4. METHODOLOGY

The methodology used for the study will be collected from primary data, secondary data and Questionnaire method. The related techniques, procedures and analysis will be conducted for further research process.

Data source:

The data collected for research of the present study is from-

- **Primary data:**
  - It is collected from employee suggestion to improve retention strategy.
  - Employee expectations and company benefits are known. Employee views on organizational behaviour are also collected and then the detailed study is conducted

- **Secondary data:**
  - It is collected from the source of internet, information presented in newspaper and magazines and also from previous research papers.

Choice of organization:

The research is been conducted in the region of Hyderabad, telengana. So the organizations for the present study would be in and around Hyderabad. Hyderabad is considered as hub of BPO units and It has issues in employee retention strategies as employees has so many options to switch with as the area has many BPO,s. I will be considering HCL, and TCS for my research study.

SAMPLING

The questionnaire is will be prepared for 300 sample. The samples are selected based on convenient sampling method as retention is an universal issue.
SCOPE OF STUDY:

- Place wise the study is limited to Hyderabad, Telangana
- Research study is conducted from 2006 to 2016.
- The study is focused on retention and its influencing factors which are infinite to study.
- It is not concentrating on the adverse effects on organization due to attrition. It is not just loss of an employee but a great loss to an organization in monetary terms.
- The study is confined to the data collected.

SIGNIFICANCE OF STUDY:

The study would contribute to the literature, by providing current information on employee retention strategies. Since research on retention is limited it would be valuable and also encourage researchers to undertake more studies of this kind. The findings would be useful to organizations in redesigning their HR policies and enhance employee retention.