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## A STUDY ON CAREER DEVELOPMENT FOR EMPLOYEE RETENTION WITH REFERENCE TO ALIENS GROUP

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**ABSTRACT:** This Research examines the impact of Aliens Group's career development programs on employee retention rates. Research examines the effects of mentorship, skill development programs, clearly defined professional promotion pathways, and structured training programs on employees' intentions to remain with the organization. The Research evaluates the efficacy of present HR practices in reducing turnover and looks at employee perceptions using primary and secondary data. Carefully crafted possibilities for professional growth substantially boost work happiness, loyalty to the company, and staff retention, according to the findings. The Research claims that in order for Aliens Group to keep its staff motivated and stable, the company must provide them with ongoing training.

**Index Terms:** *Career Development, Employee Retention, Training and Development, Career Progression, Organizational Commitment, Turnover Intention, HR Practices, Aliens Group.*

### 1. INTRODUCTION

In today's fast-paced, competitive world, companies are beginning to recognize that their employees are their most valuable strategic asset. Recruiting qualified candidates is always important, but keeping them is becoming more of a priority in light of increasing competition, shifting skill sets, and high employee turnover rates. An important component in an employee's decision to stay or quit a firm is the rate of advancement within the company.

In order to help their employees achieve their professional goals—both short- and long-term—employers offer structured support, opportunities, and resources. Professional growth is what we call this. When management shows interest in

employees' growth by investing in their education, creating possibilities for promotion, and outlining specific career routes, workers are more likely to be satisfied with their work, go above and beyond, and stay loyal to the organization. According to many, one of the main reasons individuals leave their jobs is because there are no chances for promotion.

Examining the role that developmental activities play in employees' decisions to remain with a company, this Research examines the relationship between career development plans and employee retention. This Research aims to shed light on how firms can improve their retention techniques by utilizing a developmental framework. It does this by analyzing key



factors such as performance management systems, opportunity facilitation, training and development efforts, and succession planning. The research aims to provide insight into how businesses can fill skill shortages and foster an optimistic workplace that inspires individuals to reach their full potential.

### **Connection Between Career Development And Employee Retention**

**Increases Job Satisfaction:** Supporting a company's growth increases the likelihood that customers will remain loyal. Training, mentorship, and clearly defined career paths are all examples of professional development programs that help employees feel valued and respected on the job.

**Enhances Employee Loyalty:** When given the opportunity to further their education, employees are more committed to their employers. They are less likely to leave for a competitor since they see the company as crucial to their professional advancement.

**Reduces Turnover Costs:** Investing in the training and development of staff is a great way to keep them from leaving. The company can save money and time in the long run if it keeps its present employees instead of finding, hiring, and training new ones.

**Fosters Engagement and Motivation:** Employees may start making big changes, take on greater responsibility, and finish challenging tasks as they climb the corporate ladder. When workers feel valued and recognized for their efforts, they are less inclined to leave their jobs.

**Builds a Stronger Talent Pipeline:** Companies provide a steady supply of

capable employees ready to take on increasingly complex tasks by encouraging ongoing professional development. Workers are less likely to resign if they can see opportunities for promotion within the company.

**Promotes a Positive Organizational Culture:** A culture of growth can be fostered by businesses that place a premium on learning and development. This culture guarantees the long-term retention of employees who are committed to progress.

## **2. LITERATURE SURVEY**

Joshiya & Yadav (2021): Contact centers have a high turnover rate, therefore this Research looks at how career pathing strategies affect staff retention there. Results from a survey of 234 call center employees in South Africa are analyzed to determine the impact on employee retention of well-defined career routes, opportunities for advancement, and structured skill development programs. Staff members report higher levels of commitment, job satisfaction, and loyalty to their employers when they perceive a clear path to advancement and ample opportunity for professional development.

