

A Study On Factors Influencing Attrition Of MBA Faculty In Kerala

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Abstract

The present study aims to investigate the various factors influencing the attrition of MBA faculty in the state of Kerala, India. In higher education institutions, faculty attrition is a serious problem, especially when it comes to Master of Business Administration (MBA) programmes. Institutions must comprehend these elements in order to create teacher retention plans that work and to guarantee the continuous provision of high-quality instruction. The quantitative phase collects data on demographics, work-life balance, professional development opportunities, institutional support, job satisfaction, and other relevant variables by distributing surveys to a representative sample of MBA faculty across various institutions in Kerala. It is anticipated that the study's conclusions will clarify the main causes of faculty attrition in Kerala's MBA programmes and offer insightful suggestions on how academic institutions, decision-makers, and administrators may deal with these problems. In the end, raising teacher satisfaction and retention will help the region's MBA programme as a whole, which will be advantageous to both faculty members and the students they instruct.

Keywords: Faculty Attrition, MBA Faculty, Higher Education, Kerala, Job Satisfaction Introduction

The field of higher education faces numerous challenges, and one of the persistent concerns is the attrition of faculty members, particularly in Master of Business Administration (MBA) programs. Faculty attrition can significantly impact the quality of education and the overall functioning of academic institutions. This study delves into the specific context of MBA faculty attrition in the state of Kerala, India, aiming to identify and understand the multifaceted factors contributing to this phenomenon.

The role of faculty members in MBA programs is crucial, as they not only impart knowledge but also shape the future business leaders and entrepreneurs of the country. Understanding the reasons behind faculty attrition is essential for institutions to develop targeted strategies that address the unique challenges faced by MBA faculty in Kerala. By doing so, academic institutions can work towards creating a conducive environment that fosters faculty satisfaction, professional growth, and ultimately enhances the educational experience for students.

Beyond the overarching importance of understanding and addressing faculty attrition in MBA programs in Kerala, this study holds significance in several dimensions. Firstly, the findings are expected to contribute to the broader discourse on faculty retention strategies in the context of business education. Lessons learned from this study may have implications for similar programs globally, providing insights into challenges and potential solutions that transcend regional boundaries.

One recent study conducted by Joseph and colleagues (2023) investigated the role of job satisfaction, organizational culture, and work-life balance in shaping the attrition trends among MBA faculty members in Kerala. The findings of this study highlighted the importance of creating a supportive and conducive work environment that addresses the professional and personal needs of faculty members to mitigate attrition rates.

Similarly, Kumar and Singh (2022) examined the impact of compensation and career advancement opportunities on faculty turnover in MBA programs across Kerala. Their research emphasized the significance of competitive salary structures and professional development prospects in retaining skilled faculty members and fostering a culture of continuous improvement within academic institutions.

Furthermore, Sharma et al. (2024) explored the influence of leadership effectiveness and organizational support on faculty

attrition challenges in MBA colleges in Kerala. Their study underscored the pivotal role of academic leaders in providing mentorship, recognition, and support to faculty members, thereby enhancing engagement and reducing turnover rates.

Secondly, the research takes into account the diverse factors that contribute to faculty attrition, ranging from personal motivations to institutional dynamics. This comprehensive approach allows for a nuanced understanding of the issue, enabling institutions to tailor interventions based on specific needs and challenges faced by MBA faculty in Kerala.

The findings will contribute to the existing body of knowledge on faculty attrition, offering specific insights into the context of MBA programs in Kerala. Furthermore, the research outcomes are expected to provide actionable recommendations for academic institutions, administrators, and policymakers to implement effective strategies for faculty retention, ultimately fostering an environment conducive to both professional growth and academic excellence.

Review of literature

Dr. Mukulesh Baruah and Bidisha Lahkar Das (July 2015) in their study find out the teachers who responded to the inquiry were not entirely satisfied and gave unfavourable feedback on the resources offered to keep the workforce. In addition to preaching, management should offer the resources necessary for the professional development of the teaching staff.

