

# **IMPACT OF TRAINING AND DEVELOPMENT PROGRAM & ITS BENEFITS ON EMPLOYEES RETENTION AT PFIZER**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
Karachi Campus, in partial fulfillment of the requirements  
of the MBA degree

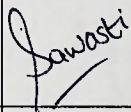
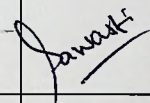
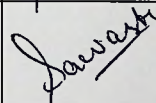


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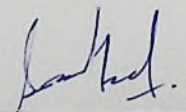
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	27-nov-2015	Faculty room	Employee retention and training and need & assessment discussion.	
6	4-dec-2015	Faculty room	Data collection and data analysis methods and approval of questionnaire	
7	18-dec-2015	Faculty rom	Discussed about review and conclusion	

**APPROVAL FOR EXAMINATION**

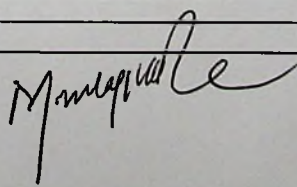
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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 11-02-2016

Name: Saad Ahmed



### Abstract

**Purpose-** The main aim of this research is to conduct a study to analyze the impact of training and development on employee retention at Pfizer.

**Methodology/sample-** The study involved use of questionnaires filled by 180 respondents and financial data of Pfizer is taken for financial analysis. To analyze the data, Regression, ANOVA and Correlation tests were applied. The data is collected from primary source that is questionnaire.

**Findings-** The findings from the research suggest that, training and development has a greater level of impact on employee retention activities. Different researches have already proved the relationship to be true and significant.

**Practical Implications-** The outcomes of the research might help the Human resource decision makers, policy formulators and other related quarters to understand the impact of training and development activities along with the importance of employee retention and to understand the overall dynamics and mechanism of conducting and investing on it

**Keywords:** Training & Development, Retention, Pharmaceutical



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