Aziedjo (2021): The vital links among employee engagement, retention, and career development initiatives are examined in this Research. There is less employee turnover and more employee engagement in companies that offer training, mentorship programs, and defined career routes. Several studies in different domains have found the same thing. Evidence suggests that career development approaches boost job satisfaction,

organizational loyalty, and the likelihood of professional advancement. Keeping employees requires all of these things to be in place.

Shiri, R. (2022): The impact of career progression opportunities and ongoing professional development on staff retention is the focus of this in-depth research. According to the Research's analysis of data from various industries, employees who have access to structured career development programs exhibit more organizational involvement and exhibit lower attrition rates.

Gallagher (2022): The impact of various forms of professional development on engagement and retention rates among employees is investigated in this Research. The Research's findings—drawn from survey data of hundreds of workers—show that when employees see a clear path to promotion, they are much more engaged and committed to their professions. Researchers found that employees' enthusiasm, output, and happiness on the job were all positively affected by opportunities for professional growth. In Gallagher's view, businesses run the danger of losing their best workers to competitors who do offer opportunities for advancement.

Shiri, R. (2023): Employee retention as a function of career advancement and continuous professional development is the focus of this extensive research. This Research delves into a substantial body of literature and case studies to determine the impact of CPD on retention decisions. Research shows that when employees see opportunities to advance their skills and

advance in their careers, they are more likely to remain with the organization.

Aslan Hamzah (2023): This literature review delves into the topic of employee retention and examines the impact of compensation and advancement opportunities on the latter. The writers scour academic databases like Google Scholar, Mendeley, and Semantic Scholar for a number of papers. Compensation and possibilities for career progression have a substantial effect on employee retention, according to the Research.

Maga, C. (2024): Investigating the effects of career development efforts on employee retention in the public sector, this Research focuses on Tanzania's Ministry of Works. The Research, which used a mixed-methods approach including interviews and surveys, discovered that structured development programs—such as job rotations, skill-enhancement programs, and promotions—greatly increase employee retention rates.

Nurbaiti, N. (2024): The purpose of this Research is to investigate the relationship between job satisfaction and employee retention in state-owned insurance companies by examining the effects of career progression opportunities and the workplace. Employee polls have shown that workers are happier and less prone to leave a company when they can see a path to progress and work in an inclusive, collaborative atmosphere.

Maurer, R. (2025): This Research delves into the rising concern that companies are losing talented workers due to a lack of possibilities for professional growth. Workers are more likely to quit if they don't perceive many chances for growth,

according to the claim. The outcome is a rise in the expense of hiring and training new staff. The research looks at many approaches to hold on to great employees, such as formal training programs, mentoring relationships, and succession planning.

Shiri, R. (2025): This systematic review collects data on the effects of career advancement and continual professional development on employee retention. The Research found a strong correlation between employee loyalty and access to development programs. It looked at data from different companies. If a company provides its employees with clear goals, supports their growth as learners, and offers opportunities for advancement, such employees are more likely to remain with the company.

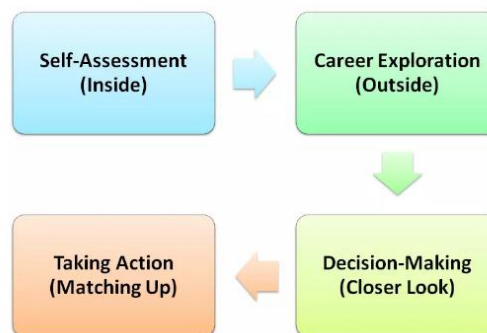
### 3. CAREER DEVELOPMENT

Through the adoption of career development initiatives, employers help their employees improve in their careers and get promotions. It is possible to change one's career trajectory. The circumstances, abilities, ambitions, and motivations of individuals change with time, which in turn affects their career preferences. At first, workers may be eager to learn more about their new job and all the responsibilities that come with it. Over time, their motives change, leading them to consider advancing to a higher position.

