

Motive behind the pool of IT professionals focusing Indian IT industry – an analytic study

Nithya Daimy. K.M*

School of Management, Noorul Islam University, Kumaracoil, India.

*Corresponding author: E-Mail: nithyadaimy@yahoo.com

ABSTRACT

In today's aggressive business world it is very difficult to survive without highly earning job. To get high salary the youngsters are focusing the fast growing industries in India. It is obvious that Information Technology field in India has a tremendous growth over the last decade. Employments opportunities are increasing year by year in IT industry. The objective of this study is to assess and evaluate its existing recruitment methods and provide some suggestions that can help in future for utilizing human resources as a distinctive competency in IT industry.

KEYWORDS: Information Technology, Recruitment methods, Reasons,

1. INTRODUCTION

Information Technology is one of the fast growing industries in India. Indian IT industry consists of IT services and Business Process Outsourcing (BPO). In 2012, this sector has contributed 7.5% of country's GDP. Employment opportunities also increased in the past years (Vijayasri, 2013). When compared to other industries, IT generated 2,30,000 jobs in 2012. In which, it includes 2.8 million direct employment opportunities and 8.9 million indirect employment opportunities (Vij Singh Taranjit and Batra, 2014). Also this sector has lot of challenges in this highly competitive and globalized economy.

The Indian software industry's success is due to a combination of resource endowments, and dynamic support from a usually intrusive government and good timing. India has knowledge based economy where the English speaking professionals are high in number when compared to other nations. India occupies the second place next to US for English known professionals in the world (Chapke, 2011). Every year the educated professionals are out going in huge numbers. Computer software professionals, technical workers, engineering graduates and other degree holders are passing out in large number. Indian governments as well as the private institutions are having excellent coaching and training facilities to take the advantage of HR professionals (Saxena, 2011).

Recruitment: Recruitment has become a significant subsystem in HR especially in the IT industry because the major asset of a company is Human Resources, it is important that quality people join an organization (Pattanayak 2010). It is very essential to tune the recruitment process in a manner that the company is able to get the best talent available.

Attracting features of IT industry: Information technology is a field where nature of work changes, deadlines and targets, work timings, etc all are different (Mamoria, 1984). Even the working environment also changes with regard to IT firms. It's a field where human brains are needed than machines. So obtaining and retaining of talented and highly skilled professionals is a risky task.

Employment opportunities are increasing year by year. Graduates and professionals passing out every year also increasing. But there is some mismatch between their skills and expectations of IT industry (Prasasthan, 2015). It can be identified and rectified while recruiting it.

Then the major problem arises in balancing of family and professional life (Arora, 2001). Because the work timings are different due to the timing of projects, IT professionals have to work during night also. For that they are highly paid. However, their work-life balance is affected. As the industry expand day-by-day, the requirement also expanded. Demand for IT professionals is increasing all over the country.

Scope of the study: Information Technology is the fast growing industries in Indian economy. The growth of IT industry make many changes in Indian economy (Gupta, S C., 2008). The researcher took Kerala IT professionals for the study. Because it is a place where more than 60,000 employees are working in 350 IT and ITES companies.

Objectives of the study: The main objective of this article is to analyze the various reasons for joining IT industry in kerala.

2. METHODOLOGY

This study is descriptive as well as analytical in nature. Simple random sampling method is used to collect the primary data. For the secondary data, various journals, books, and websites were referred for this study. Amongst the total population of 60000 IT professionals in Kerala, the study was carried out with 382 IT professionals. These 382 samples are selected from Top level, Middle level and Low level employees. From each level, employees are selected randomly.

3. ANALYSIS

Employees have different reasons for joining this company. In order to study the reasons for joining this company, Garrett's ranking analysis was applied. The various reasons for joining this company were identified by the researcher in her pilot study (Denton Keith, 1992). They were: job security, attractive salary, better working conditions, challenging job, reputation of the company, career growth, performance linked salary structure, retaining

talents, because I could not get in a better company and location of the company is easy for convenience. The ranking given by the employees to these reasons according to their opinions were analysed with the help of Garrett's ranking techniques and the mean scores are presented in Table.

Table.1.Reasons for joining this company – Garrett Ranking Analysis

Reasons	Total Score	Average Score	Rank
Job security	22843	59.80	IV
Attractive salary	25933	67.89	I
Better working conditions	23393	61.24	III
Challenging job	13377	35.02	VIII
Reputation of the company	24570	64.32	II
Career growth	19184	50.22	V
Performance linked salary structure	16934	44.33	VI
Retaining talents	13545	35.46	VII
Because I could not get in a better company	11555	30.25	IX
Location of the company is easy for convenience	9305	24.36	X

Source: Primary data

Table shows that attractive salary is ranked first with the highest mean score of 67.89 which is followed by the reputation of the company with the mean score of 64.32. Better working conditions ranks third with the mean score of 61.24. Job security and career growth ranks fourth and fifth with the mean scores of 59.80 and 50.22 respectively. The location of the company is easy for convenience is found to be the least reason for joining this company. It has the lowest mean score of 24.36.

Recommendations of the study: For the development of any organization, HR is playing a very good role. Human resource planning and its application make a challenge to recruit new people based on the requirement of IT industry (Robbins Stephen, 2009). It's the duty of HR to recruit the correct employee at correct time. It is sure that this study will help the HR people in the industry to take necessary steps to recruit new employees. All applicants must be treated fairly; issues of favoritism should be kept away while giving the chance to all.

Attractive salary is ranked first because it is the key factor in motivating the IT professionals towards the IT industry. Reputation of the company in the prevailing society also attracts the professionals to bend towards the industry. And the good working conditions also aims the IT professionals through the industry.

Employee referrals even if a good idea should be minimized to provide for a definite number of people rather than a whole range opportunity. That gives room to favoritism and at times employment of individuals who might not give significantly to organizational output (Bohlander, 2004). The human resource department should appraise employees to help them give off their best and help recover performance of employees; this will always keep employees on their toes to give off their best (Dessler Gary, 2000). New employee should be watched and cared by a senior employee for a probationary period of less than one year. The new employee can feel free to that senior and can share everything related to job or outside the job. This will reduce their pressures on work.

4. CONCLUSION OF THE STUDY

Success of any organization depends upon its resources. So, selecting and choosing of right employees play an important role in human resource management. The quality of skilled professionals in recruitment is identified by the HR manager to fit the job description of the organization. Hence, it's the necessity of HR to recruit talented and skilled workforce.

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