

Project Report (17MBAPR407)

On

A study on Employee Attraction and Retention Strategies at Infosoft HR Services

By

**G. Sai Susheel**

**1AZ17MBA22**

*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfillment of the requirements for the award of the degree of*  
**MASTER OF BUSINESS ADMINISTRATION**  
*Under the guidance of*

**INTERNAL GUIDE**

**Dr. Gururaj B Urs**

**Professor, Department of MBA**

**EXTERNAL GUIDE**

**Mr. Charan kumar**

**Senior Officer HR**



**ACHARYA**

**Department of MBA**

**Acharya Institute of Technology, Soldevanahalli,**

**Hesaragatta Main Road, Bengaluru**

**March 2019**

**Date: 16-02-2019**

## CERTIFICATE


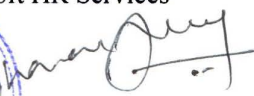
This is to certify that **Mr. Gudepu Sai Susheel**, Student of MBA bearing **USN: 1AZ17MBA22**, of Acharya Institute Of Technology, Bangalore (Affiliated to Vishveswaraya Technological University - Belgaum) has done his **Internship Training** with our company **Infosoft HR Services**, and he was positioned at hyderabad from **03-01-2019 to 16-02-2019**. During this tenure with us, he was ably handled major responsibilities and found to be hardworking and very productive.

We have found him to be self starter who is motivated, duty bound, and a highly committed team player with strong conceptual knowledge.

We at **Infosoft HR Services**, wish his all success in his future endeavors.

With Regards,

For Infosoft HR Services



Charan Kumar Oggula  
Director – IHRS.



# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 04/04/2019

## CERTIFICATE

This is to certify that **Mr. G. Sai Susheel** bearing USN **1AZ17MBA22** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Employee Attraction and Retention Strategies with Reference to Infosoft HR Services, Hyderabad**” is prepared by his under the guidance of **Dr. Gururaj B Urs** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, and Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department  
Department of MBA  
Acharya Institute of Technology  
Soldevanahalli, Bangalore-560 107

Signature of Principal/Dean Academics

**Dr. Devarajaiah R.M.**  
Dean-Academics  
ACHARYA INSTITUTE OF TECHNOLOGY  
Bengaluru-107

## DECLARATION

I, **G Sai Susheel**, hereby declare that the Project report entitled “**A study on Employee Attraction and Retention Strategies at Infosoft HR Services**” with reference to “Infosoft HR Services, Hyderabad” prepared by me under the guidance of Dr. Gururaj Urs, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by **Mr. Charan Kumar, Senior Officer HR, Infosoft HR Services**. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution

**Place:** Bangalore  
**Date:** 09/04/19

  
**Signature of the student**

## ACKNOWLEDGEMENTS

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Dr. Gururaj B Urs**, Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Charan Kumar**, Senior Officer HR, Infosoft HR Services, Hyderabad, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my parents, friends and all the staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

G. Sai Susheel

Date: 08/04/2019

USN:1AZ17MBA22

## Table of Contents

CHAPTER	TITLE	PAGE NO.
	<b>EXECUTIVE SUMMARY</b>	
	<b>INTRODUCTION</b>	
Chapter 1	1.1 Introduction about internship	3
	1.2 Company profile	5
	1.3 Vision	5
	1.4 Mission	5
	1.5 Industry profile	5
	1.6 Areas of operation	6
	1.7 Competitors information	8
	1.8 SWOT analysis	9
	<b>CONCEPTUAL BACKGROUND AND REVIEW OF LITERATURE</b>	
Chapter 2	2.1 Theoretical background of the study	10
	2.2 Review of literature	10
	<b>RESEARCH DESIGN</b>	
Chapter 3	3.1 Statement of the problem	19
	3.2 Need for the study	19
	3.3 Objectives	19
	3.4 Scope of the study	19
	3.5 Research methodology	20
	3.6 Hypothesis	20
	3.7 Limitations of the study	21
	<b>ANALYSIS AND INTERPRETATION</b>	
Chapter 4	4.1 Data analysis and interpretation	22
	<b>FINDINGS, CONCLUSION AND SUGGESTIONS</b>	
Chapter 5	5.1 Findings	44
	5.2 Suggestions	45
	5.3 Conclusion	46
	Bibliography	
	Annexure	

## List of Tables

Table No.	Particulars	Page Nos.
<b>Chapter 4</b>		
Table No. 4.1	Showing the employees age group	23
Table No. 4.2	Showing the gender of the employees	24
Table No. 4.3	Showing monthly income of employees	25
Table No. 4.4	Showing educational qualification of employees	26
Table No. 4.5	Showing experience of the employees	27
Table No. 4.6	Showing retention problems of the employees	28
Table No. 4.7	Showing employee relation with management	29
Table No. 4.8	Showing rewards and recognition of the employees	30
Table No. 4.9	Showing job security of the employees	31
Table No. 4.10	Showing the motivation of the employees	32
Table No. 4.11	Showing employee satisfaction with strategies are not	33
Table No. 4.12	Showing promotion opportunity of the employees	34
Table No. 4.13	Showing the appraisal system of the employees	35
Table No. 4.14	Showing employees opportunity to share ideas at workplace	36
Table No. 4.15	Showing the training programs of employees	37
Table No. 4.16	Showing employees career enhancement opportunities	38
Table No. 4.17	Showing Employees reasons for leaving organization	39
Table No. 4.18	Showing employees satisfaction with incentives	40
Table No. 4.19	Showing employees satisfaction with working hours	41
Table No. 4.20	Showing benefits offered by the organization	42

## List of Diagrams and Graphs

Graph No.	Particulars	Page Nos.
<b>Chapter 4</b>		
Graph No. 4.1	Showing the age group of employees	23
Graph No. 4.2	Showing the gender of the employees	24
Graph No. 4.3	Showing the monthly income of the employees	25
Graph No. 4.4	Showing the educational qualifications of the employees	26
Graph No. 4.5	Showing the experience of the employees	27
Graph No. 4.6	Showing retention problems of the employees	28
Graph No. 4.7	Showing employees relationship with the management	29
Graph No. 4.8	Showing Rewards and Recognition of the employees	30
Graph No. 4.9	Showing the job security of employees	31
Graph No. 4.10	Showing the motivation of the Employee	32
Graph No. 4.11	Showing the satisfaction of employees with strategies	33
Graph No. 4.12	Showing promotion opportunities of employees	34
Graph No. 4.13	Showing Appraisal system of the employees	35
Graph No. 4.14	Showing the employees opportunity to share their ideas at workplace	36
Graph No. 4.15	Showing the Training Programs of the Employees	37
Graph No. 4.16	Showing the career enhancement opportunities of employees	38
Graph No. 4.17	Showing about employees reasons for leave	39
Graph No. 4.18	Showing Employees satisfaction with incentive	40
Graph No. 4.19	Showing the satisfaction of the employees with working hours	41
Graph No. 4.20	Showing Employees response to benefits given by company	42



## **EXECUTIVE SUMMARY**

In order to gain practical knowledge, project work training was undertaken to study the Attraction and Retention Strategies with reference to Infosoft HR Services. The Master of Business Administration course offered by the Visvesvaraya Technological University, Belagavi, it has own syllabus which is mandatory for the MBA students have to do their project work training for a period of six weeks during the beginning of fourth semester.

Class room knowledge can only teach us what are the concepts, strategies which are used in the companies but practical knowledge will let us know about the concepts, strategies how are they used and when are they used. The practical knowledge is also very useful for the students for their future purpose also.

Infosoft HR Services is an organization which provides one end to other end consulting services which required for the Project Management and Human Resource Management. The topic of research for this six weeks project work is Employee Attraction and Retention Strategies.

The Employees Retention is a very good competitive advantage for the companies. The study I have done is to look over the alternate which is contributed to Employees Attraction and Retention which is highly extant in a company.

This study is conducted to understand Attraction and Retention strategies adopted at Infosoft HR Services, Hyderabad. The research methodology used for this research is descriptive research design. Primary data is collected through questionnaire and data is collected from 100 respondents. The data which is collected from the employees is analysed with support of statistical tools.

The statistical tools used in this study are simple percentage analysis and SPSS Software. In order to know about the level of significance and correlation between the data variables, the SPSS 20.0.1 Software is used.

Based on the collected data, it is observed and Findings are given in the report, suggestions are also given in the report, and this is based on the data analysed.

## **CHAPTER-1**

### **INTRODUCTION**

#### **1.1 Introduction**

In an organization the Employees Attraction and Retention is done and it is also an encouragement to the employees which makes them to stay in company for long time. This type of strategies which is used in the organizations is benefitted by both the Employee as well as the Organization. Attracting and Retaining the most highly talented Employees by employer is keenly observed by the existing staff in the company and it creates a strong positive statement in their mind. The customer may also be happy for the employee retention in a company and automatically the product sales grow rapidly. The fellow colleagues and the staff are also satisfied by retention of the employee. We can also say that losing an employee is a highly cost factor to the organization because of highly talented employee is lost and in search of new employee is related to time factor as well as cost factor. All the organizations are facing problems in employee attraction and retention now-a-days. In an organization it is very essential to hire the most highly talented people but it is also very important to retain them.

The knowledgeable employee has no scarcity of opportunities. In the market, high number of companies are searching for those types of employees. The employee can shift to another suitable job when they are not likely to do the current job. The companies which are in top level i.e., leading in the market, they hold their position over there for long time because they know how to make their employees stick to their organization. Therefore from few years ago in the scenario of Indian market, the retention of talented employees is not so important. The metro cities in India have no scarcity of opportunities for the talented employees. In a present scenario the opportunities graph is very high in the market and the employees can switch from one company to another company for their dissatisfaction levels in the current job and in the current company. Those dissatisfaction reasons has to be keenly observed and understood by the heads in the organization and specific measures have to be taken by them in order to not to lose the talented employees. The Attraction and Retention of Employees has been a latest era of a highly

competitive business environment. The treatment of the employees in an organization is highly responsible of human resources only.

The attraction and maintenance of employees is a critical issue in all organizations. Employees are encouraged in company weather to leave or stay by external and internal factors. In this context, there are a lot of human resources. It takes time for managers to identify employee needs and then identify maintenance strategies, because of different priorities people have, Strategy may not be suitable for everyone. For the companies long run importance, maintenance of employees and attraction has to be done. When a company lost its talents, negatively affects rearrangements, satisfaction of the customer, profitability of organization. Instead of replacing other staff costs with the organization, it helps. It takes time for managers to identify employee needs and then identify maintenance strategies.

### **1.1.1 Retain employees**

The motivation to work is necessary, because if people do not feel enthusiastic about doing things in their own way, the effort to do the job is not well done. However, the individual's performance inside company may be on various factors, in addition to the motivation. Companies are now aware of the significance of maintaining their qualitative power and maintaining their standard builders, helping productivity organizations and increasing employee morale. Mid-level management plays an important job in organization's aspect. The companies lifestyle in the long run becomes company morality, and employees are unwilling to leave it, and walk it as a stumbling block when appreciating and rewarding them in the form of compensation for their expectations compared to the market trend. Description is given, in order to increase employee retention, 4 factors we have to look in, we need to look at the facts as to how they are maintained: payroll, identification, benefits, but do they really help the company? The salary of these days is hard to reduce the turnover.

## **1.2 Company profile**

### **Infosoft HR Services in a Glance**

Infosoft HR Services is an organization which provides one end to other end consulting services which required for the Project Management and Human Resource Management. In Infosoft HR Services, the employees perform their work very close with their customers to improve their skill set level which is used to Human Resource Management. The improvement of the customer skill set includes few services like implementing the tools and trainings sessions are also given to the customers and few other services. Infosoft HR services has many rewards in states of India and abroad. These are the results of their values which are given to their customers and their hard work.

