A STUDY ON ATTRITION RATE ON DOMAIN2HOST TECHNOLOGIES

Sanjay. M

School of management studies, Sathyabama institute of Science and Technology Chennai, Tamilnadu, India

Dr. Shetty Deepa Thangam Geeta,

Assistant professor, Sathyabama institute of Science and Technology Chennai, Tamilnadu, India.

ABSTRACT:

Attrition is a critical issue and is quite high in the industry these days. It's a big problem that occurs in all organizations. Although the term 'ATTRICE' is common, many would not know what attrition actually is, "Attrition is said to be the gradual reduction of staff through retirement, resignation or death. It can also be said as employee turnover or employee exit." Whenever a well-trained and well-adjusted employee leaves an organization, a vacuum is created. The organization thus loses key skills, knowledge and business relationships. Modern managers and HR administrators are keenly interested in reducing attrition in the organization so that it contributes to maximum efficiency, growth and progress of the organization. This study deals with the topic called "Attrition Level Study in Domain2host Technologies". The study is conducted in Chennai. The main objective of this study is to know the reasons for attrition, to identify factors that make employees dissatisfied, to know the level of satisfaction of employees with their work and working conditions, and to find areas where Domain2host falls short. The study was conducted using a descriptive research design.

KEYWORDS: Attrition Rate,Reason for Attrition,overcome Attrition rate

INTRODUCTION:

A reduction in the number of employees due to retirement, resignation or death is called attrition, also known as attrition, employee turnover or attrition, is an industry term used to describe the loss of employees or the workforce. Attrition is quite high in the industry these days. Attrition is a universal phenomenon and no industry can do without it, but its rate varies from industry to industry. Attrition is a serious problem in industries because the industry is knowledge-based and therefore employees are its assets. Weaknesses such as the inability to influence the perception of employee growth; Not assigning employees to roles based on their individual talents creates inflexibility in leadership styles that conflict at a very internal level, resulting in knowledge workers getting off the proverbial easy. It's a big problem that occurs in all organizations. Although the term 'ATTRICE' is common, many would not know what attrition actually is, "Attrition is said to be the gradual reduction of staff through retirement, resignation or death.

OBJECTIVES OF THE STUDY:

- To examine the work culture of Domain2host Technologies.
- To know the satisfactory level of employees towards their job and working conditions.
- To analyze the reasons, why attrition occurs at Domain2host Technologies.
- To find the ways to reduce the attrition in Domain2host Technologies.

NEED FOR THE STUDY:

Article refers to the loss of employees due to a number of circumstances such as resignation and retirement. The cause of attrition can be either voluntary or involuntary, although employer-initiated events such as layoffs are not usually included in the definition. Each industry has its own standards for acceptable attrition rates, and these rates may also differ between skilled and unskilled positions. Because of the costs associated with training new employees, any type of employee attrition is typically considered a monetary expense.

SCOPE OF THE STUDY:

The scope of this study is limited to Domain2host Technologies with respect to employees at all levels of management. This study can help the management to find out why employees tend to change their jobs because of the dissatisfaction factors they encounter in the organization and also helps to recover by providing optimal suggestions or solutions. The project sheds light through valuable suggestions to reduce the level of attrition in the organization.

REVIEW OF LITERATURE:

Corey Harris (2018) researched on "Employee Retention Strategies in the Information Technology Industry" and mentioned that "Productivity declines when employees voluntarily leave an organization".

Dr. Shikha N. Khera1 , Ms. Karishma Gulati2 (Delhi 2012) concluded in their study on "Human Resource Information System and its impact on Human Resource Planning: A perceptual analysis of Information Technology companies" that Being an information system of human resources, it can store voluminous data about the employees, that not only helps in identifying the occupied and unoccupied positions but also whether the person at particular position is fit for the job or not.

Hardik P. K. (2016) researched on "a study on employee attrition: with special reference to Kerala IT Industry". His research examined the relationship between organizational factors and attrition of IT professional's. The result can conclude that the organizational factors played significant role in predicting the variance in turnover intention (attrition) of Kerala IT professionals. Therefore, the HR mangers in IT organizations may take into consideration the problems with organizational factors of their workers to reduce the turnover intention of the skilled employees.

Brijesh Kishore Goswami, Sushmita Jha (2012) in their study on "Attrition Issues and Retention Challenges of Employees" have stated that, Organizations planning should be giving close attention to why attrition is occurring in the pre-set. To ignore why people are leaving the organization is to ignore the organization's greatest asset – its people. People are needed to accomplish the task, but people are more than just tasks they perform. They are dreams, hopes, ambitions, creativity, and innovation. To recognize and cultivate these valuable assets is one of the surest ways to build an organization that leads rather than follows in domestic and global markets. Thus, Organizations should create an environment that fosters ample growth opportunities, appreciation for the work accomplished and a friendly cooperative atmosphere that makes an employee feel connected in every respect to the organization. Retention plans are an inexpensive way of enhancing workplace productivity and engaging employees emotionally. Proficient employees keep the quality up and business operations run smoothly along with the cost saving in the longer run paper.

