

Research on Employee Retention Practices in the Pharmaceutical Industry

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Abstract: Indian pharmaceuticals dominate generic medication globally. Sector potential and constraints are unique. It can mass-produce premium branded generics that meet global quality requirements by designing high-quality formulations. Realizing branded generics could be mass-produced drove this success. Its founders spent much in R&D and infrastructure. Many small and medium-sized firms fracture the industry. The research covers Indian and pharmaceutical sector employee turnover issues. Pharmaceutical talent management and staff retention awareness is also promoted. Staff turnover is higher in Indian pharmaceutical industries. Each industrial unit has its own recruiting, training, and capacity-building standards. Income is connected to work performance too.

Entry-level personnel retain highly qualified experts despite all protections; the causes and effects are kept hidden for company gain. Analyzing the attrition issue's impact requires primary data. The researcher's original data and secondary sources were carefully examined. Large medical representative networks encourage drug sales. The majority are field laborers. Management and field answers provide most suggestions for reducing employee turnover. Chennai hosted January 2022 research. Basic data was acquired through Google forms.

Keywords: Employee Retention, Pharmaceutical Industry, Retention Practices

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