



IMPACT OF COMMUTE ISSUES ON CORPORATE HIRING AND RETENTION

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ABSTRACT

In the new millennium of economic turmoil, changing life styles created waves in the employment. The success of any organization depends largely on its workforce. Gone are the days when organizations appoint people and live happily forever. Companies need to be more responsive to the challenge of employee attrition. Most of the organizations assumed that commute issues were an obscure factor with only a minor impact, but it is wrong, commute issues have major impact on hiring retention. An organization's ability is reflected not only in its recruiting power but also its capability to cultivate and retain talent that will ultimately determine the longevity of its human resource assets. The paper attempts to know the impact of commute issues on Corporate Hiring and Retaining employees.

Key words: Employee Retention, Employee Attrition, Commute issues, Corporate hiring, Life style.

Introduction:

This is the age of knowledge workers and people are the assets one can have. The corporates are grappling with problem of employee Retention. People prefer to break away from the monotony of doing the same job over and over again, gone are the days when people join in one organization they used to stick to that organization and give life time commitment to that organizing. Today, being in an organization for more than a year means either the person is not really ambitious or something else is wrong. Employees have many opportunities compared to the past they have new jobs every year coming year, new responsibilities and new work environments. As the life style is changing employees expectations have increased which motivates them to climb the corporate ladder as fast as they can leaving behind the loyalty towards the organization.

Organizations are increasingly affected with issues of employee hiring and retention. With the economy experiencing robust growth, the role of HR managers has become more arduous. The challenge of acquiring new talent and retaining the existing talent is only going to intensity. Companies are making efforts to retain their employees by implementing effective retention strategies that would meet the aspirations of employees and at the same time enhance their productivity.

The rapidly changing environment has posed several challenges before companies to recruit right kind of people for the right kind of job. Hiring Practices need to be responsive to the ever-increasingly competitive market to secure suitably qualified and capable recruits at all levels. Hiring employees is just the beginning to creating a strong committed work force. The real task is to retain them. Best practices for employee retention would be by recruiting the right person in the first place (Oracle white paper 2012). Organization's talent management,

recruitment and retention policy and practices can significantly reduce attrition rates (Frankeiss 2008). A lot of employees in the BPO/ITES sector get new offers within three months of joining which leads to wastage of recruitment and training costs. Hence, it is very important to recruit the right candidate and keep him engaged so that he will not leave the organization (Jyotsna Bhavnagar 2008). For organizations, commuting may be the key to keep quality workforce. Some employers provide financial subsidies for transit passes, options to telecommute, and compressed work weeks. They promote car pooling and provide shuttles with wireless internet connections (Marketwatch, 2015). Also in terms of helping employees avoid rush hour traffic, employers could schedule employees in an interchangeable fashion for early hours in the morning (Road Wage Survey, 2011).

In modern business scenario recruitment practices play a key vital role as it is the first remedial step in attracting the right candidates and retain them. Employees choose best place to work the quest for money and attractive job profiles has shifted to the job profiles, which are suitable to their life style. Not only does the commute affect your employees' general health and happiness; it also has a significant impact on recruitment and retention.

Commute Issues challenge for HR Manager:

The biggest challenge for HR manager is for commute issues.

1. **Shortage of Applications:** Current employees complaining about commute issues it discourages the future applicants to apply for the job.
2. **Rejection by selected candidates:** If commute issues are not mitigated by the firm most of the selected candidates may reject the offer.
3. **High turnover:** Major commute issues leads to high turnover of employees.

HR Manager Actions:

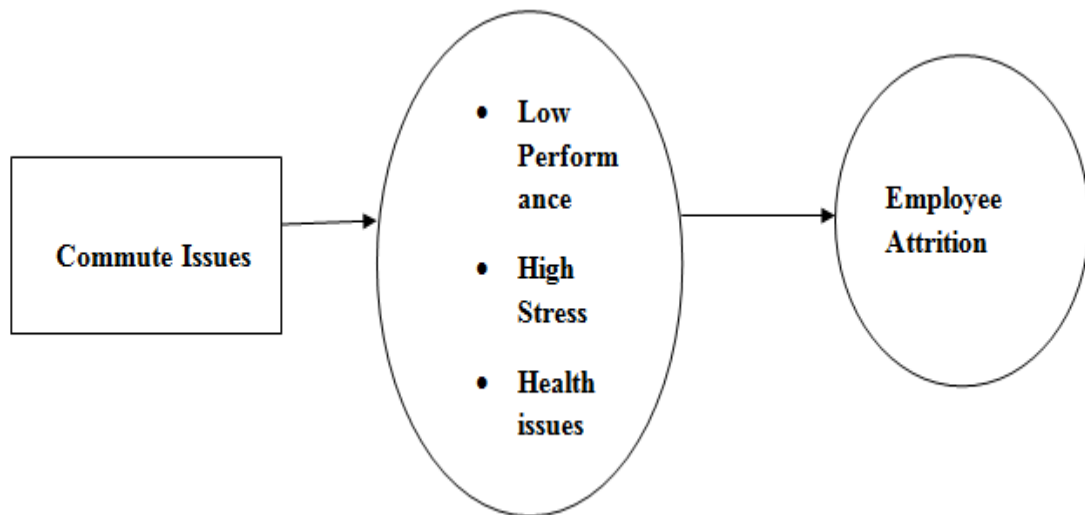
Commute issues are unfortunately often off the radar of most managers and HR professionals. Not paying sufficient attention to commuting issues is a mistake, because commute issues have so many potential negative impact on hiring. The HR manager has to take necessary actions for best hiring practices.