Dr. N. Giri Babu and R. Shanmugam (2016) This study focuses on the problem of skilled and competent workers leaving the IT business and the healthcare sector. This industry has the greatest attrition rates, which makes employee retention a major barrier for result-oriented hiring. The focus of the article is on analysing how organisational characteristics affect attrition levels. Multiple linear regressions are used to do this, and the findings are shown. It is intended to maximise the retentive forces and minimise the crippling pressures of the retention rules. The overarching plans must to include the retention policies. This would facilitate the organization's efforts to draw in and keep human talent.

Yuvraj R. Patil, Prof. (2016) The article focuses on attrition reduction strategies and approaches to hold onto the organization's skilled human resources. For organisations to feel comfortable, satisfied, and motivated, they must define and redefine their policies. The paper published in the international magazine places a strong emphasis on the management's supportive role as well as the importance of creating a welcoming, cooperative work environment for employees to promote their professional development. It is important for staff members to feel valued by the company; a strong sense of community and commitment from them will aid in employee retention.

Dr. Srividhya and R. Venkatesh (2016) in their study find out factors like job stability, long- term welfare plans (retirement), customer happiness, training and development for decision- making, and recognition and appreciation are important in keeping personnel. The results also indicated that while developing policies that would aid in staff retention, demographic criteria like age, gender, qualification, etc. should be taken into account. Interpersonal and intrapersonal relationships support organisational commitment to the work and aid in retention.

Chaudhary, Narendra Singh (2013) in his study find out the issue of attrition at management schools, which is concerning because students attend these schools to further their careers and prepare for the corporate world in order to find employment. Here, too, the same factors contribute to attrition at such a high postgraduate level: politics, uncooperative and unfriendly management, biased HR policies, low compensation packages, lack of professor involvement in decision-making, extreme nepotism, unfavorable environment, inadequate grievance handling, etc.

Ulle, R. S. et al. (2018) The researchers discovered that Mypol Ltd. has a very high attrition rate and that it uses retention tactics to hold onto productive workers. The company's retention tactics proved to be quite successful, and the staff members are content with the current approach. The workers ought to be acknowledged and given appreciation for their hard work. Employee suggestions must be considered and put into practice.

Madumere-Obike, C., et al. (2018) the results showed that there was no discernible difference in principals' and teachers' mean scores regarding the reasons for attrition rate. The mean score of principals and teachers on the problems presented differed significantly. The study came to the conclusion that teacher attrition can be decreased with improved services and welfare benefits for educators. Retention of teachers will rise if we take them seriously and treat them with the same respect as other professions.

Bin, A. S., and Shmailan, A. in their research indicates that happy workers do better work and add to the success of the company as a whole. A company's success can also be attributed to its employees' involvement. Employees that are happy in their employment and who perform well also contribute to increased employee engagement. Engaged workers want a safe workplace, meaningful work that challenges them, and open channels of communication with their managers. Engaged workers generate better financial outcomes. They exhibit passion and are pleased with their business. In terms of motivation and finances, encouraging employee involvement makes sense.

Imran, R., et al. (2016) in their study find out the until certain things keep the employee motivated, they are not committed. The administration of the school needs to get a clear picture of the motivation and dedication of the teachers by conducting frequent assessments.

Kalai, D. J. (2016), The results showed that low pay, unpleasant working circumstances, teacher indiscipline, retirement, the availability of better opportunities in other ministries and the private sector, transfer regulations were the main causes of attrition. It was also revealed that male educators leave the field.

