

Collision of Cognitive Quotient on Employee Turnover in IT Sector

Juby Thomas, M. Kavitha

Abstract: The concept of Cognitive quotient and employee turnover in IT sector has attained significant attention in recent years. When the Cognitive quotient of an employee when falls negative it leads to employee turnover. The present study shows that Cognitive quotient has a direct effect on quality of work. Employees are able to express their emotion as they are already acquired emotional stability. The main objective of the study is to evaluate the contribution of CQ and efficiency of employees and to determine the relation between EI and employee turnover among the IT professionals. It states that there is a significant association between the Cognitive quotient and employee turnover among IT professionals. The management of every IT firm must identify the Cognitive quotient of their employees at the initial stage and take measures to over the drawback and provide orientation to control and stabilize Cognitive quotient among the employees.

Keywords : Cognitive quotient, employee turnover

I. INTRODUCTION

Cognitive quotient may be a social talent and a crucial part of communication. In truth it is expressed because the ability to properly acknowledge one and other's ardour of understanding, evaluating, and exploitation it to form correct choices, to unravel issues and to own a more robust life. The conception of Cognitive quotient (COGNITIVE QUOTIENT) was initially expressed by Salvoes and it was absolutely developed by Goleman. Various definitions of cognitive quotient are provided, in brief, it agitates individual's sensibility and unhealthy events of life. The cognitive quotient is the ability to form correct choices in vital things that consists of four main skills together with awareness, self-management, social awareness and relationship management, two initial element area unit targeted on the person and two second element area units targeted on the person's relationships. Based on the conducted studies, Cognitive quotient is a crucial thing about achieving success in life together with jobs and education. This talent creates additional property relationships and logic-based approaches in handling problems; it additionally will increase individual's performance in vital things. Walton defines quality of labor life as employee's reaction against the Cognitive quotient, Significantly its necessary as

the consequences in satisfying the job needs and mental state. Generally, ardour play a major role in individual's As the feelings vitalize life, permitting America to expertise the thrill and grief of our lives. Persons has two minds, a thinking mind and a sense one. These two minds, are to bring balance in human life. Once the balance between these two minds is disturbed, inflicting the Cognitive quotient (mind) it beat the thinking mind. Therefore, the main target has shifted towards the role of Cognitive quotient in daily life. It's up to the leadership to direct the consortiums to a positive direction since leadership will influence most of the ardour. In Cognitive quotient there is quite readiness, talent and capability that deeply affects a human skill in which he/she could also be actuated and the management of his/her ardour and to manage his/her relationship with others. Quality of operating life is one amongst the foremost vital problems in any consortium in truth is a multi-dimensional structure together with ideas like welfare and health services, incentive programs, job fitness, job security, considering the role of the individual within the consortium, providing growth and development, and participation in decision-making. The pressure of performance within the business has definitely resulted in the mental disorder affecting the standard of the staff. Ardourally intelligent workman shows higher contribute to the improvement of labor atmosphere and group action of employee relations. Cognitive quotient is a personal parameter, whereas quality of operating life is a structural parameter, thus to know the association between these two, it's essential to explore each person. The study is intending to meet this gap, by hypothesizing that, employee's perception on quality of labor life, depends on his/her Cognitive quotient.

II. SIGNIFICANCE OF THE STUDY

Cognitive quotient helps the workman's to extend their ardour awareness, ardour expression, creativity, increase tolerance, increase trust and integrity and to create positive relation among and across the consortium and therefore thereby increase the performance of every workman and the consortium. Cognitive quotient is one amongst the few characteristics that produce to strategic leaders in consortiums. At a model level, cognitive quotient can manufacture a workman who can apprehend his capability, his job, has an outlook within the future, and he is assured of a well thought of action. This may be a lot of value, than the action of a workman with high ratio and smart information, but low cognitive quotient.

Revised Manuscript Received on March 15, 2020.

