**CORPORATE EMPLOYEE ATTRITION**

***Abstract***: The present study is bound to assess the causes of attrition and to find the expectation of employees to retain them in the organization. The primary data is collected through the structured questionnaire from 100 stakeholders, through stratified random sampling. It includes various levels of employees in the automobile industry. Chi-square, Anova, comparison and correlation are used for the analysis. The result shows that employees with experience are not promoted due to which they are dissatisfied. Employees receiving low income, no promotion or no career growth ,developing stress may look for better opportunities. Employees except job security to retain themselves in the organization. Due to lack of growth opportunities they prefer to change job. So, the organization has to provide atleast required benefits and rewards to employees to make them retain and explore their career. **Keywords**: Employee Attrition, Expectation of employees, Job security.

**INTRODUCTION**

Attrition is the shrinkage in employees number through retirement, voluntary/ involuntary resignation or death. It is also called as the total turnover. The employee turnover has become a biggest issue in many organizations.(jeen,2014). Attrition reflects the organization internal strength and weakness as well as the ability of the company. Attrition is considered as a twofold issue in many company, first that is related to cost and second retaining the experienced talent. Most of the organizations are battling with the increasing rate of attrition globally. (Kadam & Thakar, 2014). Application of Human resources has no alternative and they have continuous role to play in any organization. So, the major problem against human resources is attrition. As the rate of attrition increases day to day the organization production and productivity will be effected. (Chandrasekar, 2011). Employee attitude and candidate absconding are the major entanglement for every organization. Both these are bigger than attracting talent. In current knowledge impelled market place employees are the most vital human capital assets and attrition is the serious problem here. Attitude impacts organizations competing advantage. Employee attitude is a global issue. If the employees who are trained well and adapted to the organization leave the organization means it creates a vacuum which 116 MAN IN INDIA loses key skills, knowledge and business relationship. Maximum effectiveness,

growth and progress of the organization become lower. Every organization need to be clear in the concept that attracts and retains a potential employee and need to predict attrition early in the recruitment process to curtail significant loss of productivity among hiring managers, recruiters and consequent loss of money and revenue.

**LITERATURE SURVEY**

**Rajesh Verma, Aanchal Aggarwal (2012) [1]**, articulated that the last decade saw an outbreak in the growth and development of the Indian Economy. It was accompanied by the revolution in all fronts and a radical change in the way life insurance business was done. . It is expected that Indian Insurance sector will be amongst the top 3 in the world by 2020. To reach up to this level the insurance companies have to take steps to reduce the increasing rate of attrition. As this study says that the attrition rate increasing in the sales force in the Insurance sector, the author made focus on the reasons for attrition among the sales force and how to manage the attrition rate.

**Asma farooque, Habibuddin (2015) [2]**, investigated several factors that are affecting high attrition rate in hotel industry. A study conducted by an industry chamber located in New Delhi reveals that the attrition rate in the hospitality industry in India is set to double to nearly 50 per cent by 2010, up from the earlier 25 per cent growing at an alarming rate of 10 per cent per annum. The result showed that the lack in salary, stress in job, compensation, better opportunities and stake issues were the major reasons behind the problem of attrition in the company.

**Batty Dorance Jeen (2014) [3]**, mentioned that many organizations have the concern of employee turnover. It is highly destructive to both the organization as well as the employees. The research was conducted for the retail industry in Bangalore. Despite the incentives, motivational techniques and old practises of HRM there is still high attrition rate so study showcases ways to reduce the intentions of employee leaving the organization. This is performed by distributing questionnaires to retail outlets in Bangalore. The study concluded that turnover intention has influence on attrition factors such as QWL, career growth, working hours, personal/family reasons, and relation with internal co – worker, welfare, working condition, and salary.

**Venkata Naga Manjula, Ruchita Ramani, Swati John (2013) [4]**, articulated that the objective of the study is to understand the growth of ITES sector in India. The study in the BPO Industry is to understand and gauge the attrition rate, its intensity and make a causal analysis, to design strategy to stabilise the sector by suggesting mitigating the attrition.

**Shivani Mishra, Deepa Mishra (2013) [5]**, articulated that the study carried out is for shipping industry of Kutch, Gujarat. The purpose of the study is to analyse the turnover and the commitment to identify several domains of organization, human resource practices and other like employee characteristic and environmental factors, which may have a positive or negative impact on employees‘ intention to stay with an organization.

**Vibha Gupta (2013) [6]**, stated that in recent years the turnover is high in BPO sectors either by absenteeism or employees absconding without any prior notice. Turnover rates for permanent Agents/Executives were 15.6% in 2009 and 35% in 2012. Department of Human Resources which also tracks attrition of temporary employees measured the turnover rate for temporary employees to be 77% in 2012. Therefore study is focused on recruitment and retention challenges that the IT/BPO industry currently faces and to examine ways to reduce high turnover rates among first year Employees in the leading Domestic Call Center based in Indore.

**Gayatri Negi (2013) [7]**, stated that the study explains that the attrition rate is inevitable but manageable cause its hard to provide permanent and promising workforce. This research shows the cause of attrition from various point of view and what are the effects for both the employer and employee. It also gives us a view on the positive side of the attrition and the role of leadership skills in controlling attrition.

**CONCLUSION**

From the research, we have indentified the reason and expectation of the employee. Organizations need to build their own motivation system like reward and recognition program based on employee’s perspective to retain them for a long tenure. Employees need manageable work load and stress from superiors and management, and opportunities for growth and innovation. Good income and benefits will retain employees for a long period of time. Training programs can be conducted to increase the skill development of employees that lead to promotion and employee engagement. Organizations can reduce the employee attrition to some extent but cannot eradicate completely due to employee’s individual needs.

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