

# ORGANIZATIONAL CULTURE, WORK–LIFE BALANCE, AND REWARD SYSTEMS AS DETERMINANTS OF EMPLOYEE RETENTION IN A CONSTRUCTION COMPANY IN MALAYSIA

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**Abstract:** This conceptual paper examines how organizational culture, work–life balance, and reward systems function as key determinants of employee retention within Malaysia’s construction industry. Drawing exclusively from the theoretical perspectives outlined in this study, including the Conservation of Resources Theory, Social Exchange Theory, the Job Demands–Resources Model, and Herzberg’s Two-Factor Theory, the paper integrates organizational and personal factors to explain why employees choose to remain in high-risk, project-based environments. The arguments developed highlight that a supportive culture fosters belonging and psychological safety, balanced work–life conditions reduce strain and burnout, and an appropriate blend of intrinsic and extrinsic rewards sustains motivation and commitment. Based on this synthesis, the paper advances three hypotheses proposing that these determinants positively influence employee retention. By consolidating existing literature within a construction-specific context, this study provides a structured foundation for future empirical testing and contributes conceptually to understanding workforce stability in the construction sector.

**Keywords:** Employee retention, organizational culture, work–life balance, intrinsic and extrinsic rewards, construction industry

## Introduction

Employee retention remains one of the most pressing challenges facing the construction industry, particularly due to its project-based employment structure, physically demanding work, and high-risk operational environment. The transient nature of construction work, coupled with safety hazards and fluctuating workloads, often leads to higher turnover compared to other sectors (Koirala et al., 2025). Recent scholarship emphasizes employee resilience as the psychological capacity to adapt, recover, and thrive in the face of adversity plays a critical role in influencing workers' decisions to remain in an organization (Blaique et al., 2024). Resilient employees are better equipped to manage work-related stress, sustain engagement, and maintain motivation under uncertain project conditions, thereby enhancing organizational stability (Shinde, 2025). Similarly, fostering a strong safety climate and providing structured training have been shown to reduce turnover intention in construction contexts by strengthening workers' emotional stability and organizational identification (Yazdi, 2025).

Despite growing evidence supporting the positive effects of resilience on retention, empirical research in the construction sector remains limited and fragmented (Zungu et al., 2025). Most resilience-retention studies have been conducted within healthcare, hospitality, or service industries, where working conditions differ markedly from construction sites. Consequently, the existing theoretical models, such as the Conservation of Resources Theory and Social Exchange Theory, have yet to be empirically validated in high-risk and project-driven contexts (Zeijen et al., 2024). Moreover, while psychological safety and work engagement are recognized as mediating factors in resilience-retention relationships, their interactions within construction organizations have received minimal scholarly attention (Hizon, 2025). The inconsistent conceptualization of resilience, treated either as a fixed trait or a dynamic process, further complicates the integration of findings across studies.

Given these research limitations, this study aims to conduct a comprehensive examination of employee resilience and its influence on retention within the Malaysian construction industry is both timely and necessary. Construction organizations face acute workforce shortages, high attrition rates, and challenges related to mental well-being (Pamidimukkala et al., 2025). Understanding how resilience, supported by psychological safety, engagement, and organizational support, mitigates turnover can provide critical theoretical and managerial insights. By establishing an integrated resilience-retention framework tailored to construction settings, this study aims to advance organizational behaviour theory and inform evidence-based strategies that enhance workforce stability, safety compliance, and project productivity (Lee et al., 2025).

## Literature Review

The theoretical foundation of this study integrates the Conservation of Resources (COR) Theory, Social Exchange Theory (SET), and the Job Demands-Resources (JD-R) Model to explain the relationship between employee resilience and employee retention in the construction industry. These frameworks collectively describe how personal and organizational resources interact to shape employee behaviour, well-being, and long-term commitment.

The Conservation of Resources (COR) Theory (Hobfoll, 1989) posits that individuals strive to obtain, maintain, and protect valued resources such as energy, time, and psychological capital. When these resources are threatened or lost, stress occurs; however, resilient employees are better equipped to preserve and rebuild resources, thereby reducing burnout and turnover intention. In construction environments, resilience serves as a psychological safeguard that

helps employees manage job strain and uncertainty, ultimately promoting retention (Shinde, 2025). By maintaining a sense of control and purpose in high-demand conditions, resilient employees conserve resources more effectively and sustain engagement with their work (Polkinghorne et al., 2025).

