

Academics Attraction and Retention Trends at a South African University

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ABSTRACT This discussion explores the attraction and retention of academics at a formerly disadvantaged South African university. Data for this predominantly quantitative study was gathered through a questionnaire that was sent to the entire university staff and was responded to by 206 respondents. Chi-square and correlation analysis was done for the gathered data. The global challenge posed by failed attraction and retention came to the fore. This study established that professional support, promotion by teaching, remuneration and teaching load are the four top ranked factors that attract and retain academics. It further emerges that the university under study was not doing enough to attract and retain its academics. The need for university management to be proactive in managing attraction and retention matters came to the fore.