# Impact of Realistic Job Preview on Employee Retention Intention: Study of Executive Level Employees in a Leading Apparel Manufacturing Company in Sri Lanka

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Investigating the impact of realistic job preview on employee retention intention with special reference to one of a leading apparel company in Colombo district, Sri Lanka is the main purpose of this study. There were very few research studies conduct to investigate the relationship between these two variables and yet none examines the impact of realistic job preview on employee retention intention in apparel sector Sri Lanka. Drawing on social exchange theory developed by Balu in 1964, the current research examines the impact of realistic job preview and the dimensions of realistic job preview (Job description Information, Job reward information, Promotion system information and Training and development information) on Executive level employees in one of a leading apparel company in Colombo district, Sri Lanka.

The current study was conducted as a cross sectional field study among the sample of 100employees including Executive level employees. Primary data was collected through a standardized pretested questionnaire. Collected data were analyzed with the support of SPSS applying correlation, regression and descriptive statistics. Findings reveal that there is a positive significant impact from realistic job preview on Executive level employee on employee retention intention. Thus, this study is suggested to improve realistic job preview method in apparel Sector Company in order to retain high talented employees for betterment of the organization.

***Keywords:*** *Employee Retention Intention, Realistic Job Preview, Social Exchange Theory*

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