

EMPLOYEE ATTITUDE TOWARDS THE ATTRITION: EXPLORING THE DIMENSIONS IN INFORMATION TECHNOLOGY INDUSTRY IN CHENNAI

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ABSTRACT

The most challenging job in today's information technology industry is to identify strategies for retain a high quality workforce and understanding the reason for attrition. It is an established fact that talent retention is a strategic tool to ensure competitive and corporate performance. The study was aimed to identify factors of employee retention in the information technologies industry and reducing employee turnover and explore the impact of retention strategies on the workforce. The research was based on the questionnaire survey method; for these purpose 450 survey sand 50 face to face interviews. A total of 500 respondents were selected within the 600 HR professionals. Variables like Employee background information, HR policies and conditions of services, corporate work environment and employee welfare measures. The outcome of the findings is expected to help the HR managers of these organizations in minimizing the attrition rate by developing effective retention strategies specific to their organizations.

KEY WORDS: Retention, HR practices, employee attrition, retention strategies.

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