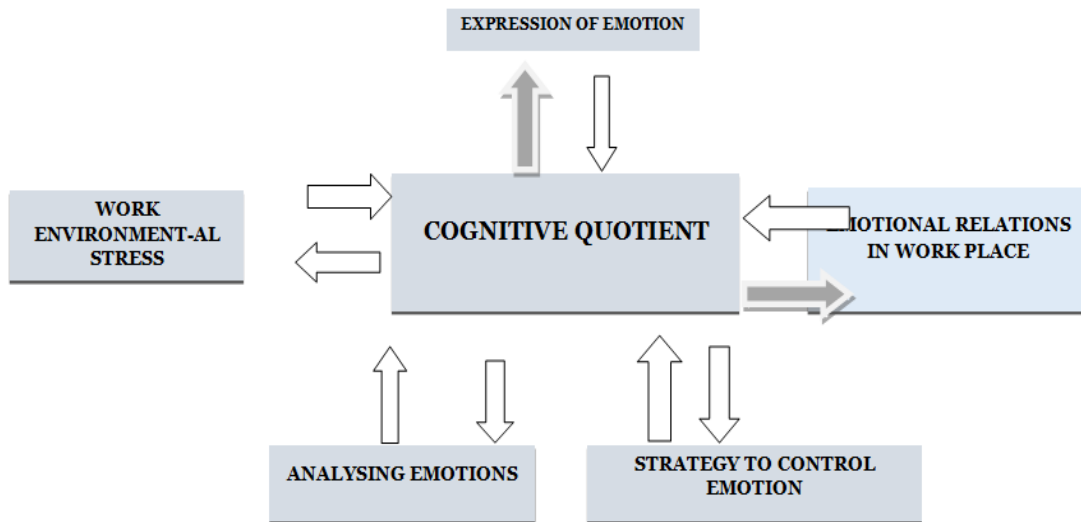
Corresponding Author*

Prof. Dr. M. Kavitha*, P.G. Professor & Research Supervisor
Department of Commerce, VISTAS University, Pallavaram, Chennai

Ms. Juby Thomas, Research Scholar, Department of Commerce,
VISTAS University, Pallavaram, Chennai

Collision of Cognitive Quotient on Employee Turnover in it Sector

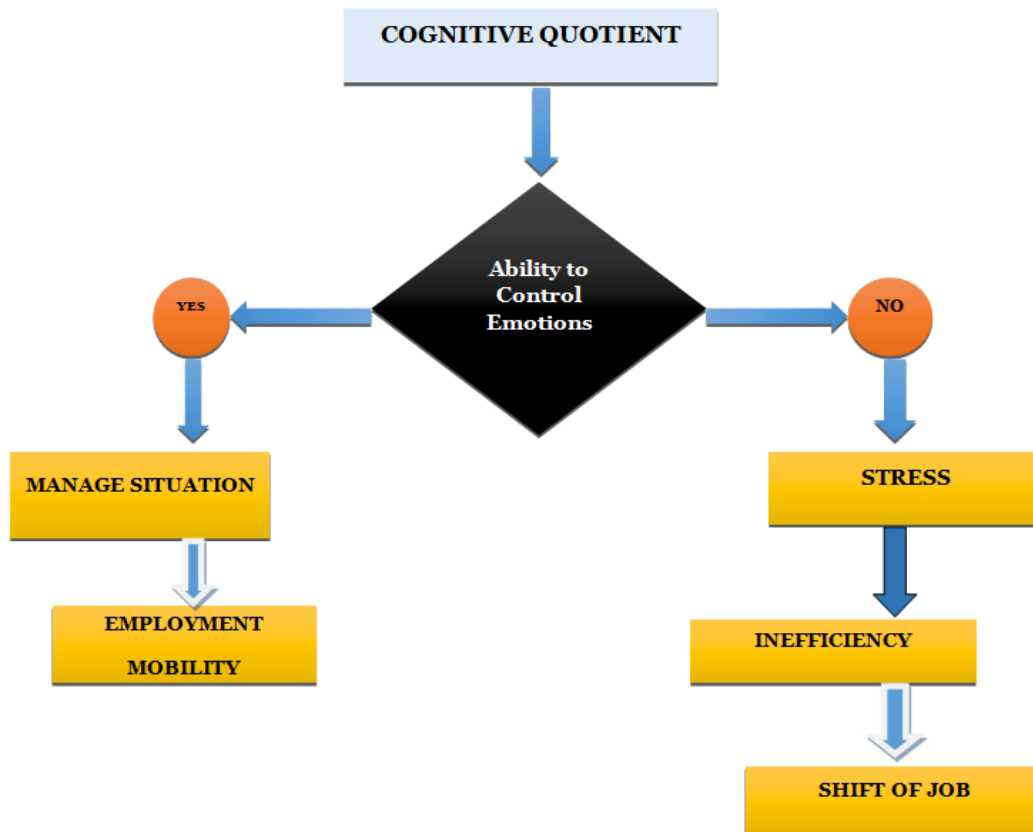
This can be where; in which the cognitive quotient plays a part of analysis for judging inturnover rate. major role within the consortium and becomes a very vital



