

A Study on Employee Retention Challenges in Digital Media Companies at My Digital Savvy, Nagpur

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Abstract—Retention of employees has become one of the biggest challenges faced by the digital media industry due to the intensifying competition, changing employees' expectations, pressure of workload, and technological innovations. The research study focuses on issues of employee retention at My Digital Savvy.

A digital media company located in Nagpur; based and operates. The study looks at impact of several factors on employee turnover and job stress, opportunity of career growth, salary structure, organizational culture, and more.

The research is theoretical and based on secondary data from books, journals, research articles, company reports, and other studies related to employee retention and human resource management. The literature review reveals employee satisfaction, organizational commitment, and leadership support are major contributors influencing the retention of talented employees in digital organization. Digital media firms see lots of turnover because of deadline-based environments and rising competition in the market, it notes. It can be concluded that with the help of human resource policies, career development, flexibility in work arrangements and employee engagement, the retention can improve. Research findings, organizations which focus on the upkeep and progress of employees are more successful in making the virtual media related tasks, a success along with retaining employees.

Index Terms—Employee Retention, Digital Media Industry, Organizational Culture, Job Satisfaction, Workforce Management, Employee Turnover, Digital Marketing, Human Resource Management.

I. INTRODUCTION.

The capability of an organization to retain talented and skilled employees for a longer period is known as employee retention. In today's world of business,

retention of employees is a key concern for organizations as high turnover of employees causes significant losses in productivity, profitability, and sustainability. Digital media companies face a retention challenge when technologies undergo rapid changes, when they are under constant work pressure, and when they have creative demands being made of them as well as when they are exposed to intense market competition.

The online or media sector is expanding very rapidly due to the rising demand of business for online marketing, social media handling, seo, content marketing the digital advertisement. Individuals who work in this sector need to upgrade their skills from time to time and meet tight deadlines. Consequently, employees are experiencing elevated stress and burnout, resulting in increased turnover rates among staff.

Frederick Herzberg proclaims the issue of employee satisfaction depend on motivators and hygiene factors. Factors that shape an employee's motivation, recognition, achievement, career growth, etc., improve the commitment level of employees. On the other hand, a poor salary structure and unwholesome working conditions increase dissatisfaction. In digital media, employee expect and be motivated to offer money and growth plan at the professional level.

In a similar way, Abraham Maslow explained that safety, social belongingness, esteem, and self-actualization are different needs of employees. When organizations do not meet these needs, the morale of employees is low and turnover is high

My Digital Intelligence. is a Nagpur based digital

marketing company that offers a slew of services like SEO, social media marketing, website development, branding and online ads. Due to its work nature the company faces generic competition in the environment of a digital media organization where employee creativity and innovation is a must to succeed in business.

It is essential to retain employees who are experienced and capable of delivering results and innovation for the organizational success of the company. High turnover increases recruitment, training costs, and affects project continuity and customer relationships. As a result, learning about the issues of employee retention is important for the stability of the workforce.

The most important objective of this study is to analyze the major employee retention challenges of digital media companies with special reference to My Digital Savvy, Nagpur.

II. LITERATURE REVIEW

Retention of Employees and Organisational Commitment

According to John P. Meyer and Natalie J. Allen, having an organizational commitment aid in employee retention.

Employees who are emotionally attached to their organizations will probably not leave their jobs, their study explained. The authors identified three key dimensions that affect employee retention, which are affective commitment, continuance commitment, and normative commitment. Meyer and Allen believed that a supportive culture and involvement at the workplace enhance long-term commitment.

According to Stephen P. Robbins, employee retention is based on job satisfaction, leadership quality, the organizational culture, and communication systems. Robbins stated that workers stay with organizations that recognize them and offer opportunities for career advancement and good relationships. Additionally, he stated that increased stress and workload imbalance reduces the satisfaction of employees.

Motivating Theory and Employee Satisfaction

Frederick Herzberg developed the Motivation

Hygiene Theory. It explains what are the factors responsible for satisfaction and dissatisfiers of employees. According to Herzberg, factors such as the achievement, recognition, growth, and responsibility are the main contributors to satisfaction. Hygiene factors like pay, company policy, supervision, and working conditions reduce dissatisfaction but do not motivate employees.

