

A REVIEW

Talent retention through internal communication : The emerging formulae

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ABSTRACT

Service sector especially banking sector has been a major contributor to the growth of the Indian economy. Employees play a crucial role in upbringing of the industry to the current level and as far as the banking industry is concerned, employees and act as the face of the organization. With the increasing competition in the Indian banking industry, it has become the prime requisite for the industry to preserve talents. In order to achieve high growth in the hyper competitive market, the industry should focus upon internal marketing of employees through well-built internal communication systems.

KEY WORDS : Service sector, Indian banking industry, Internal marketing, Internal communication systems

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