

摘 要

零售行业普遍存在着员工流动率频繁的问题，现在随着互联网经济不断发展，不仅让购物变得更方便，还形成了新零售的营运模式。在这种背景下，零售行业的员工流失现象比以往更突出。员工流失不仅影响企业经济效益，还对企业内部结构稳定和人才供给产生影响。从企业方面看，缺少合理的薪酬制度、员工培训体系、工作强度大等，从员工角度看，都想找一份薪水高、福利好、可以长远发展的工作。所以企业要想留住人才就要优化管理，需要提高员工满意度和组织归属感。本文以杭州顶全便利店为例，目前杭州顶全便利店的员工不能满足公司日常生产运营的需要，通过问卷调查法，对员工流失的现状进行分析，探讨流失的原因，提出相应策略来应对杭州顶全便利店员工流失难题，降低员工离职率，促进杭州顶全便利店的稳定、持续发展。

关键词：员工流失；原因或问题；对策

Abstract

There is a widespread problem of frequent employee turnover rate in the retail industry. Now, with the continuous development of the Internet economy, it not only makes shopping more convenient, but also forms a new retail business model. In this context, employee turnover in the retail industry is more prominent than ever. Employee loss not only affects the economic benefits of the enterprise, but also affects the stability of the internal structure and talent supply of the enterprise. From the perspective of enterprises, there is a lack of reasonable salary system, employee training system, high work intensity, etc. From the perspective of employees, they all want to find a job with high salary, good welfare and long-term development. Therefore, if enterprises want to retain talents, they need to optimize management and improve employee satisfaction and organizational sense of belonging. This paper in Hangzhou top convenience store, for example, the Hangzhou top all convenience store employees can not meet the needs of the company's daily production operation, through the questionnaire survey, analyzes the present situation of employee turnover, discusses the cause of the loss, put forward the corresponding strategy to deal with the staff of Hangzhou top convenience store turnover problem, reduce employee turnover rate, promote the stability of Hangzhou top all convenience store, sustainable development.

Key words: employee loss; cause or problem; countermeasures

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