Literature review:

Van D. H.G (2008) stated that truly talented people tend to gravitate towards the best organizations and in this paper the case will be made for those aspects that characterize best organizations, namely those who integrate talent management in their recruitment strategies and those who grow their leaders.

Chatterjee.C (1995) the author mentioned Essential components of human values and their evolution through various socio-religious movements in the Indian history. Concept of dharma has acted as a sustaining principle through the ages.

Harvey. E. G, Thomas. F. W, And Jayesh P (2006) concluded that to recognize that a large percentage of their IT professionals are probably not in the High Maintenance group and, thus, managers must make trade-offs about the types of incentives provided to their IT staff.

Maria R, Shalom H. Sand Shoshana S (1999) Work goals or values are seen as expressions of basic values in the work setting. Basic values imply four types of work values-intrinsic, extrinsic, social, and Prestige.

Michael S and Allen. S. J (2009) urban growth as a response to movements of people in search of consumer or lifestyle preferences can be questioned on the grounds of their assumptions about human behavior, as well as their silence in regard to the geographical dynamics of production and work.

Chatterjee, S. R. (2007). Notable evidence of economic organizations and managerial ideas from ancient Indian sources with enduring traditions and considers them in the context of contemporary challenges.

Jean. T. M, Stacy. C. M (2008) personality, attitude, psychopathology, or behavior scales between the 1930s and the present and to Discuss how those differences may impact today’s workplace. Gen Y or Millennial demonstrates higher self-esteem, Narcissism, anxiety, and depression; lower need for social approval; more external locus of control; and Women with more agnatic traits.

Diane L, Ansari A, (1999) Describes effective recruitment and retention practices, as described by participants in this study, with the goal being to provide useful information to other employers of IT specialists

Andrew. R – L.F, James .N (2007), employee commitment has an impact on the overall functioning of organizations and it is linked to the existing literature on organizational commitment.

Karen. M. K and Kamyab S. (2010) Stereotypes about Millennial, born between 1979 and 1994, depict them as self-centered, unmotivated, disrespectful, and disloyal, contributing to widespread concern about how communication with Millennial will affect organizations and how they will develop relationships with other organizational members.

Soon .A, Sandra .S, Kok Y N (2002) compensation is directly determined by human Capital endowments of education and experience. Institutional differentials do not directly drive compensation, but instead moderate the relationship of human capital endowments to Compensation. Large institutions pay more than small institutions to IT professionals with more education, while small institutions pay more than large institutions to IT professionals with less education.
Arthur Y, Wayne B. B (1994) many HR professionals are being retrained, redeployed, or out placed. To understand this reinvention of the HR functions, this article explores the following questions: Why are these changes occurring so rapidly? How have leading companies managed the transformation of HR functions? What are the implications of these changes on HR professionals in the future?


Eva K & Filip. D & Maya M & Bastiaan M (2009) the retention benefits arising from personal development Offer new possibilities, individual differences influence employee retention. Leadership Skills and seniority have a positive relationship with employee retention and the level of readiness and initiative regarding learning is negatively related to retention.

Schon B. I.W. C (2009) explained about the “global war for talent,” the factors that impact it, and Organizations' responses to it.

Aaron C (2009) examine the relationship between Individual level values, using Schwartz’s basic human values theory, and the work-family conflict (WFC), the family-work conflict (FWC), and coping strategies.


Gustavsson. B (1995), to evolve a distinctive model of Swedish management from the standpoint of human value.

Guy P, Michel T. (2000), to fill that gap by testing an integrated model of turnover intentions That addresses the unique nature of the IT profession.
Frank. H. M, C. T.H and Hesan a Q, (2003) identifies the most and least effective HR strategies used by knowledge intensive firms (kifs) in Singapore for attracting, motivating and retaining these workers.

Clayton G (2006,) examine effective, practical and holistic people strategies that address Key skills retention, employee engagement, employee motivation and attendance gaps, with a view to positively impacting on organization costs, productivity and business performance.

Natalie G and Eva K, Filip D, Herman B (2010) to investigate some factors that have an influence on employee Retention. Based on the literature and previous research, both employee and organizational factors are taken into account.

Jean M. T, Stacy M. C, Brian J. H and Charles E. L (2010) do not favor altruistic work values (e.g., helping, societal worth) more than previous generations. Social values (e.g., making friends) and intrinsic values (e.g., an Interesting, results-oriented job) were rated lower than by Boomers.

Ann C,( 2009) health, education, psychology, and employment literature with the author’s experience to present key issues, model encourages the supervisee to work towards resolving workplace issues while maintaining competency to practice.

Jack .H (1995) explained to engage in a momentous battle for character and human values in life and work life. Crystallizes the wisdom contained in the Bhagavad Gita and asserts that hidden away in our inner nature is the law, the writ of our life that enables us to transcend the purposelessness of pomp, power, property and pedigree towards a more meaningful human existence.

