



INTERNATIONAL JOURNAL OF SOCIAL SCIENCES AND COMMERCE [IJSSC]



Training and Development as a Driver of Employee Retention

¹**Prof. Khaleelulla S A**

Assistant professor
Department of English
Akash Group of Institutions, Bangalore

²**Sushama S Kattimani**

Assistant Professor of English
Coordinator of Languages
Acharya Bangalore B School – (Autonomous), Bangalore

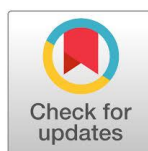
Article History

Volume:2, Issue:1, 2025

Received: 28th November , 2024

Accepted: 22nd December , 2024

Published:10th January , 2025.



Abstract: *The aim of this research is to assess the effect of training practices on employees' intentions to stay or leave an organization. This study investigates the extent to which training practices influence employee retention. Data was collected from 100 employees working in both public and private organizations through a convenience sampling method. To analyze the data, descriptive statistics, correlation, and regression analysis were employed. The findings indicate a positive relationship between training practices and employee retention. This suggests that training programs can play a crucial role in influencing an employee's decision to remain with the organization for a longer period. Employees who perceive the training provided by their employer as valuable are more likely to feel engaged, motivated, and committed to their roles. Furthermore, the research emphasizes the importance of continuous learning opportunities in fostering a sense of loyalty and satisfaction among employees. A strong positive relationship was observed between training and retention and the R-Square indicates that a significant portion of retention variation can be explained by training, while the overall F-statistic confirms that the regression model is statistically valid. Collectively, these analyses suggest that training has a significant impact on employee retention.*

Keywords: *training, retention, motivation and talent management*

Author's Citation: Khaleelulla S A and Sushama S Kattimani. Training and Development as a Driver of Employee Retention.Int.J.Soci.Sci.Vol.2(1).2025.Pp:1-12.
<https://doi.org/10.64906/IJSSC.2025.02.01.1>

Introduction

Employee Retention: The Role of Specialized Training in Organizational Success

In today's rapidly evolving business landscape, organizations are faced with the challenge of crafting strategies that can effectively reduce turnover rates and enhance employee retention. Companies are realizing that their long-term competitive advantage lies in developing and retaining highly skilled employees (Kumar 2021). One key element of an effective retention strategy is training and development. A variety of retention strategies have emerged, which often emphasize the importance of skill development, employee compensation, and organizational commitment. Recent studies highlight that organizations are increasingly focusing on specialized training programs that cater to specific job roles and tasks, rather than generalized, one-size-fits-all training models. This approach not only enhances employees' expertise but also makes them less likely to seek job opportunities with competitors. By fostering specialized skills, organizations limit employees' chances of transitioning to similar roles outside the company, thereby bolstering retention.

organizations prefer to invest in tailored training programs to ensure employees acquire specific, task-related skills that are less transferable to competitors Mohammad I. Fheili (2007). This strategy, known as "strategic human resource development," aims to make employees indispensable within the organization by enhancing their capabilities in ways that are unique and directly relevant to the company's needs. This specialized approach is viewed as an effective way to increase employee loyalty, as it aligns their professional growth with the strategic objectives of the organization. However, other researchers, such as Danlami Sani Abdul Kadir et al. (2012), argue that training should be regarded as an investment in employees, with the expectation of achieving returns in the form of enhanced employee commitment and retention.

Organizations are constantly exploring and refining retention strategies to determine the most effective model suited to their unique operational environment. While various methods, such as competitive compensation packages and work-life balance initiatives, are commonly employed to enhance employee retention, the impact of training and development remains a critical area of investigation. For many companies, the question still lingers: does training and development have a significant impact on employee retention? Understanding this relationship is crucial for organizations to evaluate whether their training programs are yielding the desired outcomes in terms of employee loyalty and retention.

Training programs play a vital role in enhancing employee skills and fostering a sense of organizational commitment. Employees who perceive that their employer is actively investing in their professional growth may be more inclined to remain with the organization. This is especially true for individuals who value opportunities for skill enhancement and career progression (Mohd Salim 2019). Therefore, training can serve as an indirect pathway to higher retention rates, with employee commitment acting as the bridge that connects the two. It is important to note, however, that training is not the sole determinant of retention; other factors, such as organizational culture, leadership quality, and career development opportunities, also contribute significantly to an employee's decision to stay. Nevertheless, training remains one of the most influential practices in shaping long-term employee retention.

