



Dr.Archana Singh		“Generating a Minimum Inventory Level for the Distributor: A Case Study”, 5 <sup>th</sup> National Conference on “Sustainable Development in Digital Era: Issues & Challenges(Vision:2030)	“ Sustainable Development in Digital Era,		National Research Conference	2017	ISBN: 978-81-933980-0-5.	JSIMR	Banarasi das Chandiw al Institute of Professional Studies, Delhi.
Dr.Archana Singh	Knowledge management in e- Governance: A Case study of Pune Municipal				International Research Conference	2016	ISBN-13: 978-3-659-82682-5, Website : <a href="https://www.lap-publishing.com/">https://www.lap-publishing.com/</a>	JSIMR	LAP Lambert Academic Publishing Germany
Dr.Anita Khatke	Economic Analysis For Business Decisions				National	2016	ISBN-978-93-83414-05-5	JSIMR	Success Publication
Dr.Anita Khatke	Business Research Methods				National Research Conference	2016	ISBN-978-93-83414-01-7	JSIMR	Success Publication
Dr.Archana Singh		“ Study & Awareness of Business Analytics in Small and Medium Enterprises wrt Pune City” at InCON -2016	International Conference on ongoing Research in Management and IT		National Research Conference	2016	E- ISSN-2320-0065	JSIMR	ASM Campus, Pune
Dr.Archana Singh		“A Study on The Causes of Attrition in IT Industries in Pune.”	Khoj Journal, International Conference Proceeding “Innovations in Management”		MIT School of Management	2015	ISSN No 0976-8262 Pg no 202-204	JSIMR	MIT School of Management, Pune
Dr.Anita Khatke	Strategic Brand Management				National	2014	ISBN-10: 9351580997, ISBN-13: 978-935158	JSIMR	Success Publication

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Dr.Archana Singh		“ An empirical analysis of KM for e-governance with special reference to Pune City”		MIT School of Management	National Research Conference	2014	ISSN: 0976-8262	JSIMR	MIT School of Management,Pune
Dr.Anita Khatke	MCQ for online Test ( Marketing )				National	2014	ISBN: 9789351581659	JSIMR	Success Publication

# Sustainable Development in Digital Era:

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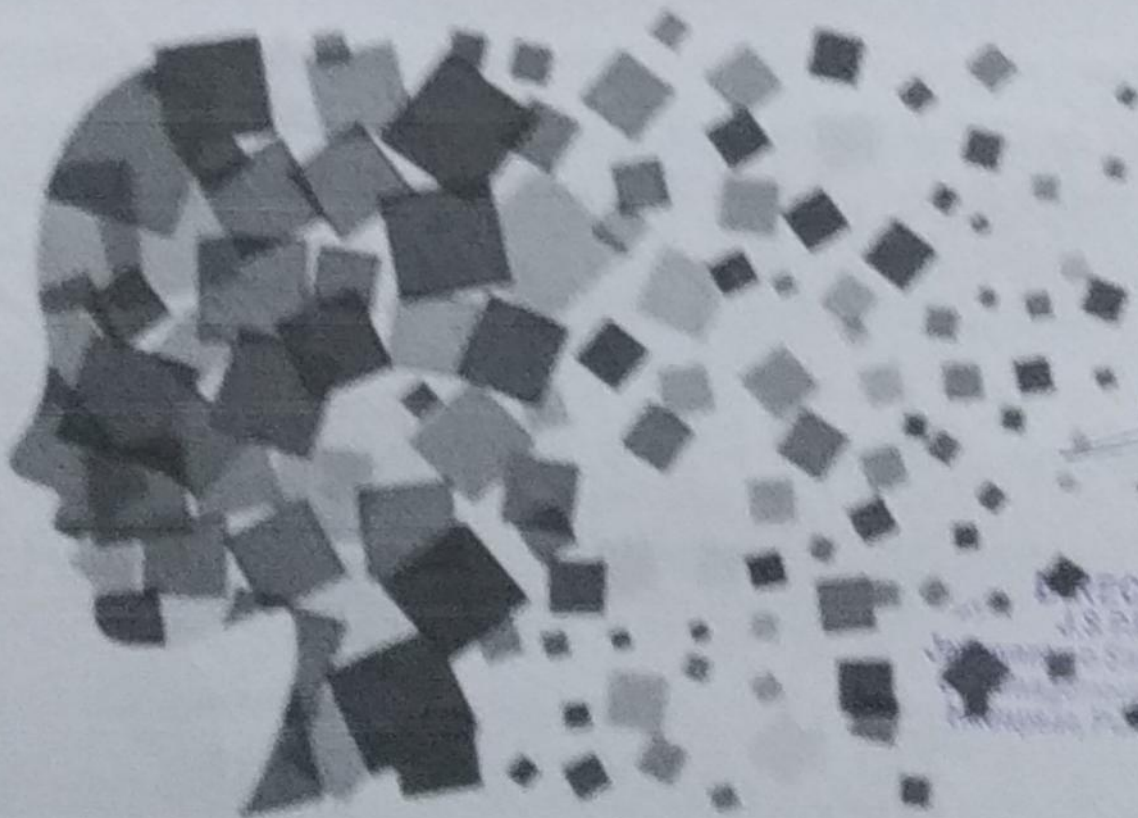
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KM for e-Governance

