EMPLOYEE ENGAGEMENT – AT A GLANCE

G.PURUSHOTHAMAN*; DR.K.KRISHNAMURTHY**

RESEARCH SCHOLAR*
THIRUVALLUVAR UNIVERSITY,
SERKKADU,
VELLORE – 632 115.

**RESEARCH SUPERVISOR & GUIDE
DEPARTMENT OF COMMERCE
RAJESWARI VEDACHALAM GOVT.ARTS COLLEGE
CHENGALPATTU- 603 001.

ABSTRACT
Retaining the employees, especially the performing employees, is not critical just to the new industries like the Information Technology industry. Retaining good or performing employees has been a challenge all along the course of industrialization. Employers have given lot of significance to this issue in employment relations. New and newer strategies have been designed and developed by them. They have also engaged the experts to study the problem of employee attrition in their organizations and recommend effective retention strategies. Consequently, “employee retention” has become a specialist function in people management and the “retention strategist” a specialist. Especially in the US industries, which are always concerned with hiring the right people and retaining them for longer time to reduce the cost of replacements have often spent lot of time in studying the challenge engaging the specialists.

KEYWORDS: Information Technology, organization.

REFERENCES