The effectiveness of human resource practices in influencing employee retention has been the subject of various studies (Rajesh et al 2022). Training and development, in particular, have been identified as pivotal factors that determine whether employees feel motivated and valued within the organization. As a result, many companies are actively re-evaluating their training programs to ensure that they align with employees' expectations and industry demands (Parvez Alam 2018). By providing employees with relevant and high-quality training, organizations are not only enhancing their skills but also increasing their overall satisfaction and engagement with the company. This in turn strengthens the organization's ability to retain top talent, which is essential for maintaining a competitive edge in an increasingly globalized job market. As the relationship between training and retention becomes clearer, companies can adopt more focused and effective training practices that support both employee growth and organizational success (Anitha Gupta et al 2021). Ultimately, this study highlights the importance of training as a retention tool, providing organizations with practical solutions for retaining their most valuable asset—their employees. By aligning training programs with employee needs and organizational goals, companies can create a culture of loyalty and commitment that enhances long-term employee retention.

Review of Literature

Majeed (2022) This study delves into the mediating role of compensation and rewards systems in influencing employee retention, specifically within the framework of human resource management practices in the Maldives. It presents a detailed analysis of how various HR practices interact and contribute to retention outcomes, emphasizing the interconnectedness of organizational policies and strategic approaches. Additionally, Tangthong, Trimetsoontorn, and Rojniruntikul (2014) provide valuable insights into HRM

practices and retention in Thailand, offering a comparative lens through which to understand how cultural and contextual factors can impact the success of retention strategies in different regions.

Vance, C. M. (2020) conducted research on the impact of training and development on employee retention, highlighting how effective training programs can be a strategic tool in reducing turnover rates. Vance's study demonstrated that when employees perceive training as a means of career advancement and personal growth, they are more likely to stay with the organization. The research also emphasized the role of organizational commitment and job satisfaction, both of which are enhanced through training opportunities.

Jessel et al (2014) This research investigates how manager training influences employee turnover intentions, emphasizing the critical role of leadership development in creating a supportive work environment that enhances retention. Together, these studies deepen our understanding of the complex relationship between training programs, employee motivation, leadership effectiveness, and long-term organizational sustainability. They provide important insights for HR professionals and organizational leaders looking to refine their talent management strategies and improve employee retention across various organizational settings.

Venkataramana et al (2023) This study emphasizes the importance of training and development, along with compensation and organizational culture, in improving job satisfaction and employee retention. It highlights the comprehensive nature of retention strategies, where training initiatives play a key role in demonstrating a commitment to employees' professional development and creating a sense of value. Additionally, the research explores the impact of career development and training budgets on employee retention within the manufacturing sector in Penang, Malaysia, offering insights into how opportunities for professional growth influence retention outcomes in this particular regional setting.

Methodology

This study aimed to investigate how training influences employee retention. A questionnaire was created to assess the relationship between the independent variable (training) and the dependent variable (retention), using a 5-point Likert scale for responses. Data was gathered from employees in both public and private sector organizations, including companies such as Bank of Baroda, Indian Overseas Bank, Karnataka Bank, ABB, Accenture, and IBM. A total of 100 employees participated, and convenience sampling was used to select the respondents. The data was analyzed using Excel tools to

explore the connection between training opportunities and employees’ decisions to stay with the organization. Descriptive, correlation and regression tools used for analysis.

Objectives

- To examine relationship between training opportunities and employee retention in public and private organization
- To evaluate the impact of training programs on employee retention rates through regression analysis

Hypothesis

H1: There is no significant relationship between training and employee retention.
H2: Training has no significant impact on employee retention.

