

RELATIONSHIP BETWEEN JOB SATISFACTION AND EMPLOYEE ATTRITION: WITH SPECIAL REFERENCE TO KERALA IT INDUSTRY

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ABSTRACT

Information Technology (IT) industry is the world's greatest increasing economic activity and the retention of IT specialists and other technical employees is a particular concern for many employers. Kerala is all set to emerge as the next destination for the IT industry after Bangalore and now the state has become one of the most promising destinations for software development. As a result of this, a large amount of people leave from one organization to the other. This may affect the image and performance of the company. This study investigates the relationship between attrition of IT employees with their job satisfaction in Kerala IT industry. In this study, samples of 381 IT employees were selected. Regression analysis was used for testing research hypothesis. Results of the study indicate that the job satisfaction facets, have contributed in the IT professionals' attrition.

KEYWORDS: IT Industry, Attrition, Job Satisfaction