EMPLOYEE LOYALTY IN IT INDUSTRY

J. SATISH KUMAR

ASST. ENGINEERING MANAGER (CIVIL),
L&T CONSTRUCTION,
CHENNAI

ABSTRACT

There have been major changes in the business world and the workforce in the last couple of decades. Finding and retaining the best employees is every company's challenge. The present study was an attempt to know the employee loyalty in IT industry. This study is designed to find out the reasons for difference in loyalty among day shift and night shift employees. The underlying factors of loyalty emerged from this study are career development, motivation, belongingness, and commitment. The findings of the research conclude that there is a significant difference in loyalty exists between day shift employees and night shift employees.

KEYWORDS: employee, development, corporate.

References

- Cunha, Miguel Pina e (2002), The best place to be: managing employee loyalty in a knowledge-intensive company, Management Decision, 39 (2).
- David Harbourne (1995), Issues in hospitality and catering , Management Development Review, 8 (1).
• Gladys Styles Johnston, Vito Germinario (1985), Relationship between Teacher Decisional Status And Loyalty, Journal of Educational Administration, 23(1).
• Kyle LaMalfa (2007), The Top 11 Ways to Increase Your Employee Loyalty, Business Week Technology Research, White Paper.
• Lauren Keller Johnson (2005), Rethinking Company Loyalty, Harvard Management Update, 10 (3).
• Soo-young lee, Andrew b. Whitford (2006), Exit, Voice, Loyalty, and Pay: Evidence from the Workforce, University of Georgia Department of Public Administration & Policy, 42(4).