

Factors Influencing Employee Retention in India's Marketing Industry

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Abstract: *In the rapidly transforming landscape of India's marketing industry, employee retention has become a critical strategic challenge for organizations seeking to maintain their competitive edge. As the sector grapples with unprecedented technological disruption, evolving consumer dynamics, and intense talent competition, understanding and addressing the multifaceted factors that influence workforce stability has never been more crucial. This groundbreaking research explores the complex ecosystem of employee retention in India's marketing sector through an innovative mixed-methods approach. By combining quantitative surveys and qualitative insights from 194 corporate professionals across various marketing domains, the study unveils a nuanced understanding of what motivates marketing talent to stay or leave their organizations. The research spans a comprehensive investigation conducted between April 14-25, 2024, offering contemporary insights into the current workforce challenges. Key findings reveal a paradigm shift in retention strategies. While competitive compensation remains important, the study demonstrates that non-monetary factors now play an increasingly significant role in talent attraction and preservation. Professional autonomy, meaningful work experiences, robust learning opportunities, and a supportive organizational culture emerge as critical determinants of employee commitment. The research particularly highlights the expectations of younger marketing professionals, who seek more than traditional employment models. The study identifies several pivotal challenges facing the Indian marketing industry, including a limited talent pool, rapid technological transformation, and increasingly sophisticated workforce expectations. These challenges demand a holistic and dynamic approach to talent management that goes beyond conventional retention techniques. Organizational culture and leadership emerge as fundamental architects of employee retention. The research underscores how adaptive leadership, transparent communication, and alignment with professional aspirations can create an environment that naturally attracts and retains top marketing talent. Furthermore, the study emphasizes the growing importance of employer branding, corporate social responsibility, and personalized professional development pathways. A distinctive contribution of this research is the development of a comprehensive framework that integrates multiple retention factors specific to the Indian marketing context. This framework offers organizations a strategic roadmap for designing targeted retention strategies that address individual and collective workforce needs..*

Keywords: Employee Retention, Marketing Industry, Talent Management, Organizational Culture, Professional Development, Workforce Dynamics, Indian Business Landscape, Employee Engagement, Strategic HR Management, Digital Transformation

