

# The Effectiveness Of Employees Retention Strategies In Edship Technologies Private Limited Kochi

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**Abstract-** *Edship Technologies is a forward-thinking EdTech company dedicated to reshaping the future of learning through innovative, tech-driven solutions. Our mission is to make quality education accessible, personalized, and engaging for learners of all ages and backgrounds. We design and develop intelligent learning platforms, virtual classrooms, AI-based tutoring systems, and data-driven educational tools that enhance both teaching and learning experiences. At the core of Edship's vision is the belief that education should be adaptive, inclusive, and future-ready. Our solutions harness the power of artificial intelligence, machine learning, and cloud technology to deliver personalized content, track learner progress, and provide actionable insights to educators and institutions. Whether it's K-12 education, higher education, or professional development, Edship Technologies empowers its users with scalable, user-friendly, and impactful digital tools.*

*Employee retention is a vital component of organizational success, influencing productivity, staff morale, and overall performance.*

**Keywords-** Employee retention, compensation, productivity, welfare

## I. INTRODUCTION

Employee retention is a vital component of organizational success, influencing productivity, staff morale, and overall performance. To keep valuable talent, many companies implement strategies centered on fostering a supportive workplace, enhancing job satisfaction, and providing attractive pay and benefits. However, the effectiveness of these approaches often differs across sectors and individual businesses. This project aims to evaluate a range of retention methods by examining essential factors like career advancement opportunities, work-life balance, organizational culture, and employee satisfaction. The objective is to uncover effective practices that help businesses retain skilled employees and increase engagement, ultimately offering practical insights for strengthening workforce stability.

## II. REVIEW OF LITERATURE

- **Noe (2010)** highlights the role of continuous learning in enhancing employee satisfaction and loyalty. He posits that training opportunities signal investment in employees' long-term value.
- **Baron and Greenberg (2003)** observed that employees are more likely to stay in organizations that support career progression and skill development, reducing their intent to leave.
- **Milkovich and Newman (2008)** argue that competitive compensation is a foundational factor influencing retention. They emphasize both direct (salary, bonuses) and indirect (benefits, perks) forms of compensation.

## III. OBJECTIVES OF THE STUDY

### Primary Objective

- To study the current retention strategies in Edship technologies

### Secondary Objective

- To identify the impact of compensation strategies in retaining the employees.
- To understand the role of support strategies in retaining the employees.
- To provide suitable suggestion to retain the employees at Edship technologies

## IV. RESEARCH METHODOLOGY

A research design is specification of methods and tactics for obtaining the data had to structure to remedy trouble . it is normal operation sample or frame paintings of the undertaking that stipulates what statistics is to be accrued from which resources and through what tactics. The association of this conditions is suitable for series and evaluation of statistics varies relying upon the form of research take a look at and what form of studies may be represented for numerous. Descriptive research are designed

to explain something, inclusive of demographical characteristics of personnel running . It deals with figuring out frequency with which something happens or how variables range collectively. This observe is also guided through and initial hypothesis This studies became carried out on the idea of retention techniques of an company is 52 employees running in Edship technologies convenience pattern was used in this observe. convenience sampling is defined as method followed through researchers wherein they acquire research statistics from a with no trouble to be had pool of respondents. it's miles the market studies records from method as it is pretty set off

## V. DATA ANALYSIS

Do you think that retention helps the development of the organization

Attributes	No respondents	Percentage
All of the time	14	26.9%
Most of the time	28	53.8%
Sometimes	6	11.5%
Never	4	7.7%

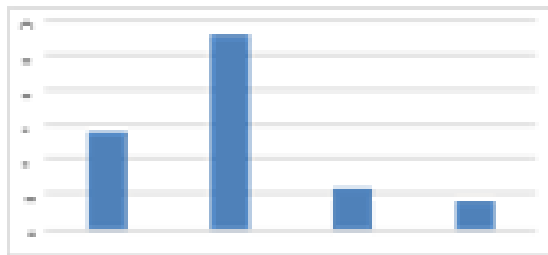


Figure 4.5

## INTERPRETATION

From the above table it is clear that 26.9% says that retention helps for development of the organization, 53.8% have most of the time 11.5% says that sometimes and 7.7% says never.

4.1The Relationship between Age of the employees and Designation of employees

Age Group	HR Manager	Designer	Software Developer	Analyst	Row Total
18-25 years	3	5	10	2	20
25-35 years	5	11	8	1	25
35-45 years	0	0	7	0	7
Above 45 years	0	0	0	0	0
Column Total	8	16	25	3	52

Step 1

Null Hypothesis ( $H_0$ ): There is no association between age group and designation at Edship Technologies. (i.e., the two variables are independent).

Alternative Hypothesis ( $H_1$ ): There is an association between age group and designation at Edship Technologies. (i.e., the two variables are dependent).

