PREFACE

The present study aims to know the Job Satisfaction and Attrition Rate in Male and Female Executives in Call Centers at Gurgaon. While this study served to highlight some of the more recent events and attitudes surrounding the topic of Job satisfaction and attrition rate in male and female executive in call centers. This study serves to inform the reader that there have been much gender differences while job satisfaction at call centers. But on the other hand, this research leaves room for further analysis on the topic and begs the question, is we really giving full and equals access to both men and women executive in call centers?

Gender diversity at workplace with respect to job satisfactions and attrition rate has drawn the considerable research attention among researchers across the world. Contexts during the last couple of decades, yet this subject area are the most neglected area for the researcher in India. Therefore, this study aims to examine the factors responsible for job satisfaction in call centers among male and female executive. Second, it endeavours to understand and compare the impact of job satisfaction of male and female executives on attrition rate and third to understand the preferences of male and female executives towards job. A survey method was employed and the data was drawn from call centers which are situated in Gurgaon (Haryana). Out of the 300 questionnaires that were distributed, only 267 questionnaires were collected. Almost an equal percentage of the genders of the Executives were 60.7% male and 39.3% female Limitations and recommendation is discussed so that future research can take it into consideration.

The survey method using questionnaire and interview techniques, in addition to the extensive use of current as well as retrospective literature and records, have been used for data collection. Literature was reviewed for the purpose of understanding the Job Satisfaction and Attrition Rate among executives.

Respondents of this study include only the call center executives at Gurgaon. The purpose being not only to get the relevant information from these respondents, but also to get supplementary information in the form of comments and suggestions which might be helpful for this study.

The study has been divides into five chapters and it contains one appendices. The brief description of the chapters is given below
Chapter – I Introduction: This chapter gives general background which contains an overview of Job Satisfaction, Attrition Rate, Call Centers industry, statement of the problem, scope, objectives and hypotheses. Review of related Literature: This deals with the available literature relevant to the present study, justification of the study. It review previous studies carried out earlier in these areas.

Chapter – II Research Methodology: It covers the methods adopted to investigate the topic under reference, tools and techniques used for data collection, design of the study, it contains, research design, sampling procedure, methodology used in this study.

Chapter- III Profile of studied organizations

Chapter- IV Data Analysis and Interpretations of the result: It covers detailed analysis of data about the gender impact on leadership behaviour

Chapter – VI Findings, Recommendations and Conclusion:

APPENDICES:-

Appendix 1

Questionnaire

Bibliography