

Title of Article: Organizational Retention Strategies and Employee Performance of Zenith Bank in Nigeria

Author(s): Gberevbie, D.E.

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Abstract: The paper empirically examined employee retention strategies and performance in the Nigerian banking sector, with focus on Zenith Bank in Nigeria. The study revealed that it is more profitable for organizations to put in place appropriate employee retention strategies such as good organization's image or reputation, regular salary package, and humane treatment of employees as strategies for organizational performance. The study provides insight into what could enhance the performance of organizations in their quest for quality service delivery and profitability.