Observed frequency table					
Age Group	HR Manager	Designer	Software Developer	Analyst	Row Total
18-25 years	3	5	10	2	20
25-35 years	5	11	8	1	25
35-45 years	0	0	7	0	7
Above 45 years	0	0	0	0	0
Column Total	8	16	25	3	52

Step 2

Expected Frequency Table					
Age Group	HR Manager	Designer	Software Developer	Analyst	
18-25 years	3.08	6.15	9.62	1.15	
25-35 years	3.85	7.69	12.02	1.44	
35-45 years	1.08	2.15	3.37	0.4	
Above 45 years	0	0	0	0	

$$\text{Expected Frequency} = (\text{Row Total} * \text{Column Total}) / \text{Grand Total}$$

Step 3

$\chi^2 = (O-E)^2/E$					
Age group	HR Manager	Designer	Software Developer	Analyst	Row Total
18-25 years	0.002	0.214	0.014	0.697	0.927
25-35 years	0.334	1.455	1.343	0.135	3.267
35-45 years	1.083	2.15	3.957	0.4	7.59
Above 45 years	0	0	0	0	0
Column Total	1.419	3.819	5.314	1.232	11.784

**STEP 4**

Level of significance  $\alpha = 0.05$

Degree of freedom =  $(R - 1)(C - 1)$

$$= (4 - 1)(4 - 1)$$

$$= 9$$

The degree of freedom 9 at 5% level of significance  $X^2 = 15.507$  Therefore, calculated value = 11.784

Interpretation:

The p-value (0.226) is greater than the common significance level of 0.05.

This means that we fail to reject the null hypothesis.

**Conclusion:** There is no statistically significant association between age group and designation at Edship Technologies. In other words, the distribution of designations across different age groups appears to be due to chance rather than a meaningful relationship.

**ANOVA CALCULATION****Stegies Hypotheses:**

- Null Hypothesis ( $H_0$ ): The mean number of respondents is equal across all key retention strategy categories.
- Alternative Hypothesis ( $H_1$ ): At least one key retention strategy category has a different mean number of respondents compared to the others

**Interpretation:**

The F-statistic value is 7.79. To determine if this value is statistically significant, we compare it to the critical value from the F-distribution table at a chosen significance level (commonly 0.05) with the corresponding degrees of freedom ( $df_1 = 4$  for between groups,  $df_2 = 5$  for within groups)

Using an F-distribution table or calculator, the critical value for  $F(4, 5)$  at  $\alpha = 0.05$  is approximately 5.19. Since the calculated F-statistic (7.79) is greater than the critical value (5.19), we reject the null hypothesis.

This indicates that there are significant differences in the number of respondents across the retention strategy categories. Specifically, more respondents selected “Growth” and “Environment” as key retention strategies compared to

“Compensation,” “Support,” or “All of the above.” Focus on these areas to improve employee retention

**PERCEPTION**

Null Hypothesis ( $H_0$ ): The mean number of respondents is equal across all perception categories.

Alternative Hypothesis ( $H_1$ ): At least one perception category has a different mean number of respondents compared to the others

Perception Category	Number of Respondents
Much better	11
Slightly better	23
About the same	15
Slightly worse	2
Much worse	0

ANOVA TABLE

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F Statistic (F)
Between Groups	580.8	4	145.2	12.1
Within Groups	60	5	12	
Total	640.8	9		

**INTERPERTATION**

The F-statistic value is 12.1. To determine if this value is statistically significant, we compare it to the critical value from the F-distribution table at a chosen significance level (commonly 0.05) with the corresponding degrees of freedom ( $df_1 = 4$  for between groups,  $df_2 = 5$  for within groups).

**INTERPERTATION**

The majority of respondents belong to the 18-25 years (25 respondents) and 25-35 years (20 respondents) categories. The 35-45 years age group has significantly fewer respondents (7). No respondents belong to the Above 45 years

category. The highest number of respondents fall in the 1-3 years tenure category (23 out of 52, approximately 44%). Less than a year of experience is the second most common tenure category (19 respondents, approximately 37%). Only 10 respondents (19%) have been with the organization for more than 3 years, indicating a low long-term retention rate. Among the 18-25 years age group: 7 respondents have less than a year of experience, 10 respondents have been with the organization for 1-3 years. A relatively high number (8 respondents) have been working for more than 3 years, indicating some retention in this younger age group. Among the 25-35 years age group: The highest number (10 respondents) are in the 1-3 years tenure range. However, only 2 respondents have worked for more than 3 years, suggesting a decline in

### POINT ANALYSIS

**Respondent (1) :** Does your management come forward and support when you are facing with critical situation ?

**Respondent (2) :** Do you believe competitive compensation is important for your decision to remain at Edship Technologies?

**Respondent (3) :** Do you feel that the support strategies help you grow professionally and personally?

**5 point analysis on Respondents ( 1 ) = 146/ 52  
= 2.8**

**5 point analysis on Respondents ( 2 ) = 177 /52  
= 3.4**

5point analysis on Respondents ( 3 ) = 180/52

Interpretation:

From the above table it is that respondent 3

### VI. SUGGESTION

- **Enhance Career Growth Opportunities:** Provide structured training, mentorship, and clear career progression paths, as employees highly value opportunities for professional advancement.
- **Promote Flexible Work Arrangements:** Introduce remote work options, adjustable working hours, and wellness programs to reduce stress and support a healthier work- life balance.
- **Implement Recognition and Incentive Programs:** Develop fair and consistent systems for acknowledging achievements and rewarding performance to boost motivation and retain top talent.

### VII. CONCLUSION

The study emphasizes that career advancement opportunities, work-life balance, and competitive compensation play a vital role in retaining employees at Edship Technologies. Although a majority of employees are content with the existing retention measures, there is a noticeable gap in managerial support and recognition efforts. A significant number of employees remain neutral regarding management's effectiveness in addressing workplace challenges, highlighting the need for stronger leadership involvement and proactive guidance. Establishing well-defined career development plans and mentorship initiatives can boost employee motivation and encourage long-term loyalty. Since work-life balance continues to be a major concern, adopting flexible work arrangements, remote work options, and employee wellness programs could help mitigate stress and reduce burnout.

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