### **1.3 Vision**

To be a leading management consulting Organization that helps companies to apply modern management as a way of life.

### **1.4 Mission**

To build a binding and continuous relationship with organizations seeking Management support and provide them with continuous capabilities improvement through:

- Continuous Education.
- Continuous methodology development.
- Continuous tools development and upgrade

### **1.5 Industry Profile**

Infosoft HR Services was established in 2008, It has tie ups with many companies especially in Hyderabad. Infosoft HR Services is located in Hyderabad, Telangana State. It serves its customers in India and abroad also. As long as the Infosoft HR Services establishment, they have been serving their clients very quickly and with high quality of service as per their requirement. Therefore it is a dream which is enjoyed greatly by the employees in the company who are

holding various experiences and different positions. Incentives are given on basis of the employee skill set and renovation of human resources.

### **Core Values of Infosoft HR services for its Teamwork**

The teamwork in Infosoft HR Services be like the employees have a very positive strong relationship among them and they also respect each other.

### **Leadership skills at Infosoft HR Services**

An employee who leads a team in Infosoft HR Services is who having a daring and boldness, honesty, and carrying a vision which should be motivated and inspired by other employees.

### **1.6 Services profile areas of operation**

Here in this company there are different types of services available with respective to human resources, few of them are as follows:

1. Human Resources Planning
2. Job analysis
3. Human resources recruitment and selection
4. Compensation and benefits
5. Human resources trainings
6. Retaining employees

### **1. Human Resources Planning**

This area of operation involves following tasks:

1. The HR activities which are governed by the HR process within the organization are identified and documented.
2. Working closely with organization to identify and document the HR activities.
3. Identifying the correct employees who are needed to work dedicated towards the

plans chosen by the organization.

4. To identify the programs which are to be initiated by the company in future in order to develop the company capability.

## **2. Job Analysis**

This area of operation involves the following tasks:

1. For each and every post in the organization the job requirements must be determined.
2. The job description has to be prepared which includes the job title main duties of the job and its responsibilities.
3. The job specification formats have to be prepared.

## **3. Human Resources Recruitment & Selection**

This area of operation involves the following tasks:

1. The staff management system has to be identified.
2. The information has to be provided about the applicants.
3. The screening process has to be done in order to make a short list of the candidates.

## **4. Compensation and benefits**

This area of operation involves following tasks:

1. Identifying employees performance to reward him/her.
2. The salary equity has to be done among employees.
3. compensation budget has to controlled.
4. New employees have to be attracted.

## **Employee Benefits**

The Infosoft HR Services developed the following benefit plan.

1. Variable pay
2. Worker's compensation
3. Health benefits

## **5. Human resource trainings**

This area of operation involves the following programs:

1. Effective training and development.
2. Recruitment, selection and hiring.
3. Job analysis

## **6. Retaining Employees**

This area of operation involves the following:

1. Conduct of employee has to be satisfactory
2. Participation of employee in growth of company has to be good
3. Overall performance appraisal has to be good

**1.7 Competitor's information:** Now a days, if you take any type of business platforms, there is cut throat of competition. Obviously Infosoft also faces a lot of competition from various companies like as follows:

- 3G HR Services
- Vertek Global Careers pvt.ltd
- Blue Stone Consultancy
- Supernova Consultancy
- Global Talent pool
- Global Resource



## **1.8 SWOT Analysis with reference to Infosoft HR services:**

### **STRENGTHS**

1. One of the leading organization in the market
2. Efficient customer feedback
3. High quality service
4. Large number of customers

### **WEAKNESS**

1. The profit of the company is directly depends upon its clients organizations

### **OPPORTUNITIES**

1. It can maximises its services due to very high demand in the Market
2. Opportunities of collaboration with companies especially outside India
3. It can expand globally

### **THREATS**

1. The company may lose its clients due to delay in service or variation in quality of service.
2. If the job market goes down then the profit of the company also goes down.

**Conclusion** - This chapter is of theoretical suspect relating to introduction about the project work, company profile, industry profile, and details regarding the company.

## CHAPTER 2

### CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

#### 2.1 Theoretical background of the study

In order to accomplishment of the organizational goals, it is shown that the attraction and retention of employees is an outstanding task to be done. This study has been conducted to look over the alternate paths which contributes to Employees Attraction and Retention.

The employee/employer relationships is affected because of highly changes in global economics, Technology change etc. if once we lost the talented employee then it is very harmful or damaging to the organizations future, because of the dissatisfaction, the outstanding employees may tend to leave the organization. When the trials of retention of employees is done within the organization then they need to face other challenges like demand in higher wages etc.

#### 2.2 Literature Review:

Hassan (2011), states that in each and every organization the employees attraction and retention is very important task to be done. Therefore only one industry is focused in this paper i.e., leather industry which is in Pakistan. This industry is Pakistan's 3rd most biggest export income earned section. Annually the turnover rate of the Pakistan in the leather industry is 25-30%. It is keenly seen the 2nd level employees are mostly changes job roles for better salary offers, and to seek more knowledge. To achieve the competitive advantage, the maximum companies proficiency workers have to retained.

Morse (2009), concludes that since the beginning of the time, the Humour has been in the existence. Few people declare that humour is the one of the best medicine for stress management. It is said that the humour is fine enough for living fruitfully, then it can be good for attraction and retention of employees? The purpose of article is to travel through extent which the humour relates to the employee attraction and retention. There is also another objective in this paper which is to import the importance of humour and attraction and retention of employees I

workplace. Therefore for the future researchers, the paper also provided them the verifiable test and it also provided the practical recommendations for present managers with respect to its employee attraction and retention.

Umer (2011), reports that the affect of the variables i.e., betterment, the help of the supervisor, nature of the work, and work life balance on the employees attraction and retention is Investigated. In the country named Pakistan, fifty interviews are conducted for BPO companies supervisors. The result of the visual survey said, these variables have positive and significant impact on attraction and retention strategies of employees. Especially in the country named Pakistan, the researches have done very less research with respect to employees attraction and retention in the business process output sourcing. To the BPO's in Pakistan, these findings may provide some insights about the employee attraction and retention.

Gurtoviy (2008), concludes that in the mutual agreement, it is clearly said that the delay compensation which is a share of an uncertain future profit is manically constrained employer to her employee. It is said that the delay recompense serves as a retention tool which helps to keep away the insolvency. Therefore both cash as well as delay payments and he also outlines that the firm can use these to retain personnel depends on the cost of new credit. If the immediate bankruptcy is avoided, then the employees will become better in their position in labour market.

Nelson (2009), states that design dimensions show the major contribution of enlightenment and the capability to perceive one hundred and fifty companies to maintain their educated employees. The satisfaction of well educated workers is major provocation for present companies because they compete internationally and increase their demands for these employees, while the demographic changes of the workforce are changing rapidly in particular, absorption, and preservation of knowledge, thus reaching an unprecedented level of investment. While many factors affect the financial performance of the organization, this research shows that retaining the ability of knowledge workers are appreciably coupled to describe monetary/business presentation. The consequences of these results are cited.

Khan (2011), reports that the employee retention is an important factor for long run health of company and success of any organization. The customer satisfaction ensures when the organization retains its best employees and automatically the sales of the product goes high and colleagues, reporting staff are also satisfied. In every organization now-a-days the problems are raised in retaining employees, because of the downfall of the employees in any organization, the attraction and retention concept has become popular. The only solution to increase the employee attraction is that to increase the employee contribution towards achieving company goals.

Anis (2011), states that as everyone knows human resources are very important to each and every organization and as part of it, the attraction and retention of the employees is essential aspect in present word. Here the hardest thing to achieve and maintain is the human capital talent whereas the other resources are effortlessly adjusted. Therefore, organizations are now more concerned with attracting and retaining employees. Organizations use HR resource techniques to maintain. With respect to maintenance purposes, the special importance is on compensation packages after staff trainings and development methods. We will also see how a quiet working environment helps keep employees in check. The study is conducted in Lahore and the data collected for this purpose only. 330 are the number of respondents in the study. For analysis, structural equation modelling AMOS 18.0 was used. In this study, with respect to intermediate variable, a treasure is used between the maintenance of employees and training. The results show that maintaining long run staff after completing their training and completing them without increasing their compensation is not desirable because the payment gets better to reflect the capacity to complete the skills and abilities relevant to their field.

Ijaz-Ur (2011), reports that comprehensive survey for employee's work history and loyalty in New Zealand. It seems that the widespread view that the New Zealand Worker has used on the current labour market is superficial. Instead, this picture is one of the rising employment stability, because older employees get the same amount of money, supporting the idea that there are certain evolutionary stages on the jobs of women and men. According to the reasons for staff turnover, the study shows that the incentive to change the job is multi-dimensional: no one

explains it. The role of attracting and retaining staff and workflow supports and maintaining high standard bond with colleagues and managers. The results show that shifting employees is not dangerous for some people: some have a lot of benefits (like looking for valuable upgrades), while others are heavily used. This study offers suggestions for improving the welfare of companies that have inefficient employee income.

Chiboiwa (2010), concludes that around the world, a number of factors are associated with an increase in staffing levels. How to deal with people, knowing them, and achieving salary advancements are important factors. Today, challenge for all companies is to create an attractive strategy and maintain effective staffing that helps maintain employees who are concerned about achieving targets. The dominant economic environment in Zimbabwe, Formula One, always changes the practical retention strategies especially for supervisors in the stage of the economic habitat, which is characterized by high inflation with the labour market and the resulting migration of skills. This research is with the goal of achieve the follow goals: identifying the cause of worker mobility in the organization, reviewing existing organizational practice in the organization, establishing the usefulness of practice and efforts to maintain acceptable performance. Can reduce the high staffing levels in the organization. The qualitative research design was used by structured interviews and also a questionnaire for all staff groups was used. The total population of the organization across the country was 3820 with a test of 2240 employees. The end of the study displays the workflow among non-executive staff is higher. Similarly, the maximum of workers will leave the company and ultimately, the better turnover of employees in the company is highly attributed to the management of the weak reward system.

Whitt (2004), concludes that a mathematical model has been developed to enhance Benet's customer-centric call center performance by increasing work satisfaction. Call center function "may be limited to a normal production criterion, like the no. of replies responded per hour or may include a wider measurement of service quality. It is assumed that a new representative is immediately recruited to replace the alternative Each representative leaves, and the same random variables distributed with the probable probable distribution of the overall factor that depends on

policy and management actions, distribution Has been. The distribution of a stable state employee experience comes from the probable distribution of the agent using the revision theory. A true value performance increases Avg performance as a factor of the operating experience. Comfortable expressions The closed form for general function is obtained as a function of the time model elements, or the distribution of the representative retention or the presentation of the activity has a display structure. Management measures can change the probability distribution of the agent

khan (2011), states that identify factors that reduce employee flows and examine the impact of retaining strategies in the workforce. Hotel Serena, Faisalabad, Pakistan was taken as example for this study due to its unique characterization in modern human resource techniques. This study was based on a case study; 30 surveys and six interviews were conducted directly with key staffers. A total of 36 out of 285 people were selected. Variables such as human resources strategies, work environment, education and development, and more effective compensation for recruiting and retaining staff in Serna Faisalabad were found. The study found that management should work on cash rewards and career progression to maintain greater control. In general, ongoing HR practice in Serena may be measured by others to reduce sales volume.

Brown (2003), reports that non-profit organizations believe in the mission to absorb decision-making, instructions. Frequently, mission departments are known as a powerful management tool that can encourage workers and focus on their company. The study investigates the behaviour of the mission in the Youth and Entertainment Service Services. Generally, employees showed a positive view on the companies mission and this approach was connected to employees' satisfaction and intent to stay with the company. However, disadvantages of money need to accept staff mission as they leave this organization. This assumption is that the mission may be important in absorbing staff but not as much of helpful in keeping them.

