

Exploring the Interplay of Recognition and Rewards, Career Growth Opportunities and Employee Engagement on Employee Retention in Sales Job

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Abstract: *This study investigates the impact of Recognition and Reward Systems, Career Growth Opportunities, and Employee Engagement on Employee Retention in sales roles. With high turnover rates in sales positions, understanding the factors influencing retention is critical for organizations seeking to maintain a stable workforce. The research reveals that Career Growth Opportunities and Recognition and Reward Systems are the most significant drivers of employee retention. When employees perceive clear career advancement paths and receive consistent recognition, their commitment to the organization increases. The study also finds no significant gender-based differences in the perceptions of engagement, career growth, or retention, suggesting that retention strategies can be standardized across the workforce. Although Employee Engagement shows a positive correlation with retention, its direct influence is not statistically significant, indicating a more indirect role. The model highlights that while Career Growth Opportunities and Recognition and Reward Systems play key roles in retention, other factors may also affect employee retention, warranting further exploration. The study emphasizes the need for organizations to integrate career development and recognition systems into comprehensive retention strategies to address turnover challenges in sales roles.*

Keywords: Employee Retention, Recognition and Reward Systems, Career Growth Opportunities, Employee Engagement, Retention Strategies, Organizational Performance