

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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A STUDY ON WOMEN EMPLOYEE ATTRITION IN IT INDUSTRY WITH SPECIAL REFERENCE TO TECHNOPARK, THIRUVANANTHAPURAM

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ABSTRACT

Women employee attrition in IT industry is high nowadays. This article is to find the level of job satisfaction, safety measures, retaining the employees, working conditions & work life balance and the reason for women Employees attrition in IT Industries. The women employee attrition springs up as a vital issue in IT businesses. The researcher had taken 523 respondents as their sample size from universe and descriptive research design was adopted. This research study uses various methods to analyze the reasons and causes for women employee attrition in Technopark, Thiruvananthapuram. The samples were collected through questionnaire with open ended questions. The tools used for analysing the data are Factor analysis. Based on the analysis and interpretation, it is inferred that the IT companies in Technopark has to implement the Retention strategies by compensation Policies, Changes in work Requirements & improvement in working conditions to sustain in the organisation.

KEYWORDS

level of job satisfaction, safety measures, driving forces, retaining the employees.

1. INTRODUCTION

Attrition can be defined as "A reduction in the number of employees through retirement, resignation or death" and also we can say it as "The rate of shrinkage in size or number". The problem taken for this study is Attrition in IT Industry among the women employees of Technopark, Thiruvananthapuram. In India the software and Information Technology are the fastest growing industries. Today, attrition is one of the major problems faced by the HR managers of the IT industry across the globe; the impact of attrition has received considerable attention by management and HR professionals. The IT industry witnessed an average attrition of 17-25 per cent in FY12 while the average attrition across sectors-manufacturing, banking and others-was at about eight per cent. The software industry clocked one of its highest attrition rates in FY11 (Rajesh Kurup, May 2012). Women Employee Attrition is one of the most critical problems which Indian IT industry faces today. Since IT industries are the economic backbone on providing much needed foreign currency inflow to our country, it is the need of the time to improve the level of satisfaction among the women IT employees. Married women employees who are working in the night shift face many problems from family, society and even health problem and there is no safety for women an employee working in night shift. The women's has to get more support from the society and family members to work and to become more dynamic in the society (Dr. Lakshmi pathi. C.G 2014). Time to time, employee surveys are done to figure out what makes employees to love or hate their employer. Based on these surveys, IT companies those who want to retain their women employees take appropriate steps with hope of reducing the attrition. Career development' is a key retention driver, 'culture' in addition to compensation keeps people engaged at the lower levels (Rajeswari Sharma, 2012). Providing salary hikes in accordance with industrial standards and recruiting the women those who has long-term orientation towards the organization will reduce the level of attrition (Pooja Wadhwa Saroj Koul, 2012)

This is an interesting fact that some companies are inherently immune to attrition, whereas some companies fail to control attrition despite desperate efforts. It is the most costly and seemingly intractable human resource challenges confronting organizations. Women attrition (or turnover) represents significant costs to most organizations. It is odd, therefore, that many organizations neither measure such costs nor have targets or plans to reduce them. With focus on recruitment, compensation, training & development, supervision and motivation, the research will point out the extent of women employee attrition and its causes in an organization, especially in Technopark, Thiruvananthapuram. The response from the employees will give a true picture of Attrition. Analyzing the respondents' answers will help in understanding problems from the employees' view thus will help to develop the current system and making it more effective.

2. STATEMENT OF THE PROBLEM

The quality of work life provides a boost to women employees' job satisfaction. The basic nature of the work, the freedom at work and could help the employees in being closely associated with the work. The physical environment of work life, enough safety, healthy and working conditions place a true picture in workers instigation of work. A safe and health working condition and better welfare measures are undoubtedly necessary for a fireless and satisfied work performance. Supervisors are the nearer boss to the workers and a good relationship between them is imperative.

3. OBJECTIVES OF THE STUDY

- To find out the driving forces of women attrition in the IT companies in Technopark, Thiruvananthapuram
- To identify the organizational push and pull factors which causes women attrition in Technopark
- To study the various effective retention strategies formulated for retaining women employees in IT companies

4. SIGNIFICANCE OF THE STUDY

The quality of work life denotes all the organizational inputs, which aim at the women employee's safety, healthy and working conditions and enhancing organizational effectiveness. This gives more importance on advance technology and high productivity surpassing the needs and mental states of its employees. This created a negative impact on the working environment among the employees. Thus it was realized that communal support goes hand in hand with technical improvements.