Crutchley (2008), reports that when company reward employees of insolvent company to keep on in touch, popular press often speaks of it as greedy executives that wealth generates the latest

stock from injustice shareowners. In addition, study has shown that, on average, maintenance board has pessimistic result before bankruptcy. However, the occurrence of these sustained plans is on the rise. In this paper, we will review Key Attraction and Maintenance Programs (KERPs) and economic context that allow for the settlement of a KERP. We have not found any evidence that companies that have stated that KERPs are being avoided by poor administration or senior chief. The actual difference between the 2 examples is that KERP companies are bigger and have more efficient industries, such as extensive and put on the market. We come across that KERPS does not expedite bankruptcy, but companies with KERP pay out more point on insolvency.

Asif Khan(2011), states that the quality of internal services perceived by human resources by attracting and recruiting staff in the mediation culture create employee satisfaction. This study was conducted in Rawalpindi and Islamabad. To analyze the research work, data was collected on the staff of private and public bank staff. 400 copies were collected out of 550 copies of questionnaire which distributed to various bankers. This research shows that staff selection, staff training and development, job design, remuneration of jobseekers, and compensation reports are very high, positive and significant for the quality of internal services in HRM. The study also says that the quality of internal services in has a constructive and outstanding effect on employee happiness and job happiness has a positive and important effect on employees' attraction and satisfaction. According to the findings of this research, human resources development departments should look for motivation, education and retaining high-quality employees, and this employee should hold up the conception of ISQ. Choosing employees and rewards and recognizing them, teaching and developing them, designing work and defining a job are the most important parts of HRM in improving employee job satisfaction and retaining future employees.

Michielsen (2009), reports that in this altering modern economy, company must be clever to predict scientific innovation and participate with other companies in the world. This is a need for the ability to participate in the development of employee learning and through continuous development. Considering the importance of attracting and retaining employees for the performance, this study deals on organizational and personal factors that affect the attraction and

satisfaction of employees. A special interest in employee learning has been created, as this has been preserved as a supportive task. An opinion poll was interviewed for three hundred and forty nine employees. Interviews are used to show and compute quantitative results. The results show a very optimistic payment from the admiration and prompt of the worker to attract and retain employees. This is consistent with previous research findings. Skill and leadership talent have a positive relationship with the recruitment and maintenance of employees and the level of preparedness and initiative is about learning negative with respect to preservation.

Weiwei (2010), states that the reasons should be understood for foreign teachers who do job at the school for demonstration. The qualitative research methodology is used to answer the research questions proposed for this study. This included targeted random sample which is used for identifying the 7 participants who has gone through this phenomenon. Interview data, document review to integrate into 2 research questions. Participants interviewed using a deep semi-structured interview. All perceptions are classified to 9 aspects: (1) professional education, (2) incident, (3) workplace, (4) working experiences, (5) retention reasons (6) leaving reasons (7) The contentious FTS position, (8) trouble issues, (9) The upcoming plan. The major findings are the recruitment and maintenance of employees for their reasons for leaving. Regarding the issue of preservation, main reasons for this are the use of education, good holidays, good salary, pleasant work environment. The possible reasons for leaving discontent with executive, the communication problems in terms of cultural understanding and personal reasons to go to their country refer to.

Sheridan (1992), reports that the maintenance roles of nine hundred and four university alumni have been hired in 6 public accounting firms for six years. Organizational culture values differed significantly between companies. The diversification of educational values has had a considerable impact on the rate at which newly recruited staff ended their work voluntarily. The relationship between employees' performance and preservation is also different from the values of organizational culture. It is estimated that cultural influences have led to a difference of more



than six million dollars in human resource outlay between companies with different enlightening values. The research implications of individual organizational issues have been discussed.

Mohanty (2009), concludes that the attractiveness and retention of employees is by far the biggest issue that corporate leaders have caused, due to lack of skilled labour, economic growth and staff turnover. It is essential for employers to hire known people for this, but keeping employment is much more important. The recruitment and maintenance of employees includes actions that encourage them to maintain the maximum time in the organization.

Howard (2008), states that a sample pattern of twelve retention aspects was developed in previous theory. The open-end response coding supports 24,829 workers in leisure as well as hospitality industry and frequently mentioned reasons for job satisfaction, external gifts, affiliate attachments, organizational commitment and organizational dignity. Developing opportunities and organizational respect for high performers and hours of work are among the most common reasons and external gifts from low performers and hours of employees are very common. The company has found the importance of separating human resource management practices when many targeted their valuable employees.

Meek(2008), reports that considering the awareness of employee attraction and retention, 47 uses the model of high-small firms. We have found companies that provide positive working environment, provide more freedom and flexibility for employees, employees' involvement in growth and opportunities, and low annual voluntary turnover (0-2%) rates; Compensation with compensation and profit-related processes is clear and often helps employees and their employees with them. More than 10% turnover reports for the past year have shown the lowest frequency and richness of these sizes to their retention methods. 77 companies are part of high-end small companies, the retention of intellectual capital is the main issue. Industrial differences between companies have been explored and theoretical and practical effects are discussed.

**Conclusion :** Theoretical background of the study along with literature review relating to Employee Attraction and Retention strategies is discussed in this chapter.

## **CHAPTER 3**

### **RESEARCH DESIGN**

#### **3.1 Statement of problem**

The essence of the study is to find out the Attracting and Retention techniques that are used on the employees by Infosoft HR services.

#### **3.2 Need For The Study**

In today's competitive business world, recruiting and retaining employees has become a major concern. For each business organization, it's important that we use the recruitment and maintenance strategies to effectively and efficiently manage employees' performance. It should be noted that a high turnover indicates that a company loses a large percentage of employees than the number of previously hired employees. It also shows that choosing a job is not appropriate and not creating an environment that helps employees to stay in the organization for a long time.

#### **3.3 Objectives Of The Study**

- To study Employees Attraction and Retention strategy by Infosoft HR Services on the Employees
- To identify whether the employees are satisfied with Attraction and Retention Strategies adopted by the Infosoft HR services

#### **3.4 Scope of the Study**

This study was conducted at Infosoft HR Services, Hyderabad. This research was carried out on about 100 employees. This survey was conducted on different levels of staff in different experiences and a closed descriptive questionnaire was used to collect data.

### **3.5 Research Methodology**

#### **Descriptive research design**

This includes surveys and find out the truths of different questions. It simply describes something like the demographics of the employees. It describes the status of the proposals as it is and study has no effect on the employees.

#### **Data collection methods**

- Primary Data
- Secondary Data

#### **Sampling:**

Process of subset selection from total population to obtain data for studying the entire population of this subset is considered as a sample. The sample size for study is 100. In this method, the sample unit is selected based on randomized sampling.

#### **Statistical Tools Used:**

Percentage analysis has been utilized to analyze the data.

#### **Questionnaire:**

The questionnaire is prepared to collect the data which pertains to the goals of the study.

### **3.6 Hypothesis**

- **H<sub>0</sub>** = Retention Strategies has positive impact in attracting the employees.
- **H<sub>a</sub>** = Retention Strategies has highly negative impact in attracting the employees.

### **3.7 Limitations of the study**

- The study is restricted to 100 sample size only
- Primary data collection is time consuming
- The study is limited to short period only
- It was difficult to meet the respondents and gain information as they were busy with their work
- The respondents were not open in sharing the data

**Conclusion:** This chapter deals with the structure of the research activity which is adopted to analyse and given a brief idea about the methodology followed in the report.

## **CHAPTER 4**

### **ANALYSIS AND INTERPRETATION**

#### **Analysis**

The data collected has been analyzed, classified and tabulated to a meaningful commentary. The tables are given as under.

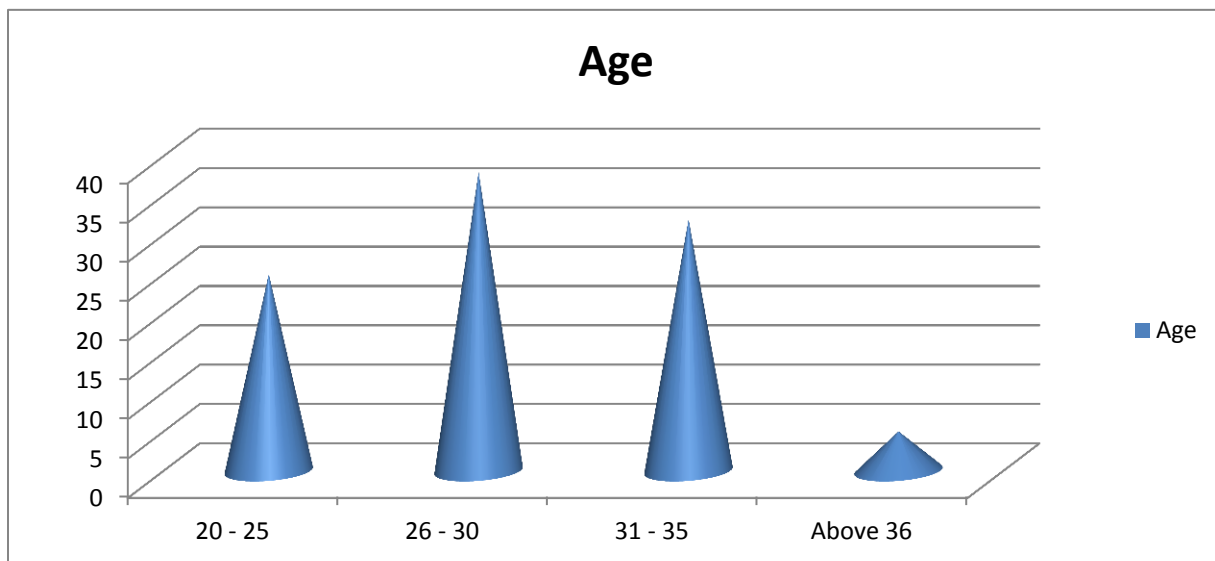
**TABLE NO. 4.1:** Table showing the Employees Age group

S.no	Age	Employees	Percentage
1	20 - 25	25	25
2	26 - 30	38	38
3	31 - 35	32	32
4	Above 36	5	5
	Total	100	100

**ANALYSIS :** 25 percent of the employees from the table are between 20 years to 25 years and 38 percent of employees are located at the range of 26 years to 30 years where as 32 percent of the employees are from the age group 31 years to 35 years and 5 percent of the total employees are above 36 years.

**INTERPRETATION:** From the table we can observe that 38 employees out of 100 are in between age group of 26 years to 30 years.