#### PROCESS OF CAREER DEVELOPMENT

A variety of activities are essential to professional growth in order to help an individual discover or confirm their desired life trajectory. There are various

steps involved in the process of professional advancement, such as:



#### Step 1: Self-Assessment (Inside)

The first step of this procedure is to reflect on one's own life. The essence of one's identity is at stake on this level. After doing the work, you should have a solid grasp of who you are and what you stand for. Experts in the field say these are the most important things to think about when trying to figure out the right way to go.

#### Step 2: Career Exploration (Outside)

Everything about a person's external look is considered at this level. To get a good job, you have to know what to look for, but before you make any big decisions, you should know that there are other crucial things to consider. A person's work, family, religious beliefs, and recreational pursuits all constitute important parts of their external environment.

#### Step 3: Decision-Making (Closer Look)

The time to assess the decision-making procedure is now. You need to give it more thought before you choose. This is the exact spot where we could use your help! Following a self-evaluation and investigation into other careers, people should conduct additional research based on their results.

#### Step 4: Taking Action (Matching Up)



Before taking any kind of action, it is necessary to combine the outcomes of each person's self-evaluation with the best features of the most influential areas. The primary objective is to start working in the field that you have chosen. This could entail doing things like signing up for a class, going to a training program, going to college, looking for a job, making a resume, sending it in, and going on an interview.

#### **4. CAREER DEVELOPMENT FOR EMPLOYEE RETENTION**

One of the best ways to deal with the problem of employee retention is to make it easier for people to develop in their careers. The team is working together effectively to help people learn, grow, and advance in their careers. When employees see prospects for advancement, they are more inclined to stay.

**Encourage Your Team to Assess Their Skillset:** Help an employee find a job that's a good fit for their talents and potential by getting to know their capabilities. By highlighting one's strengths, skill appraisals can boost confidence. In addition, businesses are better able to assist their employees by pinpointing exactly what they need to improve upon in order to land a job in the future.

**Promote Training and Development:** By participating in training programs, employees are able to improve their professional performance and gain new skills. Employees advance in their careers when they receive training to take on more responsibility, learn new skills, and adapt to the evolving needs of their firm.

Workers are able to hold on to their jobs and perhaps rise in the company thanks to these initiatives.

**Mentorship Programs:** Mentoring is a great way for new employees to learn the ropes from more seasoned workers who are already familiar with the company's norms and values. It gives workers the tools they need to make sense of their work, their duties, and the obstacles they face. Mentors may use assessments to determine whether a trainee is a good fit for a certain position.

**Train Managers:** Motivated and loyal managers are those who have received training and see opportunities for promotion inside the company. Promoting from inside reduces mistakes and boosts performance because employees already know the ins and outs of the company's culture and operating procedures. In addition, aspiring leaders benefit from individualized training that fosters the values of the company and teaches vital soft skills.

**Offer Career Coaching:** Employees who are unsure about their life goals can benefit from career coaching by receiving thorough and organized advice. In order to assist their employees in identifying their strengths and areas for improvement, coaches utilize evaluations and goal-setting procedures. Employee involvement is maintained, leading to increased motivation and productivity.

**Empower Employees to Create a Career Development Plan:** It is clear that the company cares about its employees' success when it lets them set their own goals for professional development. With the help of tools like webinars, seminars,



and career coaches, they may learn new skills and make educated judgments. As a result, workers have more freedom to make decisions that affect their work, which is good for morale and the company's image.

**Identify and Encourage Unique Skills:**

Most workers have special abilities that can be creatively put to use in a variety of jobs. Individuals boost their self-esteem and stand out from the crowd when they acquire and use these abilities. The creative and practical use of employees' skills also encourages the development of new ideas.

**Promote Cross-Functional Projects:** By working with coworkers from different departments, employees can broaden their skill sets and experience outside their core responsibilities through interdisciplinary collaboration. Individuals' ability to work together, communicate, and solve problems may be improved by this link. It also provides new ways of learning. Being an engaged employee raises your profile,

which in turn increases your chances of promotions and other career-enhancing opportunities.