5. METHODS AND MATERIALS

Research methodology is a way to systematically solve the research problems. It includes the overall research design, the sampling procedure, data collection method and analysis procedure. In this study Empirical Research Design is used to identify the Employee Attrition among the women employees working in Technopark. The structured questionnaire for finding women employees attrition were open ended, multiple choice, ranking questions are the types of questions used. The nature of the data is both Primary and Secondary data. The data's are collected from internet, books and discussion with the women employees. The primary data are collected through questionnaire and direct personal interviews. The secondary data has been collected through oral communication with the employees, Books and company website. Since the population is hypothetical, the researcher applied simple random sampling method to collect the data. The sample size is 523.

The tool used for analysing the data is Cluster analysis & ANOVA. This procedure attempts to identify relatively homogeneous groups of cases based on selected characteristics, using an algorithm that can handle large numbers of cases. However, the algorithm requires specifying the number of clusters. In this study this technique is carried out based on the socio-economic factors and study factors of the respondents on the various aspects relating to Level of safety/healthy/and working conditions

A pilot study was conducted by collecting data from 50 women employees working at Technopark using a well structured questionnaire. Reliability analysis was used to determine the extent to which the items in the questionnaire are related to each other, to get an overall index of the repeatability or internal consistency of the scale as a whole, and to identify problem items that should be excluded from the scale. To check the reliability of the questionnaire alpha analysis was used. In this the number items are 78 and the alpha value is 0.907(i.e. 90.7%). Since the reliability is 90.7%, it is concluded that the data's are more reliable for the study.

Tools used for analysing data are Cluster analysis & ANOVA. The fixed hypothesis states that Socio-economic factors associated on the level of perception on safety / healthy / and working conditions related variables don't influence the clusters.

6. LIMITATIONS OF THE STUDY

- Respondents in equal importance from all companies in Technopark with respect to the number of workers in each department cannot be taken due to the non availability, willingness and free time of the skilled workers
- Only few determinants of safety, healthy working conditions are taken for the research analysis

7. STATISTICAL ANALYSIS OF THE STUDY

7.1 CLUSTER ANALYSIS

1.1 SOCIO-ECONOMIC FACTORS ASSOCIATED TO THE LEVEL OF PERCEPTION ON SAFETY/HEALTHY/AND WORKING CONDITIONS RELATED VARIABLES

The Table 1.1 describes the results of iteration history for each classification of socio-economic factors associated on the level of perception on safety, healthy and working conditions related variables considered.

TABLE 1.1.1: ITERATION HISTORY FOR SOCIO-ECONOMIC FACTORS ON PERCEPTION ON SAFETY/HEALTHY/AND WORKING CONDITIONS

Iteration	Change in Cluster Centers		
	1	2	3
1	4.62	5.07	6.00
2	0.51	0.11	0.43
3	0.80	0.10	0.41
4	1.19	0.16	0.09
5	1.25	0.38	0.15
6	0.35	0.08	0.51
7	0.25	0.09	0.10
8	0.28	0.11	0.00
9	0.18	0.04	0.29
10	0.06	0.00	0.14

Iterations stopped because the maximum number of iterations was performed. Iterations failed to converge. The maximum absolute coordinate change for any center is 0.059. The current iteration is 10. The minimum distance between initial centers is 10.724.

The Table 1.1.2 describes the results of ANOVA for each socio-economic factors classification on the level of perception on safety/healthy/and working conditions variables considered.

Here the variables are Work environment was safe & comfortable (A1), Job orientation is effective (A2), Continuous pressure to achieve targets (A3), The infrastructure facilities are good (A4), Well organized duties and responsibilities (A5), Workload is reasonable (A6) The work atmosphere is favourable (A7), The management was available to discuss job related issues (A8), Sufficient resources were available (A9), Encourages open communication at workplace (A10), Proper utilization of employees skill & knowledge (A11), Fair & equal treatment of employees (A12), Welcomed suggestions & encouraged feedback (A13), Maintain consistent policies & procedures (A14), Encourage cooperation / collegiality (A15).