**CHART.NO.4.1:** Graph showing the age group of employees'



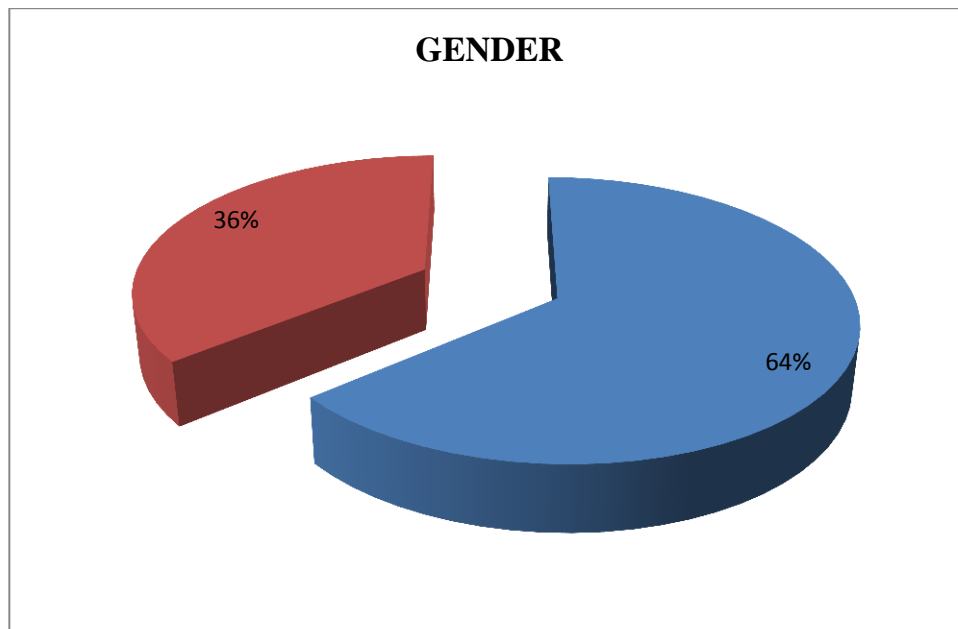
**TABLE NO.4.2:** Table showing the Gender of the employees'

S.no	Gender	Employees	Percentage
1	Male	64	64
2	Female	36	36
	Total	100	100

**ANALYSIS:** From the table we can analyse that out of 100 percent, 64 percent belongs to male category and 36 percent belongs to female category.

**INTERPRETATION:** From the table we can observe that majority 64 percent of the employees belongs to male category.

**CHART.NO4.2:** Graph showing the Gender of the employees





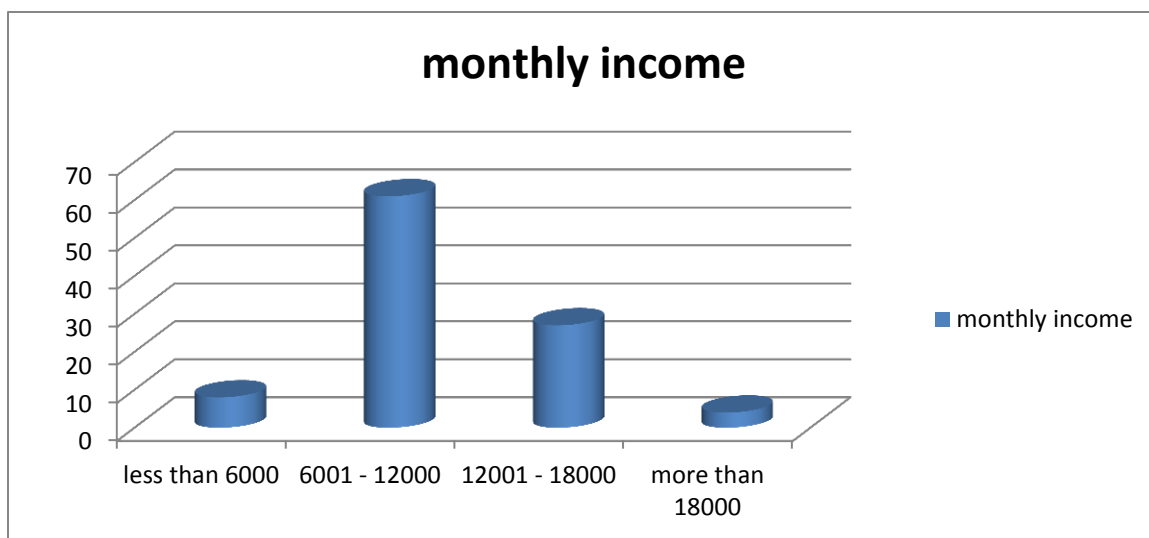
**TABLE.NO.4.3:** Table showing monthly income of employees

S.no	Monthly income	Employees	Percentage
1	Less than 6000rs	8	8
2	6001rs - 12000rs	61	61
3	12001rs - 18000rs	27	27
4	More than 18000rs	4	4
	Total	100	100

**ANALYSIS:** From the table we can analyse that out of 100 percent of employees, 8 percent employees having salary below 6000rs per month, 61 percent of employees are getting salaries from 6001rs to 12000rs per month and 27 percents of employees are getting salaries from 12001rs to 18000rs where as only 4 percent of the employees are getting above 18000rs per month.

**INTERPRETATION:** From the table we can observe clearly that 61 percent of employees are getting 6001rs to 12000rs as a salary per month

**CHART.NO.4.3:** Graph showing the monthly income of the employees



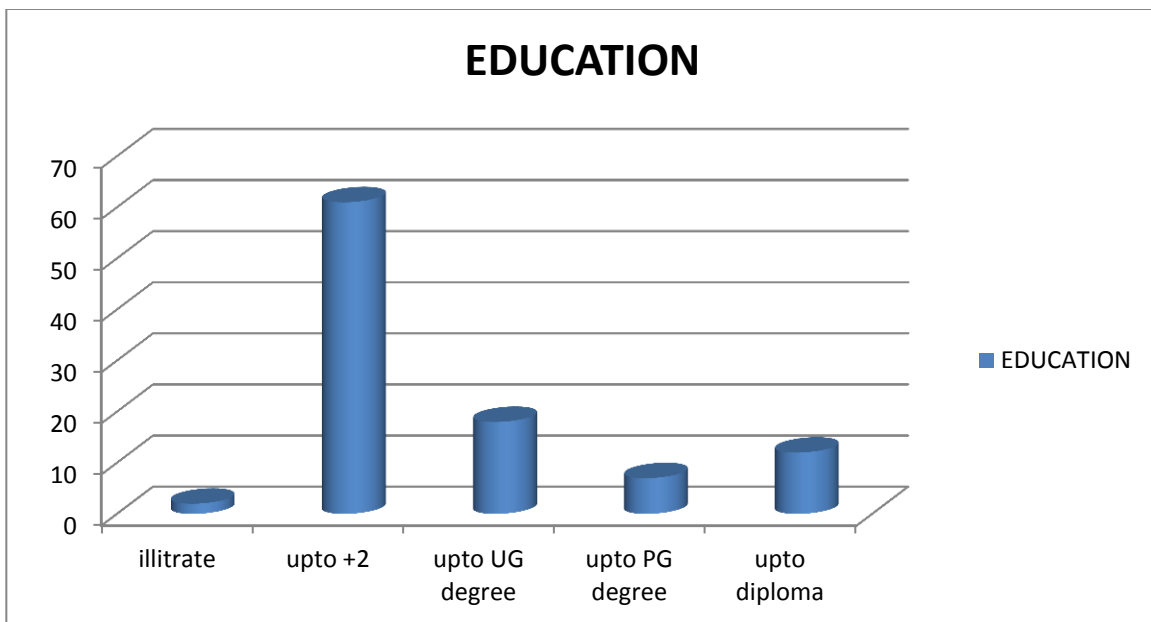
**TABLE.NO.4.4:** Table showing educational qualification of employees

S.no	education	employees	percentage
1	Illiterate	2	2
2	Upto +2	61	61
3	Upto U.G Degree	18	18
4	Upto P.G Degree	7	7
5	Upto diploma	12	12
	Total	100	100

**ANALYSE:** From the table we can analyse that out of 100 employees 2 are from illiterate background and 61 employees fall in +2 category, 18 of them are from U.G Degree background and 7 are from P.G degree background where as 12 employees fall in diploma category.

**INTERPRETATION:** we can observe clearly that 61 percent of the employees are from +2 background

**CHART.NO.4.4:** Below graph showing the educational qualifications of the employees



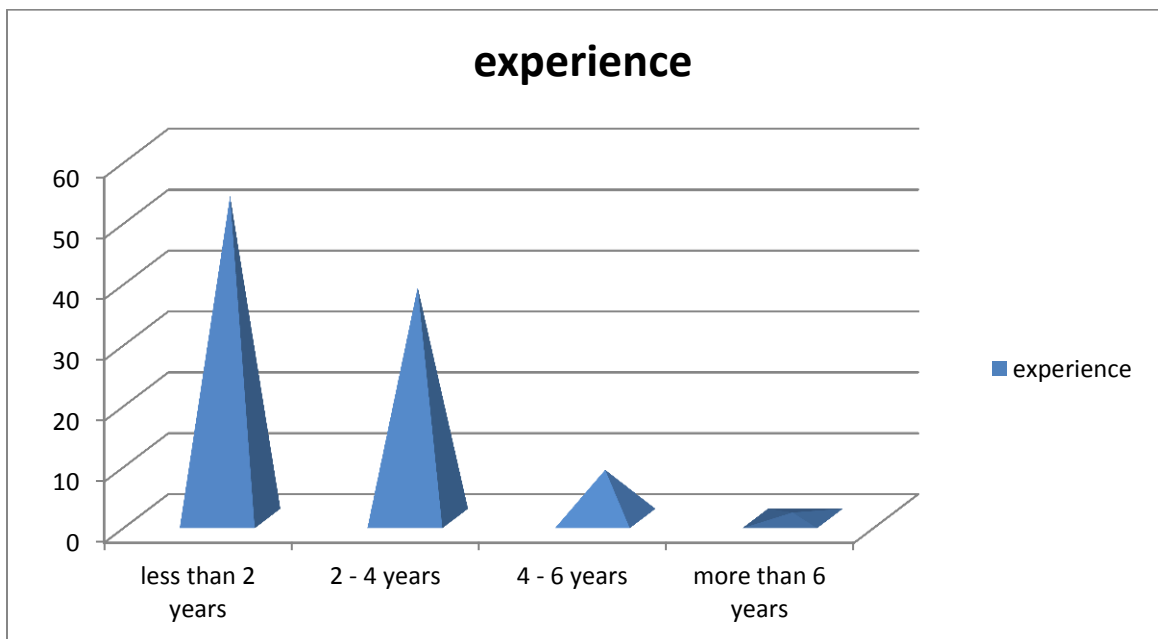
**TABLE.NO.4.5:** Table showing experience of the employees

S.no	experience	employees	percentage
1	Less than 2 years	53	53
2	2 – 4 years	38	38
3	4 - 6 years	8	8
4	More than 6 years	1	1
	Total	100	100

**ANALYSIS:** From the table we can analyse that fifty three percentage of employees having experience less than 2 years, thirty eight percentage of employees having experience from 2 years to 4 years and eight percent of the employees having 4 years to 6 years, whereas only 1 percent of the employees having above six years of experience.