**Provide Networking Opportunities:**

Through networking, individuals are able to make connections that can help them grow in their careers, both at work and outside of it. Mentorship and other internal programs encourage teamwork, while external ones, including conferences and associations, help people learn more about their professions. An informed, motivated, and aware workforce is a key component of every successful network.

**Offer Technology and Tools:**

Providing employees with career assessment tools and digital learning platforms allows them to acquire new knowledge and measure their growth. Workers are better able to take charge of their careers and further their education with the help of these resources. The availability of these resources shows that the organization cares about its employees' development and success in the long run.

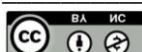
## 5. ANALYSIS AND DISCUSSION

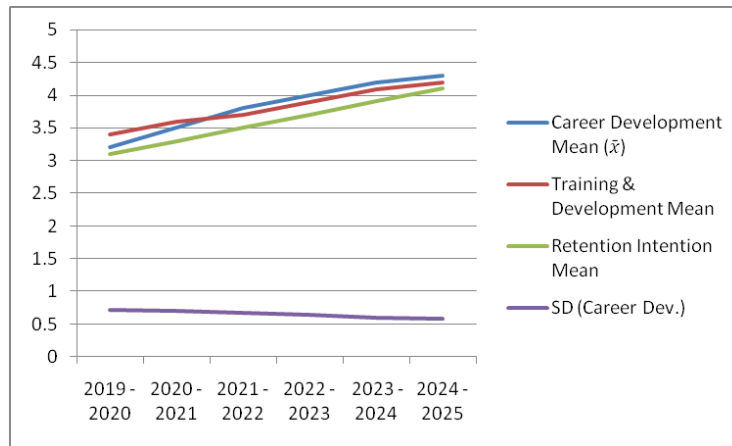
TABLE 1. DESCRIPTIVE STATISTICS TABLE (2020–2025)

$$\text{Mean} = \Sigma x / n$$

$$\text{SD} = \sqrt{[\Sigma(x - \bar{x})^2 / (n-1)]}$$

Year	Career Development Mean ( $\bar{x}$ )	Training & Development Mean	Retention Intention Mean	SD (Career Dev.)
2019 - 2020	3.2	3.4	3.1	0.72
2020 - 2021	3.5	3.6	3.3	0.7
2021 - 2022	3.8	3.7	3.5	0.68
2022 - 2023	4	3.9	3.7	0.64
2023 - 2024	4.2	4.1	3.9	0.6
2024 - 2025	4.3	4.2	4.1	0.58

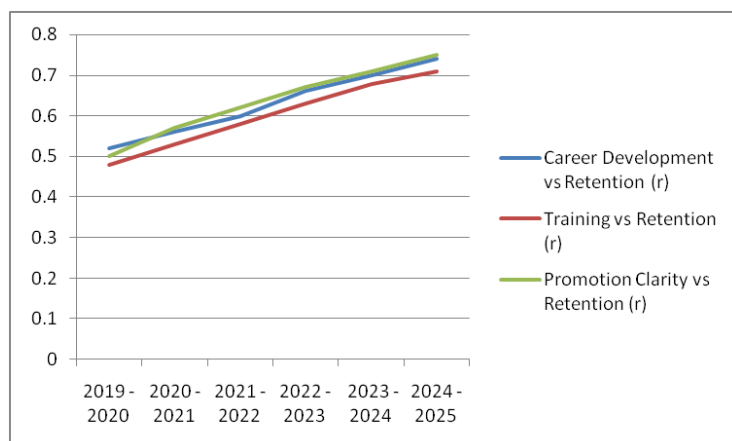




**DISCUSSION:** From 2019–2020 to 2024–2025, ratings for professional development increased from 3.2 to 4.3, according to the data. Both the training and development index (from 3.4 to 4.2) and the retention intention index (from 3.1 to 4.1) had roughly identical increases. As a result of a steadying of employee views and an increase in uniformity, the standard deviation drops from 0.72 to 0.58.

