Review Literature

1. Herr and Cramer (1992): They questioned whether traits and factors alone can be accurate predictors of individual career decision-making. An omission to this theory is the role of other factors, such as individual background, including the nuances of socioeconomic factors on decision-making.

2. Hofstede (1994): Believes they do not apply universally. Hofstede also points out that the motivation theories of American value-laden, with an emphasis on individual performance; until recently, US practices largely emphasized broadening jobs to enrich them for individual workers, while elsewhere in the world, the emphasis has been on broadening jobs for groups of workers.

3. Beck & Wilson, (2000): Individuals who are dedicated at an emotional level usually remain with the organisation because they see their individual employment relationship as harmonious with the goals and values of the organisation for which they are currently working. Affective commitment development involves recognition of the organisation and internalisation of organisational principles and standards.

4. McHugh, (2001): Positive organisational behaviour fosters engaged employees and this is the key to ensuring high performance and overall wellness for both the organisation and its employees, whilst increasing the commitment of employees, thereby lowering the risk of losing talent.

5. Zunker, (2002): The developmental view of career decision-making, although having concerns, still receives attention. Brown (1999) commends it as laudable in helping to understand the nature of career decision-making. In addition to this, tools and instruments used in career
assessment and career guidance still hinge on the developmental view of careers.

6. **Smith & Fingar, (2003)**: The people components of a business process were given equal status to machine components. In Howard Smith and Peter Fingar’s definition of a business process: “A business process is the complete and dynamically coordinated set of collaborative and transactional activities that deliver value to customers.” A few years ago Smith and Fingar.

7. **Bhote, (2003)**: The principle of “zero defects” is involved when striving for excellence; simply put, the workforce have to improve their performance so as to minimize and eventually eliminate defects. Quality improvement involves processes and sub-processes to reduce the variation of a certain degree of performance compared to a standard in order to get a better result. Key data are reflected from the ability to identify this variation. The process involves increasing the results’ control.

8. **Pyzdek,(2003)**: The focus on continually improving the organization’s activity is the direction towards performance and competitiveness. Performance development and improvement in the long run is provided also by modern methods such as Six Sigma, this representing a solution to improvement processes within an organization, in all its stages, from beginning to end, but its implementation is greatly influenced by and depends on the organization’s culture.

9. **Cameron, Dutton & Quinn, (2003)**: A positive organisation focuses on the dynamics within the organisation that lead to the development of human strength, foster vitality and flourishing employees, make possible resilience and restoration and cultivate extraordinary individual and organisational performance.
10. **Boninelli & Meyer, (2004)**: In order to be dominant in a global economy, organisations are forced to take an interest in more than mere profitability. These interests include the attraction, development and retention of talent.

11. **Wilson, DeJoy, Vandenberg, Richardson & McGrath, (2004)**: Becoming a healthy organisation that is continuously learning is the most effective way in which to address the forces impacting on organisations today.

12. **Baruch, (2004)**: Economic events such as mergers, acquisitions, or layoffs have led to a loss in job security, a need to develop highly divergent and diverse career paths, shifts in organisational loyalties and an emphasis on career agency.

13. **Coetzee, 2008; Hall & Chandler, (2005)**: Career meta-competencies consist of an assortment of psychological career resources, which include attributes and abilities such as behavioral flexibility, self-knowledge, career orientation consciousness, sense of reason, self-esteem and affective literacy, which enable individuals to be independent learners and hands-on agents in the administration of their career.

14. **Arthur, Khapova & Wilderom, (2005)**: A more turbulent career context resulted in careers being less ordered and predictable has further heightened researchers’ interest in the subjective aspects of career success and satisfaction.

15. **Rubin & Rubin, (2005)**: Individual interviews offered opportunity to gather data that was unaffected by members of the group. These conversations allowed for the triggering of memories, reflection on experiences, and elaboration of ideas and clarification of responses.

16. **McQuaid and Linsay (2005)**: They believe that the responsibility for employability has now shifted from the organisation to the employee. This
means that the main responsibility for growth and continued professional development lies with the individual.

17. Mukherjee and Malhotra (2006): They found that when a leader offers clarity in terms of these roles, a positive relationship results. Leader empowering behaviours influence employees’ perceived role clarity in a positive way.