**INTERPRETATION:** Out of 100 employees, majority 53 percent of employees having below 2 years of experience

**CHART.NO.4.5:** Graph showing the experience of the employees



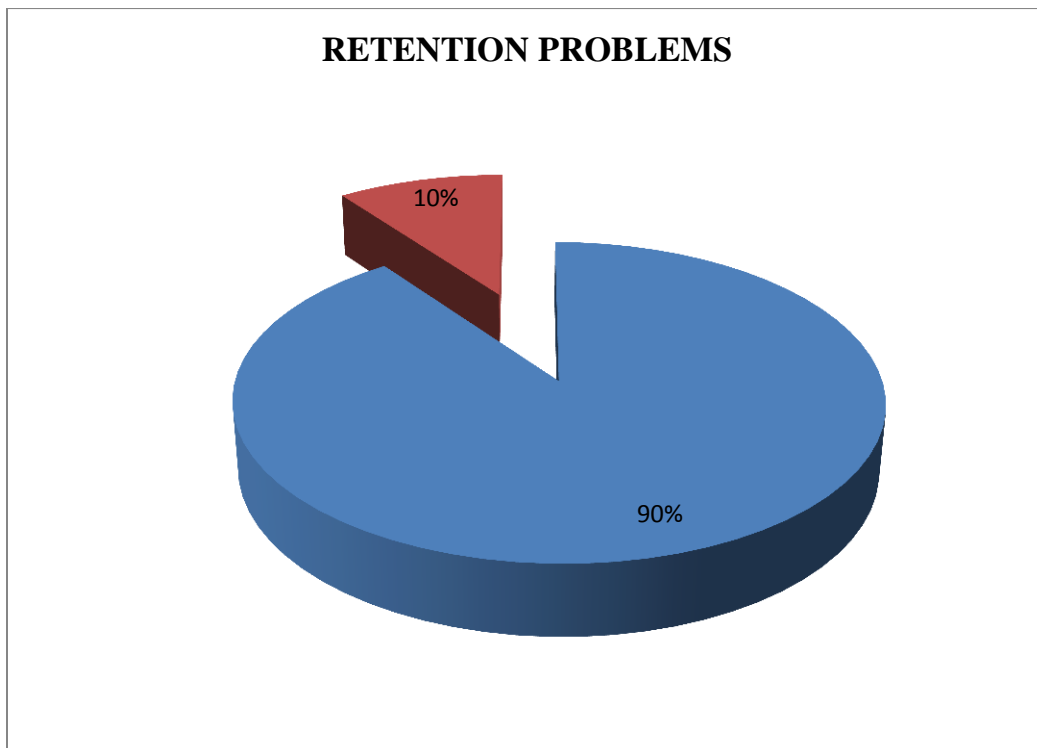
**TABLE.NO.4.6:** Table showing Retention problems of the employees

S.no	Retention problems	employees	Percentage
1	yes	90	90
2	no	10	10
	Total	100	100

**ANALYSIS:** From the table we can analyse i.e., 90 percentage of employees saying YES to retention problems and 10 percent of the employees saying NO to retention problems.

**INTERPRETATION:** From the table we can observe that majority of employees saying YES to the retention problems.

**CHART.NO.4.6:** Graph showing retention problems of the employees



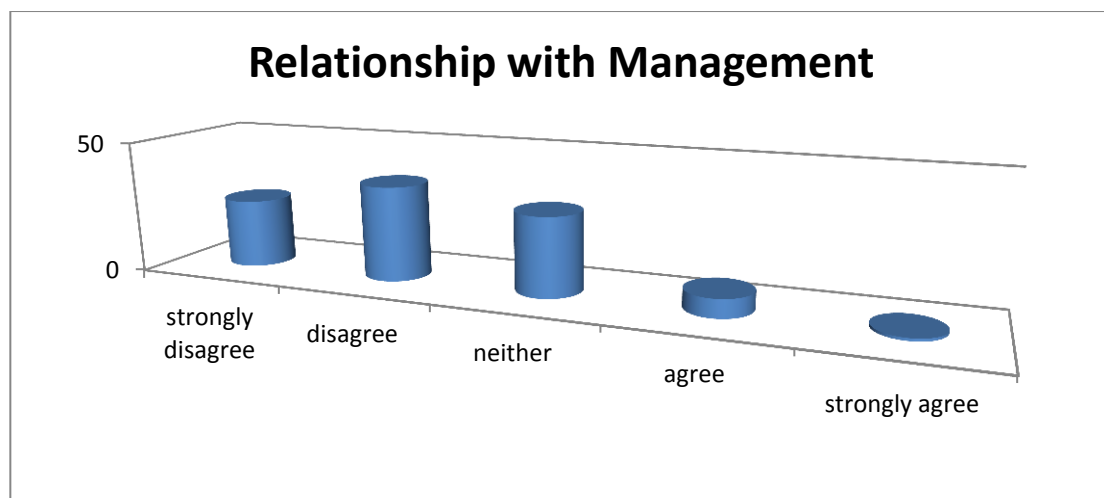
**TABLE.NO.4.7:** Table showing Employees Relation with Management

S.no	Relation with management	employees	Percentage
1	Strongly disagree	26	26
2	Disagree	36	36
3	Neither	30	30
4	Agree	7	7
5	Strongly agree	1	1
	Total	100	100

**ANALYSIS:** From the table we can analyse the employees relation with management, whereas 26 percentage of workers are strongly disagree, 36 percentage of workers were disagree, 30 percents employees are neither, 7 percentage of the workers are agree, only 1 percentage of workers are strongly agree.

**INTERPRETATION:** From the table we can observe that majority 36 percentage of the employees were disagree with relation with the management.

**CHART.NO.4.7:** Below Graph showing employees relationship with the management



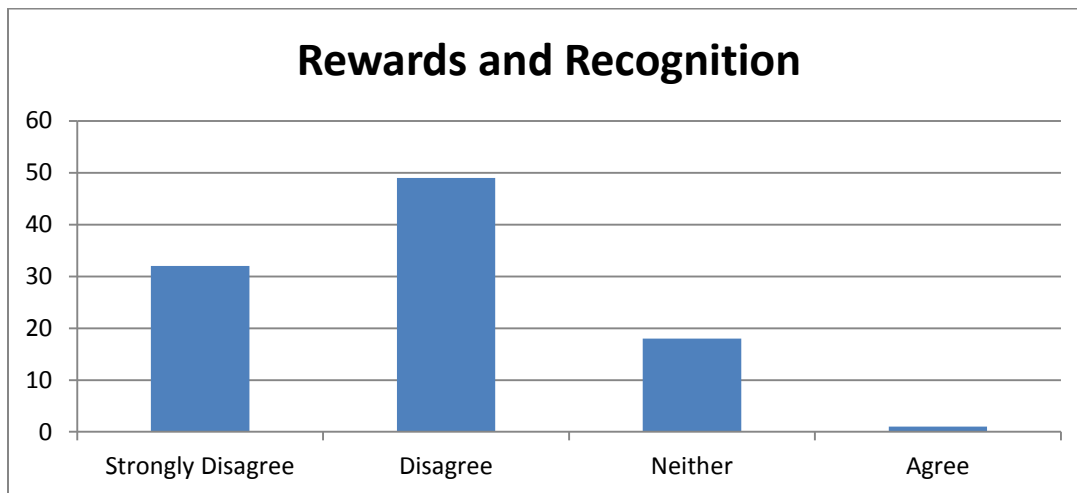
**TABLE.NO.4.8:** Table showing the Rewards and Recognition of the employees

S.no	Rewards and recognition	employees	Percentage
1	Strongly disagree	32	32
2	Disagree	49	49
3	Neither	18	18
4	Agree	1	1
	Total	100	100

**ANALYSIS:** From the table we can analyse i.e., thirty two percentage of employees are strongly disagree, forty nine percentage of employees are disagree whereas 18 percentage of the employees are neither with the rewards and recognition and one percentage of employees are agree with the rewards and recognition.

**INTERPRETATION:** From the table we can clearly observe that majority 49 percentage of the employees were disagree with the rewards and recognition.

**CHART.NO.4.8:** Graph showing Rewards and Recognition of the employees



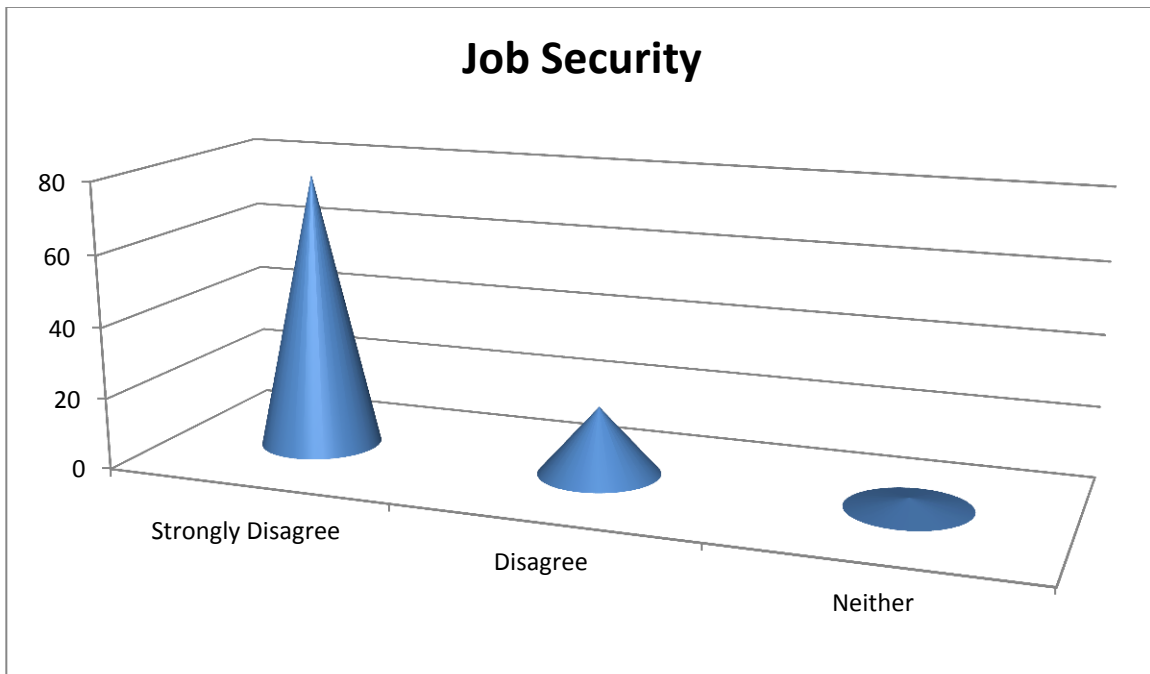
**TABLE.NO.4.9:** Table showing job security of the employees

S.no	Job security	employees	Percentage
1	Strongly disagree	78	78
2	Disagree	19	19
3	Neither	3	3
	Total	100	100

**ANALYSIS:** From table we can analyse i.e., seventy eight percentage of employees are Strongly disagree and 19 percentage of the employees are disagree with their job securities, 3 percentage of employees are neither with job security.

**INTERPRETATION:** we can observe from the table that seventy eight percent of the employees are strongly disagree.

**CHART.NO.4.9:** Below graph showing the job security of employees



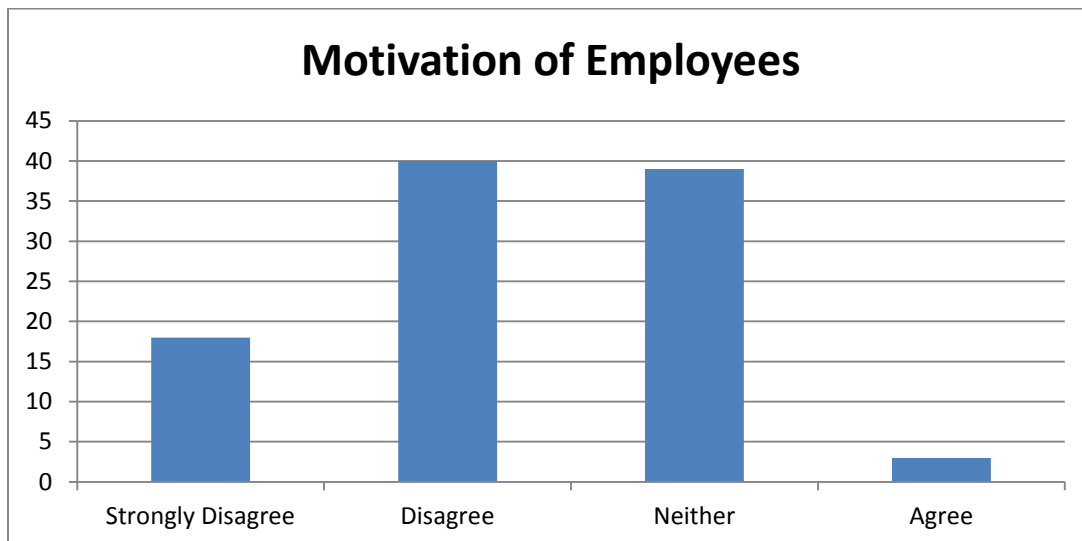
**TABLE.NO.4.10:** Table showing the Motivation of the Employee

S.no	Employee motivation	employees	Percentage
1	Strongly disagree	18	18
2	Disagree	40	40
3	Neither	13	13
4	Agree	3	3
	Total	100	100

**ANALYSIS:** From table we can analyse that eighteen percentage of employees are strongly disagree and 40 percentage of employees are disagree with employee motivation, 13 percent of the employees are neither with employee motivation and only 3 percent of the employees are agree with the employee motivation.

