IMPACT OF HUMAN RESOURCE PRACTICES ON EMPLOYEE RETENTION IN INFORMATION TECHNOLOGY COMPANIES

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To keep their talented employees contended about working for them, Information Technology (IT) Companies keep revisiting their retention strategies at least once a year and in an endeavor to stay current on market standards for compensation and benefits and pursuing best Human Resource (HR) practices in developing an attractive organizational culture and stronger manager-employee relations. Employee retention is a daunting task and a huge challenge for any HR professionals especially in the IT sector where attrition rates are generally very high due to a wide range of opportunities in the context of emerging technologies, and new start-up companies entering the market. It is in this scenario, the research problem addresses all the relevant issues that are centered on HR practices that are followed by select IT Companies in Hyderabad, India, and aims at examining their impact on employee retention. Three top-notch market leaders in Indian IT industry viz., Wipro, Tata Consultancy Services (TCS), and Infosys are selected based on the employee size and revenue generated. A research gap has been identified after carrying out an exhaustive survey of earlier research studies. To represent 3% of the population, 1152 IT professionals based at Hyderabad are selected, drawing 384 each from the three selected companies. Cronbach Alpha value is .972 for the research instrument used. Ten hypotheses have been developed before collecting and analyzing the data to come up with reliable and valid research findings. The imitations of the empirical study, conclusions, suggestions, and scope for future research are presented towards the end.

Keywords: *HR Practices; Employee retention; Information technology companies; Employee engagement; Attrition*