III. SCOPE OF THE STUDY

The study is within the bound of the objectives which has a scope for future which leads to innovative analysis. Cognitive quotient and turnover rate could be a difficult problem for it sector. Cognitive

quotient plays a very important role within the lifetime of all individual, let it be within the work surroundings or within the personnel life. Currently it's an issue however, and to what extent it may be maintained, sustained and balanced to beat the workman turnover in every and each it sectors.



IV. OBJECTIVES OF THE STUDY

- To study the level of cognitive quotient among IT professionals.
- To evaluate the contribution of cognitive quotient on efficiency of employees.
- To determine the relation between cognitive quotient and

employee turnover among IT professionals.

Hypothesis Of The Study

H0: There is no effect in association between cognitive quotient and employee turnover among IT professionals.

H1: There is effect in association between cognitive quotient and employee turnover among IT professionals

H0: There is no dependency between cognitive quotient and performance of employees at different managerial levels

H1: There is dependency between cognitive quotient and performance of employees at different managerial levels

V. RESEARCH METHODOLOGY

- **Data source:** For the purpose of study primary data were collected from 200 respondents. Primary data were with the help of a structured questionnaire, whole secondary data were collected from various articles from journals, books and via internet relating impact of cognitive quotient on employee turnover.
- **Sampling technique:** Convenient sampling technique is the sampling technique that is used for research.
- **Sample size:** Sample size is the number of samples selected. For this research the sample size is 200.
- **Area of the study:** The study comprises of the IT sector in Chennai.
- **Tools for the data collection:** The tools that is used for data collections is a structured questionnaire through Google form.
- **Tools for data analysis:** The tools that are used for data analysis are as follows:

- **Percentage analysis:** Percentages are often used in data presentation of numbers reducing them to 0-100 range. Through the use of percentages, the data are reduced in the standard form with base equal to 100 where facilities relative comparison.

- **Chi-Square Test:** Chi-square test enables us to explain whether or not two attributes are associated..

LIMITATIONS OF THE STUDY

- The research study can be done on a sample of large size for improved understanding of cognitive quotient among employees.

The study was conducted only in Chennai. Further research can be conducted to see cognitive quotient effect on different dependent variables like job satisfaction, consortium productivity, employee morale, consortium climate, employees training.

VI. FINDINGS

The study reveals that Cognitive quotient affects employee turnover in IT sectors. majority of the respondents leave the firms due to negative effect in Cognitive quotient. but Cognitive quotient is not much affected when it is being measured in terms of managerial levels.

Findings From Testing Of Hypothesis

Hypothesis: There is no effect association between cognitive quotient and employee turnover among IT professionals.

Table -1

COGNITIVE QUOTIENT	Employees retained in firm	Employees left from firm
Self-Awareness	15	23
Self-Regulation	30	20
Motivation	12	20
Empathy	10	26
Social Skill	20	24