**INTERPRETATION:** we can observe clearly that 40 percent of the employees are disagree with the employee motivation.

**CHART.NO.4.10:** Graph showing the motivation of the Employee





**TABLE.NO.4.11:** Table showing do the employees are satisfied with the strategies are not

S.NO	Satisfaction with Strategies	employees	Percentage
1	Agree	4	4
2	Neither	24	24
3	Disagree	27	27
4	Strongly disagree	45	45
	Total	100	100

**ANALYSIS:** 4 percent of the employees are agree with satisfaction of strategies, 24 percent of the employees are neither with the satisfaction of strategies and 27 percent of employees are disagree with satisfaction of strategies whereas 45 percent of employees are strongly disagree with satisfaction of strategies.

**INTERPRETATION:** From the table we can clearly observe that 45 percentage of the employees are strongly disagree with the satisfaction of strategies

**CHART.NO.4.11:** Below Graph showing satisfaction of employees with strategies



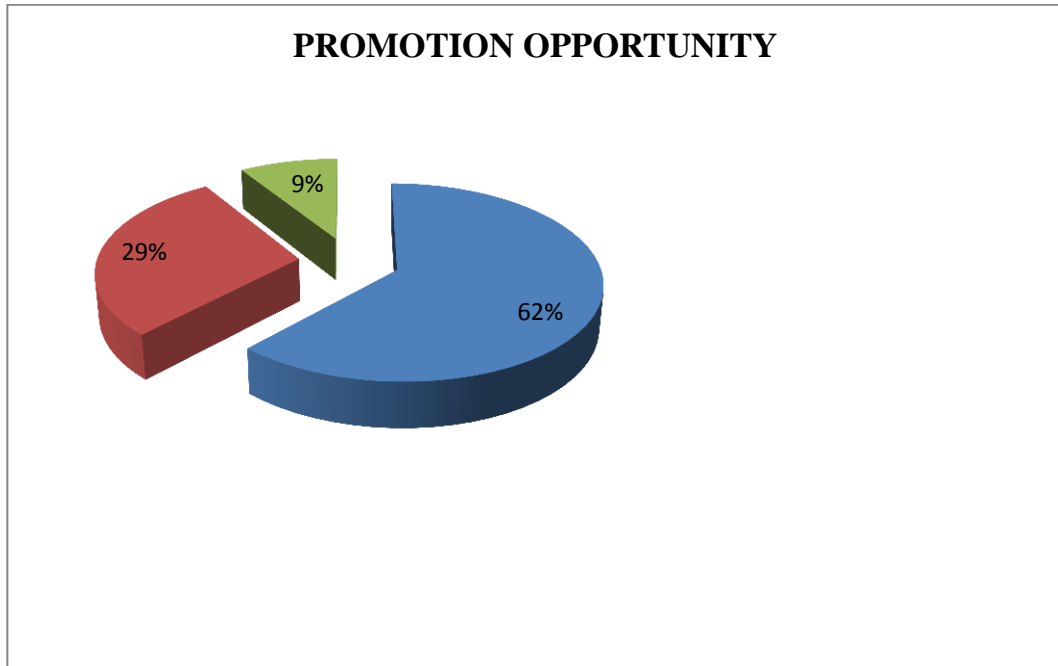
**TABLE.NO.4.12:** Table showing promotion opportunity of the employees

S.no	Promotion opportunity	employees	Percentage
1	Strongly Disagree	62	62
2	Disagree	29	29
3	Neither	9	9
	Total	100	100

**ANALYSIS:** From table we can analyse i.e., sixty two percentage of Employees are Strongly disagree and twenty nine percentage of employees are disagree, 9 percentage of the employees are neither with the promotion opportunity.

**INTERPRETATION:** we can observe that sixty two percentage of employees are strongly disagree with the promotional opportunities.

**CHART.NO.4.12:** Below graph showing promotion opportunity of employees



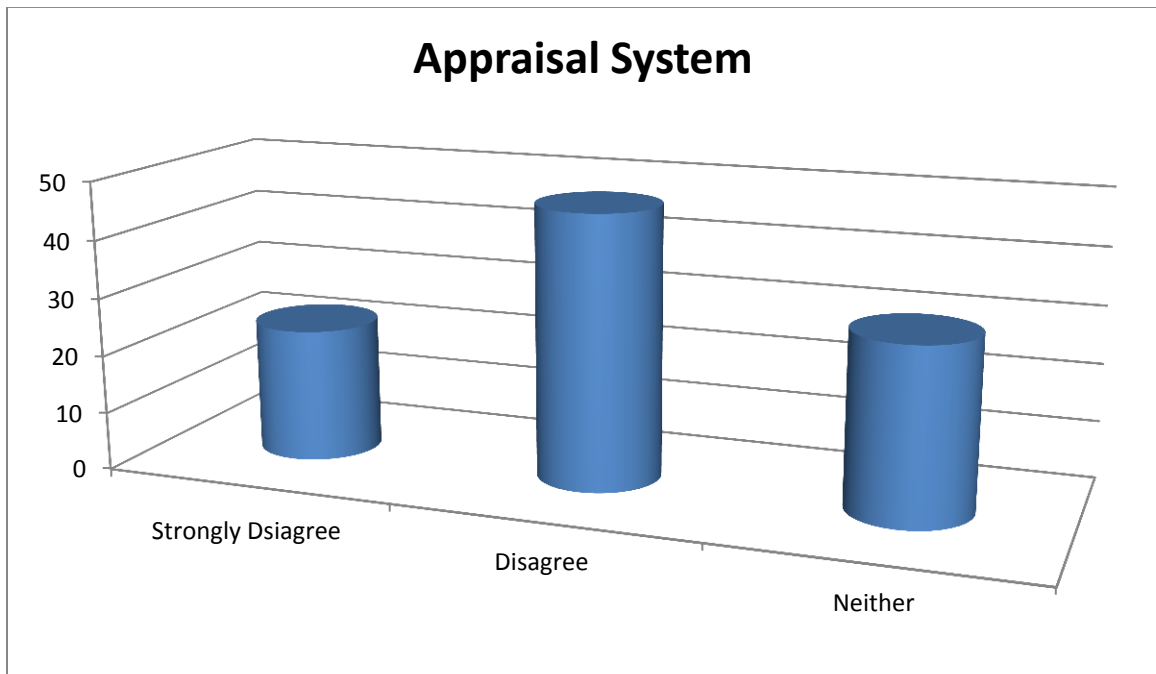
**TABLE.NO.4.13:** Table showing that Appraisal system of the employees

S.no	appraisal system	employees	Percentage
1	Strongly disagree	23	23
2	Disagree	47	47
3	Neither	30	30
	Total	100	100

**ANALYSIS:** From data collected we can analyse i.e., twenty three percentage of employees are strongly disagree and 47 percentage of employees are disagree, 30 percentage of the employees are neither with the appraisal system.

**INTERPRETATION:** we can observe that majority forty seven percentage of employees disagree with appraisal system.

**CHART.NO.4.13:** Below Graph showing that Appraisal system of the employees



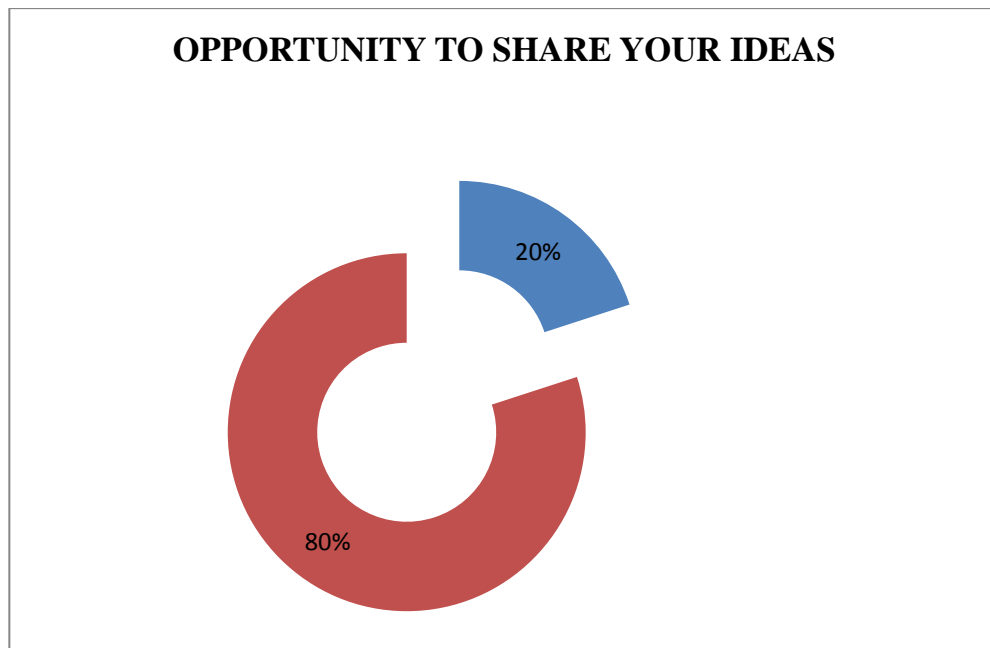
**TABLE.NO.4.14:** Table showing employees opportunity to share their ideas at workplace

S.no	Opportunity to share ideas at workplace	employees	Percentage
1	Yes	20	20
2	No	80	80
	Total	100	100

**ANALYSIS:** From table we can analyse i.e., twenty percentage of employees saying Yes to share ideas at workplace and eighty percentage of employees saying No to share their ideas at workplace

**INTERPRETATION:** We can observe clearly that maximum eighty percentage of employees are saying No to share their ideas at workplace.

**CHART.NO.4.14:** Below graph showing the employees opportunity to share their ideas at workplace



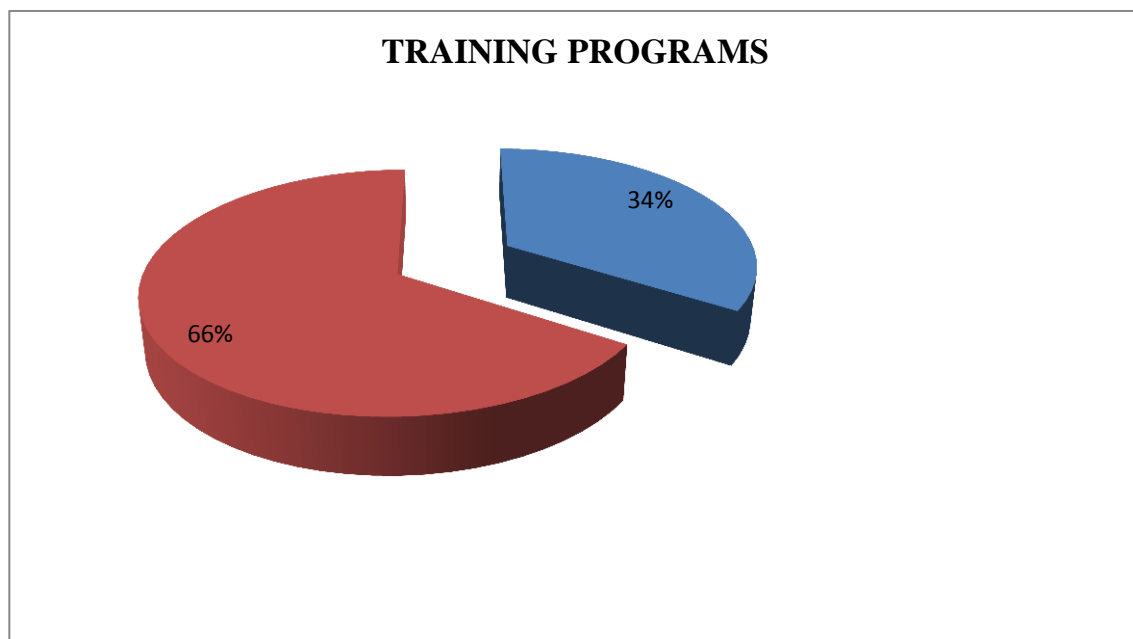
**TABLE.NO.4.15:**Table showing the Training Programs Attendance of Employees

S.no	Training Programs	employees	Percentage
1	Yes	34	34
2	No	66	66
	Total	100	100

**ANALYSIS:** From table we can analyse i.e., thirty four percentage of employees attend the training programme and sixty six percentage of employees didn't attend the training programme.

