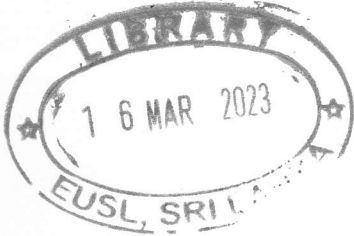


**APPLICATION OF TRAINING AND DEVELOPMENT
STRATEGIES TO RETAIN EXECUTIVE LEVEL EMPLOYEES
DURING THE COVID 19 PANDEMIC AT BRANDIX COMPANY,
IN SRI LANKA**



BY

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ABSTRACT

In the today's dynamic world human resource management has become a very significant and an important management function which companies have to concern in order to utilize their workforce efficiently and effectively to achieve their goals and objectives. This study was conducted to bring insight about the application of training and development strategies to retain executive-level employees during the COVID 19 pandemic at Brandix Company and considering the method of training and development into consideration. The study has been developed by the researcher based on the application of training and development strategies to retain executive-level employees during the COVID 19 pandemic at Brandix Company. The researcher includes dimensions of strategies of training and development as mobile learning and social media training.

The problem of the study is "What are the application of training and development strategies to retain executive-level employees during the COVID 19 pandemic at Brandix Company" which is identified by studying the literature gap in this area.

A structured questionnaire was used as the method of data collection and 100 individual executive-level employees in Brandix Company. The quantitative research approach was used for this study. The data were analyzed using descriptive statistics, correlation, and regression analyses.

The result indicated that the strategies of training and development and employee retention were high level. The multiple regression models were used to examine the relationship between independent and dependent variables and indicate that employee retention was influenced by mobile learning and social media training. The results of this study also provide insights for both employees and Brandix Company to gain a better understanding of the key variables that are significantly associated with employee retention.

Key Words: training and development, mobile learning, social media training, employee retention

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER ONE : INTRODUCTION	1
1.1. Background of Study.....	1
1.2 Research Problem.....	3
1.3 Research Question.....	6
1.4 Research Objectives.....	6
1.5 Significance of the study.....	7
1.6 Scope of the Study.....	9
1.7 The Organization of the Chapter.....	9
1.8 Chapter Summary.....	11
CHAPTER TWO : LITERATURE REVIEW	12
2.1 Introduction.....	12
2.2 Definition of the Study Variables.....	12
2.2.1 Training and Development.....	12
2.2.2 Mobile Learning.....	13
2.2.3 Social Media Training.....	13
2.2.4 Employee Retention.....	14
2.3 Training in Organization Today.....	14
2.4 Benefits of Training.....	15
2.5 Importance of Training.....	15
2.6 Importance of Employee Retention.....	16
2.7 Retention Strategies.....	17
2.8 Factors Which Affect Employee Intention to Retention.....	19
2.9 Mobile Learning.....	19
2.10 Mobile Learning in Companies.....	21
2.11 Types of Mobile Learning for Employee Training.....	23
2.12 Advantages of Mobile Learning.....	24
2.13 Challenges in Adopting Mobile Learning as a Training.....	25

2.14 Benefits and Limitations of Using Mobile Learning in Training	26
2.15 Social Media Training	26
2.16 Types of Social Media Training for Employee Training	28
2.17 How to Create Social Media Training for Employees	30
2.18 Possible Legal Liabilities from Social Media Training.....	30
2.19 Policies for Social Media Training use for Organization to Consider	31
2.20 Relationship Between Training and Employee Retention.....	32
2.21 Chapter Summery	33
CHAPTER THREE:CONCEPTUALIZATION AND OPERATIONALIZATION	35
3.1 Introduction	35
3.2 Conceptualization	35
3.3 Conceptualization of Training and Development.....	36
3.3.1 Working Definition of Training and Development.....	36
3.3.2 Dimensions of Training and Development	36
3.4 Conceptualization of Mobile Learning.....	37
3.4.1 Working Definition of Mobile Learning.....	37
3.4.2 Dimensions of Mobile Learning	37
3.5. Conceptualization of Social Media Training.....	37
3.5.1. Working Definition of Social Media Training.....	37
3.5.2. Dimensions of Social Media Training	37
3.6. Conceptualization of Employee Retention	37
3.6.1. Working Definition of Employee Retention	37
3.6.2. Dimensions of Employee Retention.....	38
3.7. Operationalization	38
3.8. Operationalizing Training and Development	39
3.8.1 Organizational Support for Training	39
3.8.2. Employee Feeling about Training	39
3.8.3. Employee Satisfaction with Training.....	40
3.9. Operationalizing Mobile Learning	40
3.9.1. Operationalizing Employee Knowledge and Facilities using Mobile Learning	40
3.9.2. Operationalizing Employee Work Performance with Mobile Learning as a Training	40

