

ABSTRACT

As a leading financial institution in Sri Lanka, ABC Bank is found that there is decreasing trend in their retention procedure's performance. Therefore, top management in ABC Bank will not continue to achieve targets in HR retention procedure necessities. Therefore, this research is examined on the factors affecting the retention of prospective employees in ABC Bank to improve the performance of the organizational employee selecting and retaining procedure. The target populations for the study comprised 100 employees were selected from a population of 159 employees ABC Bank Branches in Colombo and Gampha by using simple random sampling method. For the primary data collection methods, questionnaires and interviews were employed. For the secondary data collection methods, associate studied journal articles, e-books, websites, annual reports were referred. The collected data were analyzed through SPSS software. According to analysis, ABC Bank should develop knowledge on organizational business strategy throughout the organization and among every level employee. Managers need to establish formal and informal organizational structure to manage relationship with their employees when sharing organizational job related responsibilities. ABC Bank needs to undertake efficient recruitment policy in staff recruitment. The bank should conduct organizational image development process in long-term. The bank should improve organizational and employee performance development practices and actions will help the organizational employees to maintain a credible reputation and achieve long-term employee and organizational professional goals. Also the bank should undertake practical training programs to improve organizational employees' skills and talents.

Key Words: Retention, Selection