- 4. CHAPTER II
RESEARCH METHODOLOGY
4.1  Application of the method.

This chapter will be discussed in this study. Research questions, such as design, population, Sample, sampling procedure, and the research questionnaire, and the statistical analysis presented a general overview on the retention strategies, and their management and conservation, traffic and for organizations. Human values are variable can be used by organizations continue to be high-performance employees were discussed. Theories of the human values can also be examined for the discussion, which the organizations.

The survey research method, the participants used questions using questionnaires. Also assess the structured questions people attitudes, beliefs are, and self-report.

A descriptive methods may be used (1) behavior, (2) explore the phenomenon, and (3) assumptions about behavior. First a descriptive methods can be applied to the precise description of events. The main aim is to scientific inquiry. Because this is done by many varied settings, social scientists developed ways to achieve this aim. Observation, case studies, and surveys. Third, the descriptive methods can be used for the purpose of conformance tests hypotheses of relationships between variables. If, however, device, SPSS, and the social psychological research

The study area:

The study of the secondary research was open to the world of primary research, which was a great talent in it companies in Bangalore, the urban district
**Geographical location:**

This is a significant part of the company in Bangalore, he dwells in urban district, so that this geographical region has been selected.

**During the period of study.**

The research study has been made between the 2010-2012 period and therefore the 2 year

**The data collection.**

This study, questionnaires were sent to the relevant data on the study objectives and research questions. It was the aim of the study, that the human values. The research was talents and all of it companies have requested to participate in the investigation. Each talent who was willing to participate in the study received a letter of consent and, in the form of questionnaire, during the time of the survey questionnaire was completed the questionnaires was 898 participant statistician, gave the analysis of the data

**Research method:**

The research method map was created to the driver of the qualititative survey study. (Prerequisites, preparation of the survey to identify the device concerned the personal data. The only demographic data (a) (b) Age, experience. The demographic information and characteristics were based on the survey. Also the accompanying letter is made from the population and survey data presented in the survey. Each component in the system board. In accordance with the university-to-file the .jjt saved successfully, the research and the study," he continued.
Completion of a research proposal represented the first phase. "The pilot test of the survey will focus on the ease of use and the language is correct. Experimental investigation has not reported a response in the statistical analysis. The aim was to
pilot test in the language of the survey instrument. The feedback and suggestions as a result, the experimental test respondents. The introductory study participants in the survey has been the electronic web-based. The survey responses may also be stored in a database. Statistical tools and methods, including descriptive statistics and SPSS tools have been applied to consolidated data analyzed. Study the qualitative survey of human resource management capacity of human values, and study of the impact of talent retention strategies of the companies in Bangalore, the urban district.

**Research tool:**

This data collection, questionnaires, tests, questionnaires, the aim was to gather information about talent management strategies to maintain effectiveness, knowledge, attitudes and beliefs of human values.

**The survey:**

Each participant enters his responses to the questionnaire and the saving is the research, as in the personal interviews. Still respondents feel that they are to express without fear can be anonymous and the identification, as this aspect is very important that study.

**The preparation of a questionnaire.**

The literature review has shown that it is lot of talent, knowledge, attitudes and beliefs are the human values that influence on the retention strategies, and human values. The study tried to determine why talent retention strategies could not be performed. The literature review showed that the talent that face many challenges at work relations. Were these conservation challenges can be categorized into modifying factors that influence expectations, Custom variables, and the human values the it firm. In accordance with the test data for the chapter 4 the questionnaire chapters and, subsequently, the data summary. The questionnaire the literature review (see chapter 2) and other factors influencing human values. Developed the survey questionnaire and discussed with the supervisor. Proposed changes were executed. In the pilot test the talents, imported workers 50 at random. All 50 respondents to questionnaires and understood the issues. The apparent problem is not detected fill in the questionnaires.
The survey questionnaire structure.

The structured questionnaire developed for the research, the investigation, and that only contains the following elements: the questionnaire, which the Likert scale questions.

Survey:

The survey questionnaire by creating the frame the research questionnaire for the pre-defined questions before the survey. The question is closed the scale used to evaluate the answers: Likert scale (5 points) (b) I disagree strongly disagree (c) to the neutral (d) (e) I agree I agree. The Likert scale is to the most commonly used scale is to the qualitative research. It is designed in such a way that the opinion or a subject matter. It contains a number of scale after the reports both statements. Likert scale shall be valid and reliable tool in the evaluation process the body of her talent.

Data collection methods.

The necessary data for the social scientific research should also be in a group (the) data, (b) the human beings in the organizations, and (c) to the territorial data.

Personal information, and of human beings with the demographic and socio-economic characteristics of the men, sex, race, age, marital status, social class, educational, religious, family, income, occupation, family size, the household, lifestyle, behavioral variables, etc. , such as the opinions, attitudes, knowledge, knowledge, practice, intentions, etc. , this study characteristics are similar in age, experience and behavioral variable attention must be taken into account. The conservation strategies used in this survey, the guides to be taken into account.