**INTERPRETATION:** From the table we can observe that majority 66 percent of the employees did not attended the training programme.

**CHART.NO.4.15:** Below Graph showing the Training Programs of the Employees



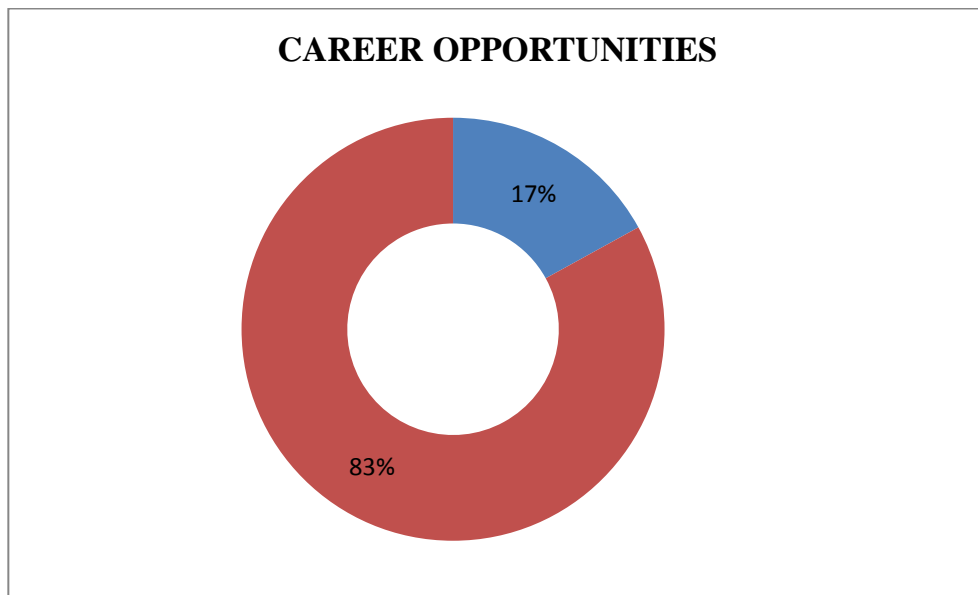
**TABLE.NO.4.16:** Table showing Employees career enhancement opportunities

S.no	Career Opportunities	Employees	Percentage
1	Yes	17	17
2	No	83	83
	Total	100	100

**ANALYSIS:** From table we can analyse, seventeen percentage of employees saying yes to career opportunities, eighty three percentage employees saying no to career opportunities.

**INTERPRETATION:** we can observe from the above table that majority 83 percent of the employees are saying no to the career opportunities.

**CHART.NO.4.16:** Below graph showing the career enhancement opportunities of employees



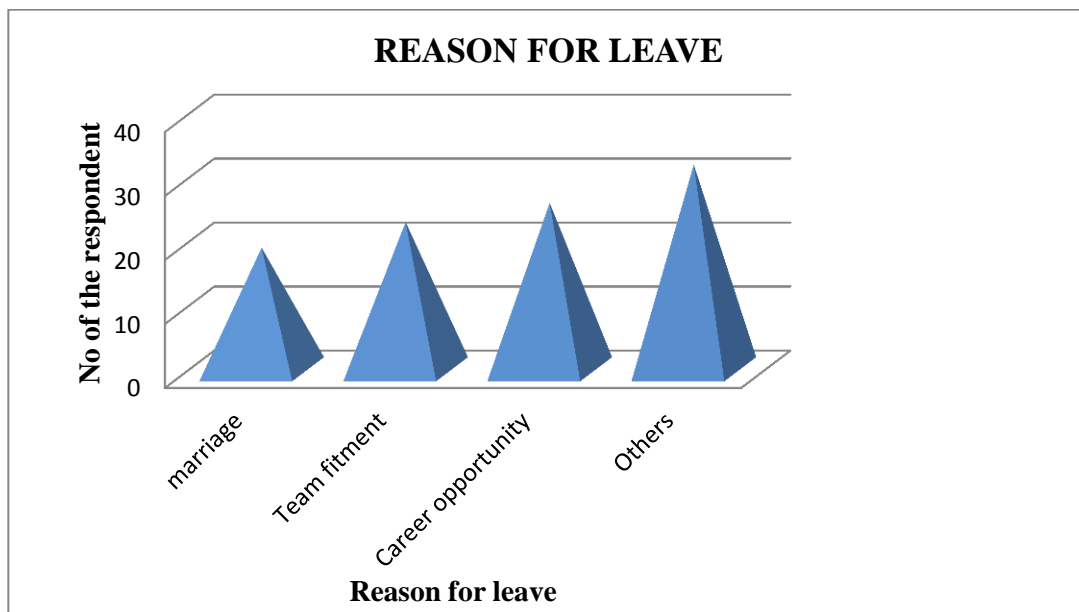
**TABEL.NO.4.17:** Table showing employees reasons for leaving company

S.no	Reasons for leaving	employees	Percentage
1	Marriage	19	19
2	Team fitment	23	23
3	Career opportunities	26	26
4	Others	32	32
	Total	100	100

**ANALYSIS:** From table we can analyse, nine teen percentage of employees saying reasons for leave as marriage, twenty three percentage of employees saying team fitment reason, 26 percent of the employees saying career opportunities and 32 percent of employees saying other reasons for leave.

**INTERPRETATION:** From the table we can observe that majority 32 percent of employees are saying other reasons for leave.

**CHART.NO.4.17:** Below graph showing about employees reasons for leave



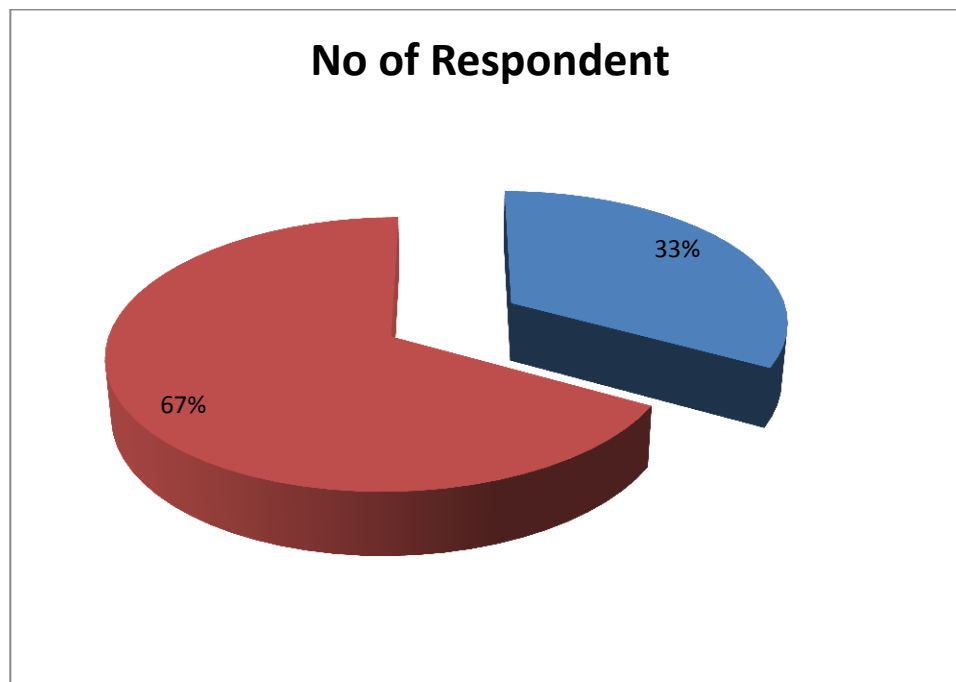
**TABLE.NO.4.18:** Table showing employees satisfaction with incentives

S. no	incentives	Employees	Percentage
1	Yes	33	33
2	No	67	67
	Total	100	100

**ANALYSIS:** From table we can analyse, thirty three percentage of employees saying yes to incentives satisfaction and 67 percent of employees saying no to incentive satisfaction

**INTERPRETATION:** we can observe from the table that majority 67 percent of employees saying no to incentive satisfaction

**CHART.NO.4.18:** Below Graph showing Employees satisfaction with incentive





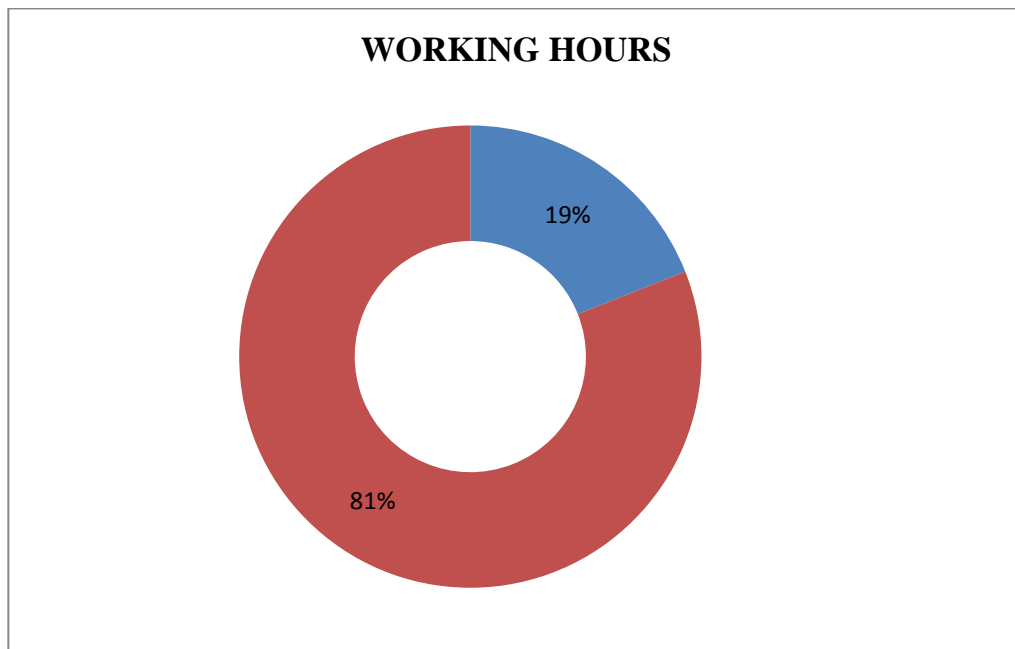
**TABLE.NO.4.19:** Table showing employees satisfaction with working hours