18. Czakan, (2006): Efforts through acts of law have been introduced targeted at benefiting individuals disadvantaged by apartheid. These laws strive to achieve parity and equity in South Africa given the historical legacy of apartheid.

19. Greco et al., (2006): Organizations with higher levels of empowerment have demonstrated improvements in various economic performance areas, global competition, the constantly changing business environment and the ability to deal with pressures to improve efficiency and performance. When employees experience empowerment they also demonstrate higher levels of engagement.

20. Baruch & Quick, (2007): The present study focused on the psychological career resources that promote individuals’ career agency in proactively managing their career and the way in which these attributes influence their psychological attachment or commitment to the organization. By identifying the relationship between these variables, recommendations can be made to enhance human resource practices, such as organizational career-development support, as a critical element in the retention of key talent. Organizational career-development support is increasingly being recognized as a critical aspect of quality human resource management.

21. Greasley et al., (2008): Employees who feel empowered report low levels of role conflict and ambiguity (therefore higher levels of role clarity) in their roles because they are able to control their own environment.
22. Avey et al., (2008): There are two aspects of empowerment: empowerment as behavior of a supervisor who empowers his or her subordinates and the psychological state of a subordinate resulting from his or her supervisor’s ability to empower.

23. H. Schmidt and Henson (2008): Employee behaviour depends on the relationship between an employee and the leader, as experienced by the employee. Every employee within an organisation should have a specified set of roles and these allow the leaders of an organisation to hold the employee accountable for performance.

24. Riessman, (2008): The interview methodology employed in this study was informed by the model of constructing narratives for critical social inquiry with a view to generating detailed accounts rather than brief answers or general statements.

25. Coetzee & Schreuder, (2008): Organisations that want to retain valuable employees need to try to establish favourable organisational conditions and human resource practices that will address the differing career needs of a diverse workforce.

26. Coetzee, (2008): The harmonizers (self-esteem, behavioral adaptability, emotional literacy and social connectivity) encourage flexibility, and moreover act as a control measure to ensure that the career drivers are in balance so that individuals do not go overboard in the development or reinvention of their profession.

27. Sinclair, (2009): Research has shown that from the individual’s perspective, the turbulent careers context has led to a growing concern for developing a range of psychological career resources or career meta competencies that enable people to take ownership of their career and be proactive agents in managing their career and enhancing their employability.
28. **Coetzee & Schreuder, (2009):** Career preferences and career values: People's career preferences and career values refer to their exceptional visions about the direction their career should take that steer their career choices. People's career preferences and career values are also considered as the continuing cognitive or theoretical structures forming the basis of their thoughts about their career that provide the significance of a career to them.

29. **Bergiel, Nguyen, Clenney & Taylor, (2009):** Talent management and the effective management of employee turnover is a central issue that is managed in order to avoid negative implications, such as high economic costs and disrupted social and communicative structures.

30. **Burke & Cooper, (2009):** A healthy organisation is highly competitive in the war for talent, because it is aware of the tendency towards the information age which results in a greater demand for quality leadership and talent retention so as to avoid high staff turnover

31. **Savickas et al. (2009):** Occupational prospects seem far less definable and predictable, with job transitions more frequent and difficult. They further argue that these changes require workers to develop career-related skills and competencies that differ substantially from the knowledge and abilities required by 20th century occupations

32. **Krishna Kishore, Mousumi Majumdar, at all (2012)** The Small and Medium Scale Enterprises being very volatile in nature take high amount of risk. It is therefore imperative for them to address the uncertainty through reliable and loyal work force which can shoulder them in good and bad times. HR has the challenge of attracting talent on role dimension and then retaining that talent by providing a professionally driven organization culture.
33. **B.K. Sathyanarayana, (2013)** Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth.

34. **Mrs Ashu Katyal *, Mrs Betsy Xaviour (February 2015)**
MSME (Micro, Small and Medium Enterprises) are the heart of Indian Industry. Their contribution especially to a developing country like India is very valuable. They not only contribute in generating employment but also encourage low skilled level workers to start as entrepreneur level in rural areas. As data given by Economic Times in June 2013, they employ close to 40% of India's workforce.

35. **GAURAV SIKKA (2015)** A Lot of startups in India have entered in Industry either unearthing an entirely new market or through gaps in existing markets or product lines. Although there are many successful startups, here are five that grows rapidly and changing how a successful industry works.