

A Study on the Effect of Employee Value Proposition on Employee Retention of Insurance Companies in Batticaloa District

Luckmizankari P and Ragel V.R

Department of Management, Faculty of Commerce & Management, Eastern University of Sri Lanka

Abstract

The purpose of this study is to identify the effect of Employee Value Proposition on Employee Retention of Insurance companies in Batticaloa District. This paper includes five attributes such as reward, organization, people, opportunity and work to measure the Employee Value proposition in Insurance companies. 14 Insurance companies were concentrated to distribute the structured questionnaires. A sample of 200 employees was selected by using simple random sampling method. However, the responding rate for the questionnaire was 87.5%. The SPSS version 19.0 was used to analysis the data and Bivariate analysis was conducted to analyses the variables. The result revealed that there is strong positive correlation between Employee value proposition and employee retention and 68% of variation in employee retention can be explained by Employee value proposition of Insurance Companies. Practical Implication - Changes in Employee value proposition and Employee retention within this environment can be measured through same study in various years. The paper shows that Employee value proposition is essential to both organization and employees. Further, best Employee value proposition of a company can attract most talented workers form society and it will provide good employer branding image among the general public. The ideas are original and it leads to essential recommendation for current issues in most insurance companies.

Keywords: Employee Value Proposition, Employee retention, Insurance companies.