

**INFLUENCE OF TALENT MANAGEMENT PRACTICES ON
EMPLOYEE RETENTION SPECIAL REFERENCE OF BANKING
SECTOR IN AMPARA DISTRICT**



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ABSTRACT

Talent management is found to be important for modern organization because of the advent of the modern economy new generations entering the human resource and the need for businesses to become more strategic and competitive which implies new ways of managing resource and human capital. In this research the influence of talent management practices on employee retention of banking sector in Ampara is investigated. The research problem in this study was to investigate "Is there any influence on employee retention by Talent management practices" To achieve this objective a comprehensive study was undertaken on talent management and employee retention. The study involved conducting a literature survey to understand the talent management practices which are influence the employee retention in banking sector.

The Univariate Analysis was made to find out the Mean and Standard Deviation for the each and every variable. Bivariate Analysis included the simple regression analysis and correlation analysis. Regression analysis made to find out the influence of talent management practices on employee retention of banking sector. Correlation analysis is used for measuring the relationship between each talent management practice and employee retention of banking sector. In this survey four variables are addressed under the independent variable (succession planning, training and development, performance management, employee engagement) and one variable was discussed under the dependent variable as employee retention.

The empirical results obtained through this investigation provided several interesting points that necessitate further discussion. As was expected, given the widespread empirical support shown for this influence in other contexts, a higher level of talent management practices were found to be positively correlated with employee retention of banking sector. And also positively influence talent management practices on employee retention of banking sector. Based on the results, the study recommends that further enhance talent management practices banks should endeavor to extend more talent management practices to enhance employee retention. Because talent management is one of the key parameters of sustainable competition advantages in banks.

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