Herzberg's theory applies best to digital media companies wherein the employees expect creativity and recognition along with growth. Employees tend to switch organizations if these motivational factors aren't provided by organizations. According to research studies, the reason for employee turnover in creative industries is not being recognized and not getting promoted.

Maslow's Matrix of Needs and Employee Retention. The first of the two theories is the Hierarchy of Needs Theory, which is given by Abraham Maslow. Maslow gave five different levels of needs. The needs are physiological, safety, social, esteem and self-actualization needs. According to Maslow, employees will perform better at organizations that satisfy these needs.

In digital media organizations, the employees wish for job security, a supportive working environment, recognition, and career development opportunities. Researches based on the Maslow theory show that employees who get any kind of recognition and are offered growth changes only grow to become committed workers of the organisation. Employee motivation and retention lessen from insufficient emotional support coupled with too much work.

Work-life balance and employee retention.

According to Jeffrey Hill, work-life balance matters when it comes to employee satisfaction and retention. Working in a stressful environment often causes employees to burnout and have lower commitment to the firm. Hill disclosed that flexible working hours as well as a supportive management team had increased employee productivity and satisfaction.

According to research on digital media companies, the employees often have stringent deadlines, long working hours and client pressure. When stress occurs

under these circumstances, your personal life will be impacted in negative ways. Organizations that offer flexible working setups and wellness initiatives have better retention of employees than those with fixed work setups,

Keeping staff satisfied and participative.

William Kahn is the one who coined the term employee engagement. According to Kahn, engaged employees are emotionally attached to their job and organisation. Kahn believes that engagement levels rise with meaningful work, recognition, and leadership support.

Employee engagement is a crucial factor in digital media companies, as employees working in creative roles perform better when they are motivated. Employee engagement activities like team building programs, rewards for performance and training increases employee loyalty and lowers intent to leave, studies say.

Advancement and Education at Work.

According to David McClelland, employees are motivated by achievement, power, and affiliation. Workers with an achievement orientation tend to stay longer in organizations that place a premium on advancement and skill development.

Within the globalized digital media industry, technologies will change that will tend to constantly update the knowledge and skills of their employees. Organizations that provide professional training and workshops and promote employees hold better retention, claims studies. Lack of career growth opportunities forces skilled employees to leave for competing organizations.

Employee Retention and Leadership Style.

Douglas McGregor stated that management style affects employee behavior and employee retention. Management theory Y approach lets employees participate in the organization's decision-making process. Theory X is more autocratic and does not encourage participation.

Contemporary technology-driven companies favour participative leadership styles due to this reason. Employees in creative sectors show better

performance in supportive environments. Studies have shown that democratic leadership enhances employee trust, team spirit and organizational commitment which in turn helps in reducing employee turnover.

Digital Media Sector and Staff Attrition.

Research on digital media firms indicates that turnover of staff is higher in creative companies as compared to traditional companies. Many employees of different organizations shift to others to get better pay, career, and flexibility. Researchers noted that digital marketing professionals suffer stress due to target-based work systems, changing client requirements and fast technological changes.

Burnout, mental stress, and the pressure to perform also plague the digital media sector. Firms that provide employee wellness systems, recognition systems and career development do a better job of retaining talent. The purpose of this paper is to highlight the importance of employee-focused HR practices for the sustainability of digital media organizations.

III. RESEARCH METHODOLOGY

Research Design

The current work "A Study on Employee Retention Challenges in Digital Media Companies at My Digital Savvy.

The research design of Case Study on "RGI Industrial Market, Nagpur" is descriptive in nature. Descriptive research enables the understanding and assessment of challenges in retaining employees, how satisfied employees are, organizational practices, and the reasons for which employees quit of companies operating in the digital media space.

The descriptive design helps learn the existing conditions, employees' views, and the environment of the organization related to employee retention. The investigation studies about the relationship of job satisfaction, work pressure, career growth opportunity, compensation, organizational culture and employee retention.

The study of the current research is theoretical and analytical because it studies the theories of the concepts as well as the organizational practical problems regarding the retention of employees in

digital media.

