

Effect of mentoring on employee retention in the food and beverage industry



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Abstract

The aim of the present research is to investigate the association between variables that are mentoring as independent, employee retention as dependent variable and the role of mediating variable job satisfaction in relationship between mentoring and employee retention. For this purpose data is collected from food and beverage industry of twin cities Rawalpindi and Islamabad. However, sample for 365 was collected from the respondents of same industry. Data is analyzed with different statistical techniques including descriptive statistics, correlations and regression analysis. Preacher and Hayes (2004) model 4 was used to investigate mediation of job satisfaction in relationship between mentoring and employee retention. Results suggest mentoring positively influence employee retention directly and indirectly. Indirect relationship is mediated by 4 percent with job satisfaction of employees in food and beverage companies.

Keywords: *Employee Retention, Job Satisfaction, Mentoring*

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