The research work is the case study on Pune Municipal Corporation on the usage of Knowledge Management for e-Governance practices. The study consisted of the input variables of Knowledge Management used by the Pune Municipal Corporation employees for the smooth functioning of the e-governance activities. A conceptual model was designed and it is further recommended for testing through Structure equation modelling. This book is beneficial for the researchers testing the KM for e-governance activities at bottom of the pyramid.



Archana Singh



Dr. Archana Singh working as Associate Professor at University of Pune. She has completed her MBA from IMS DAVV Indore and completed PHD from University of Pune. Published and presented more than 25 research papers, in international & national conferences and journals. She has keen interest in research, e-Governance & Knowledge Management.

# Knowledge management in e-Governance: A Case study of Pune Municipal

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ECONOMIC ANALYSIS FOR BUSINESS DECISIONS M. B. A. - I (Sem. - I) P. G. D. B. M. - I (Sem. - I)

# Economic Analysis for Business Decisions

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P. G. D. B. M. - I (Sem. - I)

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- Prof. Dr. Sheetal A. Khandre
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BUSINESS RESEARCH METHODS

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# Business Research Methods

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## Study on Awareness and Usage of Business Analytics in Small & Medium Enterprises with reference to Pune City

Dr. Archana Singh,

Associate Professor

JSPM's JSIMK, Hadapsar, Pune

### ABSTRACT:

Business analytics is a core asset for companies focused to deliver on business objectives of growth and revenue. On an annual basis, marketers now spend as much as fifty billion dollars for business analytics. Providing data-driven solutions, business analytics is essential for smarter decisions by helping understand customers and operations. A dire need of the study is required for the Pune city where the city has grown exponentially in last one decade. The researcher look forth to take this research so as to analyze the requirement of business analytics in HR perspective and the overall effectiveness and efficiency of the companies in Pune. The paper focuses on use on Business analytics in SME and its impact and usage to the HR managers working in the SME. Primarily it focuses on the tools used by SME and the reason for which they use these tools. The tools chosen in the survey are through the quantitative data and the research survey is carried out through online Google forms and telephonic calling.

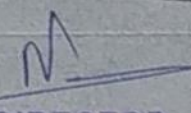
**Keywords:** Business Analytics, Small & Medium Enterprise.

### **Introduction:**

Business analytics software market in India is forecast to grow at 9.6 percent year-on-year through 2019, reaching \$583 million (roughly Rs. 3,442 crores), as compared to 6.8 percent across Asia-Pacific region, a report said today. Organizations are proceeding cautiously in their adoption of analytics. Use of business analytics within companies has grown over the past year, but at a moderate rate. Analytics also tend to be used narrowly within departments or business units, not integrated across the organization. Business analytics is still in the "emerging stage." While business analytics have gone main stream, most organizations still rely on traditional technology. Business analytics is still in the "emerging stage." While business analytics have gone main stream, most organizations still rely on traditional technology. Spreadsheets are the number-one tool used for business analytics. Organizations still view business analytics rather narrowly—primarily as reporting tools (dashboards and Key Performance Indicators) or forecasting—technologies that have been around for a while. And when it comes to use, most organizations still rely on those old standards. Spreadsheets continue to be the most commonly used tool for business analytics. Dashboards/KPIs and forecasting rank second and third in use. So while organizations have warmed to the idea of utilizing their data for insights, most remain at the fundamental level in their use of analytical tools—a clear indication that business analytics is in the emerging stage. Intuition based on business experience is still the driving factor in decision-making. Analytics are used as part of the decision process at varying levels, depending on the organization. SME's are looking to analytics to solve big issues, with the primary focus on money: reducing costs, improving the bottom line, and managing risks.

