

# **A STUDY ON INFLUENCE OF EUSTRESS TOWARDS TALENT MANAGEMENT AMONG EMPLOYEES IN AUTOMOBILE INDUSTRY**

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## **ABSTRACT**

Today, companies have become fiercely competitive when it comes to attracting and retaining talent. The issue with many companies today is that their organizations put tremendous effort into attracting employees to their company, but spend little time into retaining and development. The study titled “A STUDY ON INFLUENCE OF EUSTRESS TOWARDS TALENT MANAGEMENT OF EMPLOYEES IN MANUFACTURING INDUSTRY” is an outcome of four months study. The main objective of the study is to know how eustress towards talent management in workplace among employees. The researcher adopted a population study. The primary data and secondary data w

As collected from company catalogue, websites and books. The collected data was analyzed using simple percentage and chi-square testing. It starts with recruiting and retaining talented people and continues by sustaining the knowledge and competencies across the entire workforce. The main suggestions given to the company that the overall performance of the company was good but there is need for better motivation system. Secondly there should be more training programmers which help employees to improve their productivity. The researcher hopes that the findings and the suggestions have given to the company might help the organization for the betterment of its growth. Major findings shows that most of the employees are satisfied with the management practice, IR, followed in the employees to free from stress and they are proud to say that they are employee of engineering industry.