It is important data

The data could be the basis for bases or raw materials. A factual analysis of the data, the test questions for study and specific inferences the imagination or make inferences
only a guess is not correct answer the research questions. The instituted, and reliability of data determines the study's findings.

Based on the test data in accordance with the hypothesis of a study. If the facts, and data are required for a measuring scales and the tables of statistical methods, which are analyzed. Results for the students, statistical studies and research significance of answers to the questions. In this way, the scientific methods of analysis, measurement, test and students depends on the availability of relevant data and the accuracy of.

**Data Sources**

The sources in (a) the primary sources and (b) in the secondary sources.

**Primary resources**

Primary sources from original sources collected questionnaires.

**Secondary resources**

They are the secondary collected the compendia are easily accessible and has already compiled statistical statements and reports, annual reports, reports, full financial statements and the companies, governmental institutions, annual reports on currency and reports statistical reports, statistical statements of financial cooperatives in commercial and financial records, newspapers, aged.

**Edit the primary data**

Data collected during the edit unambiguity in order to ensure accuracy and the investigators. This as soon as possible after the data have been collected. If the size of the data is relatively small, it is desirable that only one person at a time you can edit the data in the full study. The different steps below the editor checking readability

Prior to the test, the questionnaire to the deviation or precision must be verified for accuracy. The income and expenditure data enrollment. The family and the incorrect
sex the judge. The area of the city is located in Bangalore, unreasonably high, so be in Bangalore, considered to be urban district.

**Research population and sample:**

In the research of the population in Bangalore, also the talent while the urban population about 898 available to the researcher. This study, which made available to the general public all the urban division in Bangalore, divisions, and that the companies considered in the study area population because, as it appropriates the first chapter, the buzzing in the the city in Bangalore, it attracted many lake this sector the most effective implementation strategies and insurance in accordance with this, the best position to the research, and the necessary information to answer this research question the study.

**Population:**

The population of research this study comprised all the talents and 30-38 30-38 30-38 30-38 22-30 year in Bangalore, between. It is necessary to determine the criteria of the population, which has a 0-6M and experience 6 or 12 months, in order to the survey.

**Sample size:**

In Bangalore, there are the company, 2156, 87 and 5 level sei compatibility below IT companies the world, and there is also 63 in India, which is more than 50% of the size of the sample in Bangalore, it is a random selection is also available in 500 companies IT companies the size 898, as 858 but calculation accuracy is achieved, 898 here

**Sampling procedure:**

Convenient Size, also in urban district in the city of Bangalore.

Sample size calculation formula

\[ n = \frac{2 \sigma^2 (Z_{\beta} + Z_{\alpha/2})^2}{\text{difference}} \]

If n: sample size (same size) makes
\( \sigma \): Represents outcome variable Standard Deviation

\( Z_{\beta} \): Indicates the desired 80\% of the total power (typically .84).

\( Z_{\alpha^2} \): Means the desired level of statistical significance (usually 1.96).

Difference: effect size (the difference is:

\[
n = \frac{2 \times 22 \times .5^2 (0.84 + 1.96)}{0.15^2}
\]

\( N = 858 \)

We collected about 898 samples from the what is

The above equation is the large population size, or an unknown.

**Presentation of data and analysis:** graphs, charts.

**Sample:**

He was, or probability sampling is not convenient used questionnaires were sent to, because equal chance of being included in the sample because there was a full and complete the talent living in the area.

Thus, the sample may also be the sampling frame was random, all the equal chance that the sample. So it will most likely not be used to research or convenience sampling. But Vos (1998:191) finds that convenience sampling of the reasonable choice in the event that the member does not identify the population.

**The data collection method:**

The experimental tests and the necessary amendments to the questionnaires, directly to the chosen in the test sample. Ninety eight copies in eight and the response to the questionnaire has been successfully completed, he returned to it.
An analysis of the data.

The collected data was analyzed. SPSS statistical tool was used to answer the research questions. The answer choices are weighted, is shown below:

- It is very strongly agree
  - (SA)
- I Agree
  - (A)
- Neutral position
  - (NA)
- I cannot agree
  - (D)
- It is very I Disagree
  - (SD)

4.3 Analysis of the data.

By using the SPSS data analysis (a statistical originally the social sciences). The concern for the outliers were present, only the most scores just within range (Tabachnick and Fidell 2001). The five parameters by the normal behavior of screened and Kurtosis value distribution. Most frequently, the parameters are rarely meet the classical normal distribution. The distributions are generally oblique (positive or negative) and the display different Kurt (positive or negative). The transformation parameters depends on the severity the go (Neter Nachtsheim Kutner, normality and Wasserman, 1996).