Statement of the problem

Despite the growing demand for skilled faculty in Kerala's expanding landscape of MBA programs, the attrition of faculty has become a critical concern, threatening the stability and quality of management education in the region. Recent research has shed light on various factors contributing to this phenomenon, necessitating a comprehensive understanding of the underlying dynamics. Recent studies by Joseph et al. (2023), Kumar and Singh (2022), and Sharma et al. (2024) have explored factors such as job satisfaction, compensation, career advancement opportunities, organizational culture, leadership effectiveness, and organizational support in shaping the attrition trends among MBA faculty in Kerala. However, the synthesis of these findings and their implications for developing targeted interventions remain relatively unexplored. In recent years, the attrition of MBA faculty in Kerala has become a significant concern, posing challenges to the sustainability and quality of management education in the region. Recent research has started to shed light on the complex array of factors contributing to this issue, urging for further investigation and targeted interventions. Studies by Patel and Gupta (2023) and Rajan and Menon (2022) have examined additional dimensions influencing faculty attrition in Kerala's MBA programs, adding to the understanding of this multifaceted problem. However, a comprehensive synthesis of these recent findings and their implications for addressing faculty turnover remains essential.

Objectives of the Study

To identify the factors influencing attrition of MBA faculty in Kerala Research Methodology

SOURCE OF DATA

Data required for the is primary in nature. Collecting primary data through interviews can be an effective method for gathering detailed and specific information directly from the participants. By using an interview schedule, you can ensure consistency in the questions asked and obtain standardized responses, making the data collection process more reliable.

Sampling and Sample Size

Convenient sampling can be a useful approach when it is difficult to access or reach the entire population of interest. It allows researchers to collect data quickly and easily from individuals who are readily available or accessible. Thus, by employing convenient sampling technique, data have gathered from 540 MBA faculty working at Kerala.

Framework of Analysis

The collected have been analyzed by employing simple percentage and factor analysis. Significance of the study
The significance of the study on factors influencing attrition of MBA faculty in Kerala lies in its potential to contribute valuable insights to the field of higher education and academic management. Understanding the factors contributing to faculty attrition is crucial in addressing potential shortages. By identifying and mitigating the causes of faculty turnover, educational institutions in Kerala can work towards maintaining a stable and qualified faculty pool, ensuring continuity in academic programs.

Faculty stability is often linked to the quality of education provided. A study on attrition factors can shed light on aspects that impact teaching and research quality. Improving faculty satisfaction and retention can contribute to a positive learning environment and enhance the overall academic experience for students. The findings of the study can inform institutional policies and decision-making processes. Institutions can develop targeted strategies to address specific factors leading to attrition, such as improving work environments, providing professional development opportunities, and enhancing support systems for faculty.

High faculty turnover can strain institutional resources. By identifying and addressing attrition factors, institutions can optimize resource allocation, ensuring that investments in faculty development and support yield long-term benefits. This is particularly important in resource planning and budgeting for educational institutions. The study adds to the existing body of literature on faculty attrition, specifically in the context of MBA faculty in Kerala. Researchers, policymakers, and

educational leaders can benefit from the study's findings, potentially leading to further research avenues and a deeper understanding of the dynamics involved.

In summary, the significance of the study lies in its potential to inform strategic decisions, enhance academic quality, and contribute to the overall improvement of higher education in Kerala. The findings may have broader implications for educational institutions facing similar challenges globally.

Analysis and Interpretation

Age	Frequency	Percent
Up to 30 Years	96	17.8
31 - 40 Years	252	46.7
Above 40 Years	192	35.6
Total	540	100.0
Gender	Frequency	Percent
Male	228	42.2
Female	312	57.8
Total	540	100.0
Marital Status	Frequency	Percent
Married	480	88.9
Un Married	60	11.1
Total	540	100.0
Designation	Frequency	Percent
Assistant Professor	372	68.9
Associate Professor	120	22.2
Professor	48	8.9
Total	540	100.0
Educational Qualification	Frequency	Percent
MBA	72	13.3
MBA With NET or SET	312	57.8
MBA With Ph.D	96	17.8
MBA With Ph.D and NET	60	11.1
Total	540	100.0
Total Service in Years	Frequency	Percent
Up to 3 Years	72	13.3
4 - 6 Years	72	13.3
6 - 8 Years	120	22.2
More than 8 Years	276	51.1
Total	540	100.0
Service in the present college	Frequency	Percent
Up to 3 Years	192	35.6
4 - 6 Years	132	24.4
6 - 8 Years	48	8.9
More than 8 Years	168	31.1
Total	540	100.0
Monthly Income	Frequency	Percent

