

The Factors Influencing Turnover Intention among Employees: A Case Study on Pharmaceutical Company of Bangladesh

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Abstract: Pharmaceutical industry is one of the leading industries that contribute to the economy of Bangladesh. Turnover among the employees is one of the biggest challenges for any organization and has been seen as a serious issue especially in the field of human resources management. This study explored the factors influencing turnover intention among existing skilled employees in Nuvista Pharma Limited. A total of 30 respondents were involved in this study. Several factors namely organizational factors, job stress, job security, promotion opportunities, pay level and rewards, quality of work life and job satisfaction were examined to determine their relationship with turnover intention. Data was obtained and has been analyzed using Statistical Package for Social Sciences (SPSS) version 20. The study findings revealed a number of demographic characteristics like gender, educational qualification and experience have diverse impact on the factors like organizational element, job stress, job security, promotion opportunities, pay level, rewards, quality of work life and job satisfaction which influence the turnover intention of the employees. As the turnover intention is all about a thinking process that can create dissatisfaction, the pharmaceutical companies need to concentrate on these issues to promote organizational commitment and loyalty of the employees. This study will help the organizations to design human resource management policy to satisfy the expectation of different group of employees which will reduce the turnover intention of the employees.

Keywords: Turnover Intention, Pharmaceutical Company, Organizational Factors

1. Introduction

The pharmaceutical industries are currently contributing significantly in the economy of Bangladesh. After the Ordinance in 1982 the scenario of pharmaceutical industries changed considerably.[1] About 240 pharmaceutical companies are now operating in the country, which are manufacturing about 5,600 brands of medicines in different dosage forms. According to a report of the International Management System (IMS) published in June 2015, the size of the pharmaceutical market of Bangladesh is estimated to be approximate 117 billion taka, with an annual growth rate of about 11.37 % [2]. Bangladesh pharmaceutical industries are the largest white-collar employment sector of the country, which are employing around 115,000 workers [3]. A wide range of pharmaceutical products are being exported to more than 100 countries. Current turnover rate in the industry ranges from 13 to 16 percent.

As the competition of the business world have increased, it is becoming essential for organizations to manage employee turnover. According to Grobler et al. (2006) a certain amount of turnover is expected, unavoidable and considered beneficial to the organization but excessive turnover creates an unstable workforce and increases human resources (HR) cost. [4] It is crucial to maintain the skilled workforce for the steady productivity of an organization. Productivity of an organization depends on the skills or expertise of its workforce. A skilled worker may be an asset for any organization. Losing a single key worker can decrease the likelihood of a project's success and can reduce investors' confidence in the firm [5]. There are a number of organizational factors including types of industry, types of occupation, size of organization, payment,