

# **EFFECTS OF TALENT MANAGEMENT ON EMPLOYEE RETENTION: AN EMPIRICAL INVESTIGATION ON MANUFACTURING ORGANIZATION OF PAKISTAN**

**BY**

**TOOBA RAJPOOT  
36622**

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## MBA Thesis

### 2<sup>nd</sup> Half-Semester Progress Report & Thesis Approval Statement

#### SUPERVISOR-STUDENT MEETING RECORD

S. No	Date	Place of Meeting	Topic Discussed	Signature of Student
1.	9-4-21	Supervisor's Office	Pilot testing of questionnaire, Data collection & Sampling technique.	
2.	15-5-21	Supervisor's Office	Data analysis discussed	
3.	18-6-21	Supervisor's Office	Final thesis discussed and submitted.	

#### APPROVAL FOR EXAMINATION

Candidate's Name: Tooba RajpootRegistration No: 36622

Thesis Title: **"Effects of talent management on employee retention: An empirical investigation on manufacturing organization of Pakistan"**

It is certified that the above candidate's thesis has been completed to my entire satisfaction and, to my belief; its standard is appropriate and suitable for submission for examination. I have also conducted plagiarism test of the thesis under consideration using HEC prescribed software and found similarity index at 18% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Business Studies.

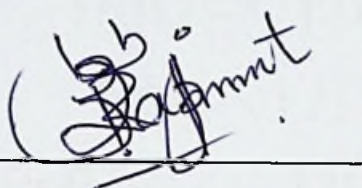
Supervisor's Signature: Date: 19/8/21Name: Dr. Rafique A. Ishaq

HoD's Signature: Date: \_\_\_\_\_

**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Signatures: \_\_\_\_\_

A handwritten signature in black ink, appearing to read 'Tooba Rajpoot', written over a horizontal line.

Name: Tooba Rajpoot

Date: 20-AUG-21



## **DEDICATION**

I dedicate my thesis to my mother and sister who encouraged and supported me throughout this research work.

## **ACKNOWLEDGMENT**

Firstly, I am so thankful to ALMIGHTY ALLAH for His countless blessings. He is the most beneficent and the most merciful. I would have not been able to complete this thesis without His agreement.

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## Abstract

### **Purpose:**

The purpose of the current study is to analyze the impact of talent management strategies on the employee retention in the manufacturing organization of Pakistan. Different talent management strategies i.e. Training and Development, Recruitment and Selection, Performance management and compensation are considered to analyze the employee retention.

### **Methodology:**

The nature of research is explanatory and based on the deductive approach. Primary data was collected through questionnaire survey as a research instrument from a sample of 225 employees in manufacturing organization. Out of 225 survey, 215 surveys are received with duly filed and completed information. The collected data is then analyzed with the help of statistical analysis with the help of SPSS software.

### **Findings:**

The findings of the result indicates that all of the variables associated with talent management strategies have positive and significant relationship with employee retention. Performance management system is identified as the most effective variable which impacts the rate of employee retention in manufacturing sector.

### **Implications:**

The results of the current research will be beneficial for the management of manufacturing sector. Moreover, the results can be applied to other organizations as these talent management strategies will be constant across all sectors. With the help of this research, the management of the organization will identify the most effective talent management strategies to retain their topmost talent.

### **Keywords:**

Talent Management, Employee Retention, Recruitment and Selection, Performance Management, Training and Development



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