

# **Employee Retention at Gia Thy Construction Corporation Vietnam**

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## **Abstract**

Due to the situation of tight labour supply across several industries in Vietnam, many corporations face difficulty to recruit the right quantity and quality of workers to support their organizational strategies. Therefore, employee retention has become a critical success factor for many corporations.

Gia Thy Construction Corporation (GTCC) is a corporation with business interest in four key industries such as construction, producing construction materials, financial investments and real estate. Due to the growth of GTCC, the company experiences several challenges such as shortages of the right quality of employees, weakness in their employee retention policy and insufficient knowledge on employee retention strategy. A research project was conducted to investigate the general research question about how to improve employee retention at GTCC.

A survey was conducted on a sample size of 285 employees of GTCC using the quantitative data collection methods and the results were analysed by using statistical analysis which showed that the following hypothesis was supported as follows: reward and recognition, training and development, supervisor support, working environment and co-workers' relationship all contributes to employee retention. Therefore, the retention model is supported in the context of GTCC.

**Key words:** Employee retention, reward and recognition, training and development, supervisory support, working environment and co-workers' relationship.