

# Retention of Women Employees in an Organisation

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## **Abstract**

**Purpose :** *The aim of this research paper is to discover the conducts in which they can retain more women employees in an organisation. A framework of employee retention is been used to understand how they can support and invest in the careers of women employees which would result in long term relationship with the company*

**Approach :** *The purpose of this paper is to explore various literature review to underpin women retention in an organisation. The aim of this paper is to understand the several conducts for retaining women employees in an organisation with the assistance of employee retention model.*

**Findings :** *Organisations are likely to retain more female employees if they support long term career development , creating more female role models in the senior positions of the company. Companies must provide more freedom in doing their work and provide more facilities in their mid-career stages.*

**Research Limitations:** *The work of mine on based on the understanding on the literature reviews I have read. And how practically it is successful, is not verified from my end which is an area which can be worked on future for further research.*

**Practical Implications:** *The proposed model can help in retaining more female employees in an organisation. It will even result in bringing in equal proportion of both the genders in the organisation. Resulting in environment of equals for both the genders o grow.*

**Keywords:** *Women, retention, career development, organisation, industry and organisational attributes, personal employee dimension, work life conflict and improved organisation strategies*

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## **Introduction :**

Research reveal that when it comes to retaining women talent the organisation falls short. The number of highly literate women has been declining in an organisation in recent years (Glover at al, 2010;Valenduc,2011). Many organizations have introduced gender plans and curricula. Women leave their careers in despite the efforts taken in a company for the same.

As compared to complements around the world Indian women experience a lot of questions in treating their life and occupation. They face pressure before parting for labour and after that (Rout et al, 1999).

It is the accountability of every organisation to rise and cultivate their women employees who contribute considerably as their male complements(Bharathi R 2013). Job satisfaction and retention relics one of the main worries of organisation as many find it easy to hire people than to please them and hold them.(Reuben G,2016)

The paper tries to explore the various practices which would lead to retention of women employees in an organisation.

### **Literature Review :**

Tucker et al (2005) and Dries (2013) convey that enticing and recalling talented employees is becoming increasingly hard due to specific demographic and sensitive trends.

Women quit their careers in huge numbers despite the numerous programs initiated to reverse the trend (Hicks-Clarke et al,2000)

It is always conveyed that a women attachment to a job and their pledge to their work remains as the core of a women's identities if they are provided place, standing, connotation and drive.

If female talent does not get benefit from an organisation, then the area of research is to understand how to bring in a climate of positivity in the organisation to retain more of female talent. The idea behind retention of female talent is to have gender equality in an organisation.

This paper explores the model proposed by Deery's in which they explore the main planks of the framework namely industry and organisational attributes, personal employee dimension , work life conflict and improved organisation strategies

In the new framework proposed Margaret D and Leo Jago 2014 the author stresses on work life balance for retention of staff. As well as they have announced new variables in the proposed framework from there end.

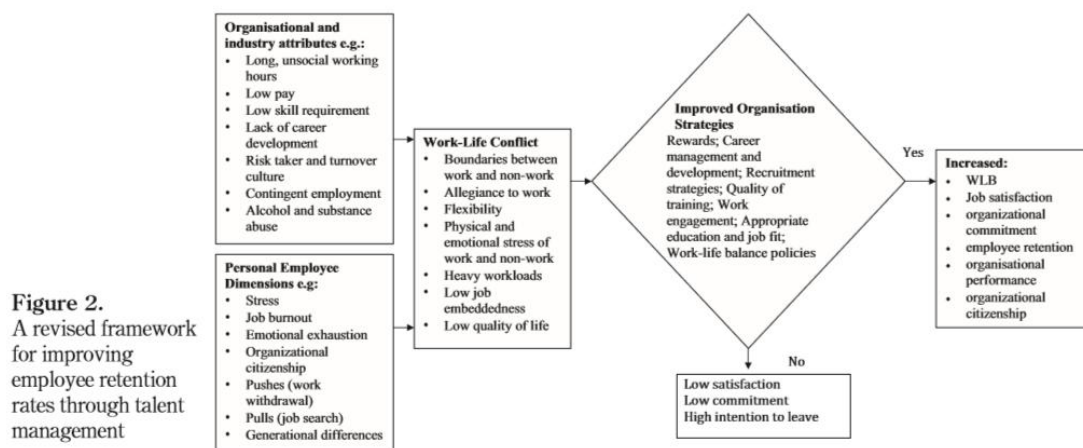
The author conveys in her article that worker defiance such as work and pay completion or work overtask will affect the work life balance as well as the personal scopes such as stress and substance abuse.

If the labour and life basics are not spoken through well recognized and applicable training programme to the employees, and if managers do not cater to the wellbeing of employees, family and personal life's, the staff's leaving the organisation will be much higher than acceptable amongst those staff who are more talented.(Margaret D and Leo Jago 2014).

### **Methodology:**

We will be doing more of secondary research by reading more relevant articles to this topic. We are trying to find out ways and means in which we can retain more female employees in the organisation.