3.9.3. Operationalizing Employee Feeling about mobile Learning as a Training	40
3.10. Operationalizing Social Media Training	40
3.10.1. Operationalizing Employee Knowledge and Facilities using Social Media	40
3.10.2. Operationalizing Employee Work Performance with Social Media Training	41
3.10.3. Operationalizing Employee Feeling about Social Media Training	41
3.11. Operationalizing Employee Retention	41
3.11.1. Invitational Atmosphere within the Organization	41
3.11.2. provision of challenging work	41
3.11.3. Loyalty	41
3.11.4. Attachment with the Organization	41
3.12. Test of Hypothesis	42
3.13. Chapter Summary	42
CHAPTER FOUR : METHODOLOGY	43
4.1 Introduction	43
4.2 Research Design	43
4.2.1. Survey	43
4.3. Methodological Choice	44
4.3.1 Quantitative Method	44
4.4. Time Horizon	44
4.5 Unit of Analysis	44
4.6 Sampling Plan	45
4.6.1. Study Population	45
4.6.2. Sample Size	45
4.7. Data Collection Method and Sources	45
4.7.1. Primary Data	45
4.7.2. Secondary Data	46
4.8. Research Instrument	46
4.8.1. Personal Information	46
4.8.2 Research Information	47
4.9. Data Analysis and Evaluation	47
4.9.1. Reliability Analysis	48
4.9.2. Univariate Analysis	48

4.9.3. Bivariate Analysis (Inferential Statistics)	49
4.10. Method of Hypothesis Testing	51
4.11. Data Presentation	51
4.12. Chapter Summary	52
CHAPTER FIVE : DATA PRESENTATION AND ANALYSIS	53
5.1 Introduction	53
5.2 Reliability Analysis	53
5.3 Data Presentation	54
5.3.1 Data Presentation Of Personal Information	54
5.3.2 Descriptive Statistics for Training and Development	59
5.3.3 Descriptive Statistics for Employee Retention.....	62
5.3.4 Analysis Relationship Between Independent Variable and Dependent Variable	63
5.3.5 Analysis Impact Between Dependent Variable And Independent Variable	64
5.4 Hypothesis Testing	68
5.5 Chapter Summary	71
CHAPTER SIX : DISCUSSION.....	72
6.1 Introduction	72
6.2 Finding on the Relationship Between Training and Development Strategies and Employee Retention	72
6.2.1 Finding on the Relationship Between Mobile Learning and Employee Retention	72
6.2.2 Findings on the Relationship Between Social Media Training and Employee Retention	72
6.3 Findings on the Relationship Between Training and Development and Employee Retention.....	72
6.4 Finding on Impact of Training and Development Strategies and Employee Retention.....	73
6.4.1 Finding from Impact of Mobile Learning and Employee Retention.....	73
6.4.2 Finding from Impact of Social Media Training on Employee Retention	73
6.4.3 Finding from Impact of Training and Development on Employee Retention by Using Multiple Regression.....	74
6.5 Finding from Impact of Training and Development on Employee Retention....	74
6.6 Findings from Hypothesis Testing	75
6.7 Chapter Summary	76

CHAPTER SEVEN : CONCLUSION AND RECOMMENDATION	77
7.1 Introduction	77
7.2 Conclusions and Recommendations	77
7.2.1 To find out Impact of Training and Development Strategies on Employee Retention in COVID 19 Situation	78
7.2.2 To Find Out Relationship Between Training and Development Strategies and Employee Retention in COVID 19 Situation	78
7.2.3 To Find Out Impact of Training and Development on Employee Retention in COVID 19 Situation.....	79
7.2.4 To Find Out Relationship Between Training and Development on Employee Retention on COVID 19 Situation	79
7.3 Recommendation	80
7.4 Limitation of the Study	81
7.5 Suggestions for Future Research	82
7.6 Chapter Summary	82
REFERENCES	83
APPENDIX 1 : QUESTIONNAIRE	91