<b>S.no</b>	<b>working hours Satisfaction</b>	<b>employees</b>	<b>Percentage</b>
1	Yes	19	19
2	No	81	81
	Total	100	100

**ANALYSIS:** From table we can analyse, nineteen percentage of employees saying yes to the satisfaction of the working hours and 81 percentage of the employees saying no to the satisfaction of the working hours

**INTERPRETATION:** we can observe from the table that majority 81 employees are saying no to the Working Hours Satisfaction

**CHART.NO.4.19:** Below Graph showing the satisfaction of the employees with working hours



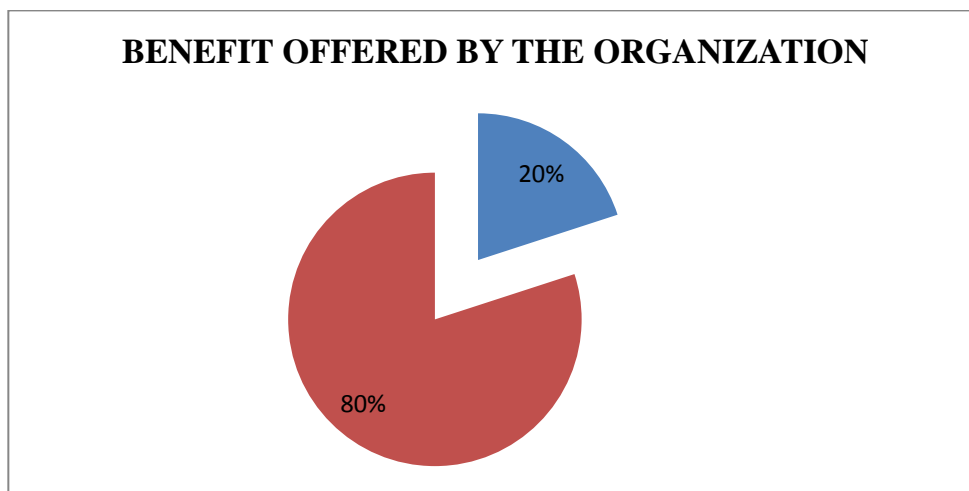
**TABLE.NO.4.20:** Table showing Employees response to benefits given by company

<b>S.no</b>	<b>Benefits given by the company</b>	<b>employees</b>	<b>Percentage</b>
1	Yes	20	20
2	No	80	80
	Total	100	100

**ANALYSIS:** From table we can analysis, twenty percentage of employees saying Yes to benefits offered and they are satisfied whereas 80 percent of the employees are saying No to benefits offered and they are not satisfied.

**INTERPRETATION:** We can clearly observe that majority 80 percent of the employees are saying No i.e., they are not satisfied with benefits given by company.

**CHART.NO:4.20:** Graph showing Employees response to benefits given by company



## HYPOTHESIS TESTING

		Relationship with management	Rewards and recognition	Satisfied with strategies
Relationship with management	Pearson Correlation	1	.872	.870
	Significance level	-	.000	.000
Rewards and recognition	Pearson Correlation	0.872	1	.838
	Significance level	.000	-	.000
Satisfied with strategies	Pearson Correlation	.870	.838	1
	Significance level	.000	.002	-

## INTERPRETATION

- The correlation between Relationship with Management and Rewards and Recognition is highly positive and the significance level is 0.00 which should be less than 0.05.
- The correlation between Rewards and recognition and Satisfied with strategies is highly positive and the significance level is 0.00 which should be less than 0.05.
- The correlation between Relationship with Management and Satisfied with Strategies is highly positive and the significance level is 0.00 which should be less than 0.05.

**Conclusion:** This chapter deals about the analysis and interpretation of the collected data.

## CHAPTER 5

### FINDINGS, SUGGESTIONS, CONCLUSIONS

**5.1 Findings:** With help of percentage analysis and graphs, these are findings from research:

1. Maximum employees comes under the age group of 26 to 30 years.
2. The employees working in Infosoft HR Services are majority of Males.
3. Most of the working Employees in the company are earning 6001rs to 12000rs per month.
4. Maximum of the employees are having education upto +2.
5. Most of the working employees in the company are having experiences below 2 years.
6. Maximum of the employees are having the retention problems.
7. Most of working employees are in a category of Disagree in having good relation with management.
8. Maximum of working employees fall in the category of Disagree in Rewards and Recognition.
9. Maximum of working employees fall in the category of strongly disagree with job securities.
10. Maximum of the working employees fall in the category of disagree with employee motivation.
11. Most of the working employees are strongly disagree with strategies.
12. Maximum of working employees fall in the category of strongly disagree with promotion opportunities.
13. Maximum employees working in company are in a category disagree with appraisal systems.
14. Maximum employees working in company are not having any chance to share their ideas at workplace.
15. Most of the employees working in company didn't attended the training programme.

16. Maximum of the employees working in company said they are not provided any career enhancement opportunities.
17. Career opportunity is the reason to leave the company by most of the employees when they asked what are reasons to leave.
18. Most of the employees working in the company are not satisfied with the incentives.
19. Maximum of the employees said no when they are asked about working hours satisfaction.
20. Most of the working employees in the company are not benefitted when the organization offered.

## **5.2 Suggestions:**

Maintaining experienced staff is highly complexity for the long run profits of company. Time maintenance strategy is required if your company is to be productive over time and attracting the best candidates can be an important part of your recruitment strategy, few organisation do not have to be recruited because they will receive a lot of unlawful applications because of their superior track record in recruiting and retaining employees.

- To improve the satisfaction level of employees, company should provide high level motivation to employees.
- Inorder to increase their production, the organization has to be good at maintaining relationship with employees.
- The company want to reduce their employees problem i.e., Attraction and Retention problems and provide promotion offers to them.
- Job securities should provide to workers by organization.
- Training programs should provide to workers by organisation.
- Career enhancement opportunities have to be provided to workers by company.
- Incentives should be provided to employees by the company.
- Other benefits should be provided to employees by the company.
- Employees should be provided rewards and recognition by the company.
- Employees should be provided promotional opportunities by the company.

### **5.3 Conclusion:**

This research is an unlimited effort to identify the causes of employee recruitment and maintenance and to offer some suggestions.

Therefore, management is intended solely for the purpose of identifying individuals, regardless of the environment in which it is possible and appropriately behaves, identifying the problem, appreciating the need for its solution, identifying factors and contributing to the path and behaviour that are sometimes Eliminates sometimes or reduces their impact on problems. Although slow, the completion process has to to construct the optimal grades that are done in the appropriate way.

workers are the most important resources of company. At job, the full potential is not able to use by the employees, they are likely to be lost due to strain and frustration. They need a clear working location to work. In a clear environment in which workers feel committed and dedicated, where they are able to use their possible and understand their skill.

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Annexure

Questionnaire

Dear Sir/Madam,

I pleased to introduce myself as GUDEPU SAI SUSHEEL as MBA student of ACHARYA INSTITUTE OF TECHNOLOGY( BANGLORE ) , affiliated to VISVESWARAYA TECHNOLOGICAL UNIVERSITY under the Guidance of PROF.GURURAJ B URS. As a part of the academic curriculum I have undertaken internship research Project at **Infosoft hr services**. The title of the project is **“EMPLOYEE ATTRACTION AND RETENTION STRATEGIES WITH REFERENCE TO INFOSFT HR SERVICES”**

The information which is given by employees is highly confidential and it will be used for academic purpose only.

Thanking You,

Yours Faithfully

GUDEPU SAI SUSHEEL.

## Questionnaire

1. Age :
  - a. 20 years to 25 years [ ]
  - b. 26 years to 30 years [ ]
  - c. 31 years to 35 years [ ]
  - d. Above 36 years [ ]
  
2. Gender :
  - a. Male [ ]
  - b. Female [ ]
  
3. Monthly Salary :
  - a. Below 6000 rs [ ]
  - b. 6001 to 12000 rs [ ]
  - c. 12001 to 18000 rs [ ]
  - d. Above 18000 rs [ ]
  
4. Education Qualification :
  - a. SSLC [ ]
  - b. UG Degree [ ]
  - c. PG Degree [ ]
  - d. Diploma [ ]
  
5. How Long have you been working in this Organization :
  - a. Below two years [ ]
  - b. Two years to four years [ ]
  - c. Four years to six years [ ]
  - d. Above six years [ ]
  
6. Do you know any specific retention problems in your organization :
  - a. Yes [ ]
  - b. No [ ]
  
7. You have good relationship with management :
  - a. Strongly agree [ ]
  - b. Agree [ ]
  - c. Neither [ ]
  - d. Disagree [ ]
  - e. Strongly disagree [ ]

- 8.** Organization rewards and recognizes the achievement of employees :
- a. Strongly agree [ ]
  - b. Agree [ ]
  - c. Neither [ ]
  - d. Disagree [ ]
  - e. Strongly disagree [ ]
- 9.** Organization promises job security :
- a. Strongly agree [ ]
  - b. Agree [ ]
  - c. Neither [ ]
  - d. Disagree [ ]
  - e. Strongly disagree [ ]
- 10.** Organization motivates the employees :
- a. Strongly agree [ ]
  - b. Agree [ ]
  - c. Neither [ ]
  - d. Disagree [ ]
  - e. Strongly disagree [ ]
- 11.** Are you satisfied with the attraction and retention strategies adopted by your organization:
- a. Strongly agree [ ]
  - b. Agree [ ]
  - c. Neither [ ]
  - d. Disagree [ ]
  - e. Strongly disagree [ ]
- 12.** Availability of promotion opportunity :
- a. Strongly agree [ ]
  - b. Agree [ ]
  - c. Neither [ ]
  - d. Disagree [ ]
  - e. Strongly disagree [ ]
- 13.** Rate of the appraisal system :
- a. Strongly agree [ ]
  - b. Agree [ ]
  - c. Neither [ ]

- d. Disagree [ ]
- e. Strongly disagree [ ]

**14.** Do you have an opportunity to share your ideas at work place :

- a. Yes [ ]
- b. No [ ]

**15.** Have you attended any training programs :

- a. Yes [ ]
- b. No [ ]

**16.** Do you feel that the company provides career enhancement opportunities for your growth and development :

- a. Yes [ ]
- b. No [ ]

**17.** If you want to leave the organization what would be the reason :

- a. Marriage [ ]
- b. Team Fitment [ ]
- c. Career opportunity [ ]
- d. Others [ ]

**18.** Are you satisfied with the incentives :

- a. Yes [ ]
- b. No [ ]

**19.** Are you satisfied with the working hours :

- a. Yes [ ]
- b. No [ ]

**20.** Are you satisfied with the benefit offered by the organization :

- a. Yes [ ]
- b. No [ ]



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: G. Sai Susheel  
INTERNAL GUIDE: Dr. Gurusraj B Urs  
USN: IAZ17MBA22  
COMPANY NAME: Infosoft HR Services

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 <sup>rd</sup> Jan 2019 – 9 <sup>th</sup> Jan 2019	Industry Profile and Company Profile		
10 <sup>th</sup> Jan 2019 – 17 <sup>th</sup> Jan 2019	Preparation of Research instrument for data collection		
18 <sup>th</sup> Jan 2019 – 25 <sup>th</sup> Jan 2019	Data collection		
26 <sup>th</sup> Jan 2019 – 2 <sup>nd</sup> Feb 2019	Analysis and finalization of report		
3 <sup>rd</sup> Feb 2019 – 9 <sup>th</sup> Feb 2019	Findings and Suggestions		
10 <sup>th</sup> Feb 2019 – 16 <sup>th</sup> Feb 2019	Conclusion and Final Report		



HOD Signature

Head of the Department  
Department of MBA  
Acharya Institute of Technology  
Soldevanahill, Bangalore-560 107