Type of Data.

Primary Data

Directly obtained from the employees of the organization, primary data is first-hand information. Data was collected at first hand using the questionnaire, feedback from the employee and informal conversations with the employee working at My Digital Savvy. The questionnaire comprised of items pertaining to work environment, salary satisfaction, career growth, workload, leadership support and work-life balance.

Secondary Data

To analyze the information and data of the study, Secondary data was collected through the Books, research journals, company reports, website, articles, previous research studies on employee retention and human resource management, organizational behaviour and digital media companies.

Sources of secondary data include.

- Publications on HR Management.
- Examine research journals and articles.
- Corporate web pages.
- Studies on retaining employees.
- Internet study data.
- Behavioral literature on the organization.

Sampling Method

Due to the availability and accessibility of respondents, convenience sampling was used as the sampling method for the study. The study included employees from various departments like SEO, content writing, social media management, graphic designing, and digital marketing.

Sample Size

The study included a sample of 50 employees working at My Digital Savvy, Nagpur.

Hypothesis

Null Hypothesis (H0)

There is no significant relationship between employee satisfaction and employee retention in digital media companies.

Alternative Hypothesis (H1)

There is a significant relationship between employee satisfaction and employee retention in digital media companies.

Tools Used for Data Collection and Analysis

The researchers utilized these tools for the study.

Survey Method.

Responses regarding retention challenges and workplace satisfaction were collected from employees through a structured questionnaire.

Percentage Evaluation

To interpret the employee responses regarding work pressure, satisfaction with salary, work-life balance and opportunities for career growth percentage analysis was used.

Analysis of Pie Charts.

Graphs like pie chart were used to represent the opinion of employees and retention factors. The charts assisted in understanding the proportion of employees that face major workplace problems.

Theoretical Models Used

The research draws on various motivational and organizational behavior theories, including.

- Frederick Herzberg's Motivation-Hygiene Theory
- Abraham Maslow's Hierarchy of Needs Theory
- Douglas McGregor's Theory X and Theory Y
- David McClelland's Need Theory

These theories contribute greatly in studying the aspects of motivation, job satisfaction, commitment and retention.

Scope of the Study

The present study is related to the employee retention issues faced by digital media companies with special reference to My Digital Savvy, Nagpur. The study investigates things like

- Work pressure
- Career growth opportunities
- Salary and compensation

- Work-life balance
- Leadership support
- Employee recognition
- Organizational culture

The results of the research can benefit companies dealing in digital media in improving retention strategies and organization efficacy.

IV. LIMITATIONS OF THE STUDY

The research has certain limitations which can impact the overall findings.

- Only the employees of the My Digital Savvy, Nagpur are studied.
- The sample size is limited to 50 employees which may not reflect the whole digital media industry.
- The study heavily relies on the responses and opinions of employees which may be biased.
- Due to time constraints, I could not gather more data or conduct additional comparisons.
- Certain staff had reservations about furnishing all-inclusive details about company values and job satisfaction.
- The research emphasizes primary theoretical and descriptive analysis instead of more advanced statistical analyses.

In spite of these shortcomings, the study is helpful in understanding employee retention issues in digital media companies.

V. OBJECTIVES OF THE STUDY

The study titled “*A Study on Employee Retention Challenges in Digital Media Companies at My Digital Savvy, Nagpur*” has been conducted with the following objectives:

- The need was felt to study the important concept of employee retention in digital media companies.
- Establishing employee retention is essential for maintaining a productive workforce.
- To test the impact of employee satisfaction on their retention.
- The study aims to investigate the effect of work pressure and work overload on employee turnover

intentions.

- To assess the impact of pay, bonuses, and remuneration in employee retention.
- The aim of the study is to examine the effect of career development and training on employee retention.
- We can enhance an employee's efficiency and output by maintaining a Work-life balance.
- The project aims to study the organizational culture and leadership practices and their impact on employee motivation and retention.
- Identifying problems faced by employees in the working environment of digital media.
- Propose appropriate tactics and recommendations to enhance employee retention in digital media units.

