

EXPLORING CAUSES OF ATTRITION FOR LEADING PRIVATE UNIVERSITY OF INDIA

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ABSTRACT

The education system in India is expanding and is reaching new heights in all the streams. Besides various government initiatives, the role of the private institutions in the development of education industry in India cannot be denied. Thereby, a large number of faculties are required by these institutes for their curriculum development and academic deliverance. High rate of employee turnover in an organization means increasing recruiting, selection and training costs. Moreover, lack of employee's continuity involves high costs in the induction and training of new staff. Organizational productivity is also one of the challenges that arise as a consequence of turnover. In case of higher educational institutions, the cost of employee turnover is higher as human resources with knowledge and competencies are the key assets and it affects the academic and research activities of the college. Quitting in the mid of the semester, the affect is very high as it is difficult for both the college to arrange the substitute and student to adjust/accept new faculty in the mid of course. From Jan'16 to Jun'2017 attrition rate of this private university under study was 26%, which is higher than the average attrition rate of the academic system in India (18-25%). Major reasons of this high attrition rate desired to pursue higher studies by faculty members, unfavourable family circumstances and better career benefits provided by other colleges or organizations. In year 2016, total attrition rate of this private university was 19%, which came down to 7% by Jun'17. This study aims to explore the causes of high attrition rate in a private university and its faculties (schools/divisions). The study would also focus on major reasons identified by HR officials during the exit interview, which were not being revealed by employees in their exit interview form. The study aims to identify factors important for employee retention based on variables leading to attrition.

KEYWORDS: Employees, Attrition, Higher Studies, Salary & Promotion

Received: Aug 18, 2017; **Accepted:** Sep 04, 2017; **Published:** Sep 12, 2017; **Paper Id.:** IJCSEIERDOCT20175