**Model Proposed by Margaret D and Leo Jago 2014:**



The model proposed by the author is the extension of Deery’s frame work 2008. The author includes various variables in the attributes mentioned. The model conveys that when organisational attributes and personal dimensions do not coincide, it may result in work life conflict. In order to reduce the work life conflict in a organisation, companies must come up with strategies to balance between organisation and personal dimensions.

**Organisational and industrial attributes :** While considering an organisation or an industry it may have the following issues like long unsocial working hours, low pay, low skill requirements, lack of career development. The author included risk taker and turnover culture, contingent employment and alcohol and substance abuse as a part of this attribute.

**Personal Employee Dimensions:** In personal dimension stress, job burnout, emotional exhaustion was included in the initial framework . Elements like organisational citizenship, pushes and pulls and generational differences were included by the author in the framework.

**Work life conflict :** In this attribute elements like boundaries between work and non-work, allegiance to work, flexibility, physical and emotional stress of work and nonwork, heavy work-loads , low job embeddedness and low quality of life as a part of new frame work.

When an organisation has so many issues to cater to, it very important for an organisation to come up with strategies to balance all odds pertaining to a company and individual. Then the organisation must introduce strategies.

**Improved Organisation Strategies :** In this attribute element included was recruitment strategies, quality of training, appropriate education and job fit and work life balance policies. The author included the following elements like career and management development and work engagement as a part of new framework.

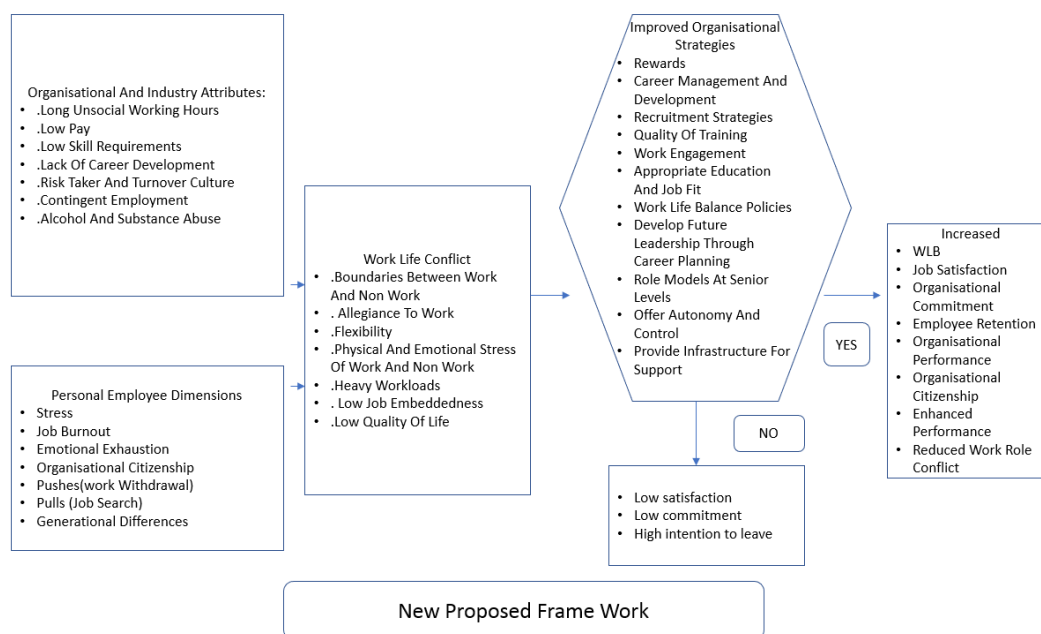
If the strategies implemented do not work, it would lead to low satisfaction, low commitment and which would result in high intention to leave. If the strategies work well it will result in job satisfaction, organisational commitment, employee retention. The author included the following elements like work life balance, organisational performance and organisational citizenship if the strategies implemented work well.

Women on a lesser probability would be with an organisation if there is work-life scuffle and fewer profile-raising chances.

To have the model more specific towards women retention we are having the following additions in the model in various attributes.

Under improved organisation strategies we can have the following elements added like develop future women leadership through career planning, female role models in senior management, offer autonomy and control and providing infrastructure of support

Under increased it would result in following like enhanced performance, reduced work role conflict along with other elements. The new framework mentioned would reflect like this



**Discussion :**

The model tries to bring gender equality in an organisation. We see more of male dominance in every sector. If every industry has more of female employees in an organisation it will inspire others female at large to join a sector. More facility an organisation would provide as per the need of the female employees in the sector, it would result in the retention of the female employees at large .

It would be very interesting to understand what different strategies a company can introduce to retain female employees in an organisation and the best practices of every sector can be replicated at large in every sector. Every organisation must be a platform for equal growth and opportunity for both the gender.

**Conclusion:**

The new model proposed tries to support women professionals and bring in long term relationship with the company. The model will help in providing returns to the career of a women. This will help us retain more women employees in the organisation. But practically

how the model is successful is still not verified, which is the area of further research for this article. As well it even helps us understand what the best practices to retain female employees in an organisation.

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