

Abstract

A high turnover of Information Technology (IT) professionals is a serious concern in the Sri Lankan software industry. Specifically this study is about IT Managers' turnover in Sri Lankan Software Exporting industry. Human Resource Management (HRM) Practices are playing a critical role to retain and attract employees. However Human Resource (HR) Managers need to keep on looking at finding innovative ways to deliver HRM Practices to attract and retain their critical talent as HRM Practices keep on transforming. Employee Value Proposition (EVP) is a new concept which is used world wide to attract and retain employees. EVP is used to refer to the 'attributes that the labor market and employees perceive as the value they gain through employment in an organization' (Corporate Leadership Council Research, 2006).

The attributes that employees value through employment are known as EVP attributes. Various studies discuss about different EVP attributes valued by employees. This study is based on thirty two EVP attributes defined under five EVP dimensions. These EVP dimensions and attributes were constructed upon guidance from an external research done by Corporate Leadership Council. Rewards, Opportunities, Organization, Work and People are the five EVP dimensions this study is based on. There are thirty eight EVP attributes defined under these five EVP dimensions by Corporate Leadership Council.

The aim of this study was to seek out if Software Exporting Companies delivering HRM Practices aligned with how IT Managers value these five EVP dimensions, whether it could reduce IT Managers' turnover since EVP has been suggested to be a determinant of employee retention. Therefore delivering HRM Practices aligned with EVP attributes is discussed as 'EVP based HRM Practices' throughout this study. It was evident from the results of this study EVP based HRM Practices have a negative relationship with IT Managers turnover and Software Exporting Companies are not delivering HRM Practices according to IT Managers' preferences. Hence Software Exporting Companies must deliver strong EVP based HRM Practices and by delivering strong EVP based HRM Practices they will be able to reduce IT Managers' turnover and retain IT Managers for a longer period.