strategies on broader organizational outcomes such as innovation and customer satisfaction and examine the long-term effects of retention strategies on employee commitment and performance on. The role of emerging technologies including data analytics and AI in predicting turnover and retention efforts also needs to be examined Overall, this study provides a basis for workforce rehabilitation a retention strategy, and organizational practices to enhance profitability and to better understand employee retention and improve the competitive arena.

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