Chen-F C a, Li.F. C (2008) provide decision rules relating personnel Information with work performance and retention.
John E. S (1992) derived at which the newly hired employees voluntarily terminated employment. The relationship between the employees' job performance


Patrick L. (2001.) Citizenship behaviors not only mediate but also moderate HR practices–turnover intention relationships.

Steven G. W, John C. H (2008) significant predicting relationship between the software developers’ turnover intentions and nine facets of job Satisfaction. Also found was a significant negative relationship between satisfaction with the nature of work and turnover intentions. When controlling for the effects of the other independent variables.

Annelize B’ Mark B. Lukas d. S(2011) employer brand is influenced by target group needs, a differentiated Employer Value Proposition, the people strategy, brand consistency, communication of the employer brand and measurement of Human Resources employer branding efforts.

Ritu A, Thomas W F (2001) with the supply of human capital possessing the knowledge and skills needed to exploit IT falling short of that demand, all kinds of organizations around the world struggle to maximize the return from their IT investments

Michelle L. K.B, Indira R. G (2005.) raise a number of challenges for management, Researchers, policy makers, educators, and funding agencies. We argue that a clear definition of the IT workforce would assist at all Levels, and might bring some additional clarity to training, hiring, and retention issues.

Ingmar B. Y. L(1999) The recruitment, development, motivation, and retention of competent and high-performing Chinese Professionals and managers is a major challenge for foreign firms operating in China
John L. K, Vijay G, Kenneth L. K. Warren M. F. Raman. K. S, Yap. C. S. (1994.) makes three points. First, long-established intellectual perspectives on innovation, Second, institutional intervention in IT innovation, institutional policy Formation regarding IT innovation is facilitated by an understanding of the multifaceted role of institutions in the innovative process, and on the contingencies governing any given institution/innovation mix.

Maxwell K. H, James J. J, Gary K, Zaiyoung T (2003)) Job security and a service incentive are most important in reducing the intent in their decisions to leave or stay with the organization.

Ritu. A and Thomas W. F (2001) scarce labor market, organizations focusing their resources on this area are more likely to have the people; they need to deliver their IT services.


Eli H and Bjorn E. M (2005) highlight the potential benefits and challenges related to implementation of IT-supported Strategic competence management as part of a human resource management system.

Suzanne M. C, John W. H, (2009) General theme is that managers should focus on minimizing tension that exists resulting from generational differences.

Karen V. B, (2008) understanding and working effectively with cultural differences is one of the greatest challenges we have in the modern, global business world.

Pei-Chen L and H-Wen C. S A, Sandra S (2004) the impact on IT turnover of organizations Internal Labor Market (ILM) strategies. IT producers and IT Users where IT plays a supporting role adopt craft ILM Strategies that engender higher turnover to remain Timely and flexible in IT skills acquisition.
Richard A. S. (2008) the techniques and practices that management utilizes for IT professionals can be customized to match the ambitions, character traits and personality of the IT staffer.)

Jake M. S (2007.) provides an analysis of the antecedents to work-life conflict in the IT profession, as well as solutions that organizations may implement to increase the work-life balance of IT professionals...

Pankaj T. (2008) revealed the facts that the attitude of employees towards ethical orientation in HRM Practices followed in the organization is positive but the organization should try to implement some innovative HRM practices in the Organization which will help them to face the challenges and they should provide more facilities to employees to enhance their morale.


Muhammad I. describes the relationship between human resource practices and employees retention in a given organization. The research reviews relevant literature to identify elements of HR practices that influence employee retention.

Lu, L. & Lin, G. C. (2002), reveals the relationships between Work values and job adjustment (i.e. Job satisfaction and turnover intention).

Scott-L., B., Travaglione, A., Perryer, C. & Pick, D. (2010) Identifies practical issues that concern managers and identifies they feel ill equipped to manage the social issues arising from changes in the workforce, with argument for a reevaluation of the role human resource practitioners and managers need to adopt to assist organizations in providing social support to employees. Implementing social organizational support will help define the more employee friendly workplaces and aid attraction and retention to assist organizations become employers of choice.
Shilpa K. and Randolph N. J (2008) suggest a practical FOW (Future of work) model that shows the impact of workplace design requirements on employee behavior and ultimately on organizational outcomes.

Michael A. Campion, Troy V. Mumford, Frederick P. M, And Jennifer D. N(2005) outlines eight obstacles to work redesign: influences on multiple outcomes, trade-offs between different Approaches, difficulty in choosing appropriate units of analysis, difficulty In predicting the nature of the job, complications from individual differences, job enlargement occurring without job enrichment, creating New jobs as part of growth or downsizing, and differences between long-term And short-term effects.