



The of Effectiveness of Employee Retention Policies in Sainsbury and Tesco

Alex Cole

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Bachelor Thesis from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: A, The University of Liverpool, language: English, comment: Very well presented , abstract: This particular research has been conducted in order to compare the employee retention practices of Tesco and Sainsbury in United Kingdom. This particular research has been conducted through triangulation methodology. Qualitative and quantitative data tools have been employed for comparing the employee retention practices of both competitors. Primary data has been collected through a survey which is conducted through a close end questionnaire. A sample of 100 employees has been selected through convenience sampling technique. The survey generated a response rate of 93%. The findings of the research suggest that Tesco has been more effective in its employee retention practices as compared to Sainsbury. Tesco adopts long lasting and effective tools for employee retention whereas Sainsbury looks for short term gains. The research found that in Tesco, management role, high salaries, extra benefits, and good working environment has been created for influencing employees to stay with the organization for a long time. On the other hand, Sainsbury lacks some important practices such as management role, extra benefits, job authority, job empowerment, and communication across departments which make it ineffective in its employee retention practices. In order to retain key employees for a long time period, it is important for Sainsbury to provide extra benefits and management support to the employees. This research has been limited to the Tesco and Sainsbury in United Kingdom. Future researchers can expand the scope of this research by taking a large sample from different stores. They can generalize the results by taking large sample from different organizations.

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