Conceptual Framework

The study entitled, “A Study on Employee Retention Challenges in Digital Media Companies at My Digital Savvy have been undertaken. The study “Organizational Factors and Their Impact on Employee Retention in Nagpur” was conducted on the basis of the relationship between organizational factors and employee retention. Employee retention is the dependent variable, whereas job satisfaction, work pressure, compensation, organizational culture, career growth opportunities, leadership support, employee engagement and work-life balance are the independent variables.

According to the framework, employee retention in digital media companies is shaped by both organizational practices and employee perceptions. Employees in digital organizations work in an environment that is fast-paced and highly competitive. Employees are supposed to be creative, innovative, and continuously perform. Thus, organizations that provide a supportive management system, an opportunity for professional growth, recognition and flexible working conditions are preferred by employees.

As per the motivation-hygiene theory of Herzberg, motivation factors like recognition, achievement, responsibility, and career growth lead to satisfaction and commitment. Hygiene factors like salary, company policy, supervision, and the working

environment help eliminate dissatisfactions. If these factors are not handled properly dissatisfaction and turnover intentions may develop among employees.

Abraham Maslow explained that employees need to fulfil various needs. Employees have physiological needs, safety needs, social needs, esteem needs and self-actualization needs.

When organization provides employees with what they need, they feel more safe and secure and these help retain employees.

The importance of organizational culture to employee retention is also emphasized in the conceptual framework. Cultures containing characteristics like teamwork, communication, employee participation, and mutual respect são positive. When employees feel supported and healthy in their work environments, they tend to exhibit high levels of loyalty.

Opportunities for professional advancement and learning are the substance of this pillar. Workers in digital media firms incessantly seek learning opportunities as tech enhances and market trends alter. Companies that want to improve employee motivation and lower employee turnover must offer skill development programs and promotion opportunities.

The retention of a goodwill is also dependent on the leadership style. Supportive and participative leadership encourages clients employees to take part in leadership activities, thereby facilitating more opportunities for employee empowerment. Employees prefer a manager who acknowledges them, guides them, and provides upward mobility.

The conceptual framework's next component is a work-life balance. Burnout and dissatisfaction often arise among employees who face excessive workload and stress. Allowing flexible work arrangements and ensuring wellness whenever needed helps maintain commitment.

The framework concludes that effective human resource practices significantly influence the

satisfaction, commitment, and retention of staff. Media houses or companies that care about employees, recognize them, and work for their career development retain talented employees and ensure long-term growth..

Data Analytics and Results

My Digital Savvy Data Analysis shows the employees responses regarding the major factors affecting an employees' retention.

, Nagpur. A survey involving 50 employees from a digital marketing organization was conducted to understand their work motivation and job satisfaction, who handles their site at Google.

The gathered data was analyzed using percentage analysis and graphical interpretation methods. It helps in analysing the key employee retention issues in the digital media companies.

Table 6.1 Major Factors Affecting Employee Retention

Sr. No.	Retention Challenges	Number of Respondents	Percentage
1	Work Pressure and Stress	15	30%
2	Limited Career Growth Opportunities	12	24%
3	Salary and Compensation Issues	10	20%
4	Poor Work-Life Balance	8	16%
5	Lack of Recognition and Rewards	5	10%
	Total	50	100%

