



A STUDY ON EMPLOYEE RETENTION AND MOTIVATION IN IT SECTOR

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Abstract

Today's scenarios, Employees are the real heart and soul of the organisation. Employee retention is critical aspect to the long term health and success of any organisation. The skilled employees are the real asset of the organisation so, that retention of employees can be an important source of competitive advantage of any organisation. Motivation encourages employee to retain for long period of time in same organisation, to improve the performance of the employee top management support to perform the major tasks and to bring success and extracting the best out of them. Motivation works as a catalyst for the positive result of any individual. An employee, who has performed extremely well, must be appreciated by the team members as well as top management.

Key words: Employee Retention, employee motivation, competitive advantage.

Introduction

Employee retention is the overall capacity to retain its talented employee and hence maintain a lower turnover. Employee retention is one of the main focus areas of the human resource department, to maintain low employee turnover leads to outstanding performance of an organisation. The human resource personnel recruit has to be done perfect if it places a right person for a right job at a right place in a right time the employee feel good about their jobs, have a sense of achievement, and be proud of their accomplishments.

An employee needs to feel motivated and have the enthusiastic to work; this will help both the employer and employee in the organisation. The resource is motivated and encouraged to stay in an organisation for a longer period of time for the sustainability of the organisation. Motivation leads employee to increased productivity and allows them to achieve higher levels of outputs. Motivation & inspiration energise people into action this not



done by pushing them into right direction as control mechanisms. Basic human needs also included a sense of belongingness, a feel of control over one's life, such feeling touch us deeply and elicit the powerful response. Ability to live up to one's ideals besides all these is also a fundamental needs but it s one of the satisfying basic human needs for achievement.

Review of literature

According to **Dr. Theresa nithila Vincent and Dr. Anjali kunampurat Paul, (2018)**:This research is focused on start up company, it's very critical to retain the employee and facing the competition within the society .A start up company introduce a brand new product or service into the Market and facing the foremost challenges like changes in tax policies, regulator framework,high salaries to the employee for that the start up company targeted on motivation factors and framed the methods to overcome the challenges within the society.

According to **Alena rohava, (2017)**: This analysis is concentrated on determining the job satisfaction that have an effect on on significantly in holding the competent employee.instead of finding a brand new employee and training them, coordinate with team members, placing in a right position, arranging a correct information transfer it's simple to retain the existing abilities to not loss the essential information of their software knowledge and technologies that this employee have.

According to **Nyamekye, Faustina, (2012)**:The author research weather the employees are satisfied or dissatisfied by the motivation factors. employee departure will have effects on smooth flow of work and will eventually causes a parallel decline in productivity. The result of the study shows that motivation factors like salary benefits, maintain relation with co-workers and job security.

According to **Larry Memmott, (2002)**:As the organization develops and business want the long run loyalty employee that motivation other employee, and gives energies to succeed in the goals and commitments.It is necessary that employee are have to be compelled to motives themselves and maintain cordial relation.

Objectives

1. To determine the impact of motivation on employee retention.
2. To distinguish the role of motivation in reducing employee turnover in the IT sector.

Research methodology

The paper is conceptual oriented and the study is based on only secondary data that has been collected from various articles, journals, and websites.

Factors that Motivates on Employee Retention

- Remuneration and Rewards
- Work atmosphere
- Growth opportunities
- Bonding and timely support



1. Remuneration and rewards:

Remuneration is compensation received for service (or) employment. This includes base salary, any bonuses and other economic benefits that an employee receives during employment. Remuneration can take in different forms these can be available in the form of health insurance, gymnasium membership, the utilization of a company car, company laptop. If an employee is injured during employment, he (or) she is also entitled to "worker's compensation".

Reward policies and practices will concentrate on enabling us to recruit, have interaction & retain the correct individuals at all levels (locally, nationally, & internationally). As the organizing success depends on the talent & contribution of all employees, we will worth & reward all our employees for what they contribute & achieved.

The best package includes:

1. Bonuses
2. Allowances
3. Basic pay
4. Retirement
5. Benefits
6. Incentives
7. Employee assistance programs.

2. Work atmosphere:

An organizing should serve as a second home, as most of the employees spend a maximum time at work place, so that they want their operating surroundings to be comfortable, motivating, offer ergonomically friendly supportive work environment and a comfortable room temperature with a lot of natural lights. Employees desire the operating environment to replicate company's culture.

The following points play a significant role in promoting the employee feel connected to a corporation:

1. Engaging employees in selections – creating positive moral values.
2. Friendly, health, safety & well-being living culture
3. Credit & recognition
4. Learning environment
5. Personal balance.

3. Growth opportunities:

Growth is an integral component of an individual (or) employee career plan. Organizing should offer opportunities for growth and development of the employee. Organizing will improve the standard of their employees work experience and realize the benefits of developing country employees to their full potential. Opportunities for growth facilitate employees expand their knowledge, skills and talents and to satisfy the competencies they have gained to new situation. Opportunities will translate into



positive gains for the organisation to attract and retain high-quality staff by enhancing organisational effectiveness and rising the work quality.

The following points are increase the growth opportunities:

training for personal development
personal zeal to develop
profile of job

4. Bonding and timely support:

For any organisation success is essentially dependent on however well employees perform. the highest most prosperous managers perceive their responsibility for employee engagement and acknowledge however well employee relations contribution to a flourishing organisation. Effective managers build a bonding and timely support work atmosphere by interacting and timely support work atmosphere by interacting and friendly treating with employees. typically results are demotivating due to the decrease in interest in work in explicit team therefore motivation plays a key role in employee relation.

The following points are create bonding and timely support:

Provide support at the time of need
Respect the individual
Recruit leader who will promote team work and enhance employee relationship
Appreciate individual targets and build growth opportunities

Advantage

1. Main advantage is protecting our company details.
2. Reduce the cost of retraining.
3. Smooth flow of work in business plan without breaks.
4. Ready to face the challenges and competition in the IT sector.

Disadvantage

1. Investment is more on existing employees.
2. we just focus only on existing employees not fresher's.
3. motivation and retention is time consuming factors.

Findings

1. The value of creating diverse methods should occur through increased employee satisfaction and an increased sense of belonging to the organization.
2. The study shows that the organization is have to be compelled to improve on motivation factors like impetus and reward policies.



3. Most of employees aren't happy with the supervisor vogue and their non-participation in decision making process within the IT sector

4. The employee feel to be strongly agree that they usually offer opportunities for career growth of existing staff within the organization

Suggestions

1. Maintain the clarity of work with staff so they feel additional associate to the organization.
2. Be very crystalline with impetus and reward policies so the workers competency concieve the price of their efforts.
3. Offering contingent of modern decisive can support employees every day at work and also facilitate in addressing the perspective aspects of employees.
4. To make the employees belief that their efforts have designed a diversity to the organization productivity by delivery them with timely feedback and rewards.

Conclusion:

In conclusion, the purpose of the study was to know ,how to retain employee in competitive world. Due to new technology quickly changes are occur in on a daily basis ,the demand for extremely qualified professional in IT sector is increasing day to day. Thus it managers are highly targeted on holding skills so as to not spend money and time on finding the new skilled individual, as well as to not loss the critical knowledge of current operating employee. The another main reason to holding skills isn't set free our company information to others, as a result of it's an opportunity of reducing competition within the fast growing sectors. Now it's clear that motivation place a key factor to retain the prevailing employee and their abilities. Employee have to be compelled to feel valued and appreciated, have trust and confidence in their leaders, provide the new opportunities, quality work ,work atmosphere, balance of personal and Professional life, and finally provide the feedback according to their performance frequently and give encouragement to their work.

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