

# **Impact of talent management practices on employee retention in telecommunication industry in Kandy district**

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## **Abstract**

Talent management is a vital strategy that can be used to achieve competitive advantages in the dynamic business environment. It directs to retain the skilled and expertise employees who are more valuable to the organization. The researcher conducts the study on the objective of identifying the impact of talent management practices on employee retention in telecommunication industry in Kandy District Sri Lanka. Quantitative research which conduct on deductive approach was applied. Primary data was collected from executive level employees over a self-structured questionnaire. Five hypotheses were developed based on previous literature and empirical studies and tested. The findings show that talent management has a positive significant relationship between employee retention, career development, performance management, and succession planning. Moreover, the talent acquisition shows a partially accepted relationship between employee retention. Skill audits, career mentors, performance base promotion procedures, and encouraging internal job rotation can improve the employee retention attitudes. Additionally, giving more attention on enhancing the practices on recruitment processes, induction process, feedback, and career development programs will guide to attract the existing talent pool in the industry.

**Keywords:** *Employee retention, talent management, telecommunication industry*