A STUDY ON DEVELOPING A RETENTION STRATEGY FOR QUALIFIED STAFF AT THE HIGHER EDUCATION IN THANJAVUR DISTRICT

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Abstract: **Employee retention plays a vital role in an Organization as a result of it affects worker performance. The aim of this study is to look at the result of worker retention methods specifically worker contribution, worker education, job protection, work atmosphere, worker incentive and the worker-employers relationship on worker retention and employee performance. The study results discovered that specifically worker contribution, worker coaching, job protection, work atmosphere, worker incentive and the worker-employers relationship has a positive result on worker retention also as employee performance. The theoretical framework of this study would encourage the businesses and their employers to constitutes their workers as vital resources as they're troublesome to retain and expensive to accumulate. The study would additionally useful for researchers and academicians to know the role of worker retention in an Organization.**

Keywords: **namely employee contribution, employee training, job protection, work atmosphere, employee incentive and employee-employers relationship.**

1. INTRODUCTION

Every organization in the education sector ought to perceive that people are their best commodity. While not qualified those who square measure sensible at what they are doing, any institute would be in serious hassle. At the end of the day, the retention of existing staff saves the organizations cash and name in the market. Employee retention is of important importance in education because it reflects its ends up in the society. Employee retention helps to take care of the quality of education, employer's cash and time in achievement method, reflects in students achievements, offers satisfaction to staff etc.

STATEMENT OF THE PROBLEM:

Problem Statement:

In the education business, additional variety of event of voluntary turnover Occurred between 2006 and 2018. The value to exchange employee ranges from twenty-fifth to 250% of the employee's annual regular payment. The final business downside was that once managers' worker retention ways don't seem to be effective, a decrease in job satisfaction happens, employee organization's cost will increase, and workers still leave employment voluntarily. The precise business downside was that some for-profit, educational activity establishment managers lack worker retention ways that scale back voluntary turnover.

OBJECTIVES OF THE STUDY:

➢ The aim of this study is to analyze voluntary turnover at an open distance learning educational activity establishment in Thanjavur.

➢ The results of the study can enable the researchers to work out developments and trends yet as to whether or not it's necessary to develop a general retention strategy for the establishment or to implement tailored retention tools for specific teams at intervals the establishment.

➢ To form recommendations in terms of worker retention at the establishment.

2. REVIEW OF LITERATURE

Carrell, Elbert, Hatfield, Grobler, Marx and van der Schyf, (1998) he suggested define that "employee recruitment as a process of acquiring applications of available candidates qualified to fill vacant positions of an organization", while Werther and Davis (1996) regarding this suggestion "recruitment as the process of finding and attracting capable applicants for employment".

Carrell, Elbert, Hatfield, Grobler and Warnich (2000) he concluded that "part-time staff members are less costly than full-time employees, especially where they perform much better than full-time employees. They are available for a stipulated period of time at a fixed rate".

(Gupta and Joshi, 2007) they suggested from the study clearly understand that "Employee participation is a system where employees are encouraged to share information with management and participate in decision making"

(Gupta and Joshi 2007) they suggested from to "the organization Job security is vital for keeping and retaining employee at any age in an organization. It helps employees do not worry about their future, maintaining industrial peace and harmony".

(Denton 2000) considered from this "Retention of talented and skilled employees is more critical to the long-term health and success of any organization the literature on employee retention clearly explained that only satisfied employees who are happy with their jobs and their employers are more devoted for doing their job efficiently and look forward to".

Frank et. al (2004) He suggested that " employee retention as the effort by an employer to keep desirable workers in order to meet business objectives".

Du Plooy and Snyman they suggested from the study indicate that one of "the main reasons to remain in the employ of the institutions is because of the study benefits granted for both the staff members and their dependents. Most of the academic staff who decided to stay at the institutions did so because of the study benefits for both dependents and themselves, as self-development".

B. J. Erasmus and A. Grobler and M. van Niekerk (2015) they concluded and suggestion from this study it was not deemed necessary "to develop a retention tool for the institution because (1) the employee turnover rate is an acceptable range and (2) dysfunctional labour turnover is not a concern". He suggested, though, that a "faculty retention toolkit is developed to assist line managers regarding options for retaining high-performing employees who have indicated that they intend to leave". Such a "employee retention instrument may include career discussions, setting of personal goals, aligning organizational and personal goals, mentoring, coaching, identification and facilitation of developmental and training needs, and lastly requests for adjusted remuneration".