The Social Exchange Theory (SET) complements this by emphasizing reciprocal relationships between employees and their organizations (Hyder et al., 2024). Employees who perceive organizational support through safety practices, fair leadership, or training develop a sense of obligation and loyalty toward their employer. This mutual exchange fosters psychological commitment and reduces turnover intentions (Yeh & Huang, 2025). In the construction sector, where workers frequently encounter physical risks and project-based employment, organizational support and safety climate strengthen employees' sense of belonging and reinforce their intention to stay (Woolcott et al., 2024).

The Job Demands–Resources (JD-R) Model further explains that employees' well-being and retention depend on balancing job demands (e.g., workload, hazards) with job and personal resources (e.g., resilience, organizational support). Resilient individuals can transform job challenges into motivational opportunities, while organizations that provide sufficient support amplify this adaptive capacity (Rehman, 2025). Hence, resilience functions both as a personal resource (within COR and JD-R perspectives) and a reciprocal mechanism (within SET) that enhances retention outcomes.

In summary, this study adopts an integrated theoretical lens: resilient employees (COR) who experience supportive exchanges (SET) and sufficient job resources (JD-R) are more likely to remain committed and loyal to their organizations. This combined framework provides a robust basis to examine how resilience interacts with psychological safety, work engagement, and organizational support to influence employee retention in Malaysian construction firms.

### **Definition of Organizational Culture**

Organizational culture refers to the shared values, beliefs, norms, and practices that shape the behavior and attitudes of employees within an organization. A positive and supportive culture characterized by teamwork, recognition, and respect enhances employee satisfaction and loyalty (Chaanine, 2025). According to the Social Exchange Theory (Blau, 1964), when employees experience fairness and belonging, they reciprocate through commitment and retention. Within the construction context, where collaboration and safety are paramount, a cohesive culture strengthens interpersonal trust and reduces turnover.

### **Definition of Work-life Balance**

Work-life balance represents an individual's ability to manage professional obligations alongside personal and family responsibilities. In the construction industry, long hours, frequent travel, and project-based demands often disrupt this balance, leading to burnout and turnover (Kunkcu et al., 2024). The work-life balance functions as a *hygiene factor*, whose absence causes dissatisfaction, though its presence prevents disengagement. SET also suggests that when organizations facilitate balance, employees feel indebted and remain committed to reciprocate the support (Fatema & Akter, 2025).

### **Definition of Intrinsic and Extrinsic Rewards**

Intrinsic rewards refer to intangible motivators such as recognition, achievement, and self-development opportunities, whereas extrinsic rewards include tangible incentives like salary,

bonuses, and job security. According to Herzberg's Two-Factor Theory, intrinsic factors serve as motivators that enhance satisfaction, while extrinsic factors act as hygiene elements preventing dissatisfaction (Ullah et al., 2025). Construction companies depend on both types of rewards to retain skilled employees in a competitive and project-dependent labour market (Humayun et al., 2023)

### **Definition of Employee Retention**

Employee retention is the organization's ability to sustain its workforce and minimize voluntary departures through effective management of motivation, culture, and support (Sharma et al., 2025). Theories such as SET posit that retention results from the continuous exchange of perceived fairness and support between employer and employee. In this study, retention is conceptualized as the dependent variable reflecting employees' commitment to remain within their construction organization.

### **Hypothesis Development**

A supportive organizational culture strengthens employees' sense of belonging, trust, and psychological safety elements, shown to reduce disengagement and turnover intention (Chaanine, 2025). Consistent with Social Exchange Theory, when employees perceive fairness, respect, and recognition from their organization, they reciprocate by demonstrating loyalty and long-term commitment (Hyder et al., 2024). In the construction industry, where teamwork, coordination, and interpersonal trust are essential for project success, a cohesive culture enhances communication and motivation, both of which contribute to workforce stability. When cultural norms align with employees' values and provide emotional security, retention is reinforced through trust and reciprocal commitment. Hence, it could be proposed that,