It is widely accepted that Small & Medium Enterprises are the backbone of modern market economies, thus play an important role particularly in developing countries. In most countries, SMEs are the dominant form of business organizations, accounting for over 90% of

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## A Study on The Causes of Attrition in IT Industries in Pune

Mrs. Archana Singh\*, Mr. Pooja Tawale\*\*

### Abstract:

This paper studies the causes of attrition given by various authors for IT and BPO industries. A literature review has been done to understand the various underlying causes of attrition in IT industry which is a cause of concern in this sector. The parameters which are contributing towards the causes of attrition have been thoroughly studied and has been identified for the future scope of the study.

**Keywords:** Attrition, IT/BPO Industries

### Introduction

In India, Information Technology (IT) industry has grown to a greater extent. The three-decade-old IT-BPO industry has had great impact on the Indian economy and society, more than any other sector, and within a much shorter time frame. There are so many technologies (Java, Mainframes, Net, etc), software (Consulting, Services and Outsourcing) and multiple business segments (Insurance, Banking, Health care, Logistics, Retail, etc) that are supported from India. There are Indian organizations gone globally as well overseas organizations setting up their division in India to support the software requirements globally.

Though it is growing rapidly, IT has high rate of employee turnover or attrition rate in the industry. Attrition can be comprehended as "A reduction in the number of employees through retirement, resignation or death." Attrition can be viewed in many forms; the major form of attrition is attrition due to employees themselves choosing to leave an organization by means of resignation.

This research paper mainly emphasis on reasons of employees for changing or switching their jobs in IT industries. It shows the major causes for employee's turnover in IT industry.

### Objective of the research:

- Objective of the research is to do literature review on retention in IT industry.
- Objective of the research is to identify the parameters contributing towards more of attrition in IT.

Definition of attrition was given by Mobley W.H., Griffeth R.W., and Magelino B.M in 1979 as "A reduction in the number of employees through retirement, resignation or death." Attrition can be viewed in many forms; the major form of attrition is attrition due to employees themselves choosing to leave an organization by means of resignation. [1] There are two major classifications for the cause of attrition - Push factor and Pull factor. Push factors include earning less compensation, issue with supervisor, estranged work environment, not receiving support from colleagues, unable to balance work and life, loss of trust in the organization, no opportunity for career development, monotonous work assignments, etc. The pull factors on the other hand are the factors that are external that other organizations offer which are flattering that the employees would want to leave their current organization for. The factors include but not restricted to attractive compensation offers, special allowances, challenging work assignments,

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It is widely accepted that Small & Medium Enterprises are the backbone of modern market economies, thus play an important role particularly in developing countries. In most countries, SMEs are the dominant form of business organizations, accounting for over 90% of



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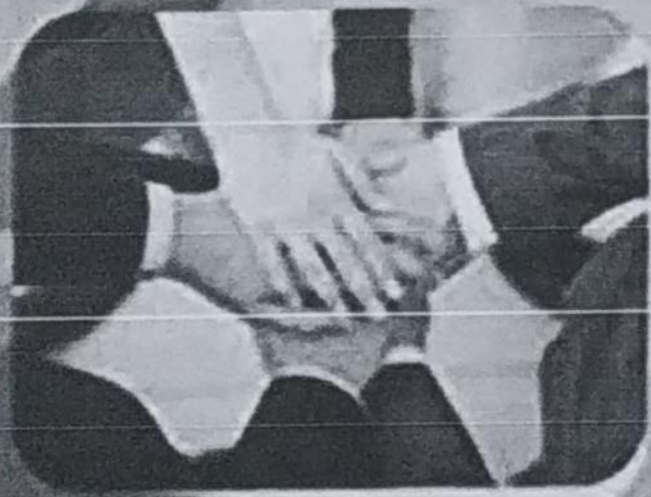
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