Analysis and Interpretation

Table 1.1: Descriptive Statistics for Training and Retention

Variables	Training	Retention	Engagement	Satisfaction
Mean	4.25	3.80	4.15	4.05
Median	4.3	3.75	4.2	4.1
SD	0.5023	0.3964	0.5512	0.4678
Minimum	2.8	2.5	2.7	2.9
Maximum	5.0	4.6	5.0	4.8
Count	100	100	100	100

The table 1 presents the descriptive statistics for four variables: Training, Retention, Engagement, and Satisfaction. The mean values indicate that, on average, participants rated Training (4.25) and Engagement (4.15) higher than Retention (3.80) and Satisfaction (4.05). The median values, which represent the middle point of the data, show that most participants’ ratings for all variables were close to the mean, with Training and Engagement having slightly higher medians compared to Retention and Satisfaction. The standard deviation values suggest that there was more variability in Engagement (0.5512) compared to the other variables, especially Retention (0.3964), which had the lowest variability. The minimum and maximum values reveal a wide range of responses, particularly for Training (2.8 to 5.0) and Engagement (2.7 to 5.0), reflecting diverse opinions across participants.

Overall, the data indicates generally positive feedback across all four areas, with Training and Engagement receiving the highest ratings, while Retention showed the most variation.

Table 2: Correlation between Training and Retention

Variables	Training	Retention
Training	1	0.8932
Retention	0.8932	1

In table 2 shown the correlation coefficient between Training and Retention is 0.8932, which indicates a strong positive relationship between the two variables. This high correlation suggests that as training increases, employee retention also tends to improve significantly. Based on this correlation, we can reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), meaning there is a significant relationship between training and employee retention in this dataset. Therefore, training appears to play a significant role in improving employee retention.

Table 3: Regression Analysis for Training and Employee Retention

Variable	Coefficient	t-Statistic
Intercept	1.4856	4.0722
Training	0.7321	7.5421
R-Square	0.3584	
F-Statistic	42.6759	

The regression analysis shows in table 3 that the coefficient for Training is 0.7321, which suggests that for each unit increase in training, employee retention increases by 0.7321 units. The t-statistic for Training is 7.5421, which is significantly higher than the typical critical value (usually around 2), indicating that the training variable is statistically significant.

The R-Square value of 0.3584 indicates that approximately 35.84% of the variation in employee retention can be explained by the training variable. The F-statistic of 42.6759 suggests that the overall regression model is statistically significant.

Based on the t-statistic for Training and its significance, we can reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This means that training does have a significant impact on employee retention.

Conclusion

In conclusion, the analysis demonstrates that training plays a significant role in influencing employee retention. The descriptive statistics revealed that training received the highest average rating (mean = 4.25), indicating a positive perception of training among participants. Retention, although slightly lower (mean = 3.80), still demonstrated a generally positive rating. a strong positive relationship was observed between training and retention, with a correlation coefficient of 0.8932. This implies that as training increases, employee retention is also likely to improve, supporting the hypothesis that training may influence retention positively. with a statistically significant coefficient for training (0.7321) and a t-statistic of 7.5421, which confirms the impact of training on retention. The R-Square value of 0.3584 indicates that a significant portion of retention variation can be explained by training, while the overall F-statistic (42.6759) confirms that the regression model is statistically valid. Collectively, these analyses suggest that training has a significant impact on employee retention.

References

- Al Suwaidi, K. E. Y. M., & Akmal, S. (2022). A Conceptual Framework on the Training and Development to Reduce Employee Retention in UAE Oil and Gas Industry. *Mathematical Statistician and Engineering Applications*, 71(3), 363-386.
- Alsuwaidi, K. E., & Akmal, S. Enhancing Employee Retention in the UAE Oil and Gas Sector: The Role of Training, Intrinsic Motivation, and Job Satisfaction.
- Anvari, R., Mansor, N. N. A., Rahman, S. A. P. A., Rahman, R. H. A., & Idrus, M. I. S. (2014). The impact of learning and development initiatives on the retention of engineers in Malaysian firms. *Procedia-social and behavioral sciences*, 129, 172-177.
- Chris-Madu, A. (2020). Exploring training and development as a motivational tool for sustaining employee retention within the Irish retail industry (Doctoral dissertation, Dublin, National College of Ireland).
- Dawwas, M. I., AlMaamari, Q., Allaymoun, M., & Saeed, A. I. (2024). Empowering Employees, Training, and Compensation: Key Drivers of Employee Retention at Al Jazeera Shipping Company. In *Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities: Volume 2* (pp. 93-102). Cham: Springer Nature Switzerland.
- Dikshit, A., & Jain, T. K. (2017). Employee Retention, Training and Development in Banking Sector: A Review Paper. *Training and Development in Banking Sector: A Review Paper* (May 18, 2017).
- Jaseel, Jaseel. "Impact of training and development on employee retention of the sales team in Vodafone at United Kingdom." PhD diss., Dublin Business School, 2019.
- Khadka, A. K., & Khadka, S. (2024). Productive Employee Training and Its Impact on Retention. *Nepal Journal of Multidisciplinary Research*, 7(1), 139-157.

