



A Peer Reviewed International Journal of Asian  
Academic Research Associates

**AARJSH**

**ASIAN ACADEMIC RESEARCH  
JOURNAL OF SOCIAL  
SCIENCE & HUMANITIES**



## **EMPLOYEE ENGAGEMENT ISSUES IN GLOBAL SCENARIO: EMPLOYEE ENGAGEMENT FACTORS**

**KRUPA JOHN\***

\*HOD, MBA

Gopalan College of Engineering and Management,  
Bangalore

---

### **Abstract**

Attrition in IT industry is greater when compared to other industries. This is due to the very nature of the IT industry. It is not only people oriented but also knowledge based. To retain the IT Gen Y employees in the organization they have to be engaged and their engagement levels should be at peak. The Information Technology industry has brought in a paradigm shift towards work culture and confusion in coping with convergence of technology and workforce. Managing workforce by retaining and getting them engaged to achieve the organization goals has become a very slippery mosaic. It is a challenging task for any IT organization to motivate and develop the employees in order to retain them. The present research paper is an attempt to address the employee engagement issues in the IT industry in the global scenario by recognizing the factors contributing to employee engagement.

**Keywords:** Employee engagement factors, employee engagement, retention.

---