

**THE IMPACT OF TALENT MANAGEMENT PRACTICES ON  
JOB SATISFACTION OF GENERATION Y EMPLOYEES IN  
PRIVATE COMMERCIAL BANKING SECTOR IN SRI LANKA -  
SPECIAL REFERENCE TO MATALE DISTRICT**



By

**RANAWAKA ARACHCHIGE GAYASRI SEWWANDI**

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## ABSTRACT

Talent management has been considered as an alternative platform to attain competitive advantages by many all over the world. Hence, this study focuses on the impact of Talent Management Practices on Job Satisfaction of generation Y employees in the private commercial banking sector in Matala district. Thus, the study objectives are to identify the levels of Talent Management Practices (Talent Attraction, Talent Development, Talent Retention) that affects the Job Satisfaction, and identify the relationships between Talent Management Practices and Job Satisfaction, and to identify whether the impact of Talent Management Practices on Job Satisfaction among the Generation Y employees in the private commercial banking sector in Matala district. The conceptual model is developed based on the existing literature. The study accompanies by a Quantitative research approach. Primary data were collected from a sample of 172 generation Y employees in the private commercial banking sector in Matala district.

In this study, the statistical tools used to analyze the levels of variables are mean and SD values, while relationships were measured by Pearson coefficients and Linear Regressions for further impact analyses. Moreover, the result shows that there is a high level of Talent Management and Job Satisfaction of generation Y employees in the private commercial banking sector in Matala district. And also there is strong positive relationship between Talent Management Practices and Job Satisfaction. Based on the analysis it is concluded that the talent management practices are significantly impact on job satisfaction.

**Key words:** Talent Management Practices, Talent Attraction, Talent Development, Talent Retention, Job Satisfaction

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