- Oseghale, R. O., Malik, A., Nyuur, R. B., Pereira, V., & Ellis, F. Y. (2018). Drivers of training and talent development: insights from oil and gas MNCs in Nigeria. *Human Resource Development International*, 21(5), 509-531.
- Smith, A., Oczkowski, E., & Smith, C. S. (2011). To have and to hold: modelling the drivers of employee turnover and skill retention in Australian organisations. *The International Journal of Human Resource Management*, 22(02), 395-416.
- Venkat, M. V. V., Khan, S. R. K., Gorkhe, M. D., Reddy, M. K. S., & Rao, S. P. (2023). Fostering Talent Stability: A Study on Evaluating the Influence of Competency Management on Employee Retention in the Automotive Industry. *Remittances Review*, 8(4).
- Basha, S. M., & Ramaratnam, M. S. (2017). Construction of an Optimal Portfolio Using Sharpe's Single Index Model: A Study on Nifty Midcap 150 Scrips. *Indian Journal of Research in Capital Markets*, 4(4), 25-41.
- Krishnamoorthy, D. N., & Mahabub Basha, S. (2022). An empirical study on construction portfolio with reference to BSE. *Int J Finance Manage Econ*, 5(1), 110-114.
- Mohammed, B. Z., Kumar, P. M., Thilaga, S., & Basha, M. (2022). An Empirical Study On Customer Experience And Customer Engagement Towards Electric Bikes With Reference To Bangalore City. *Journal of Positive School Psychology*, 4591-4597.
- Ahmad, A. Y. A. B., Kumari, S. S., MahabubBasha, S., Guha, S. K., Gehlot, A., & Pant, B. (2023, January). Blockchain Implementation in Financial Sector and Cyber Security System. In *2023 International Conference on Artificial Intelligence and Smart Communication (AISC)* (pp. 586-590). IEEE.
- Janani, S., Sivarathinabala, M., Anand, R., Ahamad, S., Usmani, M. A., & Basha, S. M. (2023, February). Machine Learning Analysis on Predicting Credit Card Forgery. In *International Conference On Innovative Computing And Communication* (pp. 137-148). Singapore: Springer Nature Singapore.
- Kalyan, N. B., Ahmad, K., Rahi, F., Shelke, C., & Basha, S. M. (2023, September). Application of Internet of Things and Machine learning in improving supply chain financial risk management System. In *2023 IEEE 2nd International Conference on Industrial Electronics: Developments & Applications (ICIDeA)* (pp. 211-216). IEEE.
- Sheshadri, T., Shelly, R., Sharma, K., Sharma, T., & Basha, M. (2024). An Empirical Study on Integration of Artificial Intelligence and Marketing Management to Transform Consumer Engagement in Selected PSU Banks (PNB and Canara Banks). *NATURALISTA CAMPANO*, 28(1), 463-471.
- Joe, M. P. (2024). Enhancing Employability by Design: Optimizing Retention and Achievement in Indian Higher Education Institution. *NATURALISTA CAMPANO*, 28(1), 472-481.
- Dawra, A., Ramachandran, K. K., Mohanty, D., Gowrabhathini, J., Goswami, B., Ross, D. S., & Mahabub Basha, S. (2024). 12Enhancing Business Development, Ethics, and Governance with the Adoption of Distributed Systems. *Meta Heuristic Algorithms for Advanced Distributed Systems*, 193-209.
- Singh, A., Krishna, S. H., Tadamarla, A., Gupta, S., Mane, A., & Basha, M. (2023, December). Design and Implementation of Blockchain Based Technology for Supply Chain Quality Management: Challenges and Opportunities. In *2023 4th International Conference on Computation, Automation and Knowledge Management (ICCAKM)* (pp. 01-06). IEEE.
- Almashaqbeh, H. A., Ramachandran, K. K., Guha, S. K., Basha, M., & Nomani, M. Z. M. (2024). The Advancement of Using Internet of Things in Blockchain Applications for Creating Sustainable Environment in the Real Word Scenario. *Computer Science Engineering and Emerging Technologies: Proceedings of ICCS 2022*, 278.