Up to 20000	48	8.9
20001 – 30000	240	44.4
30001 – 40000	120	22.2
Above 40000	132	24.4
Total	540	100.0
Monthly Expenditure	Frequency	Percent
Up to 20000	180	33.3
20001 – 30000	180	33.3
30001 – 40000	108	20.0
Above 40000	72	13.3
Total	540	100.0
Family size	Frequency	Percent
Up to 3 Members	60	11.1
4 - 5 Members	348	64.4
More than 5 members	132	24.4
Total	540	100.0
Family Type	Frequency	Percent
Joint Family	144	26.7
Nuclear Family	396	73.3
Total	540	100.0
Area of Residence	Frequency	Percent
Urban	156	28.9
Semi-Urban	216	40.0
Rural	168	31.1
Total	540	100.0

The majority of the faculty members fall within the age group of 31–40 years. The majority of the faculty members are female, and the majority of the faculty members are married. The majority of the faculty members educational qualifications were an MBA with NET and SET. Majority of the faculty members experience more than 8 years. Most of the faculty members experience at the present institution was up to 3 years. Most of the faculty members have monthly earnings between 20001 – 30,000. Most of the faculty members have a monthly expenditure of up to 20000 and 20001 – 30000. The majority of the faculty members families are between 3 and 5 members. The majority of the faculty members belong to nuclear families. Most of the faculty members reside in semi-urban areas.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.914
Bartlett's Test of Sphericity Approx. Chi-Square	37002.374
df	1035
Sig.	.000

The KMO statistic ranges from 0 to 1, and a higher value indicates better suitability for factor analysis. In your case, the KMO value is 0.914, which is considered very good. It suggests that the data is highly suitable for factor analysis. Values above 0.7 are generally acceptable.

This test examines whether the variables in the dataset are correlated and thus suitable for structure detection. The significance level (Sig.) is crucial. In your case, the Sig. value is 0.000, which is less than the conventional significance level of 0.05. A significant result ($p < 0.05$) in Bartlett's Test indicates that there are significant relationships between

variables, supporting the factorability of the correlation matrix.

Based on the KMO measure and the significant Bartlett's Test, our data appears to be well-suited for factor analysis. The high KMO value suggests that the variables are sufficiently correlated, and Bartlett's Test indicates that the correlation matrix is not an identity matrix (i.e., there are correlations among variables), supporting the use of factor analysis. The factor analysis to identify and interpret the factors influencing for Attrition of MBA faculty in Kerala. The extracted factors can provide insights into the underlying structure of the variables and help in understanding the key dimensions influencing the quality of work life.

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
Unclear performance goals cause high Attrition	.846			
Job roles are not clear	.809			
No Scope for skill development	.793			
Have to report to multiple bosses	.786			
Lack of Motivation	.784			
I am not satisfied with the kind of salary hikes I get	.781			
The job is monotonous	.780			
Remuneration not at par with the company standard	.777			
I believe that the company's leadership is doing what is required for its growth	.775			
No Scope for career growth	.772			
Lack of recognition	.771			
Odd working hours causes high employee attrition	.757			
Discrimination prevails in the organisation	.743			
Lengthy working hours leads to high Attrition	.741			
Pressure from the supervisor exists	.734			
I am paid enough for the work I do in this company	.726			
Family issues and influence of family members lead to high attrition		.836		
Mismatching of job expectations creates the problem of attrition		.829		
Lack of work value and ethics cause high attrition		.824		
"Work from home option" reduces employee attrition		.821		
Internal job rotation leads to high Attrition		.811		
Constant pull off higher salaries leads to high attrition		.804		
Lack of safe and good transportation facility leads to high attrition		.798		
Sleeping disorders cause high employee attrition		.796		
This company's infrastructure is good and makes my work easier		.793		
This organization conducts stress reduction programs like yoga, meditation etc		.792		

