



THE ATTITUDE OF THE EMPLOYEES TOWARDS EXISTING EMPLOYEE RETENTION PRACTICES IN IT SECTOR WITH RESPECT TO AGE OF THE RESPONDENTS

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ABSTRACT

Information technology is not only one of the fastest growing industry in India but it also plays a major role in pushing the nation's economy onto a positive growth curve and has highly contributed in changing India's reputation from a slow developing economy to a global leader in technology on which many countries can depend for world class technology solutions. The Indian IT sector has remained one of the key sectors contributing to the robust growth story of the Indian economy. This study is mainly based on employee retention practices in Indian IT industry. The attitude of the employees has been tested on the basis of age of the respondents as age is one of the important factors.

KEYWORDS: *Employee Retention, Information Technology Sector, Attitude of the Employees, Age*

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