**TABLE 2. CORRELATION ANALYSIS (2020–2025)**

Year	Career Development vs Retention (r)	Training vs Retention (r)	Promotion Clarity vs Retention (r)
2019 - 2020	0.52	0.48	0.5
2020 - 2021	0.56	0.53	0.57
2021 - 2022	0.6	0.58	0.62
2022 - 2023	0.66	0.63	0.67
2023 - 2024	0.7	0.68	0.71
2024 - 2025	0.74	0.71	0.75



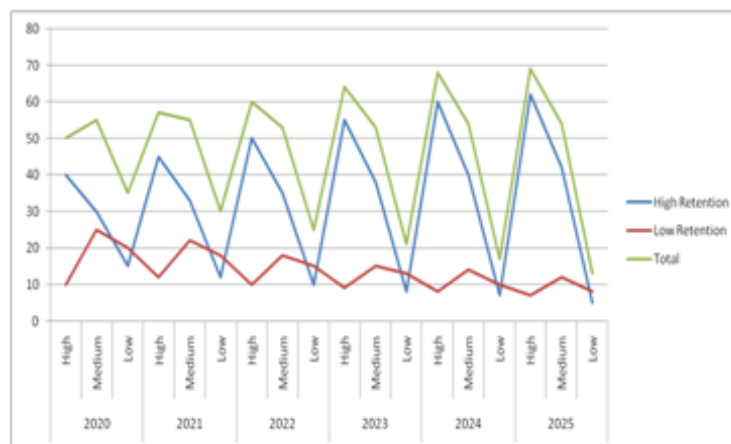
**DISCUSSION:** According to the correlation values, the relationships between the elements are getting stronger with time. From 2019–2020 to 2024–2025, the gap between Career Development and Retention widened from 0.52 to 0.74. There was an increase from 0.48 to 0.71 for Training vs Retention.



0.71 in the gap between Training and Retention, and from 0.50 to 0.75 in the gap between Promotion Clarity and Retention. Employees' commitment to staying with the company grows over time as they become more aware of the improved training opportunities, more opportunities for professional growth, and more transparent promotion criteria.

**TABLE 3. CHI-SQUARE TEST TABLE (CAREER DEVELOPMENT LEVEL × RETENTION)**

Year	Career Dev. Level	High Retention	Low Retention	Total
2020	High	40	10	50
	Medium	30	25	55
	Low	15	20	35
2021	High	45	12	57
	Medium	33	22	55
	Low	12	18	30
2022	High	50	10	60
	Medium	35	18	53
	Low	10	15	25
2023	High	55	9	64
	Medium	38	15	53
	Low	8	13	21
2024	High	60	8	68
	Medium	40	14	54
	Low	7	10	17
2025	High	62	7	69
	Medium	42	12	54
	Low	5	8	13



**DISCUSSION:** From 15 to 5 within the given timeframe, the statistics show that groups with limited professional growth had a significantly lower retention rate. The retention rate of



those who consistently engage in professional development, on the other hand, is consistently high, rising from 40 in 2020 to 62 in 2025. Strong career development programs significantly increase retention, while high employee turnover is associated with lower advancement opportunities, as shown in this trend.

## 6. CONCLUSION

Employees are more likely to stay put when they have opportunities to improve in their careers, which also gives them a sense of purpose, appreciation, and meaning in their work. A higher probability of employee retention is observed when individuals are given clear opportunities to develop their existing skills, gain new competences, and achieve their goals. Both the overall performance of the firm and the costs associated with staff turnover are improved by this. People in top-notch professional development programs are enthusiastic, dedicated, and never stop learning. When workers see that their boss cares about their performance in the long run, they are more invested in their work and happier overall. Companies that invest in their employees' professional growth are better able to hold on to top talent and get an advantage in the market.

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