



**IMPACT OF GREEN HUMAN RESOURCE
PRACTICES ON EMPLOYEE RETENTION
(With Special Reference to Regional Tea Plantation
Companies in Badulla District)**

The dissertation is submitted as a partial fulfillment of the
degree of Bachelor of Business Management in Entrepreneurship
and Management

August 2019

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ABSTRACT

Sri Lanka is distinguished with the unique tea production over 150 years. Tea industry was the backbone of Sri Lanka's economy in the early era. However, the contemporary performance of Sri Lanka's tea production is gradually declining in the global market due to various factors. The economic predictors' states that the cost of production and the labour demand is significantly affecting tea production in the global market. Meanwhile environmental concern also one of the controversial issue in the tea plantation industry. Having both the issues the problem of this research has been identified as there is low employee retention and poor green HR practice which intended to test among three regional tea plantation companies in Badulla district. Although there are researches and publications on Green HR practices related to employee retention, there are limited researches conducted in the context of tea plantation in Sri Lanka which motivated the researcher to conduct this study. The research is titled as "Impact of Green Human Resources Practices (GHRP) on Employee Retention with special reference to regional tea plantation companies in Badulla district. In accordance with the plantation context, rewards and recognition, employee relation and compensation were identified as the independent variables and employee retention was identified as the dependent variable and the conceptual model was constructed based on the literature review.

Based on the conceptual model, hypotheses were developed and as a tool, Five point likert scale questionnaire was administrated among 84 managerial staffs of 28 estates of three regional tea plantation companies such as Agarapathana PLC, Malwatte valley PLC, and Madulsima PLC. Statistical Package for social science (SPSS) was used to analyze the data. Initially reliability test was conducted and resulted 0.882 which is above 0.7. Subsequent the reliability test, Simple and multiple regression analysis were conducted to test the hypotheses and the impact of green HR practices on employee retention. The tests resulted all the independent variables have above the moderate strong and positive relationship with employee retention. The coefficient of determination value interpreted that GHRP has the most impact on employee retention and rewards and recognition and compensation has higher impact than the employee relation. Based on the P value analysis all null hypotheses were rejected and alternative hypotheses were accepted. This research recommends the future researches to test the other green HR practices with employee retention in different geographical location.

Key Words: Green HR Practices, Rewards and Recognition, Employee Relation, Compensation, Employee Retention, Environmental concern in Tea plantation.