Strategies and Challenges in Employee Retention: A Targeted Study of the IT Sector

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Abstract: *Keeping employees is a key part of long-term organisational success, especially in the fast-paced and talent-driven IT business. This study's goal is to look at how structured retention methods including recognising employees, offering flexible work hours, giving timely promotions, offering professional development programs, and giving performance-linked incentives affect both retention rates and employee performance. Self-administered questionnaires were used to collect data from 615 IT workers, and SPSS v20 was used to analyse the data. The results confirm that good retention techniques not only make employees more loyal, but they also make the whole company more productive. The results have real-world consequences for HR and business leaders who want to create strong human resource strategies that meet the changing needs of employees and the organisation.*

Keywords: IT sector, employee retention, recognition programs, flexible work arrangements, career development, and performance incentives

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