S.Guru Vignesh, V.Sarojini, S.Vetrive (2018) in "Employee Attrition and Employee RetentionChallenges & Suggestions" state that, retention plans are an inexpensive way of enhancing workplace productivity and engaging employees emotionally. Proficient employees keep the quality up and business operations run smoothly along with the cost saving in the longer run.

Martocchio & Harrison (1993) defined absenteeism as an individual's lack of physical presence at a given location and time when there is a social expectation for him or her to be there. Similarly, lateness is defined as "the tendency of the employee to arrive at work after the scheduled starting time".The definition of attrition is "the termination of an individual's formal membership with an organization **(Lee, 1997)**. These three withdrawal behaviors are interconnected. This relationship has created special interest among researchers.

C. Abdullah and Hasan Md. Nazmul (2017) identified that job dissatisfaction was the leading factor to increase the employee attrition rate in any organization. On the other hand, various sound retention strategies such as recruiting suitable employees, retaining valuable employees, effective leadership, effective training and development program, identifying the economic problem, unionization, organizational culture, solutions for balancing the work and family life were highlighted to overcome the employee turnover.

K. Avinash and G. Neha (2017) there is no universal attrition management solution. But there is a motivation technique which should be followed by the leaders for their employees to achieve the company's goals.

V. Antony Joe &R. Anbu Ranjith (2016) revealed the weak retention practices in education sectors which leads the higher attrition rate in the organization. Job dissatisfaction, low compensation, slow career growth and promotionwere the important factors among the employees that highly affected the academic retention process.

C. Ajaya & G. Ravindra (2016) studied all the parameters associated with employee retention that were importance of motivating factors, focus on providing hygiene factors, improvement of quality of work life and focus on benefits and multi-cultural organizations and suggested some aspects to organizations to improve their strategic features to control the employee turnover which were identification and prioritization of the key employees, clarification of the reasons for wanting to retain the employees, and timely meeting with employees.

N. Amaresh (2015) coined that employee attrition affects the organization's strengths, weakness, and its morale. The major findings of his study were that the odd shifts and timings of jobs in BPO Company as it operates 24x7 hours, so it doesn't match with the foreign clients and become the cause of difficulties to the employees.**(Justin,2015)** stated that pay dissatisfaction and lack

of other monetary benefits were the causes of attrition which move the employees towards alternative opportunities. **(James and Faisal ,2013)** observed that an effective and unique human resource system is very necessary to become an organization successful. They identified13 factors affecting high employee attrition in 6 BPO companies among 400 employees in Karnataka and Kerala statesout of which the highest employee attrition was shown in entry level group due to their salary factor.

(Thirulogasundaram et al.,2012) various factors have explained such as demographic, individual, attitude, organizational, and propel factor among the100 employees of 10 software industries. The individual factor was found the most significant in all factors, due to heavy workload, health related problems, children's education, and unrealistic expectation for organization. Satisfaction represents an effective response to specific aspects of the job or career and denotes the pleasurable or positive emotional state resulting from an appraisal of one's job or career **(Locke, 1976; Porter et al., 1974; Williams and Hazer, 1986)**

Organisational commitment is an effective response to the whole organisation and the degree of attachment or loyalty employees feel towards the organisation. Job involvement represents the extent to which employees are absorbed in or preoccupied with their jobs and the extent to which an individual identifies with his/her job **(Brooke et al., 1988).** Empowerment of employees could help to enhance the continuity of employees in organisations. Empowered employees where managers supervise more people than in a traditional hierarchy and delegate more decisions to their subordinates **(Malone, 1997)**.

RESEARCH METHODOLOGY:

A research methodology is needed primarily for the purposes of defining the research process and the designs and tools to be used for the purposes of the project. Research methodology helps to find customer satisfaction based on the product. This research methodology is designed to determine the level of "attrition rate".

RESEARCH DESIGN:

Simple random research involves various kinds of surveys and fact-finding. The main purpose of descriptive research is to describe the current situation. The main characteristic of this method is that the researcher has no control over the variables. It can only report what happened or what happened.

