

**THE RELATIONSHIP BETWEEN CAREER
MANAGEMENT AND RETENTION DECISION
(WITH REFERENCE TO MDCCI REGISTERED LARGE SCALE
MANUFACTURING COMPANIES)**

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ABSTRACT

Human resources are one of the critical factors for the business success in contemporary world. Moreover, human capital is the only investment with the possibility for producing infinite return to the organization. Thus it is not enough only attract best people to the organization, it is important to retain them in the organization too. Employee retention is a common problem in every organization. Though the organization recruited young workers with the intent that they spend their entire career inside that single organization sometimes it might not happen. In case of retention Human Resource Management department can play a major role in the organization. Many factors affect to employee retention such as wages, gender, career management, etc. Experiencing career progress may influence management commitment or intention to stay in their managing organization. Therefore Impact of the career management on retention decision has become a much controversial topic to that can be studied much deeper. This study based on measure the impact of career management on employee's retention decision. The study has been conducted through large scale manufacturing companies which are registered under Matara District Chamber of Commerce and Industry. The main purpose of this study is to explore the factors which are effecting on retention of employees. Career clarity, Training & development, Supervisor support, Potential assessment, Career paths, Speed of promotion have been included to conceptual framework as independent variables which impact on employees retention decision. For this survey, data were gather using questionnaire and interviews within selected sample of organizations. Mean and Correlation coefficient used to measure statistical findings. Mean value 2.5 emphasized that speed of promotion effects more on retention decjsion. According to the findings there are two independent variables have impact on retention decision. Those are potential assessment and speed of Promotion. Other variables also showing positive but very low relationship between retention decision. Findings of the study enable the companies management to understand the reason behind the success of the career management.

Key words: Career Management, Retention decision, potential assessment