WORK PLAN AND METHODOLOGY

**Research methodology** :- Since employee retention is the call of today and is emerging as a fast growing area of research there is no dearth of published and unpublished literature on employee retention. The literature available will be reviewed and used in conceptualizing the concept. Primary data will be collected for the purpose of these study and will be used in drawing conclusion. The overall research methodology to be adopted in this research will be discussed under the following sub head.

**Research Design** :- The research design is the conceptual structure within which research has been conducted. It constitutes the blue print for collection, tabulation and analysis of the data. This is of high substance since it facilitates the smooth flow of various research operations. Generally a research design which minimizes biasness and maximizes reliability of data collected and analyses, is considered a superior design. Thus keeping in view the objective, a **descriptive research design** has been taken up because these is an area of descriptive study in the field of human resource management. It is inclined towards the identification and description of various employee retention strategies and causes of attrition in corporate sector.

**Research instrument** :- These researches will be based on both types of data i.e. Primary and secondary. The present study makes extensive use of primary data gathered with the help of well structured questionnaires. Two different sets of questionnaires will be circulated differently amongst employees and HR managers. The questionnaires will include information on different aspects of research problem.

**Research Area** :- Since the study is largely based on the corporate environment and culture, it was decided to select the city of Mumbai- the Financial Capital City of India, as it would provide samples for each mix of corporate atmosphere and culture.

**Sampling plan** :- Sampling plan for any research problem consist of the universe of study and the sample for the study. For the purpose of the study population form the city of Mumbai consisting of employees/professionals in the age group of 25 – 45 years will be the best target respondents. These shall help us in giving an unbiased report. Since the populations of Mumbai city cannot be covered in total due to geographical and other constraints, thus a sample of 1000 respondents selected by convenience sampling
technique shall be followed. However while selecting the sample due care will be taken to make the sample a representative one.

**Contact Method:** The questionnaires will be mailed electronically to the respondents and reminders as well as telephonically request will be made. In some cases questionnaires will also be filled through personal visits. As a whole email remains a primary contact method for data collection.

**Analysis of Data :-** The data so collected via primary resource is anticipated to contain both quantitaive and qualitative information. The data so collected on various aspects of problems will be unorganized, haphazard and complex in raw state. The classification, coding, tabulations & graphical presentation shall be used to arrange the raw data in an understandable form. Such an array of classified, coded, and tabulated data shall be analysed by using statistical tool and techniques like Mean, Weighted Mean, and percentage etc.