



Ain Shams University

Faculty of Commerce

Business Administration Department

The Effect of Talent Management on Employee Satisfaction and Retention

An Applied study on Ain Shams University

**A Doctorate Research Study
Department of Business Administration**

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Employee Satisfaction and Retention**

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A Very few major accomplishments begin and end through the innovation and effort of one individual.

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Dedication

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ABSTRACT

Purpose- With Talent Management becoming an area of growing concern in literature. The purpose of this research is to investigate the relationships and impact of talent management as an independent variable on employees Satisfaction and Retention as a dependent variable, while taking into consideration the effect of Demographic variables (position-gender-education-experience-training courses-age) on talent management which in turn might affect the impact of talent management and its dimensions (motivating outstanding performance-employee training and development-job enrichment) on employee satisfaction and its dimension (equality-equal opportunities-Democratic leadership) and retention and its dimensions w(Incentives-feedback-communication).

Key Terms-Talent management, employees satisfaction, employees retention.

Methodology-The research was carried out in Aim Shams University by collecting the data through questionnaires distributed on its employees, with a total sample 105 from the Administration and El Zaafran Palace. Questionnaires valid for the statistical analysis and correlation coefficient were calculated, also regression analysis and structured equation model were adopted.

Finding-The results were in line with previous literature, and fulfilled the objectives of the current research. The research found a positive direct impact of the independent variable Talent management and its dimensions on the dependent variables employees satisfaction and retention and its dimensions.

In addition to findings, there is the impact for the demographic variables on Talent management.

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