“Arise awake! And stop not still the goal is reached” – Swami Vivekananda.

ORGANIZATION OF
THE THESIS
“The first step towards solving a problem is to begin”

ORGANIZATION OF THE THESIS

This thesis focuses on the Employee Recruitment and Retention activities in IT/ITES-BPO industries in Tamil Nadu state in India. The results obtained through this research are encouraging and positive. The entire study has been organized in seven chapters. A brief outline of the seven chapters is as follows:

Chapter I is a prologue to the thesis. The thesis starts with introduction and executive summary. It establishes the foreword about the IT/ITES-BPO industry and the prevailing issue of employee attrition. This chapter contains the research background, significance of the study, a brief history, important secondary data of this sector, current status report on IT/ITES-BPO industry, SWOT analysis and the need, logic and rationale of the study.

Chapter II is enriched with an exhaustive and comprehensive literature review of the subject. In addition, a number of articles pertaining to this subject/area are also enclosed for further
reference. This literature review includes the important factors/variables such as latest recruitment methods, organizational culture, motivation, training, development, leadership, praise, appraisal, recognition, work environment, etc.

**Chapter III** deals with the theoretical framework and the theories of employee recruitment and retention. It also discusses few concepts and models. Rhynes (1991), Barbar (1998) and Hackman and Oldham’s (1976) concepts and models are also discussed for new proposals.

**Chapter IV** discusses the Research problem, Variables, Research objectives, Sampling method and Pilot study and the overall Methodology of the Research work.

**Chapter V** deals with the Data analysis and Interpretation. The results obtained are classified and tabulated with charts and diagrams. Descriptive statistics like percentages, mean and standard deviation are used. Chi square tests, the T-test, factor analysis, one-way ANOVA, Multiple Regression Analysis and Multiple Discriminant Analysis are also used.

**Chapter VI** discusses the major research findings and suggestions regarding employee recruitment and retention in IT/ITES-BPO industry.

**Chapter VII** is the final chapter, devoted to the Contribution of this study to the policy makers/administrators/managers of IT/ITES-BPOs with a proposed structural equation model. This chapter also discusses the limitations of the study, further scope for the study and conclusion of the thesis.

Finally, the **appendix** contains the Reference, Research questionnaire, Articles published in the journal, seminars and conferences attended, paper presented during the research period and finally research related article published in journal.