

An Exposition on Declining Employee Loyalty using the Grounded Theory Method: Evidence from the Construction Equipment Sector in India.

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- **Abstract:** Employees are the most important aspect of any organization in management, we learn to nurture a loyal employee but there are cases when a loyal employee leaves the organization after serving so long. The study is about finding the reasons behind the decline in employee's loyalty and developing the framework. The research adopts the primary method to collect the information and grounded theory is used for this research. The employees who left the organization in the recent past are taken as the sample for this study and the mode of collecting data is personal in-depth interview or telephonic conversation. The data is collected on broad areas of employee loyalty, employee attrition, and employee turnover which are identified through the literature review. A total of 15 core reasons are found as causes of the decline in loyalty and they are mostly on the point of organizational policies or immediate reporting boss. For a good understanding of the categories, a model is also developed. In management, we learn to cultivate a loyal employee, yet there are times when a devoted employee departs the firm after serving for a long time.
- **Keywords:** Employee, management, decline, adopt, telephonic, attrition, policies, devoted.