A STUDY ON EMPLOYEE ATTRITON: WITH SPECIAL

REFERENCE TO KERALA IT INDUSTRY

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ABSTRACT

In India, IT sector has developed valuable trademark equity for itself in the global markets and offers a variety of services, products and technologies. Information technology industry in India includes IT services and software industry, BPO (Business Process Outsourcing) and ITES (Information Technology Enabled Services). The aim of this study was to identify the key organizational factors contributing to the attrition of IT employees in Kerala. This study was based on both primary and secondary data. In this study, data from 381 IT employees were used. Regression analyses were used to examine the factors that affect the attrition of IT workers. The regression analysis shows that, the organizational factors such as Organizational Commitment, Work Environment and Work Place Stress are the significant factors affecting the attrition of IT industry.

KEYWORDS: Attrition, IT Employees, Organizational Factors