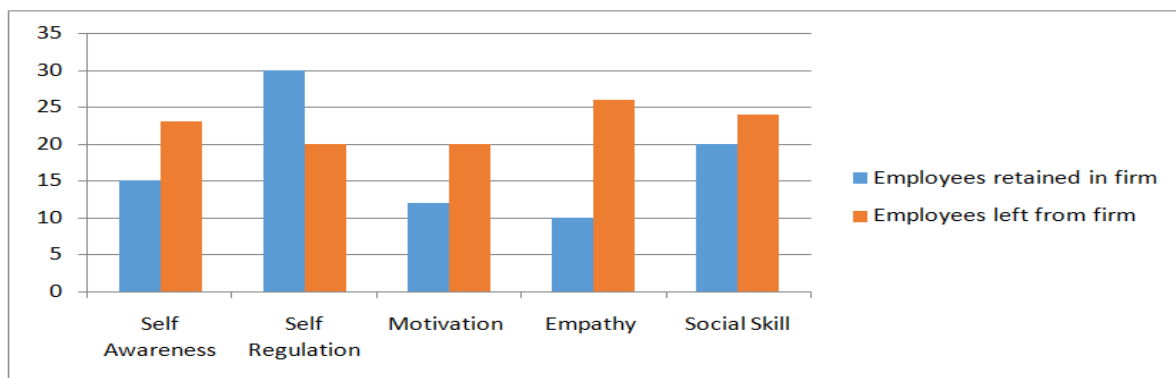


Figure-1

Chi-Square Table

	employee retained	employee left	Row Totals
Self-Awareness	15 (16.53) [0.14]	23 (21.47) [0.11]	38
Self-Regulation	30 (21.75) [3.13]	20 (28.25) [2.41]	50
Motivation	12 (13.92) [0.26]	20 (18.08) [0.20]	32
Empathy	10 (15.66) [2.05]	26 (20.34) [1.58]	36
Social Skill	20 (19.14) [0.04]	24 (24.86) [0.03]	44
Column Totals	87	113	200 (Grand Total)

Chi-square value = 9.9471

Table value = 9.488

Degree of Freedom = 5%

Here chi-square value is greater than the table value we reject the null hypothesis and accept the alternative hypothesis. So there is effect in association between

cognitive quotient and employee turnover among IT professionals.

Hypothesis: There is no dependency between cognitive quotient and performance of employees at different managerial levels

Table -2

CCOGNITIVE QUOTIENT	Top Level	Middle Level	Lower level
Self-Awareness	23	20	18
Self-Regulation	25	14	18
Motivation	12	16	14
Empathy	14	8	18

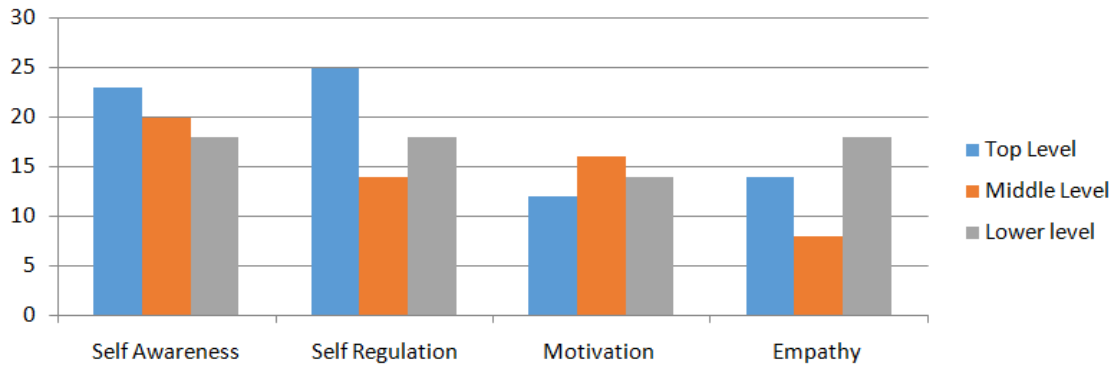


Figure -2

Anova Table

Data Summary					
Groups	N	Mean	Std. Dev.	Std. Error	
Group 1	4	18.5	6.455	3.2275	
Group 2	4	14.5	5	2.5	
Group 3	4	17	2	1	
ANOVA Summary					
Source	Degrees of Freedom DF	Sum of Squares SS	Mean Square MS	F-Stat	P-Value
Between Groups	2	32.6667	16.3333	0.6934	0.5247
Within Groups	9	212.0011	23.5557		
Total:	11	244.6677			

F – Value=0.69339

Level of Significance = 5%

Table Value = 4.26

Here F-value is less than the table value we accept the null hypothesis and reject the alternative hypothesis. So There is no dependency between cognitive quotient and performance of employees at different managerial levels

VII. SUGGESTIONS

Employers should check the level of cognitive quotient of employee's time to time to provide them to get a good reaction and get masterwork out of them. When the communication channel is effective between the two ends and the results will be positive for both parties hence will increase the productivity and performance. Cognitive quotient can be improved by giving effective training to the employees by the respective HRD, because cognitive quotient can be learned throughout the life by the mankind.

