

Retention of Generation-Z in ICT Sector in Sri Lanka: A Conceptual Paper

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It is predicted that millennials and generation Z will take the stake of 75% of the workplace population by 2025. Concurrently, Sri Lanka put its prospect on ICT industry to be one of the major employers in the country. Presently, the industry has created over 95,000 bread-winners; however, the industry has hit with very high employee turnover ratio as per the Department of Statistics Sri Lanka. So, it is conspicuous that industry is in a dilemma to retain its employees. Moreover, there are very little researches have been done on the gen-z work behaviors in ICT sector of Sri Lanka where would be one of the biggest employers for gen-z digital natives in Sri Lanka. Therefore, the objective of this study was to construct a conceptual framework which addresses the research problem that to find out the expectations of the gen-z in Sri Lankan context to improve the motivation of Gen-Zs' in-order to reduce the employee turnover in ICT industry. A narrative review of literature was done based on the journal articles published from 1991-to-2019 in emerald. Five holistically independent constructs were found which are significantly and positively correlated to improve employee retention in ICT sector. Therefore, it is emphasized that there is a research gap to fill through the future research based on the current conceptual framework with enhancing the reliability by incorporating with the real-world simulation through a pragmatic worldview research approach.

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