EMPLOYEE RETENSION STRATEGIES WITH RESPECT TO SONATA SOFTWARE

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ABSTRACT

This study focuses on analyzing the employee retention strategies adopted by Sonata Software, a leading IT services and consulting company. In the highly competitive technology sector, attracting and retaining skilled talent is essential for sustaining growth and innovation. The research investigates the various initiatives and policies Sonata Software has implemented to improve employee retention, including career development opportunities, flexible work arrangements, competitive compensation, recognition programs, and employee engagement activities. Using a combination of surveys, interviews, and secondary data analysis, the study evaluates the effectiveness of these strategies in reducing turnover rates and enhancing employee loyalty. Findings indicate that transparent communication, continuous learning opportunities, and a supportive workplace culture significantly influence employees' decisions to remain with the organization. The study also highlights the importance of aligning retention practices with employee expectations, particularly in areas such as career progression, work-life balance, and organizational leadership. Based on the results, the research offers recommendations for strengthening Sonata Software's retention framework to address emerging challenges and build a more committed and satisfied workforce. Overall, the study emphasizes that strategic, employee-centric retention practices are critical for maintaining a competitive edge in the IT industry.

Keywords:*Employee Retention, Sonata Software, Talent Management, Employee Engagement, Turnover Reduction, Career Development, Workplace Culture, Human Resource Strategies.*

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1. INTRODUCTION

Employees are the heart and backbone of an organization. Thus, it is vital to hold the key to employee's retention as it keeps organization on the right tracks. The purpose of this research is to evaluate the usage of Employee Retention Management strategies in the hospitality sector focusing on the Hotel Industry. The research process will focus on the Hotel Industry in order to compile a profile of ERM.

Adapting strategies might help hotel managers improve employee retention, which may sustain the business, thereby generating economic growth for local communities. With improved employee retention, hotel managers will pay more 85 corporate taxes, which federal, state, and local governments could use to provide social amenities to the local citizens. Also, improving employee retention might help hotel managers sustain their firms and continue to provide job opportunities to the residents. The general public might learn from the study findings the strategies hotel managers use to improve employee retention.

The study findings align with previous scholars' conclusions regarding the need to implement effective strategies to improve employee retention.

2. RESEARCH METHODOLOGY

SOURCES OF DATA

Primary data collection is necessary when a researcher cannot find the data needed in secondary sources. Three basic means of obtaining primary data are observation, surveys, and experiments. The choice will be influenced by the

nature of the problem and by the availability of time. For this research study Questionnaire was the Primary Data source which is applied.

SAMPLE SIZE:

It refers to the number of elements of the population to sample. Sample size here is 150.

DATA PROCESSING

The study has been carried out with the help of the following data:

Primary data

The primary data was collected through the use of structured questionnaire from the target respondents using survey method.

Secondary data

The secondary data was collected from journals and internet.

TOOLS FOR ANALYSIS

- Percentage Analysis
- Chart Analysis

3. CONCLUSION

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