TABLE 1.1.2: DETAILS OF ANALYSIS OF VARIANCE (ANOVA)

Socio-economic factors connecting to the level of perception on safety/healthy/and working conditions	F	p-value	Significant / Not Significant
Age	4.053	0.018	S
Marital status	1.157	0.315	NS
Experience in present job	1.655	0.192	NS
Total years of experience	3.836	0.022	S
Educational Qualification	4.304	0.014	S
Monthly Income	4.667	0.010	S
Nature of organization	1.610	0.201	NS
Total Number of members in family	0.016	0.984	NS
Household composition	6.724	0.001	S
A1	502.258	0.000	S
A2	513.747	0.000	S
A3	111.561	0.000	S
A4	827.456	0.000	S
A5	6.853	0.001	S
A6	356.613	0.000	S
A7	387.292	0.000	S
A8	137.592	0.000	S
A9	362.299	0.000	S
A10	321.679	0.000	S
A11	285.839	0.000	S
A12	193.645	0.000	S
A13	246.234	0.000	S
A14	33.480	0.000	S
A15	42.591	0.000	S

From the above Table 1.1.2, we conclude that the all variables are influence the clusters except few cases in the perception on safety/healthy/and working conditions related variables.

The Table 1.1.3 describes the results of final clusters for each socio-economic factor of respondents on the level of perception on safety/healthy/and working conditions variables considered.

TABLE 1.1.3: FINAL CLUSTER CENTERS

Socio-economic factors variables relating to level of perception on safety/healthy/and working conditions	Cluster		
	1	2	3
Age	1.80	2.02	1.75
Marital status	1.45	1.51	1.55
Experience in present job	1.98	2.07	1.98
Total years of experience	1.22	1.35	1.16
Educational Qualification	2.40	2.44	2.73
Monthly Income	1.98	2.22	2.21
Nature of organization	1.16	1.13	1.21
Total Number of members in family	2.52	2.50	2.50
Household composition	2.20	2.02	1.96
A1	2.86	1.44	3.95
A2	2.98	1.88	4.75
A3	3.04	2.86	4.75
A4	2.85	2.00	4.75
A5	2.47	2.14	2.21
A6	2.77	2.04	4.59
A7	2.66	1.79	4.46
A8	2.82	1.99	4.00
A9	2.67	2.06	4.48
A10	2.78	1.93	4.54
A11	3.21	2.13	4.54
A12	3.20	2.13	4.30
A13	2.93	2.07	4.41
A14	2.58	2.06	2.70
A15	2.63	1.95	2.29

CLUSTER 1

26- 30, married, 1 – 5 yrs , 4 years & below, PG degree, 15001 – 30000, Domestic, 4 and above, Joint

NEUTRAL**CLUSTER 2**

26- 30, Unmarried, 1 – 5 yrs , 4 years & below, PG degree, 15001 – 30000, Domestic, 4 and above, nuclear

AGREE**CLUSTER 3**

26- 30, Unmarried, less than 1year , 4 years & below, Professional, 15001 – 30000, Domestic, 4 and above, nuclear

DISAGREE

From the above analysis we can understand that, the married women employees in the age group of 26-30 are having less than 4 years experience. Most of them completed their PG degree but getting less than 30000 as salary. These employees are working in domestic company in Technopark those who belongs to nuclear family says that the level of perception on safety healthy working conditions provided by the organizations are neutral, that means they are not up to the expected level.

And in another cluster the women in the age of 26-30 years are unmarried and having the experience less than 4 years. But they are professionals earning less than 30000 per month by working in domestic organizations and they belongs to nuclear family says that the level of perception on safety healthy working conditions provided by the organizations are agreeable.

In the final cluster the women in the age of 26-30 years are unmarried and having the experience of less than 1 year are professional qualified earning less than 30000 per month and they are working in domestic organizations belongs to nuclear family says that the level of perception on safety healthy working conditions provided by the organizations are disagreeable.

8. CONCLUSION

It is concluded that the married women working in Technopark are expecting more in regard with safety / healthy/working conditions provided by the organization. In this regards they are not able to give exact opinions due to fear factors or any other personal reasons. At the same time unmarried newly joined women also not at all satisfied with the safety/healthy/working conditions provided by the organization. So from this we can understand, there are lot of organizational factors in relation with safety/healthy/working conditions are need to be improved to retain the women employees in the organization which decrease the rate of attrition of women employees.

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