Missing data:

This study is also scattered at random from the data collected data are missing in the data. If only for a few information is missing from a randomly selected sample in a large, the problem is not serious, almost all the missing values with similar results are obtained the true value (Cohen and Chen 1983). The list of all wise treated as missing data. Factor analysis is best suited to, inter alia, the identification of the identify interrelationships a scale, each is designed in such a way that the same workmanship. Exploratory factor analysis this study two reasons. The first reason to use the factors has become relatively mechanistic (regression
inputs into another analysis). The second reason for the factor analysis is a reliable was the measured coded the construct (Churchill 1994). Reliability analysis of the context will be assessed between variables.

**Results:**

This section describes the results of the examination and are among the following: demographic profiles, standard deviations, edit validity and reliability analysis of results and the correlation coefficient and the analysis of results, the regression test. This study, the sample was not strictly oblique and therefore, the conversion is made.

**Sampling error:**

The sampling error has been corrected, the sample size is larger than the outliers - a very low or very high proportion of their results to the normal distribution.

Research strategy Yin (2003) Report on the five different research program: experiment, survey, analysis, archiving, case study (Yin 2003). Distinguished three aspects of these strategies, the research questions, the behavioral and the focus on contemporary events. The research also mostly of how and why the research questions you have any questions, the following strategies, history, or case study. Obviously, the past and the history of strategy situation in which the research is based on secondary data or. The present case, contemporary events. Trials and tests, the contemporary situation. But experiment indicates that the situation in which the behavior of respondents is controlled by directly and regularly. The thing is, that the research and the undertakings do not manipulate their behavior. After the analysis and the different research strategies we can see that in most cases, the strategy case study for master thesis research strategy. First of all, that what is why and how research questions the thesis: the study of human values and the talent is still has an impact on the companies and how to develop talent in Bangalore, in order to achieve the human values. Current analysis of the situation, and on the other hand we keep the current behavior and relationships in Bangalore, the IT companies are also. Third, what is and is not appropriate behavior can be set up to monitor and analyze them. What is it was reasonable to conclude that the most appropriate strategy to use the case study research.

**Research strategy:**

The survey research strategy in this study. Ghauri and Gronhaug (2005: 124) refer to the surveys, the data are collected using a method of recording, or the interview questionnaires the sort behavior of respondents. Mouton and Prozesky (2005: 236) that includes a survey questionnaire on research strategy in the administration of
respondents some selected population. Search descriptive research in particular, the research of this nature. On the descriptive research the research problem, the Ghauri and Gronhaug (2005: 58) in the organized and well-understood this section of the study. The problem to be resolved during the research process. This structure of a causal research, both of which problem to the research, but the cause-and-effect problems (Ghauri & Gronhaug, 2005: 58). The survey an effective tool the opinions, attitudes and descriptions, as well as the initial cause-and-effect relationships. Ghauri and (2005: 125) describes the surveys and questionnaires, one of the most popular, inter alia, the data collection methods for business and social scientific research. Most surveys are used in studies that certain people have the units of analysis.

Mouton and Prozesky (2005: 232) It should be noted that the survey can be used in other units of analysis, groups, or interactions between persons, as respondents must be for each and are guilty. Mouton and Prozesky (2005: 232) The survey research strategy is likely to be the best method for the social scientist interesting original collect data on the population is too large to be observed directly. Mouton and Gronhaug (2005: 126) suggest that the survey, the previous research and literature it is important to determine what the question is the questionnaire. Understanding behaviors for the surveys of customer satisfaction, employee motivation, grievances between other phenomena.

The present study the survey in order to ensure that understand and assess the human values are used to retain the best talent the impact on organizations. Is Not its proportionality factor. If not - Response ratio is high, it is recommended that the larger sample size.

**Statistical accuracy of measurement:**

Research plans are less concerned with an accuracy statistics (e.g., qualitative and exploratory, explanatory, etc.) are usually not a large random sample, or draw. However, if the right-hand size of the sample must be amenable to mathematical calculations in particular in the case of random sampling.

**The sample size:**
The sample size also provide earlier, that the size of the sample, suitable for the intended research. The existence of a empirical, comparative test based on judgments. Size of the sample comprised 898 of the present study using it organizations shall be determined by the size of sample simple convenient method of sampling.

**Sampling error:**

Not accidentally selected samples and the public the chance. Therefore, you will never be identical to that of the sample, then each case, some degree of differences, even if the same questionnaire and instructions for use are given, the result is also different. Sampling error cannot be completely eliminated but can be used to minimize the researcher. Faults are related parameters estimated population sample properties. The sampling error, therefore, the Ryman and Bell (2003: 93) the difference is in the sample, and the general public even if it has selected a probability sample is selected). Mugo (2007: 3) determine the two sampling errors, not-sampling, and sampling errors. No - Sampling errors occur when different interpretations which replied to the question of difficulties and definitional changes, it deals with the majority of the respondents even the theme. The sampling error and occurs when an estimate from the sample instead of the general public.

