



# A STUDY ON WOMEN EMPLOYEE RETENTION IN SOFTWARE INDUSTRY IN CHENNAI

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## **Introduction**

Employee retention is an important problem faced by human resource manager under human resource management. Employee retention deals with the concept of managing employee turnover and it deals with the technique of retaining employees within the organization with strategies applied by the employers. Employee retention is a technique followed by the employers to retain the employees within an organization for better productivity and reduce employee turnover. Employee retention in organizations is influenced by several factors such as given below includes monetary and non monetary

- 1) Promotion
- 2) Salary
- 3) Incentives
- 4) Job appraisal
- 5) Job rotation
- 6) Job satisfaction
- 7) Salary Increment
- 8) Bonus and Rewards

Women employee retention denotes to the various procedures and practices applied by the employers in software industry in Chennai to retain the women employees. Women employees are convinced to stay in their job in software companies for a longer period of time. Women employee

retention can be achieved through best practices of organization towards employees and effective human resources management. Women employee retention increases the productivity and reduces the employee cost to the software companies in Chennai. Women employee retention is vital for software companies to enhance the productivity and profitability.

## 2. Objectives of the study

1. The examine the various monetary factors retaining women employees in software industry in Chennai
2. This study is to find out the impact of non monetary factors over women employee retention in software and information technology industry

## 3. Reasearch Methodology

### 3.1 Data collection and sample description

A sample survey was undertaken among the women employees of software companies in Chennai city for studying about the various factors for employee retention. The sample size of 100 respondents employed in software companies who were selected for the study based on convenience sampling.

Statistical tools such as Tabulation, percentage analysis and chi square test for independence has been conducted to compute the findings.

## 4. Hypothesis of the study

The research study will test with relationship with women employee retention and factors influencing such retention. Hence the hypothesis of the study can be taken as

Null Hypothesis Ho: Women employee retention has no significant relationship with the monetary factors provided by the software companies

Null Hypothesis Ho: Women employee retention has no significant relationship with non monetary factors

## 5. Data Analysis and Findings

### 5.1 Demographic Profile of the respondents

Demographic profile has been obtained from the responses and it was found that majority of the respondents are in the age group of 31-40 years of age, which is obvious since the Target population is the women employees of software companies. Education levels of the respondents are 71% under graduate, 18% are graduate and 11 % are post graduate.

## 6 Attributes of Employees

Out of total 100 respondents of employees of software companies was found that 70.5% of the respondents want to retain with their present employment. 29.5% want a change in their job and position. Majority of the women employees who want to retain in their job says the reason of good job environment and monetary benefit. Women employee who wants to change their job said that they search for better opportunity and higher salary.

## 7. Hypothesis testing

- 1) H<sub>0</sub>: To test whether there is any relationship between monetary factors and women employee retention.
- 2) H<sub>o</sub>: To test there is no significant relationship between the non monetary factors and women employee retention.

**Table No.1**

### Monetary Factors

S.No	Monetary Factors	No. of Respondents	Percentage
1.	Salary	36	36
2.	Increment	33	33
3.	Promotion	31	31
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

## Inference

The calculated value of chi square is 18.23 which is greater than the table value 3.841 at 1 d.f and 5% level of significance and thus the null hypothesis is rejected. Hence, there is relationship between the monetary factors and women employee empowerment. It is clearly understood that monetary factors such as salary, increment and promotion plays an important role in women employee retention.

2) To test whether there is any relationship between non monetary factors and the women employee retention in software companies. **H<sub>0</sub>**: Employee retention has no significant relationship with non monetary factors. The following table 2 shows the responses from the respondents.

**Table No.2**

### Non Monetary Factors of the Respondents

S.No	Qualification	No. of Respondents	Percentage
1.	Leave Rules	44	44
2.	Job Environment	36	36
3.	Job Security	20	20
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

## Inference

The calculated value of chi square is 0.743 is smaller than the table value 5.991 at 1 d.f and 5% level of significance and thus the null hypothesis is accepted. Hence, non monetary factors influencing the women employees have no significant relationship with the employee retention. The employee retain in their job irrespective of the non monetary factors.

## 8. Findings of the Research

- 1) There is significant relationship between the monetary factors and women employee retention
- 2) There is significant relationship between the non monetary factors and the women employee retention

## 9. Suggestions

- 1) The employers must improve the non monetary factors such as job security, family benefits etc. to retain the women employees in software companies
- 2) The employers must create job satisfaction and friendly job environment to retain its women employees.
- 3) The women employees must be motivated by the management to stick into the organization.
- 4) The employers of software companies has to retain their women employees through attractive non monetary benefits

## 10. Conclusion

Thus women employee retention is an important aspect of effective human resources management which is required for better profitability and productivity in software companies. Women employee retention leads to successful achievement of objectives in software companies. Women employee retention is considered more important for the software companies to enhance the productivity and profitability

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