LOYALTY AMONG EMPLOYEES OF A IT SERVICES COMPANY- A STUDY WITH REFERENCE TO HCL TECHNOLOGIES LTD, CHENNAI

E. R. VINODNARAYAN[1] & R. PANCHALAN[2]

[1]Research Scholar, Department of Commerce, IDE, University of Madras, Chennai, Tamil Nadu, India

[2]Professor, Department of Commerce (IDE), University of Madras, Chepauk Campus, Chennai, Tamil Nadu, India

ABSTRACT

Attrition is one of the serious problems faced by many software companies these days. At present many young people (Gen Y) possessing high level of knowledge, skills and creativity join and work in these organizations. But the priorities of the younger people, over their older colleagues appear to be in securing monetary benefits and fun on the job over having wholesome relationships at the workplace. Good cordial relationship at work between the employer and the employees and among the employees can result in happiness in the workplace. Loyalty of employees is a measure of the quality of the relationships. Faithfulness and sincerity in a relationship at the workplace results in a win-win situation and can bring benefits to all the concerned stakeholders. However, in a fast changing world, people are also changing. Monetary benefits play a dominant role in the decision making in a majority of the people. Therefore, developing and maintaining the loyalty in the workplace becomes a challenging task. Many factors influence the loyalty of the employees in the workplace. An organization has to take a serious effort to identify the factors which influence the loyalty of the employees. The present study attempts to identify the factors which influence the loyalty of employees and the measures of the level of Loyalty in HCL Technologies Ltd operating in the Chennai city. 202 employees working in the company's Chennai Unit were taken as a sample for the study. The convenience sampling technique was adopted for selecting the respondents. Questionnaire method was adopted for collection of data. Statistical tools such as 't' test, mean and standard deviation was employed for analysis of data. The article highlights the findings and conclusion of the study.

KEYWORDS: Attrition, Gen Y Employees, Happiness, Relationship, Trust, Commitment