Renu Bala(2017) he concluded his study "As per study results, employee motivation can be seen as the least important strategies for employee retention. It is suggested that to compete successfully, banks need to understand their employees' needs, wants, desires, motives, and behave properly".

3. RESEARCH METHODOLOGY

This investigate is focused on the faculty retention strategies in higher education as the basic element of improving the quality of higher education, which is considered a significant factor for social, scientific, technological, economic, and political development of nations.

RESEARCH DESIGN:

Research design as a tool to alter the research worker to anticipate what the suitable analysis choices ought to be, therefore on maximize the validity of the ultimate results. It provides the framework for assembling information and the way the study are conducted. Analysis style deals with the subsequent queries within the study: what is the info required, wherever the info is collected, however, can the info be collected; however, can the info be analyzed and taken? Analysis style to mean the complete method of analysis from conceptualizing a tangle to writing a narrative report. Although it's oft-used for conclusive, preliminary and searching studies, the hypothesis framed are tentative and speculative.

DATA COLLECTION METHOD:

Data assortment may be a means that of assembling data from completely different sources. this can be the foremost long exercise in this the population targeted for a study purpose ought to ideally be reduced to a little manageable cluster or portion, however still be representative of the big cluster. The most purpose information of knowledge of information assortment is to provide reliable data that were geared toward exploit. The research worker can interview participants at the time convenient for them. The qualitative interview is fixed as a technique and a social interaction to search out what others felt and considered their world and to grasp their experiences. In-depth one-on-one interview is conducted. This interview methodology affords participants with a chance to reflectively make a case for the development of interest.

In this study, interviews were planned from a minimum of forty-five minutes. The research worker discovered the subsequent steps in every interview:

• Build a meeting with every informant relating to time and venue.

• Conduct interviews at the time convenient for the participants.

Re-iterate the aim of the study, the proper of the participants to voluntarily participate and to withdraw at any time.

AREA OF STUDY:

The area of study for the analysis is that the pedagogy establishment in Thanjavur District. Here comprise two classes of employees, namely; the teaching (academics) and support service. This study can concentrate chiefly on educational employees as this looks to be the additional problematic space in achievement and retention.

POPULATION:

The population could be a set of parts that the analysis focuses on and therefore the results received ought to be generalized. Therefore, the population for the study is drawn from the upper Education establishment in Thanjavur District.

Further argues that the sample could be a set of the population, it should represent the full population absolutely.

Higher Education establishment in Thanjavur District has four colleges, comprising eleven faculties and sixty-eight disciplines. Every college is headed by the head Dean, faculties by administrators, and totally different disciplines have Heads of Departments.

SAMPLING METHOD:

A total of one thirty-two (132) participants were enclosed within the study. The participants were staffers of the Education establishment in Thanjavur District and exit interview sorts of the workers member of the Education establishment in Thanjavur District. The sample was inclusive of all the workers within the Education establishment in Thanjavur District like workers outside human resources and among the human resources department, and therefore the Education establishment in Thanjavur District representative. The sample was supported by workers members of the target population, victimization the stratified sampling technique. This enabled the investigator to get totally different views regarding correct enlisting and retention ways.

SCOPE OF THE STUDY:

The analysis is terribly useful. A study on worker retention describes attracting and holding the workers Tamil Nadu agency are gifted, innovative and dedicated to excellence with relevance the response from the executives. It's not regarding managing retention. It's regarding managing folks. If a corporation manages folks well, worker retention can beware of itself. The Organization ought to specialize in managing the work surroundings to create higher use of the on the market human assets.

MEASUREMENT SCALE:

Nominal and Ordinal scaling has been used to find out the Socio-demographic factors, developing a retention strategy for qualified staff at the higher education in Thanjavur district such as, Strongly Disagree, Disagree, neutral, Agree and Strongly Agree.

4. DATA ANALYSIS, PRESENTATION, AND INTERPRETATION OF RESULTS

INTRODUCTION:

Data analysis is the most important chapter. It acts as a filter acquiring meaningful insights out of huge data. This chapter focuses on how data was analyzed, presented and the interpretation thereof, whereas the main aim was to validate facts and present them. The presentation is in the qualitative approach form. Two methods of data collection were utilized.