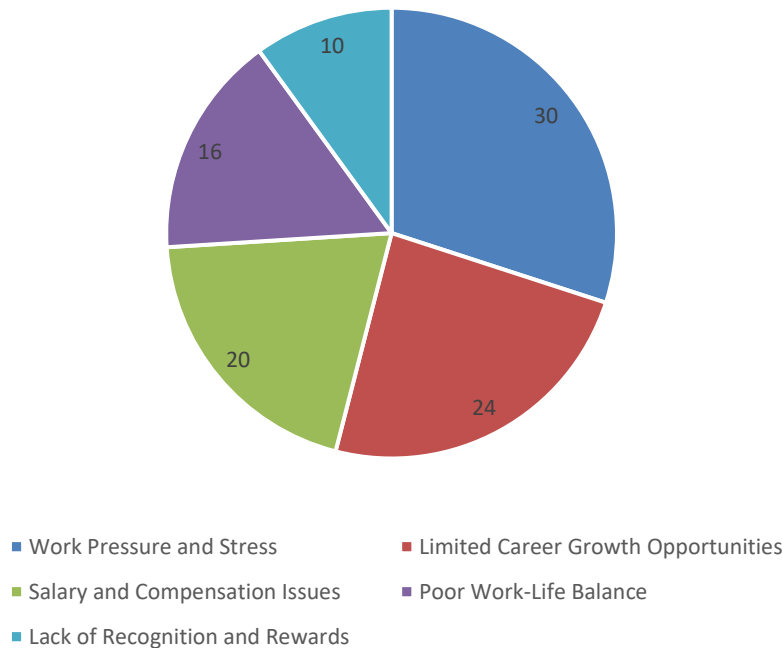


Fig 6.1 Major Factors Affecting Employee Retention

Interpretation of Data

The analysis of the pie chart and table above shows the major challenges hampering employee retention in digital media companies. As many as 30% employees identify work pressure and stress as the biggest challenge that influences employee retention. Employees of digital media organizations are usually under constant pressure due to deadlines, clients' demands, and target-oriented work. Heavy workload can act like a double-edge sword which leads to a decline in satisfaction.

As per the study, 24% of the employees thought that limited career growth prospects were a major retention problem. People involved with digital marketing companies seek out internal promotions, skill development programs and professional growth. When organizations are unable to provide you with career advancement, employees get unhappy and move to competitor organizations.

Around one-fifth of respondents indicated that factors in the area of employee compensation are the key reason they leave the organisation. Employees believe that for them to remain motivated and committed, competitive salary structure, incentive, and

performance reward are needed. People working in digital media shift organizations quite often for better monetary benefits.

According to the analysis, 16 per cent of respondents said they are having a bad work-life balance because of long working hours and pressure of workload. When employees are unable to maintain a balance between their personal life and professional life, they undergo stress, become unproductive and feel dissatisfied with the policies of the organization.

A lack of recognition and rewards was cited by 10% employees as the cause of dissatisfaction. Workers expect appreciation and acknowledgement for their performance and creativity. When organizations fail to recognize employee contributions, it lowers employee morale and increases turnover.

To summarize, employee retention in digital media companies depends on organizational support, employee satisfaction, career growth opportunities, minimal workload, and compensation practices etc. These days, it is important for organizations to get true commitment from its employees and keep turnover low.

VI. DISCUSSION

The research paper entitled “A Study on Employee Retention Challenges in Digital Media Companies at My Digital Savvy is the present study.

The study explored employee retention in the sector of digital media. The study showcases that a multitude of factors like work pressure and career growth opportunities, among else, affects the employee retention in an organization.

According to a study, work pressure and stress are the major problems of the employees working in digital media companies. Employees working at digital marketing companies must multitask like pros to manage multiple projects, adhere to strict deadlines, and continuously adjust to technological and client updates. These findings are aligned with the research of Stephen P. Robbins, which stated that high work overload and stress at the workplace reduce employee satisfaction and increases turnover intention.

The findings of the study also suggest that limited opportunities for career advancement adversely influence employee commitment toward the organization. Digital media employees seek has training, promotions and continuous learning opportunities. As per David McClelland, employees seek professional growth and achievement. Thus, this knowledge is in line with his theory. Organizations with no career advancement often see high turnover among their employees.

Due to financial insecurity, salary and compensation turned out to be a factor of retention.

Employees require fair pay, incentives and rewards for their efforts. The results were consistent with Frederick Herzberg’s Motivation-Hygiene Theory which stated that salary and organizational policies are hygiene factors that make employees happy and dissatisfied. Lower than expected salary structures can increase dissatisfaction and reduce organizational commitment.

The study indicated that work-life balance can further improve employee retention. Workers facing long working hours and workload pressure face burnout and less motivation. The study results confirm the research of Jeffrey Hill, which emphasized the

importance of flexible work and supportive organization for employee satisfaction and retention.

The research supports Abraham H. Maslow’s Theory of Hierarchy of Needs, which is where the employees go for security, belongingness recognition and self-development. Employees who work under a supportive organizational culture are more likely to stay loyal to the organization.

