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## **Retaining front-line service employees: introducing analytic hierarchy process in the retail industry**

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**Abstract:** Despite decades of studies employee attrition still remains one of the major issues in the Indian retail industry. The increase in attrition rate is attributed to factors that are pertinent to on the job as well as off the job sources. Talent retention is crucial for service organisations because employees are considered to be the functional element that is responsible for creating customer-specific outcomes. Therefore, careful considerations must be taken when supporting retention. This paper attempts to identify the best alternative for employees' retention by developing a decision hierarchy. Analytic hierarchy process was applied to test and identify the most appropriate management style for employees' retention. Experts' opinions were taken to compare the scores of decision elements. The result of data analysis revealed that management by objectives ranked first, followed by management by values and management by instruction in explaining retention. In addition, weights of criteria and sub-criteria further exhibited the contribution of other decision elements (autonomy, socialisation, manager's support) in employees' acquisition.

**Keywords:** retail employees; strategy; retention; analytic hierarchy process; AHP.

**Reference** to this paper should be made as follows: Pandey, P. and Patel, G. (2020) 'Retaining front-line service employees: introducing analytic hierarchy process in the retail industry', *Int. J. Management Practice*, Vol. 13, No. 3, pp.321–337.

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