The collected data were analyzed based on the following presentation of the responses and information gathered:

Data analysis of data collected from interviews and data collected from documents viewed.

STATISTICAL TOOLS:

Analysis of data is a critical part of social science researches. Successful analysis of data mainly depends on the reliability of data as well as usage of appropriate statistical tools. These two aspects of the statistical analysis result in logical interpretation and conclusion. The researcher has used mainly statistical tools to analyze the data and draw interpretation.

ANALYSIS FOR CHI-SQUARE TEST OF THE TNSTC EMPLOYEES:

The Chi-Square test is an important test amongst several tests of significance developed by statisticians. Chi-square, symbolically written as X2, is a statistical measure used in the context of sample analysis for comparing a variance to a theoretical variance. As a non-parametric test, it "can be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used". Thus, the Chi-Square test is applicable in large number of problems.

Table 1: Chi-Square test for developing a retention strategy for qualified staff at the higher education in Thanjavur district

	Satisfied with the current job	Feel that quitting the present job will give satisfied job	Fulfilled with your work atmosphere	Important that pleasure for work with co-worker's and higher is necessary	Feel job safety in this organization	Rewards and acknowledgment for your accomplishment	Satisfied with the Facilities provided by the organization	Proud and happy to work in education sector
Chi-Square	24.061	98.076	88.606	67.136	26.409	3.667	12.121	3.667
df	4	4	4	2	4	1	1	1
Asymp. Sig.	.000**	.000**	.000**	.000**	.000**	.016*	.000**	.016*
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26.4.								
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 44.0.								
c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66.0.								

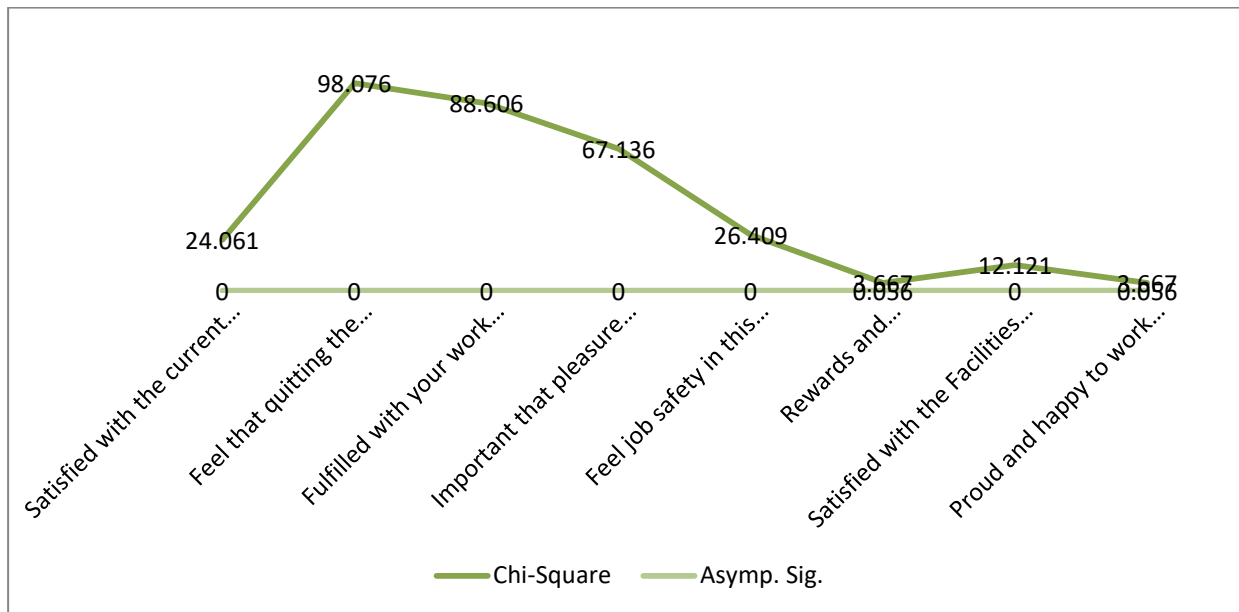*Data sources from the higher institution staff*

Figure no 1: Chi-Square test for developing a retention strategy for qualified staff at the higher education in Thanjavur district