**Sampling procedure:**

PROCEDURE OF SAMPLING the Blanche Porte et al. (2006: 133) indicates that the process the following elements shall be taken into account. Ghauri and Gronhaug (2005: 146) widely share procedure of sampling and probability sampling is not a probability.

Used by the researcher who are willing and available in the convenience sampling research,. This the most useful homogeneous population. The method is inexpensive, and is not required for the general public.

Four Major Houses: a holistic, a built-in-house design, more holistic, more appropriate, and design (Yin, 2003). They do the research we have more than one. Compact design means that the what is taking into account more. In several cases, the IT companies in Bangalore, maintains the local talents and the strategy is not effective or the conclusion is still the same, that the studies more generally and reliable. The
more homework is preferable to a design, we need to further develop the existing theoretical framework: it is many theories could be forced to hold strategy, that is. But by the research that you want to run the operating principle of preserving human values of specific talents - Strategies

According to the choice of company the company is based on various matters. First, we searched for the companies, which have already been implemented by means of the staff. Secondly, in Bangalore, the brain a many of the new IT companies,” said, so it is very easy to contact the., after this personal connection to the HR managers be more small and medium enterprises. Finally, the HR managers kindly contact us with the correct in Bangalore, a city firms talents. Thus, we see that these selected companies research and various it companies known talents helped are filled. More than 500 companies have already been some, but the contact e-mail address, I thought I set, the conservation and development tools, but the human values do not affect the retention strategy IT companies. Therefore, the acquisition of these companies continue to be relevant for the research and analyst firms around 500.

4.5. The survey:

The completed questionnaire series that the questions asked of respondents. The questionnaire for the survey. At the same time, the questionnaire you may also e-mail to individuals who have asked to write the answers to the questions and return the completed form by email. The questionnaire in the primary data collection method. The question the answer is a clear, simple, and the main thing. Must be designed for well-organised and the defendant, and in such a way that the data - as far as possible, at the desired form. The following pages.

- The General tab
- The question series
- The text in question

The survey questionnaire in part depends on the search data, and a method of data collection one of the highly structured questionnaire for the following questions and answers of the respondents own words and continents. Between the two extremes is
choice. A structured questionnaire to the questioner the variety a short general information on the precise question but is largely on his own.

**The sequence is:**

The introduction and the short questionnaire, and simple. The introductory letter accompanying the questionnaire questions made short, personal property and personal nature must be avoided the front of it.

**The data collection techniques and methods.**

During the data collection should collect information on the participants of the research. The process of data collection may be different from a relatively simple observation of a given location large extensive survey companies throughout the world. Various methods of data collection, in particular, the social sciences and business, a focus group, interviews, meetings, questionnaires and the participants. Methods of data collection of its own, unique advantages and disadvantages. The costs include the questionnaire method efficiency, easy and simple analysis of quantitative analysis in particular.

In the present study data collection method because the questionnaire is a a number of benefits, that the most satisfactory to reliable data. The most suitable for qualitative questionnaires such as the test. Ideally, the series must comply with the respondents' mentality. The structured questionnaire as well as the best, so that this question to pretesting process is likely to be a good connection to the most.

It has been stated that the question of wording and design art more than science. An impartial, the questions are the distorted image to the real things. In general, the wording of questions, so that (a) (b) simple easy to understand copy) of respondents with concrete and thinking.

The multiple-choice questions based on the structured questionnaire, but in addition, the different close these issues question in general, the more complete picture of the respondent's feelings and attitudes.
The survey questionnaire is a 5 likert scale question closed, I cannot agree, strongly disagree, strongly agree, neutral, which includes 5 main parameters, such as non-violence, love, reliability, righteousness, and peace.

**The research survey:**

The questionnaire includes the measuring scales and elicits demographic data for respondents. There was instead and (2001: 89) questions the questionnaires, the available literature and the related interviews with the people. Ghauri and Gronhaug (2005: 127) said that the question, and the questionnaire should be taking into account the educational levels and background of the respondents.

Preparation of the survey questionnaire and shortcomings. Answers international (www.answers.yahoo.com) questionnaires, that can be easily treated, which will enable you to reach the population. The printing costs and also to use the questionnaires to the researchers. Analysis of questionnaires is easy with quantitative studies. The questionnaires, the researcher a written record of men. Each test should not be the views of respondents questionnaires and thereby encourage the respectable. The questionnaires are also simpler design will be the technique that analysis (Likert scale format, open or closed form ended, more choice and others).

On some level, the questionnaire development professionals. However, some respondents may not be honest and thereby distorting the answers to the entire Study's findings. Also, some may not fully understand some respondents also understand the opinion in question in accordance with research questions while some may not be so that the bright or the respondents” The questionnaire a second, that the district voluntary respondents the men refuse to communicate that, while some also fill in the questionnaire is not successfully completed. Fortunately, however, this study is not the questionnaire has been negative.

**Research plan:**

This plan includes the data collection, information may be collected, and how information collected for the unanalyzed processed under the research of research design and research method is used as a synonym for one by one to the researchers, that the two are one. Terminologies. It is therefore the wider research methodology research and planning.