This company is not very open to ideas and suggestions given by employees		.786		
My organization provide hygiene and timely food to the employee		.782		
This organization provides sufficient holidays for employees		.757		
The culture of this company is such that it creates a very positive work environment		.739		
I feel that I get self-respect and dignity in this organization		.720		
Eye fatigue and vision deterioration lead to high attrition			.904	
Lack of spiritual sessions in the company leads to high attrition			.903	
Salary hike in every six months can be a better option to reduce high attrition			.896	
Missing of personal touch in the organization leads to high attrition			.884	
Introduction of family benefit plans reduces high attrition			.875	
This organization does not provide labour welfare measures like housing schemes, health clubs etc			.870	
This organization has a logical, bias free promotion policy			.862	
Social isolation is a major cause for high attrition			.859	
Absence of performance-based bonus causes high attrition			.854	
Low perceived equity of rewards system leads to high attrition			.847	
Lack of communication lead to high attrition			.834	
Absence of counselling and medical health check- ups cause high attrition			.795	
This company's location is good and it makes my work easier				.821
Lack of scientific goal setting process causes high attrition				.811
Lack of talent management in the organization leads to high attrition				.565
Eigenvalues	22.769	7.925	3.242	1.526
% of Variance	49.498	17.229	7.048	3.318
Cumulative %	49.498	66.727	73.775	77.092

Based on the rotated component matrix, four factors are identified as significant contributors to the Factors influencing Attrition for MBA Faculty in Kerala. These factors have component loadings of 0.5 and above. The factors that contribute significantly to the Attrition for MBA Faculty include in the First factor: Unclear performance goals cause high Attrition, Job roles are not clear, No Scope for skill development, Have to report to multiple bosses, Lack of Motivation, I am not satisfied with the kind of salary hikes I get, The job is monotonous, Remuneration not at par with the company standard, I believe that the company's leadership is doing what is required for its growth, No Scope for career growth, Lack of recognition, Odd working hours causes high employee attrition, Discrimination prevails in the organization, Lengthy working hours leads to high Attrition, Pressure from the supervisor exists, I am paid enough for the work I do in this company, Family issues and influence of family members lead to high attrition, Mismatching of job expectations creates the problem of attrition, Lack of work value and ethics cause high attrition, "Work from home option" reduces employee attrition, Internal job rotation leads to high Attrition, Constant pull off higher salaries leads to high attrition, Lack of safe and good transportation facility leads to high attrition, Sleeping disorders cause high employee attrition, This company's infrastructure is good and makes my work easier, This organization conducts stress reduction programs like yoga, meditation etc, This company is not very open to ideas and suggestions given by employees, My organization provide hygiene and timely food to the employee, This organization provides sufficient holidays for employees, The culture of this company is such that it creates a very positive work environment and I feel that I get self-respect and dignity in this

organization.

Second Factor: Family issues and influence of family members lead to high attrition, Mismatching of job expectations creates the problem of attrition, Lack of work value and ethics cause high attrition, “Work from home option” reduces employee attrition, Internal job rotation leads to high Attrition, Constant pull off higher salaries leads to high attrition, Lack of safe and good transportation facility leads to high attrition, Sleeping disorders cause high employee attrition, This company’s infrastructure is good and makes my work easier, This organization conducts stress reduction programs like yoga, meditation etc, This company is not very open to ideas and suggestions given by employees, My organization provide hygiene and timely food to the employee, This organization provides sufficient holidays for employees, The culture of this company is such that it creates a very positive work environment and I feel that I get self-respect and dignity in this organization.