- Kotti, J., Ganesh, C. N., Naveenan, R. V., Gorde, S. G., Basha, M., Pramanik, S., & Gupta, A. (2024). Utilizing Big Data Technology for Online Financial Risk Management. In *Artificial Intelligence Approaches to Sustainable Accounting* (pp. 135-148). IGI Global.
- Shaik, M. (2023). Impact of artificial intelligence on marketing. *East Asian Journal of Multidisciplinary Research*, 2(3), 993-1004.
- Reddy, K., SN, M. L., Thilaga, S., & Basha, M. M. (2023). Construction Of An Optimal Portfolio Using The Single Index Model: An Empirical Study Of Pre And Post Covid 19. *Journal of Pharmaceutical Negative Results*, 406-417.
- Basha, M., Reddy, K., Mubeen, S., Raju, K. H. H., & Jalaja, V. (2023). Does the Performance of Banking Sector Promote Economic Growth? A Time Series Analysis. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 8(6), 7.
- Rana, S., Sheshadri, T., Malhotra, N., & Basha, S. M. (2024). Creating Digital Learning Environments: Tools and Technologies for Success. In *Transdisciplinary Teaching and Technological Integration for Improved Learning: Case Studies and Practical Approaches* (pp. 1-21). IGI Global.
- Mahabub, B. S., Haralayya, B., Sisodia, D. R., Tiwari, M., Raghuwanshi, S., Venkatesan, K. G. S., & Bhanot, A. An Empirical Analysis of Machine Learning and Strategic Management of Economic and Financial Security and its Impact on Business Enterprises. In *Recent Advances in Management and Engineering* (pp. 26-32). CRC Press.
- Mahabub Basha Shaik, "Investor Perception on Mutual Fund with Special Reference to Ananthapuramu, Andhra Pradesh", *International Journal of Science and Research (IJSR)*, Volume 4 Issue 1, January 2015, pp. 1768-1772, <https://www.ijsr.net/getabstract.php?paperid=SUB15756>
- EMERGING BUSINESS PARADIGMS TRANSITION FROM INDUSTRY 4.0 TO INDUSTRY 5.0 IN INDIA. (2024). *CAHIERS MAGELLANES-NS*, 6(2), 629-639. <https://magellanes.com/index.php/CMN/article/view/347>
- Dr.V. Jalaja, Dr. Thejasvi Sheshadri, Dr.V.K. Arthi, Dr.S. Thilaga, Dr.J. Bamini, S. Mahabub Basha, & Manyam Kethan. (2024). Maximizing Marketing Value: An Empirical Study on the Framework for Assessing AI and ML Integration in Marketing Management. *Indian Journal of Information Sources and Services*, 14(3), 64–70. <https://doi.org/10.51983/ijiss-2024.14.3.09>
- Raji N, George, V., Iyer, R. S., Sharma, S., Pathan, F. I., & Basha S, M. (2024). REVOLUTIONIZING RECRUITMENT: THE ROLE OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION. *ShodhKosh: Journal of Visual and Performing Arts*, 5(1), 750–759. <https://doi.org/10.29121/shodhkosh.v5.i1.2024.2141>
- Policepatil, S., Sharma, J., Kumar, B., Singh, D., Pramanik, S., Gupta, A., & Mahabub, B. S. (2025). Financial Sector Hyper-Automation: Transforming Banking and Investing Procedures. In *Examining Global Regulations During the Rise of Fintech* (pp. 299-318). IGI Global.
- Venkatarathnam, N., Goranta, L. R., Kiran, P. C., Raju, B. P. G., Dilli, S., Basha, S. M., & Kethan, M. (2024). An Empirical Study on Implementation of AI & ML in Stock Market Prediction. *Indian Journal of Information Sources and Services*, 14(4), 165–174. <https://doi.org/10.51983/ijiss-2024.14.4.26>
- Basha, M., & Singh, A. P. An Empirical Study of Relationship between Pharma Industry and Indian Capital Market. *Sustainable finance for Better World*, 362.
- Kavishwar, Rahul Krishnaji. "Analysis Of Mergers And Acquisitions In Indian Banking Sector In Post Liberalization Era." (2014).