The research plan may be a descriptive and exploratory and causal. The research methods on how to research what will be the core of the plan with the leading researcher in the data collection, processing and analysis of how to collect in order to ensure that the research (s) Ghauri and Gronhaug (2005: 108) research method, -
regular, targeted and systematic collection of data. The objective is to obtain information to solve the problem or answer a specific research problem or question.

Research plan may be either quantitative or qualitative. The present study of the quantitative research engineering and Corbin Strauss (1990) and Zechmeister cited Shaughnessy (1997: 22) which describes the findings of studies, in particular statistical summary and analysis”. Shaughnessy and Zechmeister (1997: 22) to enter the main difference between the quantitative and qualitative research instead of quality. The qualitative research results, statistical methods has not been received or other quantitative analysis of the main features of the heavy reliance quantitative research results of the analysis of research and the conclusions. Numbers represent the properties of the phenomena of quality. In general, these are interviews, observations and explain to the individuals, groups, or social movements.

Qualitative research is a lot of data, you may not have significance of learning and as the numbers of quantitative research, which have unique properties that enable them to very beneficial. Ghauri and Gronhaug (2005: 204) for quantitative research of effective information and meaning. Rubin (2005: 145) notes that qualitative research allows you to make an in-depth, quantitative research and a detailed study of selected issues more general. Questions Arising during a conversation he asked or focus groups quantitative research qualitative research as the respondents does not provide the possibility.

The quantitative research, Ghauri and Gronhaug (2005: 204) should also be noted that during the analysis of qualitative research statistics and charts are used. The choice for this study of the quantitative research plan it with the information, that the principal for which Blanche Porte et al. (2006: 132) "The findings and data generalizeable lens”. Ghauri and Gronhaug (2005: 109) that the quantitative research plan as the scientific research design quality.

**Description of the research questionnaire**

The survey also collects data from the study of the available survey respondents. The research questionnaire questions on the 18 of the respondents made the human values using the chosen parameters did not affect the way the workers organizations. The measurement of the elements (5) fixed point Likert scale, strongly agree (5), they agree (4), neutral (3), is not agree (2), strongly disagree (1). The questions by searching the literature. The questions a little and easy-to-understand recommendations the Blanche Porte et al. (2006: 490) this small and easy questionnaire should be given preference, as this is the high response rate.

**The survey questionnaire reliability.**
Reliability the possibility that the instrument panel to the various times similar results to the same group of respondents. A measure of reliability Cranbach used in the study measured was the alpha. Curse and instead (2001: 133) describe the Cronbach's alpha, the lots that well a one-dimensional talent.

**The survey:**

There are different methods the questionnaires a researcher. The Shaughnessy and Zechmeister (1997: 141) questionnaire may be submitted by mail, through the Internet or on its own - interviews, telephone. It uses any other method of research is responsible for the shall be borne by a place, the costs of research already completed questionnaires between the respondents

The completion of a questionnaire, which handles the most popular student researchers, that the respondents a literate. It is also a form of argument, the research is not available in the game for the respondents is not responding to the questionnaire (www.NHS.uk/ukmi). If, however, treated as separate, questionnaires, we know that the HRR (dose) to the high return research, and in some cases separate distributes the respondents. Some cases, the researcher also distributes questionnaires may be the responsible for the organization (such as the human resources department). In one case, the researcher or the HR staff member also regularly to monitor the return the questionnaires that respondents. Here, in this study the questionnaire used sed.

The survey questionnaire electronic computer-aided technique fast becoming popular among the researchers. The significant downturn in the art of respondents answer difference only to those who have the computers, and I don't know how to operate the computer. What are some respondents marketed by sending an e-mail us, requested the ready and willing to make up the leisure.

This study is also the questionnaires to be administered. The research, the workers the HR departments by the organizations participating in a a questionnaire to the employees who did the organizations through one or more years in the research the questionnaire to the human resources questions, respondents the description of the work. Follow - up to a phone call more than one research will assist the HR for the questionnaire. Of the 898 questionnaires.

**The survey:**

The survey questions cast a line, that you know the respondents. The research survey the survey questionnaire. At the same time, the e-mail a questionnaire in person who write the answer for each question back to the Performa completed e-mail.

The questionnaire in the primary data collection method. The survey is well organized in such a way and the defendant, that the possible in a desired form.

**Important:**

Data from the raw materials are the basis for the analysis and conclusions, and so may not be correct answer the research questions.
Based on the test data in accordance with the hypothesis of a study, should be given the necessary information to the measurement data and tables, which are statistical methods to address. Statistical analysis of the results of the research question and importance of the answer students. Thus, the scientific methods of analysis, evaluation, test depends on the relevant data and their accuracy.

**The data collection methods and techniques**

The presentation of the structured questionnaire process in question is likely to be a good connection to the most.

