

THE INFLUENCE OF MOTIVATION ON TURNOVER INTENTION OF ACADEMIC STAFF IN SOME SELECTED PRIVATE UNIVERSITIES IN SOUTH WEST OF NIGERIA

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ABSTRACT

This study thus examined the extent to which motivational practices influence retention of academic staff in South-West Nigerian Private Universities. Descriptive survey of ex-post facto type of research design was adopted. The population consisted of 1,411 academic staff of private universities in South- West while sample size of 834 was drawn. The research instrument; Motivation, Job Satisfaction and Academic Staff Retention Instrument (MOJOSATREI). The Data was analysed and tested using pearson product moment correlation. A significant relationship and influence was observed between motivation and degree of attraction of qualified academics ($r = 0.759$; $p < .01$; $R^2 = .0576$; $F\text{-cal.} = 1128.402$). Most of the institutions with unique motivational practices have been able to attract qualified academics into their workforce. Furthermore a significant positive relationship existed between motivational needs and retention ($r = 0.674$, $p < 0.05$), correct identification and anticipation of academics motivational needs discourage labor turnover and thus enhances the retention of the academics. However, there was a significant negative relationship between the motivational practices and retention ($r = -0.100$, $p < 0.05$). This could be as result of the significant difference that existed between what could motivate the staff and what the universities are offering. In conclusion, the study showed that motivation played an important role in job turn over intention. Therefore, in order for private universities to attract and retain qualified academics, the institutions must provide motivational practices that are valued by the academics; otherwise retention will be difficult. The study recommended that universities should find out the unsatisfied needs of their workforce and align such to the organizational goals to address the issue of retention of south-west academic staff in order to achieve excellence and sustainability in education.

Keywords: Job Satisfaction, Motivation, Turnover, Employee Retention.