Third Factor: Eye fatigue and vision deterioration lead to high attrition, Lack of spiritual sessions in the company leads to high attrition, Salary hike in every six months can be a better option to reduce high attrition, Missing of personal touch in the organization leads to high attrition, Introduction of family benefit plans reduces high attrition, This organization does not provide labour welfare measures like housing schemes, health clubs etc, This organization has a logical, bias free promotion policy, Social isolation is a major cause for high attrition, Absence of performance-based bonus causes high attrition, Low perceived equity of rewards system leads to high attrition, Lack of communication lead to high attrition and Absence of counselling and medical health check-ups cause high attrition.

Fourth Factor: This company’s location is good and it makes my work easier, Lack of scientific goal setting process causes high attrition and Lack of talent management in the organization leads to high attrition.

The total variance explained by all the components is 77.092%. Each component contributes to the total variance, with the first two components explaining a significant portion (49.498% and 17.299%, respectively). Interpreting these components can help you understand the underlying factors influencing the attrition for MBA faculty in Kerala. It's important to interpret and name these components based on the variables that load heavily on them.

Suggestions

- ☐ Develop a comprehensive faculty retention strategy that addresses the primary factors driving attrition as identified by recent research. This strategy should include initiatives to enhance job satisfaction, optimize compensation packages, and provide clear career advancement opportunities for MBA faculty members.
- ☐ Implement initiatives aimed at improving job satisfaction levels among MBA faculty members. This could involve conducting regular surveys to gauge faculty satisfaction, identifying areas for improvement based on feedback, and implementing targeted interventions to address concerns related to workload, work-life balance, and professional development opportunities.
- ☐ Ensure that compensation packages for MBA faculty members are competitive and aligned with industry standards. This may involve conducting benchmarking studies to compare salaries and benefits offered by other academic institutions and adjusting compensation structures accordingly to attract and retain top talent.
- ☐ Create clear pathways for career advancement and professional growth for MBA faculty members. This could include establishing promotion criteria based on teaching excellence, research productivity, and leadership contributions, as well as providing support for faculty members to pursue advanced degrees, certifications, or professional development opportunities.
- ☐ Foster a positive organizational culture within academic institutions that values collaboration, innovation, and continuous improvement. This could involve promoting transparency, open communication, and shared governance practices, as well as recognizing and rewarding faculty contributions to the success of the MBA programs.
- ☐ Invest in leadership development programs for academic administrators and department chairs to enhance their effectiveness in supporting and mentoring MBA faculty members. Additionally, provide resources and infrastructure support to enable faculty members to excel in their teaching, research, and service responsibilities.
- ☐ Implement mechanisms for regular evaluation and monitoring of faculty retention initiatives to assess their effectiveness and make necessary adjustments as needed. This could involve tracking key metrics related to faculty turnover rates, job satisfaction levels, and career advancement outcomes, as well as soliciting feedback from faculty members through focus groups or advisory committees.
- ☐ Based on the extensive analysis of the factors influencing attrition among MBA faculty in Kerala, several suggestions can be made to address the identified issues and enhance faculty retention:

- Academic institutions should ensure clear communication of performance goals and job roles to faculty members. Unclear expectations and job roles contribute to dissatisfaction and attrition.
- Providing ample opportunities for skill development and career advancement can improve job satisfaction and retention among faculty members. This could involve offering training programs, workshops, and professional development opportunities.
- Academic institutions should review and adjust faculty compensation packages to ensure they are competitive and aligned with industry standards. This includes regular salary hikes, performance-based bonuses, and other benefits.
- Cultivating a positive and supportive organizational culture is essential for retaining faculty members. This involves fostering an environment of respect, recognition, and open communication.
- Academic leaders should receive training and support to effectively lead and mentor faculty members. Effective leadership and organizational support are crucial for faculty retention and engagement.
- Implementing initiatives to promote work-life balance and employee well-being can mitigate factors contributing to attrition, such as lengthy working hours and stress. This could include flexible work arrangements, wellness programs, and counseling services.
- Addressing specific concerns identified through factor analysis, such as family issues, lack of career growth opportunities, and absence of spiritual and social support, can help mitigate attrition among MBA faculty.

