

Human resource management practices and turnover intention of sales force in insurance industry: Evidence from Anuradhapura District in Sri Lanka

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Abstract

The insurance sector in Sri Lanka is rising rapidly in generating new employment opportunities and economic growth. Insurance companies are basically human intensive and employee turnover is a common problem in the industry. Human resources management practices are known as the central business concern, which shapes the behavior, attitudes, and performance of the employees. This study aims at examining the impact of selected human resource management practices on turnover intention of sales force in insurance industry. The dependent variable was employee turnover intention while independent variables were human resource management practices such as recruitment and selection, training and development, performance management, compensation and benefit. The sample was comprised of 100 conveniently selected sales force of insurance companies located in Anuradhapura City. The questionnaire was used to collect data and respondents were asked to indicate their agreement on a Likert type five scale. Uni-variate, bi-variate and multivariate statistical analyses were used as the statistical techniques in data analysis. The bi-variate analysis includes the correlation and simple regression analysis. As a multivariate analysis, the multiple regression analysis was used. Five hypotheses were tested to assess the empirical relationships between the variables. The result of correlation analysis indicated that all the dimensions of independent variable were moderately and negatively correlated with turnover intention of sales force. The result of the multiple regression analysis revealed that selected human resource management practices are considerably impact to the employees' turnover intention. Finally the study suggests insurance companies to improve the current practices of human resource management to overcome the prevailing problem of turnover intention among their sales force.

Keywords: *Employee turnover intention, human resource management practices.*