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INVOLVEMENTS ENHANCE THE STAY OF EMPLOYEE IN AN ORGANIZATION. STUDY WITH RESPECTIVE IT COMPANIES OF NAGPUR CITY

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ABSTRACT

From last few years we are moving towards the globalized world, which open the doors for new job opportunities. The global IT industry has full-fledged over the years and has arisen to be a chief contributor to the global economic growth specifically the developing country like India. The global IT sector, constituted by the software and services, Information Technology Enabled Services (ITES) and the hardware segments, has been on a steady growth path with a steady rise in incomes as witnessed in the past few years.With the tremendous growth in this sector ,simultaneously IT and ITES facing the problem of higher attrition rate .Satisfaction and involvement in the job is a serious matter among the youngsters.Based on the analysis it is inferred that IT companies in IT Park and MIHAN ,Nagpur has to implement the retention strategies by improvement in working conditions to sustain in the organization.

Key word: Information Technology Enabled Services, hardware segments, revenues, attrition rate.

INTRODUCTION:

India's economy has been driven by the growth in the technology sector in the recent past. A large part of this growth is hooked on on the "outsourcing" or "off shoring" of

crucial business progressions and software expansion activity (and related services) by huge global firms and other establishments. The industry is subjugated by large unified troupes consisting of both Indian and international provision benefactors. During

the year, the portion of Indian benefactors went up to 65-70% due to the incipient inclination of monetization of detainees. MNCs however, continued to make unfathomable inroads into the trade and reinforced their Indian delivery centers during 2008.

Today's intensifying, viable and demanding atmospheres have forced concerns to be more competent, activate leaner and uninterruptedly fashion new trials to retain ahead of entrants accumulation decisive punter charge to a invention or amenity in the form of minor prices, excellence and recovering service has become an indispensable requirement in the worldwide souk.

OBJECTIVE OF STUDY:

- To take efforts and measures to improve the situation and conditions of employment.
- To comprehend the directions and guidelines surveyed by the association.

Hypothesis: Contribution enhance the stay of an employee in the organization.

LITERATURE REVIEW:

The literature review specially in employee involvement extensively reviewed as one of the significant determinants of employee retention came out as involvement factors. Many investigators have functioned on underling engrossment and membership at several echelons and in different realms. Employee engrossment is an imperative typical of job consummation, operative inspiration and even employee preservation (Dr.S.J.Deo,p.1,GJRA,2016) . Employee involvement has a direct correlation with productivity, quality, efficiency, absenteeism, and even motivation. Employee contribution has approved much compassion in the expanse of work association in contemporary eras. While fluctuations in the work association through the last years are sundry and challenging to condense by a uncommon strategic impressions, there has occurred an treaty that underling participation and financial motivation organizations are important measures in modern personnel management, establishments of different sizes might be affected differently by employee involvement. Worker engrossment goods enhanced originality concert complete

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assorted networks together with heightened flexible determination by teams. There is also a extraordinary overtone amongst noble appraisal and employee contribution in exertion party and improved the aristocrat analysis, improved the effectiveness near drudgery.

RESEARCH HYPOTHESIS AND METHODOLOGY

It is essential to strategy a proper approach for empathetic organized and technical study. The study is tentative, expressive as well as unplanned. The methodology designed for this research work is as following:

Data Collection: Data is collected through Primary Data Sources and Secondary Data Sources. Primary Data Sources are collected specifically for the purpose of research study, which is to be done, and secondary data source are already collected data, with some other objective.

Questionnaire: A formal list of Questions is formulated and asking the questions from the people who are having the related information. Here the Questionnaire is

Structured and Non Disguised Type. Close end Questionnaire with Dichotomous and Multiple Choice Questions. Research design depends on type of research studies that we are going to make. Both Descriptive and exploratory research was used in compiling this study.

SECONDARY DATA SOURCE:

Sources: On-Line Information from web sites, local Reports, official reports, records, books and journals, Annual report published by IT Companies.

Sampling Design:

I) **Universe of the study**:

The universe selected for the study is Nagpur region.

II. **Population**: The target population for this study was the all the IT companies in Nagpur region were treated as sample.

Sample Size:

Two questionnaires are prepared to study the impact of attrition rate of the IT professional on the IT companies in Nagpur.

Total sample size: **500**

Data Collected from Nagpur region.

Sampling is done with the help of random sampling and cluster sampling method.

Sampling Technique: For the purpose of this survey, Non-probability sampling technique of Quota Sampling was employed as the sample size was small and fixed and the sampling unit was clearly defined. Questionnaire asked for all the categories were closed ended.

iii) **Tools of Research**:

Pre-designed questionnaire and pre-structured interview schedules shall be canvassed for collecting primary data to study the impact of attrition rate of the IT professional on the IT companies in Nagpur. The questionnaire will be subjected to validation.