The discussion in totality, points out that the retention of employees in digital media companies depends on organizational as well as psychological factors. Firms that offer supportive leadership, appreciation, career growth and employee-friendly workplace are more successful in retaining talent.

VII. FINDINGS

The research showed that digital media companies face many challenges when it comes to retaining employees.

The study shows that work pressure and stress are the major causes of employee turnover. Workers in digital media firms are often under pressure due to deadlines, expectations of clients, and target-based work systems. Constant stress causes logged employee motivation and increased turnover intention.

The study said employees also expect better opportunities for career growth and professional development. The lack of promotions coupled with the limited scope of learning related to jobs adversely affect the commitment and job satisfaction of the employees.

Another finding is that salary and other compensation affects employee retention. Employees prefer organizations that offer a competitive salary, incentives, and performance rewards. Employees usually look for an alternative job due to financial dissatisfaction.

Digital media firms face a tremendous difficulty from an unbalanced work-life, according to the findings. Excessive hours at work and too much work impact employee well-being, commitment to organization.

Research shows that recognizing and appreciating employees increases their morale and motivation levels. Employees who receive recognition for their efforts are more likely to stay loyal to the company.

In the end, an organization's positive culture and supportive leadership practices contribute significantly to employees' retention.

When employees work in a healthy and collaborative environment, they are more satisfied with their job and committed to the organization.

VIII. CONCLUSION

According to the study, the digital media company faces an essential challenge, which is the retention of employees. In the fast-changing digital business world, organizations depend on high skilled and creative workers for achieving organizational success. Many digital organizations face the problem of employee turnover due to work pressure, limited career advancement, salary dissatisfaction, and others.

The investigation carried out at My Digital Savvy. According to a recent research, employee satisfaction is directly related to employee retention. Recognition, career growth opportunities, fair pay and a supportive work environment increase employees' odds of sticking around.

The study's findings support major motivational theories like Herzberg's Motivation-Hygiene Theory, Maslow's Hierarchy of Needs Theory and McClelland's Need Theory among others. Theories show that employee motivation, recognition and organizational support will improve retention levels of employees.

According to the hypothesis testing of the study, the alternative hypothesis (H1) is accepted which shows that there is a relationship between employee satisfaction and employee retention at digital media firms. Thus, we reject the null hypothesis (H0).

In short, the study review shows that organization should focus on employee-centered human resource practices for reducing turnover.

IX. RECOMMENDATIONS

Digital media companies should have effective employee retention strategies for organizational stability and employee satisfaction, the study suggests.

Organizations should implement employee wellness and stress management programs to alleviate work issues and enhance mental well-being. Frequent counseling sessions, involvement in leisure activities, and support may assist employees in stress management.

To ensure employee retention, companies must offer better career growth opportunities like promotions and skill development programmes. Offering employees chances to learn continuously will motivate them.

Solutions should include competitive salaries and performance bonuses for retention of talented employees. Fair compensation policies increase employee satisfaction and turnover intentions.

The organization needs to be thoughtful about improving work-life balance by offering flexible working hours, remote working opportunities and leave benefits. Flexible work arrangements allow employees to create better balance between work and life.

To boost morale and motivate employees, strengthen recognition programs. The loyalty of employees to the organization is ensured through appreciation awards, performance recognition systems, and employee engagement activities.

Promotion of Supportive Leadership and Positive Organizational Culture Employers should encourage open communication and solicit employee opinions and feedback about the workplace.

X. FUTURE SCOPE

This study is basically looking at employee retention challenges within a digital media firm located in Nagpur. The future study can be an extensive one by incorporating several digital marketing houses and IT bodies of different areas.

In the near future, the practices of retaining employees at smaller digital media organisations will be compared with those of larger ones along organisational policies and satisfaction level.

More researchers can investigate the effects of remote working culture, AI, automation, and digital transformation on employee retention in the media and marketing sector.

Future studies could also shift towards psychological wellbeing, employee engagement practices, leadership efficiencies or workplace flexibility to enhance the retention of employees.

Future research may employ sophisticated statistical and comparative analytical techniques to gain a further understanding of retention behaviour within today's organization.

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