The questionnaire 5 likert scale question closed, I cannot agree, strongly disagree, strongly agree, neutral, which includes the 5 parameters, such as main love, trust, violence, justice, and peace.

**Testing of the questionnaire:**

Before the distribution during testing of the questionnaire respondents fifty a pilot study. Introductory study of the questionnaire is an essential earlier distribution, Collis and Hussey (2003: 174). The questionnaire respondents has been submitted to the same manner (email) form and the main distribution list. The ratio of respondents were selected based on the following criteria:

The research also known ☐ the sincere feedback; ☐ had to slightly technologically challenged to ensure that the research will determine how it will respond to electronic format (Excel spreadsheet), fill in and submit it back without losing information that is not a research test language problems and ☐ understanding the questions and the respondent.

Concern for the test results have not been reported to exist. All test-respondents were satisfied with the questionnaire.

**The questions:**

The question 1: How can it be used to retain the best talent the strategies, the implementation of various IT companies
Question 2: What capabilities the company you want to?
Question 3: the human values of retaining talents using
The question 4: What is the significance of manager-talent?
The question 5: What is the reason the leave and the talent?

1. **How best to learn to implement strategies to retain the best talent the various it companies.**

As in the beginning of the research, it should be noted that there are talent already implemented effective strategies of the company, but he wanted to know, and how it can be the best that they are effective or not, and how the company is the best it will play an important role in the the organization's productivity ,i also finished the following hypothesis, that these may be considered neutral or other solution.
HYPOTHESIS 1.1.

H1: talent retention strategies will be implemented, which are not the most efficient and satisfied with the company

H0: talent retention strategies, implementation of which are ineffective and was unsatisfied with the company

HYPOTHESIS 1.2.

H1: talent talent agree that conservation strategy plays a vital role in the in order to increase efficiency

H0: I disagree that talent talent strategies play a vital role in conservation in order to increase efficiency

2. To know what the capabilities to the company:

One of the main purpose is that the talent you have, without the talent for it is not, leaders and in particular, it allows it managers to, the better to know the capabilities and they should remain on the long, so that hypothesis proposed at the interpersonal relations, a talent.

HYPOTHESIS 2.1.

H1. Encourage the interpersonal relations of body.

H0. The interpersonal relations may not be this organization.

Hypothesis: 2.2

H1 valued talents do you feel that the company

H0.talent does not feel the company

3. The study of human values, which will facilitate the retaining talent.

The third objective, which is similar to that of the human value ,the hypothesis is designed on the basis of the work of life, which indirectly related spiritual(sometimes human values are spiritual values) ,hypothesis 3.2 adds to the already implemented conservation / no monetary strategies cash benefits are no longer waiting for anything and not even a hypothesis is related to the moral virtues which are incomplete (a) the organization. One of the hypothesis the bossing and political interference, they are almost all body inhumanely common management and talent and clever, and the problems with the crisis or loss of condemned, in

HYPOTHESIS 3.1:

H1: the talent and quality of work life

H0: talent does not believe the target and the quality of work life
HYPOTHESIS 3.2.

H1: talent I think organizations that efficient financial/not so much so that to hold the financial benefits.

H0: talents do not believe in organizations that efficient financial/not so much so that the financial benefits to maintain talents

HYPOTHESIS 3.3:

H1: morality, virtuous (demonstrates certain moral virtues) are present in the organization

H0: morality, virtuous (demonstrates certain moral virtues) is not present in the body

HYPOTHESIS 3.4:

H1: ramps and the policy intervention more reactive the manager/supervisor quality problems rather than the center of a wise and sentenced, or loss during crisis

H0: bossing and political interference is not reactive the operator/supervisor instead of the quality problems with the quality of the wise and sentenced, or loss on the crisis

4. You can evaluated and manager-talent.

It evaluates the target from the relationship between driver and talented, what he sometimes surprising they are headed by the proposal for the company to the study of the work shows that the workers work a good manager, or talent will always be brought forward to expect that the viewer and critical situation. Are you sure you want to v/boss mentoring professional development, and trust the manager/Superior work, the empathy, or the manager of communication and the obstacles and finally check the connection to the operator of a satisfactory.

HYPOTHESIS 4.1:

H1: the talent the organization will want to connect to friends and relatives

H0: talent is not a reference to the friends and relatives to join the Organization

HYPOTHESIS 4.2:

H1: treatment must face come the support when he has a talent for the critical situation

H0: The management should be supported with eyes do not come with talent and critical position

HYPOTHESIS 4.4.
H1: talent depends on the supervisor or administrator for the mentoring professional development

H0: talent do not depend on supervisor or administrator to advise you of the IT professional progress

HYPOTHESIS 4.3:

H1: talent and excellent work they have confidence in the manager's related issues

H0: talent do not trust the operator/excellent job related issues

HYPOTHESIS 4.5:

H1: manager/high talent Show empathy for toward

H0: manager/outstanding talent to show empathy for

HYPOTHESIS 4.6:

H1: the communication obstacles are talented and are not communicating with the outstanding

H0: there are no barriers, the ability to communicate is also in communication with the superior

HYPOTHESIS 4.7.