ANALYSIS PERTAINING TO OBJECTIVE:

AGE

Age	No. of Respondents	Percentage
18-25	21	17.00
26-35	57	48.00
36-45	33	28.00
Above 45	09	7.00
Total	**120**	**100.00**

MARITAL STATUS

Marital status	**No. of Respondents**	**Percentage**
Married	69	59.00
Single	51	41.00
Total	**120**	**100.00**

EDUCATIONAL QUALIFICATION

Qualification	No. of Respondents	Percentage
Below Hr.Sec	03	3.00
Hr.Sec	11	10.00
UG or PG	53	44.00
I.T.I and Others	53	43.00
Total	**120**	**100.00**

YEARS OF EXPERIENCE

Years of Experience	No. of Respondents	Percentage
0-5 years	41	30.00
5-15 years	36	31.00
15-30 years	27	24.00
Above 30 years	16	15.00
Total	**120**	**100.00**

BASED ON REJOINING

Like to re join	No. of Respondents	Percentage
Yes	53	45.00
No	67	55.00
Total	**120**	**100.00**

YEARS OF EXPERIENCE IN EXISTING COMPANY

Years of Experience in company	No. of Respondents	Percentage
<3 year	57	47.00
3-10 years	33	28.00
10-20 years	27	23.00

>20 years	03	2.00
Total	**120**	**100.00**

REASON FOR JOINING

Reason for joining	No. of Respondents	Percentage
To earn money	34	29.00
To learn/gain experience	37	31.00
Company name	22	19.00
To contribute skills to the company.	19	14.00
Others	08	7.00
Total	**120**	**100.00**

UNDERSTANDING ABOUT THE JOB

Level of Attitude	No of Respondents	Percentage
Not at all	02	2.00
Not Really	07	6.00
Some what	28	23.00
Pretty Much	36	30.00
Totally	47	39.00
Total	**120**	**100.00**

JOB DESCRIPTION

Job Description	No. of Respondents	Percentage
Challenging	11	10
Achievement Oriented	37	31
Repetitive	37	30
Boring	14	12
Overburden	21	17
Total	**120**	**100**

FINDINGS:

Majority (48%) of the respondent belongs to the age group of 26-35 years.Majority (59%) of the respondents are married people.Majority (44%) of the respondents are having UG or PG qualification.Majority (31%) of the respondents are having 0-5 years of experience. Majority (57%) of the respondents are do not like to rejoin. Majority (47%) of the respondents are having less than 3 years of experience in the existing company.Majority (31%) of the respondents are joined to learn and gain experience.Majority (39%) of the respondents totally understand their job. Majority (30%) of the respondents said Achievement Oriented.

SUGGESTION:

More than half of the employees are satisfied with the nature of their work and their working conditions. Thus, the company can achieve a level of further improvement if it guides its employees. Very few employees are satisfied with their current salary. Most of them are of the opinion that low pay is their problem in their organization. So the company is advised to provide a salary that satisfies its employees at least to some extent.

CONCLUSION:

Article is said to be the gradual reduction of the number of employees through retirement, resignation, or death. It can also be said as employee turnover or employee exit." Whenever a well-trained and well-adjusted employee leaves an organization, a vacuum is created. The organization thus loses key skills, knowledge, and business relationships. Modern managers and HR administrators are keenly interested in reducing attrition in the organization in such a way that it contributes to maximum efficiency, growth, and progress of the organization. The main objective of any organization is to earn profit. However, to achieve maximum profit, the organization should focus more on employees and ways to retain them for the long term.

REFERENCES

BOOKS

- Human Resource Management. The ICFAI Center of Management Research, Banjara Hills, Hyderabad.
- Kothari, C.R., Research Methodology - Methods & Techniques , New Delhi, New Age international (P) Ltd., Publishers, Second Edition,2004.
- Gupta, S.P., Statistical Methods, New Delhi, Sultan Chand & Sons Publishers, Thirty Fourth Editions, 2005.

WEBSITES

- www.attrition.org/attrition/about.html
- www.answers/topic/attriton.com
- www.bpotimes.com
- www.mangamentorg.com

QUESTIONNAIRE

PERSONAL DATA:

1. Name:

2.Age:

a) 18 -25 ☐ 26 – 35 ☐ c) 35 ☐ d) above 45 ☐

3. Marital status:
a) Married ☐ b) Single ☐

4. Educational Qualification:

a) Below Hr. Sec. ☐ r. Sec ☐ UG or PG ☐ TI or ☐
e) Others_____

5. Years of Experience:
a) 0 – 5 years   b) 5 ☐ years   c) 15 – ☐ ears   ☐ Above 30 years   ☐

6. How long is your experience at Technologies?

☐ <3 year   ☐ 3-10 years   ☐ 10-20 years   ☐ > 20 years

7. What was the reason for joining Technologies?

☐   To earn money
☐   To learn/ gain experience
☐   Company name
☐   To contribute skills to the organization
☐   Others_____ specify

8. How well do you understand your job and the role it plays in achieving your vision?

☐ Not at all   ☐ Not really   ☐ somewhat   ☐ Pretty much   ☐ totally