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When I registered myself for PhD, many questions were posed by my friends and even strangers. Why PhD?. What is the benefit?. I was very keen to update my understanding and focus in mind as to the reasons of attrition in general and IT and I.T.E.S industries in particular and study the management’s effort to retain the best talents within the organization and also arrest avoidable waste of time, efforts and valuable resources arising there from. Certainly, I was not immune to the growing of doubts and fear in my mind as to whether I will be able to keep up the schedules and complete the project study in a period of 3 years, especially, in the context of obtaining some basic and confidential data from I.T and I.T.E.S industries. Also, I now realize that I am immensely benefitted in meeting people, getting acquainted with intellectuals and observing the management practices from different dimensions in dealing with the problem of attrition. It has given me an opportunity to interact with academicians, business wizards and management consultants and learn the subtle theoretical and practical aspects of management.

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