- Include commute issues as one of your assessment criteria, for selecting a candidate.
- If the new hire must work during off hours or late shifts, commuting issues may be an even larger issue because public transportation may simply not be readily available during non-peak times.
- Try to identify the perception of new hire regarding commute issues which will have major impact on attrition.

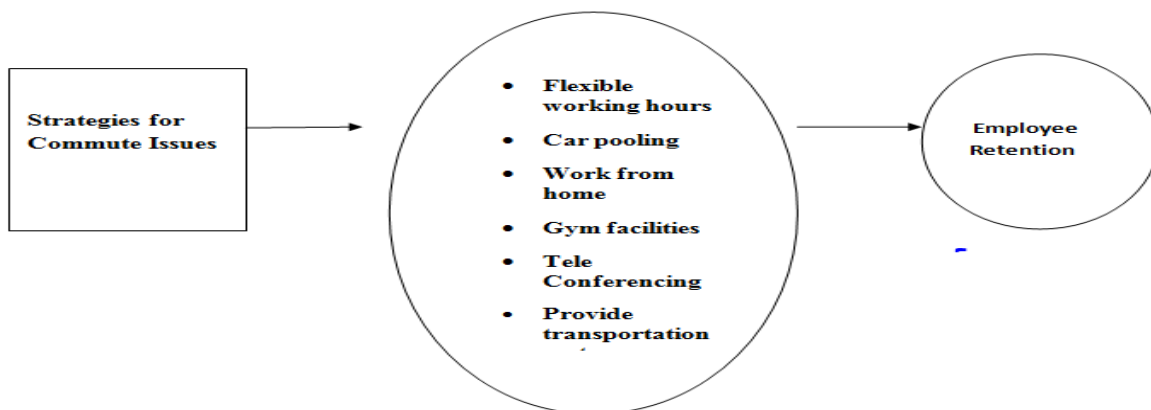
HR managers should keep in mind the above said strategies while hiring new candidates.

Impact of commute issues on retention of employees:

The success of any organization depends largely on its workforce. Today's fast moving generation when they feel dissatisfied with the current employer the switch over to the next job. It is easy to copy a technology, infrastructure etc and what not from the competitor but people are only precious and in valuable asset that cannot be copied. Retaining employees is an essential element for increasing business productivity. Employee turnover generally causes disruption, expense, and recruitment costs, so it is an imperative for most companies to increase retention rates and grow their employment brand and reputation.



A focus on commute issues is also critical because many potential retention problems can be identified early on, so proactive actions can be taken by management to mitigate most commute issues. Commute distances for employees are increasing day by day. There are number of changes the organizations are making to relieve the negative effects of commuting to work. Commuting distances have an impact on employee retention.



The above strategies help the organization to retain the employees.

- Organizations should be open to accept the flexible work timings which allows the employee to choose the morning hours of work or after the rush hour is over .
- Organizations should give an option working from home which reduces their tiredness of travelling

- Organizations should install gyms or hand out free gym membership to reduce the stress and stimulate and refresh the brain
- Organizations must be willing to Carpooling. If 5 employees drive in a same car each one of you have to drive once a week instead of 5 days rest of the days you can relax.
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- You can even hold a meeting with other staff members and clients now that we have teleconferencing.
- Few employees feel happy if transportation cost is paid by organization.

Conclusion:

Most of the employees like their job and have a happy and stimulating work environment, a long commuting time may cause an employee to leave a company despite of providing many benefits. Organizations should work towards best strategies to reduce the negative impact of commute issues and retain the employees. Employers today are devising new and varied methods to retain the employees. They should implement creative and progressive strategies against possible negative effects of commuting regardless of the current situation in order to avoid long term stressor effects and productivity concerns. Most of the organizations assumed that commute issues were an obscure factor with only a minor impact, but it is wrong, commute issues have major impact on hiring retention. An organization's ability is reflected not only in its recruiting power but also its capability to cultivate and retain talent that will ultimately determine the longevity of its human resource assets

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