Research reveals surprising influences on an employee's intention to quit

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Research in the *International Journal of Enterprise Network Management* reveals unexpected factors that influence an employee's intentions to quit their job in information technology. The findings challenge the received

wisdom and could shed light on the dynamic role of online professional networking and social media profile updates.

There has been much research in employee intention to quit as it can have a significant impact on a wide range of organizations. Conventionally, researchers have focused on factors such as job satisfaction and organizational commitment. These are the standard key indicators that can help predict which employees might be planning to leave and so allow organizations to perhaps manage staff turnover more effectively.

However, there was an obvious gap in understanding how online activities, such as updating job profiles on social media platforms and engaging in professional networking sites, affect a person's intention to leave a job.

Ashish Kumar Biswas of Narsee Monjee Institute of Management Studies (Deemed to be University) in Hyderabad, R. Seethalakshmi of VIT-AP University in Amaravati, and Prabha Mariappan of Veltech University in Chennai, India, have employed a quantitative survey approach involving almost 600 participants and used a structural equation model to test their hypothesis and hopefully help fill this gap in our understanding of employee intention to quit.

The team found that, as one might anticipate, an increased engagement in professional networking sites ultimately influences an individual's intention to leave their current job and find employment elsewhere. This is not necessarily an obvious factor as many people might daydream about finding a new job and investigate their options, perhaps even uploading their CV (curriculum vitae or résumé) to a job-seekers web site, but a certain level of activity might nudge them towards quitting whereas casual interaction with such websites would not necessarily reinforce the tendency.

Online activity of this kind cannot be ignored as an influential factor in affecting an individual's intentions in much the same way as job satisfaction and level of engagement should not be ignored, especially if they are dwindling. Moreover, the research suggests that employee commitment to a job is dynamic and can fluctuate with changing circumstances.

The team suggests that even highly committed employees might intensify their job search efforts, but this doesn't necessarily translate to higher turnover rates. In contrast, those members of staff who are not committed to their jobs may choose to stay with their current employer for various reasons, such as a competitive job market or personal obligations, and perhaps because they do not see the opportunities that might exist via social media and job-seekers websites.

More information: Ashish Kumar Biswas et al, An emerging approach towards intention to quit among IT employees, *International Journal of Enterprise Network Management* (2023). DOI: 10.1504/IJENM.2023.132967