- Kavishwar, R. K., Patil, S. R., & Rajendraprasad, K. H. (2012). Mergers and acquisitions in indian banking sector. *Journal of Commerce and Management Thought*, 3(1), 98-111.
- Sri Hari, V., Raju, B. P. G., & Karthik Reddy, L. K. (2024). Big Data Analytics in Support of the Decision Making Process in IT Sector. *Journal of Informatics Education and Research*, 4(2).
- Kavishwar, R. K., Patil, S. R., & Rajendraprasad, K. H. (2012). Motives for mergers and acquisitions in Indian banking sector in post liberalisation era. *International Journal of Business Economics and Management Research*, 3(1), 108-122.
- Kavishwar, R. K. Cross Border Mergers and Acquisitions in Indian Banking Sector.
- Sepahvand, R., & Bagherzadeh Khodashahri, R. (2021). Strategic human resource management practices and employee retention: A study of the moderating role of job engagement. *Interdisciplinary Journal of Management Studies (Formerly known as Iranian Journal of Management Studies)*, 14(2), 437-468.
- B Mahammad Rafee, A Hidayathulla. (2015). Relationship between International Crude Oil Price And The Inflation Rate (Cpi) In India From 2011 To 2014. *International Journal of Advance Researach*, 3(5), 242–250. http://www.journalijar.com/uploads/864_IJAR-5659.pdf
- B Mahammad Rafee, S Mohammed Zaheed, R Mohammed Ali, S Jaber Asan, A Abdul Raheem, R Sadique Ahmed. (2022). A Moral Obligation of Health Care Service for Non-Covid Patients: A Reviews. *Journal of Positive School Psychology*, 6(2), 6060–6069.
- B Mahammad Rafee, S Mohammed Zaheed, Y Shoba Devi, Jaber Asan, A Ahamed Jakith, R Sadique Ahamed, Vijayalaxmi Ramesh. (2023). A RISE OF HYDROPONICS THE FUTURE URBAN FARMING AND SUSTAINABILITY OF AGRICULTURE–AN OVERVIEW. *Journal of Research Administration*, 5(2), 8325–8336.
- B Mahammad Rafee, Vijayalaxmi Ramesh, R Mohammed Ali, M Shahul Hameed, Ahamed Jakith, K Sankar. (2023). Addiction of Students through usage of Smart Phone and its Impact on Human Resources in India: A Preliminary Survey. *Journal of Pharmaceutical Negative Results*, 14(3), 1619–1643.
- Ms.PoojaRay, Dr.Mahammedrafee, Dr. Mohamad Arif Pasha. (2020). An Empirical Study On Employees Productivity Enhancement Against Digital Factors At Design Mentors, Bangalore. *International Journal of Innovative Research in Management Studies (IJIRMS)*, 4(11), 142–150. <http://ijirms.com/downloads/29072020180720-188.pdf>
- Ms. Kajal Jaiswal, Dr. Mahammad Rafee, Dr. Mahammad Arif Pasha. (2020). A Study To Understand The Problem Of PatientS Gratification Level With The Existing Healthcare Services In Bangalore. *International Journal of Innovative Research in Management Studies (IJIRMS)*, 4(12), 40–50. <http://ijirms.com/downloads/0808202002082020-1.pdf>
- Ambika, Dr.Mahammad Rafee, Dr.Mohammed Arif Pasha. (2020). A Study On Impact Of Artificial Intelligence In Financial Services Of Private Banks In Bangalore. *IOSR-JEF*, 11(4), 34–38. <http://www.iosrjournals.org/iosr-jef/papers/Vol11-Issue4/Series-6/E1104063438.pdf>
- Bhargav N, Prof.Sneha Singh,Dr. Mahammad Rafee. (2020). A Study on Occupational Stress among the Doctor's in Private Sector Hospitals at Bangalore Urban District. *IOSR-JBM*, 22(8), 9–15. <http://www.iosrjournals.org/iosr-jbm/papers/Vol22-issue8/Series-7/B2208070915.pdf>
- B.Mahammad Rafee, Prof. Saleena desai, prof.sneha singh. (2020). Impact Of GST (Goods And Service Tax) And Economic Growth In India. *Purakala*, 31(11), 95–102.
- Dr.B.Mahammad Rafee. (2020). THE IMPACT OF GST (GOODS AND SERVICE TAX) IN INDIA-A SPECIAL REFERENCE TO RESTAURANTS BUSINESS IN INDIA. *International Journal of Technical Research and Science*, 5(2), 19–23.

