

AN EMPIRICAL INVESTIGATION ON THE FACTORS INFLUENCING EMPLOYEE COMMITMENT LEADING TO RETENTION IN AUTOMOBILE FIRMS IN CHENNAI

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ABSTRACT

Organizational commitment could be defined as the bond which employees develop with their organization and which ultimately leads to their retention. It is the feeling of being connected with their organization thereby making them feel as though they fit well into the system and fully understand the goals which their organization strives to achieve. It should however, be noted that organizational commitment develops gradually stage by stage. The expected outcome of this research shows the following interesting relationships such as employees tend to prioritize among the satisfying Human Resource variables such as compensation and benefits, interpersonal relations, career management and work-life integration. This study also helps employers to understand the ignored trivial needs of the employee. It would also help in understanding whether the focus of the employee is on job-related practices or personal related practices from his own perspective and the perspective of family and wellbeing.

KEYWORDS: *Employee, Organizational Commitment, Intention to Stay*