

# Analysis of Factor Affecting Employee Satisfaction in Modern Corporate Sector for Employee Retention

**Pallavi. K<sup>1</sup> and Mrs Archana JR<sup>2</sup>**

Student, Department of MBA<sup>1</sup>

Assistant Professor, Department of MBA<sup>1</sup>

RNS Institute of Technology, Bengaluru, Karnataka, India

**Abstract:** *Data Type: Primary data collected via structured questionnaire.*

*Survey Factors: Work environment, compensation, career growth, leadership, recognition, and work-life balance.*

*Methodology: Descriptive research with a sample size of 100 respondents.*

*Objective: To identify key factors that influence employee satisfaction and its impact on retention in the modern corporate sector.*

*Data Collection Tool: Google Forms administered survey.*

*Focus: Investigating how satisfaction drivers affect employee retention strategies in modern organizations.*

**Keywords:** Employee Satisfaction Employee Retention Corporate Sector Retention Strategies Satisfaction Factor Workplace Environment