

FACTORS AFFECTING THE ATTRITION OF IT PROFESSIONALS IN KERALA IT INDUSTRY

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ABSTRACT

The main aim of this research work was to study about the determinants of attrition of IT professionals in Kerala IT industry. For this study, the descriptive approach was adopted. The study conducted by using both primary and secondary data. Primary data is collected with the help of questionnaire and secondary data is collected from research papers, books, internet, journals, dissertations and articles. In this research, a sample of 381 IT professionals was selected. The study used both independent and dependent variables. Independent variables or alternatives are manipulated by the researcher and whose effects are measured and compared. Dependent variables are the variables that measure the effect of the independent variables on the test units. After the review of literature, the variables were identified which were described in the theoretical framework. IT professional's turnover intention (Attrition) was the dependent variable and demographic factors, external factors were considered as independent variables. Based on the uniqueness of the study, the researcher used various tests.

KEYWORDS: Attrition, IT Professionals, Perceived Job Alternatives, Threat of Professional Obsolescence, Work Life Balance