

The Impact of Perceived Recruitment Practices on Employee Retention Intention: A Study with Special Reference to Hirdaramani (Pvt) Limited, Sri Lanka

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The main focus of this study is to identify the impact of perceived recruitment practices on employee retention in Hirdaramani-Agalawatta. This study is in deductive approach. The data were collected randomly selected sample of 100 executive level using a structured questionnaire. Data was analyzed using SPSS (23.0 Versions). The results revealed that there is a significant positive relationship between recruitment practices and employee retention in Hirdaramani-Agalawatta Organization. Further, it revealed that there is a positive relationship between recruitment strategies and employee retention, recruitment policies and employee retention and role of the HR department and employee retention. Moreover, the study found that there is a significant impact of recruitment practices on employee retention in Hirdaramani-Agalawatta organization and it is essential for the HR department in the apparel firms to have much concern on these recruitment practices and follow them effectively in order to improve the employee retention.

Keywords: *Employee Retention, Role of the HR Department, Recruitment Policy, Recruitment Practices, Recruitment Strategies*

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