

Bitten by the byte

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The clear favourite with the young executive when it comes to choice of industry to work in is information technology.

It is the hottest industry, a place where all the action is; a place where every young executive wants to be. It's the information technology (IT) industry.

A staggering 63 per cent of the young executives spoken to want to be a part of the software boom because they feel that's where the action is. Not surprising, when one considers the tales of people who have made it big in this area with only their brains to rely on.

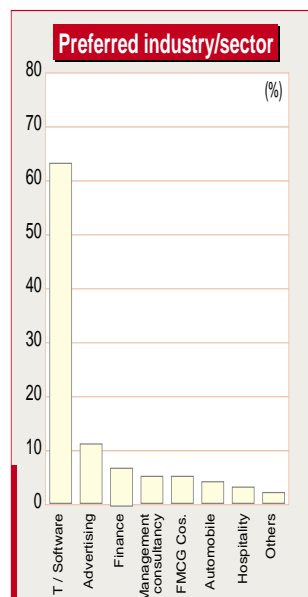
Says Shebu Raphael, Manager-Human Resources, SIP Technologies & Exports Ltd, a Chennai based software developer: "Youngsters are interested in the software industry because it is high paying, employee care is the highest compared to other industries and it meets international standards in technology, systems and processes." He adds that the introduction

of stock options has only made this industry even more attractive to the young executive.

The next most preferred industry is advertising, but only 10 per cent view it as a vocation of choice. One-time favourite finance, is in third place, a poor third at that with just 7 per cent wanting to work there. The other favourite of the young, upwardly mobile executive – management consultancy – is fourth on the list.

The attraction for IT extends

across all the cities surveyed, though it is quite low in New Delhi and very high in Chennai. On the other hand, the interest in advertising is quite low in Chennai and much higher in New Delhi. Interestingly, the preference for every other industry but IT is low in Chennai. According to Raphael, one reason for the high level of interest in IT in



Chennai is that career options in the South are still limited.

A slightly unexpected trend is that more females seem to be attracted to IT than males. Raphael, however, says this is not so surprising, given that a software career calls for less mobility *vis-a-vis* other jobs and offers greater flexibility. Advertising too interests women marginally more than men.

However, no difference exists between freshers and experienced executives when it comes to first choice of industry – IT wins hands down.

Advertising, finance and management consultancy are the second, third or fourth choice, but in varying orders.

Expectedly, those from the technical stream are more interested in a career in software than those from management.

On the other hand advertising, finance and FMCG companies are viewed as much more interesting employment options by those from the management stream. ■