The level of significance refers to the probability of rejecting a null hypothesis which is in information true. The level of significance is commonly expressed as a percentage such as 1 %, 5 % and alike. When the formulated hypothesis is accepted at 1% level of significance. From the above table we can find out results is 52% of the respondents are female, 41% of the employees are 21-30years, 68% of the employees are married, 56% of the employees have finished PG and 32% of the employees have finished PG and PhD, 53% of the employees are having 2 – 6 years of experience, 56% of the employees are earning 10,000 -20,000,48 % of the respondents are satisfied in their current job , 48 % of the respondents are agree with quitting the present job will give satisfied job, 46% of the respondents says neutral fulfilled with their working atmosphere,91.5 % of the respondents says yes, that pleasure for their co – works and higher is necessary,48% of the respondents say strongly Agreed they feel job safely in the organization,58% of the respondents says, that they agreed with rewards and respect for their achievement,65% of the employees are said Transport facilities provided by the organization, 88% of the employees said yes they proud and happy to work in education sector.

Since the calculated value is lesser than the table value. Hence we are accepting the Null Hypothesis. There is no significance relationship between marital status and rewards and recognition about employee retention. Hence there is 0.00 / 4 either neutral or moderate with quitting the present job will give satisfied job.

5. FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

INTRODUCTION:

In this section, we tend to draw from sensible practices from round the world, normally to debate numerous mechanisms that may be adopted for enhancing enlisting and retention inside higher establishments in Thanjavur. These suggestions give pointers solely, so their implementation can vary across departments, supported size, the amount of educational employees, structure, institutional arrangement that defines numerous positions, and their attendant roles and responsibilities.

FINDINGS:

- The level of significance is commonly expressed as a percentage such as 1 %, 5 % and alike. When the formulated hypothesis is accepted at 1% level of significance. From the above table we can find out results is 52% of the respondents are female.

- 41% of the employees are 21-30years, 68% of the employees are married, 56% of the employees have finished PG and 32% of the employees have finished PG and PhD.

- 53% of the employees are having 2 – 6 years of experience, 56% of the employees are earning 10,000 -20,000,48 % of the respondents are satisfied in their current job , 48 % of the respondents are agree with quitting the present job will give satisfied job.

- 46% of the respondents says neutral fulfilled with their working atmosphere,91.5 % of the respondents says yes, that pleasure for their co – works and higher is necessary,48% of the respondents say strongly Agreed they feel job safely in the organization,58% of the respondents says.

- That they agreed with rewards and respect for their achievement, 65% of the employees are said Transport facilities provided by the organization, 88% of the employees said yes they proud and happy to work in education sector.

RECOMMENDATIONS:

The Human Resource department ought to have a info that tracks the career path of all the tutorial workers, and advice all appointees come up for tenure. This notice may leave at the beginning of the penultimate year before the appointees become eligible for appointment with tenure. This one year time line provides an affordable frame inside that to method the applying, advise the someone of a choice, and provides him/her the temporal latitude to explore alternative choices, just in case their tenure application is unsuccessful.

In view of the queries raised within the findings concerning favoritism and inconsistency with relevance promotion and tenure, it'll be helpful for the university to confirm each} of those processes is anchored in a very committee system at every level – i.e., the division, faculty/college, and university - that is formed from peers and has illustration from each genders.

Access to data concerning the promotion and tenure method are often increased by revamping the websites for a few of the establishments that don't seem to be extremely useful during this respect.

Relevant documents (e.g., conditions of service, appointment and promotion tips, benefits) will then be created accessible via institutional websites terribly) very organized manner than is presently the case in several establishments.

CONCLUSTION:

Job satisfaction may be improved by rising operating condition through tools needed by the staff like improvement in position and hike in their wage. once undergoing the higher than mentioned literature the study suggests these plans of action for the standard management education organized with abilities and teacher's excellence.

From this study, recommendations may be created with respect to clear educational support that, in time, can promote educational growth and therefore the retention of valuable educational workers. This may make sure that the tutorial leader, as a mentor, takes charge of educational progression.

Employees need to feel valued and appreciated, should be given feedback of their work, they have to be given work-life balance options and provide them with growth opportunities. All these retention strategies are beneficial when an employer wants to keep employees within the organization.

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