H1: relationship between talent and superiors is not satisfactory

H0: relationship between talent and superiors is not satisfactory

5. Due to the reasons for the leave/residence of the talent the company

Some hypothesis is designed in such a way where the co-operation, and I trust and working environment that would be the most important of all, that the analysis is not possible to conclude that co-operation and trust her to influence the worker leaves the organization, or work environment can remain the most important for any organization, the goal is to stay or leave the, that directly connected.

HYPOTHESIS 5.1:

H1:CO-OPERATION and trust her to influence the worker leaves the organization, or place of residence

H0:CO-OPERATION and trust do not affect the worker leaves the body of the residence or
HYPOTHESIS 5.2.

H1: work environment most important for any organization
H0: work environment is not the most important for any organization

HYPOTHESIS 5.3.

H1: talent support programs does not appear again the personal problems
H0: the talent will not support programs of personal problems again

Distribution:

Distribution of the total sample 898 talents by approximately 500 IT companies

Ethical questions, the secrecy.

Secrecy was the talent the insured shall not be made public in the its opinion to the questionnaire, as more than just the research purpose

Restrictions.

The research carried out the only talent in Bangalore, and only city region

Reliability and validity.

The extent to which reliable measurements can be repeated the same result. Only one way the reliability of stability with identical repeating the test.

Quality of research David Patton said (2001) finds that two factors of validity and reliability of the analysis of qualitative research commitment, during the study and the quality. In general, validity period of validity that taking into account the best interests of correct or honest, and the research, and the exact road would have interpreted (Golafshani, 2003). Validity of the three different types of qualitative research: (a) to the internal validity, (b) to the external validity (generalizability) and (c) preparation validity (Yin 2003. Construct validity (Merriam 1989, citing the) presents this variety in the collection of validity has been determined, namely, the period of validity of. This indicates that the test measures of the study (Yin, 2003). Many methods are used to construct it in order to increase the duration of validity

Hsieh Chan Bicycle and Shannon (2005) suggested that the encoding of data routed analysis research a theory or model the framework, so the category created. In our case, the two main categories of the two building theoretical framework on the master thesis: talent and ability improvement. One of the sub-categories to operation, construct the category because it leads to us," replied the chief al-question, and to help you find out what is the main research question is: the human values of talent retention. Theories of human values, basic human values, and concepts in some of the data were collected. Analysis of sub-category to the conclusion we have the talent to
keep the maintenance strategies for the companies. The retention strategies, pick up existing and accepted and applied theoretical concepts and categories (Vaiman & Vance, 2008; Janet tell, 2004; Roth, 2001; Roth, to eliminate high blank values. , Jakson, squire, Lindholm, 2005, etc. ). The primary data please, questionnaire and the second is the theory, web sites, and research. Due to these factors, and destination. And then, validity.

Merriam (1998) refers to the techniques for the two general possibility for the development of case study: rich, dense enough description in modal category description, explain how the phenomenon is the typical, these methods allow readers the necessary comparisons to their own situation.

Internal validity, this indicates that the congruence and search the reality (Merriam, 1998). Play a very important role in the conclusions drawn from the study, full description is added, the different strategies used by approaches an overview of the condition of your human values, and if it does. During the course of the investigation area is the application of human values we explained approaches hold the talent strategies for the companies. Even in research stage some 500 cases, the companies, which the study more valid. The other fact that out software and services: the urban areas in Bangalore, the. These are the facts, to ensure that the industry's other similar in size and also the size of people the same challenges and also to overcome the challenges in Bangalore, and the work. We, on the contrary, that the results to the research of small size in Bangalore, the company. These are the facts we believe

Recommendations, the Merriam (1998) claims that, accurate data is not speak for themselves: the researchers, the role of and the interpreters have studied the phenomenon of the interpretative validity does not contain the participant criteria, your thoughts, intentions, and experiences in interpreted (Johnson, 1997). Many techniques are followed in order to improve internal validity. Merriam (1998) it is said that the use of Triangulation is using more than one researcher, the respondents and the checks and repeated observations, peer review and research collaborative manner. First of all, the understanding, and interpretation, survey ... And secondly, because 2 sources of information and the primary and secondary data questionnaire data. So what is, we think that this internal validity, external validity period of the great extent affected by empirical and theoretical results can be applied to other situations other than the present study. But the qualitative research, eliminating the risks is not possible, before, whereas less qualitative research more inductive, and in particular, the interpretation of data I'm undoubtedly over-generalizing, not universals.

Reliability: means that it is able to other interested persons to repeat the research and receive the same results. In accordance with Joppe (2000) the extent to which reliable results time and accurate representation of the entire population of the study of the reliability and if the time of the study can be based on the results of similar methods and a research tool and then the be considered to be reliable.