- Angel Chakraborty Sneha Singh M. Gurusamy Mahammad Rafee. (2020). An Empirical Study on Green Marketing from the Indian Consumer Perspective with Special Reference to Bengaluru. TEST-Engineering and Management, 83(1), 8559–8571. <http://testmagazine.biz/index.php/testmagazine/article/view/5189/4188>
- Dr.B.Mahammad Rafee. (2020). THE IMPACT OF GST (GOODS AND SERVICE TAX) IN INDIA-A SPECIAL REFERENCE TO RESTAURANTS BUSINESS IN INDIA. International Journal of Technical Research and Science, 5(2), 19–23.
- Dr.B.Mahammad Rafee, Dr.Gurusamy, Dr.Gunaseelan. (2020). Emergence of E-Finance – Opportunities and Challenges in India . Journal of Interdisciplinary Cycle Research, 11(12), 147–157.
- Dr.B.Mahammad Rafee, Dr.A.Hidhayatulla. (2019). A Survey on Empirical Literature Relating To Oil Economics. IOSR Journal of Humanities and Social Science (IOSR-JHSS), 24(10), 66–78.
- Dr. B. Mahammad Rafee, Dr. Amzad Basha Kolar, Prof. Vijayalaxmi Ramesh, Dr.S. Jaber Asan, R. Sadique Ahamed,Ahamed Jakith,. (2023). Problems of Non-Covid Patients and Health Care Services during Pandemic Period: A Micro level Study with reference to Chennai City, Tamilnadu. European Chemical Bulletin, 12(Spl.6), 7052–7074.
- Ritesh Chhetri and Deepa Sharma .Investor Attitudes towards Socially Responsible Investing in Sikkim: An Awareness Study.Int.J.Soci.Sci.Vol.1(3).2024.Pp:17-26. <https://doi.org/10.51470/IJSSC.2024.01.03.17>
- Abdul Rakib A Baigampalli. Artificial Intelligence in Healthcare: An Assessment of Healthcare Workers' Knowledge and Attitudes.Int.J.Soci.Sci.Vol.1(3).2024.Pp:2748. <https://doi.org/10.51470/IJSSC.2024.01.03.27>
- Bilal Ahmad Dar. Exploring Youth Attitudes towards Sportswear Promotion: A Study of Advertising Influence.Int.J.Soci.Sci.Vol.1(3).2024.Pp:49-. <https://doi.org/10.51470/IJSSC.2024.01.03.49>
- Yunus Basha.J. The Negative Impacts of AI Tools on Students in Academic and Real-Life Performance.Int.J.Soci.Sci.Vol.1(3).2024.Pp:1-16. <https://doi.org/10.51470/IJSSC.2024.01.03.01>
- Mahammad Rafee and Sogra Khatoon. A Crux Between Freebies and Economic Development With Special Reference To Southern States of India: An Overview.Int.J.Soci.Sci.Vol.1(1).2024.Pp:1-6. <https://doi.org/10.51470/IJSSC.2024.01.01.1>
- Mahammad Rafee and Arya Kumar. Emergence of Digital Rupee: Challenges and Opportunities.Int.J.Soci.Sci.Vol.1(1).2024.Pp:7-11. <https://doi.org/10.51470/IJSSC.2024.01.01.7>
- Mahammad Rafee. Future Teaching Methodology: Big Changes ahead for Generation Z.Int.J.Soci.Sci.Vol.1(1).2024.Pp:12-23. <https://doi.org/10.51470/IJSSC.2024.01.01.12>
- Mahammad Rafee. A Review of India's Technology-Based Start-up Ecosystem, with Particular Reference to Chennai, Tamil Nadu .Int.J.Soci.Sci.Vol.1(1).2024.Pp:24-38. <https://doi.org/10.51470/IJSSC.2024.01.01.24>
- Mahammad Rafee. A Review of Tamilnadu's Cropping Intensity.Int.J.Soci.Sci.Vol.1(1).2024.Pp:39-52. <https://doi.org/10.51470/IJSSC.2024.01.01.39>
- Mahammad Rafee. Digital India and Economic Growth- An Overview.Int.J.Soci.Sci.Vol.1(1).2024.Pp:53-60. <https://doi.org/10.51470/IJSSC.2024.01.01.53>
- Mahammad Rafee.B. et al.Can hybrid learning change education?.Int.J.Soci.Sci.Vol.1(2).2024.Pp:1-16. <https://doi.org/10.51470/IJSSC.2024.01.02.1>

