

Ideation Phase
Literature Survey and information Gathering

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Project Name	Corporate Employee Attrition Analytics
Maximum Marks	4 Marks

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 on all fronts and a radical change in the way life insurance business was done. . It is expected that the 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 is increasing in the sales force in the Insurance sector, the author focused 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 the 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 of salary, stress in job, compensation, better opportunities and stake issues were the major reasons behind the problem of attrition in the company.

Batty Dorrance 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 practices of HRM there is still a high attrition rate so study showcases ways to reduce the intentions of employees 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 the 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. The 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 because it's hard to provide a permanent and promising workforce. This research shows the cause of attrition from various points of view and what are the effects for both the employer and employee. It also gives us a view on the positive side of attrition and the role of leadership skills in controlling attrition.

CONCLUSION

From the research, we have unidentified the reason and expectation of the employee. Organizations need to build their own motivation system like reward and recognition programs based on an employee's perspective to retain them for a long tenure. Employees need manageable workload 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 employee attrition to some extent but cannot eradicate it completely due to the employee's individual needs.

REFERENCE

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