

## Eco

ANAMIKA SINGH/ Vadoda

**A**s e-commerce increasingly in today's scenario, on the most futuristic — security has been on not many were ready to thought till the hacking network by a Russian intelligence wake-up call. But long before struck the IT arena and raised to the stark reality, entrepreneurs in Vadoda foreseen the problem but solution to it.

As the name suggests provides security solutions B2C e-commerce sites. Ashish Tandon, Nadini T. Jhaveri, the company cater the growing e-commerce.

They certainly are and who were not merely discuss but came forward to fend set to make another new in pitch, Ashish has also been of Vadodara cricket team represented the state in Trophy tournaments. "The

## IBM ships

STRATEGIC BUSINESSWIRE

**I**BM is shipping the world's computer display - 12 million pixels - more than current displays - more than industry experts said. The U.S. Department of Energy's Livermore National Laboratory in California is the first customer breakthrough display. IBM provides displays to other customers and license the patented technology to manufacturers.

With 200 pixels per inch and nine million pixels in total screen, the new display is sharper than original photograph and 4.5 times than top-of-the-line high television screens.

This technology could eventually find its way into displays for laptop, handheld and other computer making the viewing of video photos a completely new experience.

## Digital Age™

## Who Wants Money, Anyway

**N**ever hire anyone who'll work for money alone' has been a corporate HR mantra for long. But there is another viewpoint. 'If all you offer is peanuts, you only get monkeys.' These contrasting statements depict the perceptions of employers and employees about monetary gratification in hiring and sustaining human resources. Times have changed but there hasn't been much of a change in the traditional outlook of the organizations about the role of vitamin-M. With new economy bringing people power back into prime focus, the employee compensation patterns have got a new boost. Money of course is a great motivator, but employers soon realized that they couldn't retain quality manpower just by that. Progressive software companies identified newer ways of keeping employees happy, prominent among them being profit-sharing, flexible working hours, in-house recreational facilities and performance-based incentives. This no doubt went well with the employees, but there was little change in the loyalty of employees towards companies. This was mainly due to the fact that employees remained loyal to the technology streams they worked with and not the companies they represented. To beat this growing trend, companies have now come up with a concept called technology breaks that offers immense scope for employees to fulfill both their technology and career growth aspirations.

The preeminence of the software industry in the 90s altered the remuneration patterns in the software industry irrevocably. In the pre-liberalization era, of course, money was not such an important consideration in taking up a job. A fresh graduate was more than happy to get into a decent government job or a public sector placement that offered security and stability in the long run. But software surge ensured that software professionals were placed several notches above their other industry counterparts in terms of remuneration, and enjoyed the best of perquisites across the industrial spectrum. The dotcom revolution recently only added to the inflated monetary expectations of the potential employees. But with the premature death of the dotcom aura, companies are now slowly settling in for more stable options to retain employees. The best companies in the country therefore are looking at alternative modes of employee gratification. TCS recently announced performance-related benefits for consultants working on profit-making business units within the organization. This is a radically different step for TCS that has been a breeding ground for the best of the brains in the software industry today.

The concept of technology-breaks marks a new high in the attraction and retention of software professionals by companies in the Internet economy. Software professionals today are looking at career progression as a priority over quick-buck options after the dotcom debacle. Some of the recent surveys conducted by leading software companies and consultancy firms in the country have shown a greater inclination towards exposure to newer technologies, greater opportunities to work on superior platforms, more foreign assignments and a transition from working on projects to product development. The surveys also reveal that there exists top preference for ESOPs apart from global projects, better technology platforms and foreign assignments.

Software companies worldwide have been haggling with the seemingly impossible task of retaining employees in a highly competitive job market. The advent of technology-breaks should bring a sigh of relief to them and also bring the focus right back on genuine career development as against instant monetary gratification.

So, who wants money anyway?

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