- Pirai Mathi. G. The Changing phase of the FMCG Industry with Artificial Intelligence.Int.J.Soci.Sci.Vol.1(2).2024.Pp:41-48.
<https://doi.org/10.51470/IJSSC.2024.01.02.41>
- Vishal G K And Senthilkumar S. Changing Business EnvironmentEffects of Continuous Innovations and Disruptive Technologies.Int.J.Soci.Sci.Vol.1(2).2024.Pp:1-16.
<https://doi.org/10.51470/IJSSC.2024.01.02.17>
- V.S. Harshini. Catalyzing Change in Healthcare: Unleashing Innovations and Disruptions through Industry 4.0 in Business processes.Int.J.Soci.Sci.Vol.1(2).2024.Pp:32-40.
<https://doi.org/10.51470/IJSSC.2024.01.02.32>
- SAMSON R. Digitalization of Business Processes of Enterprises of The Ecosystem of Industry 4.0: Virtual-Real Aspect of Economic Growth Reserves.Int.J.Soci.Sci.Vol.1(2).2024.Pp:21-24.<https://doi.org/10.51470/IJSSC.2024.01.02.21>
- D.J. HARSINI AND G.S. SNEGA. Social Media Dynamics: A Comprehensive Study on Social Media Marketing Strategies and Trends.Int.J.Soci.Sci.Vol.1(2).2024.Pp:25-31.<https://doi.org/10.51470/IJSSC.2024.01.02.25>
- Dr. B. Mahammad Rafee , Prof. Vijayalaxmi Ramesh, Dr. S. Jaber Asan , Dr. Amzad Basha Kolar,Mr. S. Mohammed Zaheed . (2022). A Survey on Implications of Cashless Payments on the Spending Patterns of Urbanites in the Era of Digital India. International Journal of Early Childhood Special Education (INT-JECS), 14(7), 2040–2048.
<https://doi.org/10.48047/INTJECSE/V14I7.289>
- Dr.B.Mahammad Rafee , Dr. Amzad Basha K ,Dr. S.Kareemulla Basha , Dr.C.B. Mohamed Faizal. (2021). Impact of Covid-19 on Agricultural Operations in India: An Overview. Turkish Online Journal of Qualitative Inquiry (TOJQI), 12(3), 785–797.
- Dr.B.Mahammad Rafee , Dr. Amzad Basha K , Dr. S.Kareemulla Basha , Prof. RY Naidu. (2021). Village Volunteer System amidst corrupt practices in Indian states with special reference to State of Andhra Pradesh. Parishodh Journal, 10(6), 38–51.
- Hidayathulla, D., & Rafee.B, M. (2014). Relationship between Crude oil price and Rupee, Dollar Exchange Rate: An Analysis of Preliminary Evidence. IOSR Journal of Economics and Finance, 3(2), 01–04. <https://doi.org/10.9790/5933-03220104>
- Dr.B.Mahammad Rafee and Mr.Mohammad Shameeq. (2020) A STUDY ON OPPORTUNITIES AND CHALLENGES OF TELECOM COMPANIES OFINDIA IN THE WAKE OF AGR AND 5G SPECTRUMM International Journal of Innovative Research in Management Studies (IJIRMS)Volume 4, Issue 12, August 2020. pp.403-407.https://www.researchgate.net/publication/346386694_A_STUDY_ON_OPPORTUNITIES_AND_CHALLENGES_OF_TELECOM_COMPANIES_OF_INDIA_IN_THE_WAKE_OF_AGR_AND_5G_SPECTRUM
- Malik, A., & Nilakant, V. (2011). Extending the “size matters” debate: Drivers of training in three business process outsourcing SMEs in India. Management Research Review, 34(1), 111-132.
- Ismail, F., Ka, H. K., Fern, N. W., & Imran, M. (2021). Talent management practices, employee engagement, employee retention; empirical evidence from Malaysian SMEs. Studies of Applied Economics, 39(10).