



Drivers of Employee Satisfaction and Attrition: A Quantitative Investigation

Kunal Gaurav

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Diploma Thesis from the year 2010 in the subject Business economics - Personnel and Organisation, grade: A, , course: ADM - Advance Diploma in Management (Marketing), language: English, abstract: In today's competitive marketplace, businesses aiming for greater business success feel the importance of rethinking their functioning strategies to maximize the success potential. Employee satisfaction is given more importance in the rethinking process. Employee satisfaction is a very important ingredient for financial success of any business organization. By understanding the level of employee satisfaction, the company can have a better chance of delivering positive customer experiences, producing innovative products and services, and attaining a good bottom line. This study is aimed to understand importance of various factors that motivates employees to either continue with the existing employer or to look for a new position with another employer.

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