The Yin is the main method in order to ensure the reliability record all of the steps in the details, such as the sure looks after the operation (Yin, 2003). Therefore, must be carefully documented each step. We constructed questionnaire and 500 companies have used, in order to ensure that the conclusions to be quality, especially to the questions and answers to the Master's Thesis, the reader of the sure results of the
research. The research also a questionnaire, the descriptive research, qualitative research method, the secondary and the primary data collection techniques in order to ensure that the link is also the theoretical level. The collected data to the first or the second, we emphasize the validity and reliability in research.

**Ethical considerations.**

The talent's face with ethical dilemmas, the researchers used when people asStudy during an examination. Thus this study attention should be paid to the ethical questions.

**The research ethical principles.**

Respect for the dignity of the human observed during the data collection

**The principle of charity.**

This principle includes the harm and exploitation (Polit & Hungler 1999:133). In completing the questionnaires resulted in physical injury.

**The principle of respect for human dignity.**

Of respondents to the self-determination of honored respondents decide independently, that the right not to answer the questions, inconvenience or not to disclose personal information, and ask for information that caused some uncertainty. The right to full information on all the research because he was kept in the study, as well as the respondents, the right to participate in the do not, or to participate in the study. This was done in form of a letter (see annexure) .confidentiality is not maintained, because the Research report has been published the names

**Research method:**

During the research qualitative research is essential to the appropriate research methods. Two different types of research methods: quantitative and qualitative. The research is a qualitative research. Qualitative research method is the real situation and the specific circumstances, it may not be a places great emphasis on statistical data or quantifications (David Patton said, 2002). The qualitative results of the test come from the real situation research observation and analysis. And on the contrary, for the purpose of the quantitative research, facts, statistics, general notes (hopeful, 1997).

If the conditions of use for more quality research is preferred. According to the Strauss and Corbin qualitative methods can be used to better understand any question, there is little. In addition, qualitative effective a new perspective for the well-known things. Qualitative research method can be used to provide quantitative analysis is not a clear explanation. So far the situation for retention strategies used theoretical background.

**4.6 . Objectives:**

The aim of the project
1. Inspect, how could it be the best strategies to keep the best talent is implemented various it firms
2. To know what the capabilities the company you want to
3. The study of human values, by which the retaining talents
4. I don't know, and assess the driving talent-link
5. Due to the reasons for the leave/residence of the talent the company

4.7. Hypothesis:

H0- there is no correlation between human values and talent retention strategies
If, there is a correlation between the human values and talent retention strategies

H0: there is no relevant difference between 0-6M 6 or 12 month talent talent and
If there is difference between 0-6M talent talent and the importance of 6 or 12 months

H0: there is no significant difference in the corporate experience
HB: there is a significant difference is in the corporate experience

4.8. Statistical analysis:

The main objective is based on an analysis of the data, that Blanche Porte et al. (2006: 52) transform information (data) to the meaningful form, in order to reply to the original research question(s). Analysis of the data can also be divided into two sections: quantitative and qualitative methods. Qualitative analysis of the data uses based on subjective judgment is not quantifiable information, such as the intuition the researcher. Quantitative data analysis relies on the other hand only the numeric or quantifiable data (www.answers.com). Blanche Porte et al. (2006: 188), that the quantitative data analysis transforms the support statistically research to explain briefly the data and conclusions on the basis of the data the population. Method Qualitative analysis of the data in this study was the qualitative research plan.

The statistical package for social sciences (SPSS) was used when analyzing the data. The Chi-square test of association was the hypothesis test. The Chi-square test, MARTINS et al. (1999. 342) The nominal data and the differences between the observed frequencies and the frequencies of a theoretically expected significant. The statistical method was the relationship between the variables data. All of the test has been carried out in the importance of 0.0 alpha level. Altman (1996: 112) states that the chi-square statistics The random samples for the samples are not biased. The critical assumption a Chi-square independent observations, that is, the answer is one of the participating second choice does not affect the participants.

Each questionnaire has been received, and collated. The raw data is also used in the Microsoft Excel sheet. By using the statistical methods shall be assisted by adding together the Excel spreadsheet and services from statistical data and analyzes in the decision-making purposes.

Gharry and Gronhaug (2002: 125), that the first step in the analysis of the data the variable frequency distribution a univariate approach. The question is, that its own
frequencies and all the rates, but is included in the tabular form. Hussey and Collis (2003: 197) supported by Ghauri and Gronhaug (2002: 126) in the exploratory research data (univariate approach a single variable), it should be given to the cases and in the form below.

Presentation of Frequencies: tables and graphical form.

- Site: average, medium and mode;

Dispersion measurement: range, and the standard deviation.

Such displays the data can also be taken of the reader quickly and easily

**Final note:**
This technique allows the paper to the main research questions, hypothesis testing. We used the qualitative research method, and research plan. The survey questionnaire and sample. The following section provides an analysis of the data and interpretation of the results.