

investments (in both time and money). Employee Retention Strategies helps the organizations to provide effective employee communication to improve commitment and enhance workforce support for key corporate initiatives. It also provides full support for the marketing-communication efforts to build customer loyalty by distinguishing and positioning the organization's unique products and services in the market.

Key words: Employee Retention, organisation issue, Intellectual property

A STUDY ON IMPACT ON EMPLOYEE ABSENTEEISM WITH REFERENCE TO MAGNA AUTOMOTIVE INDIA PRIVATE LIMITED

Mr.KrishnaMoorthy¹, Ms.Elavarasi²

^{1,2}Assistant Professor ,Department of MBA, Karpaga Vinayaga College of Engineering and Technology. Chennai,

*Corresponding Author

E-mail: pk9300267@gmail.com

Absenteeism is any failure of an employee to report for or to remain at work scheduled regardless of reason. It is difficult for an organization to operate smoothly and to attain its objectives. If employee fail to report to their jobs the work flow is disrupted and often important decisions must be delayed. This project aims at determining the personal factors leading to absenteeism, to determine the social factors leading to absenteeism, to determine the organizational factors leading to absenteeism and to provide suitable suggestions to reduce the absenteeism in Magna Automotive India Pvt Ltd.

The topic "A study on impact on employee absenteeism with reference to Magna Automotive India Pvt Ltd." was selected to understand the rate and causes of absenteeism in Magna Automotive India Pvt Ltd. The study also provides a base for understanding Magna Automotive India Pvt Ltd staff problems pertaining to absenteeism and to bring out solutions to it. The study can be used for any further study regarding absenteeism. Absenteeism bring south ecomparative structure of absenteeism among different working groups, which will help to suggest some possible recommendation to reduce the problem of the absenteeism

The employee, employer, company production and the corporate relations are getting affected due to absenteeism. Hence, I felt that the study becomes important for research. This study however suggests that absentees may be variable construct for analyzing the productivity and progressive patterns on service-oriented organization. The study has reflected the respondent's impression on the working conditions, remuneration, and job satisfaction, and work load, satisfaction with the management and relationship with the colleagues and finally their satisfaction level regarding the present job.

GREEN SUPPLY CHAIN MANAGEMENT: IT'S IMPACT AND SUSTAINABLE PRACTICES

Dr.S.Senthil Kumar¹ , Bhabees²

¹ Professor, Department of Management studies

² P G Scholar, Department of Management studies,
Karpaga Vinayaga College of Engineering and Technology

Environmental protection is upon us. We are seeing drastic changes in the weather patterns, and leads to a record heat waves rains, snowfall and hurricanes and so on. All