#### **H1: Organizational Culture Has A Positive Relationship With Higher Employee Retention**

Balanced work-life conditions help employees manage job demands, reduce burnout, and maintain emotional well-being, thereby strengthening their intention to remain with the organization. In construction environments characterized by long hours, travel demands, and project intensity, work-life imbalance often contributes to dissatisfaction and turnover (Kunkcu et al., 2024). Herzberg's perspective highlights that supportive work-life practices reduce dissatisfaction, while Social Exchange Theory suggests that when organizations demonstrate genuine concern for employees' personal needs, employees feel valued and reciprocate through loyalty and continued service (Fatema & Akter, 2025). Employees who perceive organizational care for their personal life feel a stronger obligation to stay, fulfilling reciprocal expectations as described by SET. Hence, it could be proposed that,

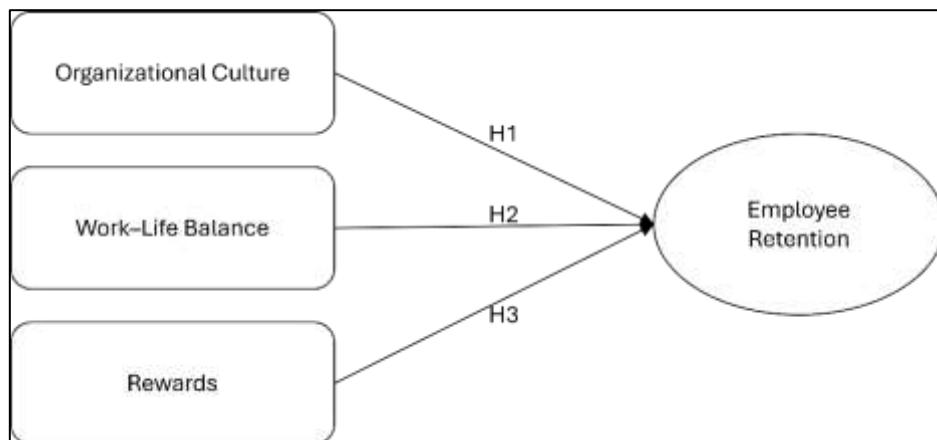
#### **H2: Work-Life Balance has a Positive Relationship with Employee Retention**

A balanced combination of intrinsic and extrinsic rewards is crucial for motivating employees to remain within their organization. Intrinsic rewards such as recognition, personal growth, and meaningful work enhance psychological fulfilment, while extrinsic rewards such as salary, job security, and bonuses ensure financial stability. According to Herzberg's Two-Factor Theory, job satisfaction increases when motivators and hygiene factors coexist harmoniously (Ullah et al., 2025). Social Exchange Theory similarly posits that when employees perceive fair compensation and equitable developmental opportunities, they reciprocate with loyalty and reduced turnover intention (Humayun et al., 2023). In construction companies, this combination

is particularly important due to the competitive labour market and high mobility of skilled workers. Retention is therefore maximized when organizations simultaneously meet employees' financial expectations and psychological needs. Hence, it could be proposed that,

**H3: Intrinsic and Extrinsic Rewards have a Positive Relationship with Employee Retention**

Figure 1 depicts the hypotheses proposed in this study.



**Figure 1: Conceptual framework**

## Conclusion

This study set out to conceptually examine how organizational culture, work-life balance, and reward systems influence employee retention within Malaysia's construction industry. Drawing from the Conservation of Resources (COR) Theory, Social Exchange Theory (SET), the Job Demands-Resources (JD-R) Model, and Herzberg's Two-Factor Theory, the paper synthesizes existing literature to explain why employees choose to remain in high-risk, project-based construction environments. The arguments developed highlight that supportive cultural norms foster trust and belonging, balanced work-life conditions minimize strain and burnout, and an appropriate mix of intrinsic and extrinsic rewards sustains motivation and commitment. These insights collectively form the basis of the three hypotheses proposed in this study.

The conceptual framework derived from these hypotheses provides an integrated lens for understanding employee retention in construction settings, where organizational and personal demands are uniquely challenging. By positioning organizational culture, work-life balance, and reward systems as central determinants of retention, the study reinforces their theoretical relevance and practical importance for construction firms facing persistent workforce shortages and turnover issues.

As a conceptual paper, the findings offer a foundation for future empirical research. Scholars may test the proposed hypotheses using quantitative or mixed-method approaches to validate the relationships within actual construction environments. Further studies may also explore potential mediators or moderators, such as psychological safety, engagement, or organizational support, to deepen the understanding of how these factors interact. By advancing a structured and theoretically grounded framework, this paper contributes to ongoing efforts to strengthen workforce stability, enhance employee well-being, and improve organizational outcomes within the construction industry.

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