



**THE IMPACT OF CAREER DEVELOPMENT ON
EMPLOYEE RETENTION
(WITH SPECIAL REFERENCE TO APPAREL
INDUSTRY)**

This dissertation is submitted as a partial fulfilment of the degree of
Bachelor of Business Management in Entrepreneurship and Management

August, 2019

K.M.I. Madhubhashini

UWU/ENM/15/026

Department of Management Sciences

ABSTRACT

Career development is organizing employees and employee retention is a main issue in organizational context, especially for apparel industry in Sri Lanka. Apparel industry is one of the important industries in Sri Lanka. Employee retention is one of the main issues in the apparel industry. However, limited research has been conducted on career development and employee retention by combining dimensions of career planning, training and development, coaching and mentoring, and career counselling. Therefore, there is no published research in the Sri Lankan context. In this study, it is conducted in order to identify the impact of career development on employee retention of operational level employees in the apparel industry. Data were collected from ten key players of the apparel industry in the Katunayake Export Processing Zone, according to the industry capability report using convenient sampling technique. Further data analysis was measured using descriptive statistics, Pearson correlation analysis, simple regression analysis, and multiple regression analysis. In this study, the results of the analysis showed that career development and employee retention have a significant and positive impact on employee retention, with findings predicting a high contribution from career counselling. Furthermore, this study provided implications on enhancing available literature, to understand the opportunities of career development to retain employees. This research can be applied to develop knowledge for academic purposes. And also, this study provided recommendations and further research areas for future research.

Key Words: Career development, Employee retention, Career planning, Coaching and mentoring, Career counselling, Career opportunities, Export Processing Zone