Decision to Stay: This divulges operatives' values approximately the forthcoming of the business, work-life equilibrium, and communications through administration. This trials workers' conclusions to sojourn inside the society and to give completely to the goalmouths of the society and the responsibilities of the separate job. One

example question was 'I see myself working for this organization three years from now'.

Survey Response

500 participants were randomly selected for the main survey. A total of 415 respondents effectively completed their surveys.

The results were allocated into three categories of employees, mainly

- Software engineers (415 respondents),
- Project leaders (72 respondents), and
- Assistant managers (30 respondents)

DATA ANALYSIS PROCEDURE

It instigates by recognizing the measure of dimension for each piece and adjustable, trailed by entering data into SPSS, inspection for misplaced ethics and statistics appearance errors, generating merged variables and appraising their rationality and consistency, directing expressive arithmetical trials for demographic substances and variables, taxing ordinariness, and lastly an suitable statistical test to appraise a exploration interrogation or

to assessment an hypothesis requirements to be elected.

WHAT INVOLVEMENT FACTORS ARE MOST IMPORTANT TO EMPLOYEES?

From survey results it is obvious that the three most important factors for all age groups are:

1. Training and knowledge development possibilities

2. Attractive assignments

3. Good salary

As presented before, comparing these results with industry average reveals that IT employees value training and skill development much higher than the industry average. It supports my study that being an employee in such an expansive, fast changing and demanding branch such as IT and telecommunication must imply that employees are people who are looking for challenges. In this case, exciting assignments and skill development must be highly valued. Comparing the value of the factor 'Career advancement opportunities' which is 2.5% to the factor 'Training and knowledge development possibilities' which

has value of 21.2% the conclusion that for employees personal development is much more important than career advancement. Asking several employees for their comments, the feedback that they are certainly interested in career advancement, meaning being better and better specialists but not in the sense of climbing the company's hierarchy ladder.

IT Company's manager answered that employees are mostly motivated by interesting and unfolding assignments. All companies have high investments in employees' skill development in form of courses, seminars, workshops, knowledge transfers between employees, visiting and participating in various conferences of interest etc. Each employee has time that is dedicated and planned for education and knowledge development.

Companies are trying to match employees with representing assignments. What is an attractive assignment for one employee does not need to be an interesting assignment for another**. (Ref Table- 1)**

Regarding salaries, since the companies are investing heavily in employees training there is not much space for giving them a

very high salary. But most employees are pleased with good training possibilities and a competitive salary.

Looking at Maslow's hierarchy of needs, employee's values are very high needs on fourth and fifth levels, esteem and self-actualization. Affiliation needs are also valued high which is the third level in Maslow's hierarchy of needs social needs. Salary that we should find on the lower level of needs is valued very high. According to Stum's Performance Pyramid salary should be placed on the second level of workforce needs. On the top level in his Performance Pyramid is Work/life harmony which employees valued as fifth most important factor. (**Ref Table- 2 and Figure 1).**

CONCLUSIONS:

1. High attrition rate because of the education and training system.
2. Occupational professional preferences of workers; access to on-going skill development; regional mobility.

3. The ease of retention would depend on their degree of motivation and involvement. • Stars include more than

just the top 10% -- or 1%! Stars are people at any level who sustain in the organization and bring value to it.

4. Create a development culture. "Career development is the right thing for the organization (identifying and developing future leaders), the right thing for the employee (creating a development environment), and a key retention component."

5. Recognize managers who keep employees. Meaningful recognition remains a potent energizer for employees and managers alike.

LIMITATIONS OF STUDY

The key limitation of the study had been frequent change of opinions of the primary respondents. A few factors that limit the study are due to the there response itself.

- It is difficult to find respondent who take their decisions by their own and stick to it, they always influenced with the other factors, like friends, relatives
- The universe of study is limited to city itself. Though the region has a very cosmopolitan population mix, it

may not be the exact representation of the global.

- Sample size restricted which might limit the study to one particular region.

Respondents are seems to be bias to the particular answer.

- Minds of the respondents are changing by the changes in environment

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Figure- 1

Descriptive Statistics of Satisfaction and Involvement enhance the stay of an employee

N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
415	1.00	4.67	2.9064	.77016	-.395	.120
415						

Respondents and Their Demographics

Respondent's Gender

Male	343
Female	72

Table1.

Figure- 2- Respondent's Academic qualification

Undergraduate	225
Graduate	35
Post graduate	152
Academic doctors	3

LIST OF FIGURE: -

Figure- 1 Respondent's Academic qualification