ABSTRACT

Organizational socialization of new employees has always been a critical process for most of the organizations. Over the years multiple aspects of socialization have been studied and the research on socialization has viewed it from multiple perspectives. Initially it was viewed as the process through which organizations acculturate the new entrants. However much of the recent research view it as a learning process in which the new entrant's role is much more important and organizations can only manage that process.

Socialization research has been conducted in several contexts. However, the context of IT sector has mostly been neglected. In the context of India there hasn't been any study. The lack of research in this context coupled with contextual features of IT sector, which indicate greater newcomers' proactivity with respect to their socialization, has been the prime motive for this study.

This study viewed socialization from an interactionist perspective and had investigated the link between socialization tactics and newcomer's proactivity. The study had been carried out in the Indian IT industry. The results of this study suggest that context and social aspect of socialization

were positively linked to different newcomer's proactive behaviors (information seeking and feedback seeking).

This study also threw two results contrary to the expectation. They are: i) Content aspect of socialization was found to have insignificant impact upon the newcomers' proactive behavior, and ii) newcomers in IT sector preferred enquiry mode for seeking referent information.