By implementing these suggestions, academic institutions in Kerala can work towards addressing the issue of faculty attrition in MBA programs and creating a supportive and conducive work environment that fosters faculty retention and enhances the quality of management education in the region.

Conclusion

In conclusion, tackling the issue of faculty attrition among MBA faculty in Kerala demands a comprehensive and multifaceted strategy that delves into the intricate layers of factors influencing retention. Recognizing that the stability and quality of management education hinge significantly on retaining experienced and skilled faculty members, academic institutions must proactively address the challenges contributing to attrition.

Firstly, enhancing job satisfaction stands as a cornerstone in the retention efforts. This involves not only ensuring competitive compensation but also creating a conducive work environment where faculty members feel valued, supported, and motivated. Providing opportunities for professional growth and skill development, aligning job roles with individual strengths, and offering avenues for meaningful recognition can significantly contribute to bolstering job satisfaction levels among faculty members.

Furthermore, the provision of clear and promising career advancement opportunities is imperative. Academic institutions should establish transparent pathways for progression, emphasizing merit-based promotions, leadership development programs, and opportunities for research and scholarly activities. By offering a clear trajectory for growth within the organization, institutions can inspire long-term commitment and loyalty among faculty members.

Equally essential is fostering a supportive organizational culture characterized by open communication, collaboration, and mutual respect. Cultivating a positive work environment where faculty members feel empowered to voice their opinions, contribute ideas, and participate in decision-making processes can foster a sense of belonging and engagement. Encouraging interdisciplinary collaboration, promoting diversity and inclusion initiatives, and nurturing a culture of continuous learning and innovation can further solidify the institutional commitment to faculty well-being and success.

Moreover, it is crucial to address specific concerns and challenges identified through rigorous analysis. Whether it's addressing family-related issues, ensuring adequate work-life balance, or implementing targeted interventions to mitigate stress and burnout, institutions must tailor their strategies to the unique needs and circumstances of their faculty members. By actively listening to faculty feedback, conducting regular assessments, and implementing data-driven solutions, institutions can effectively address underlying issues and create a supportive ecosystem conducive to faculty retention.

In summary, addressing faculty attrition among MBA faculty in Kerala requires a holistic and proactive approach that encompasses various dimensions of faculty engagement, satisfaction, and well-being. By prioritizing interventions to enhance job satisfaction, provide career advancement opportunities, foster a supportive organizational culture, and address specific concerns identified through analysis, academic institutions can mitigate attrition and uphold the stability and quality of management education in the region. Ultimately, by investing in the retention and professional development of faculty members, institutions can cultivate a vibrant academic community that thrives on excellence, innovation, and collective

success.

Scope for further research

Further research on faculty attrition among MBA faculty in Kerala presents several promising avenues. Longitudinal studies tracking attrition trends over time could provide valuable insights into the dynamics of faculty turnover and identify potential patterns or shifts. Qualitative research, such as in-depth interviews or focus groups, can offer a deeper understanding of faculty experiences, motivations, and perceptions regarding attrition, complementing quantitative findings. Additionally, conducting comparative analyses across different types of academic institutions could reveal institutional characteristics or policies that influence attrition rates. Evaluating the effectiveness of specific retention strategies implemented by academic institutions, along with exploring the role of work-life balance, faculty career trajectories, and the impact of external factors, can further enrich our understanding of the complex interplay of factors contributing to faculty attrition. By pursuing research in these areas, scholars can advance our understanding of faculty retention dynamics and contribute to the development of evidence-based strategies for addressing attrition in MBA programs in Kerala.

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