VIII. CONCLUSION

Employees are brought up from different traditions and exposed to different culture. The performance of employees dependence on the cognitive quotient especially with regard to lower levels. Cognitive quotient can controlled to a certain extend by giving due training. The study states that "There is no dependency between cognitive quotient and performance of employees at different managerial levels". Cognitive quotient to large extent leads to employee turnover if the employees are not morally supported by the lower level management.

REFERENCE

1. Eric Schulz, Sanjib Chowdhury, David Van de Voort, 2013, "Firm Productivity Moderated Link Between Labour force and Compensation: The Significance of Task Specific Labour force", Human Resource Management, Issue 3, Volume 52, page 353-368.
2. Marianne J. Koch, Rita Gunther McCognitive quotient, 2016 "Improving labor productivity: human resource management policies do matter", Strategic Management Journal, Issue 5, Volume 17, Pages 335-354.
3. Jennifer Aden Murnane, 2017, "Developing Consortiumal Citizens: Creating Business Impact and Greater Labour force", Journal of Leadership Studies, Issue 2, Volume 10, Pages 64-68.
4. John E. Delery, Dorothea Roumpi, 2009, Strategic human resource management, labour force and competitive advantage: is the field going in circles?, Human Resource Management Journal, Issue 1, Volume 27, Pages 1-21.
5. Anna Sender, Lea Rutishauser, Bruno Staffelbach, 2018, Embeddedness across contexts: A two-country study on the additive and buffering effects of job embeddedness on employee turnover", Human Resource management Journal, Volume 28, Issue 2, Pages: 340-356.
6. David C. Mohr, Gary J. Young, James F. Burgess, 2011, "Employee turnover and operational performance: the moderating effect of group-oriented organisational culture" Human Resource Management Journal, Volume 22, Issue 2, Page No 216-233.
7. Sriram Narayanan, Jayashankar M. Swaminathan, Srinivas Talluri, 2013 "Knowledge Diversity, Turnover, and Consortiumal-Unit Productivity: An Empirical Analysis in a Knowledge-Intensive Context" Production and Operations Management, Volume 23, Issue 8, Page No 1332-1351
8. Xin Wang, Li Wang, Xiaobo Xu, Ping Ji, 2014 "Identifying Employee Turnover Risks Using Modified Quality Function Deployment" Systems Research and Behavioral Science, Volume 31, Issue 3, Page No 398-404
9. Abraham, R. G. (2004). Ardoural competence as antecedent to performance on a contingency framework. Social and General Psychology Monographs, 130 (2), 117-143.

10. Ayiro, L. ((2009)). An Analysis of Ardoural Intelligence and performance of principals in selected schools in Kenya. Advances in Developing Human Resources, 11(6), 719-746.
11. Barchard, K. (2003). Does Ardoural Intelligence assist in production of academic success? . Educational and Psychological Measurements, 63(5) .
12. Cavallo, K. ((2001)). Ardoural Competence and Leadership Excellence at Johnson & Johnson: The Ardoural Intelligence Leadership Study. Consortium for Research on Ardoural Intelligence CCOGNITIVE QUOTIENT quotient in Organisation.
13. Fariselli, L. G. ((2006)). Age and Ardoural Intelligence. Psicothema , 132-138.
14. fLopes, P. G. ((2006)). Evidence that Ardoural intelligence is related to job performance and effect and attitude at work. Psicothema, 18 , 132-138.
15. George, J. (2000). Ardours and leadership: the role Ardoural intelligence. Human Relations, 53 , 1027-1055.