INTRODUCTION TO EMPLOYEE ENGAGEMENT

1REBACAL. A, 2GOMATHILM

1MBA Assistant professor, 2MBA (Final year student)
Department of Business Administration
Dhanalakshmi srinivasan college of arts and science for women Autonomous (Perambalur)

Abstract- Employee engagement has emerged as a popular organizational concept in recent years. It is the level of commitment and involvement of an employee towards the organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. Employee engagement develops positive attitude among the employees towards the organization. This paper focuses on various factors which lead to employee engagement and what should company do to make the employees engaged. Proper attention on engagement strategies will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, employee retention and increased adaptability.

Keywords: Employee engagement, Organizational effectiveness, Productivity, Outcomes, Employee retention

INTRODUCTION

performance within the job for the benefit of the organization. Employee engagement develops positive attitude among the employees towards the organization. Employee engagement is a complex, broad construct that subsumes many well research ed ideas such as commitment, satisfaction, loyalty and extra role behavior. The physical aspect of employee engagement concerns the physical energies exerted by individuals to accomplish their roles. Employee knowledge of how well an organization’s assets are being managed has a positive impact on engagement. There comprises a strong link between productivity and engagement. Employee’s knowledge of an organization’s productivity levels also had a positive impact on engagement. Employee, continuous reinforcement of people focus on policies, meaningful metrics and organizational performance.

LITERATURE REVIEW

A review of employee engagement: Empirical studies – Halid Hasana, Farika Nikmaha, Siti Nurbayaa, Nilawati Fiernaningiha, Ellyn Eka Wahyu (2021) Many companies are modernizing by maximizing the use of technology. Employee management remains an important topic, where employees are the Creators of policies, procedures and business strategies. Having employees with high engagement is not easy for a company. So it is always interesting to discuss the factors that influence employee engagement. This study aims to analyse the role of employee engagement as a discussion of human resource management, from Khan which focuses on the condition of human psychology. Organizations will get high engagement from their employees if communication and relationships between employers and employees are done well, so that a positive perception is created. Engaged employees are an asset for the organization to achieve a competitive advantage.

A LITERATURE REVIEW ANALYSIS – EMPLOYEE ENGAGEMENT INTERVENTIONS - Arthi Purushotham (2020)

A successful organization enables effective organization performance by strategic manoeuvre. Leadership skills, motivation, training, Rewards, Career development, Strategic planning, Management support, organization culture and climate are all the factors emphasized for an effective and efficient organization performance. The bottom line for all the above factors which yields benefits is in identifying the right resources. Recently the pandemic has worse hit on economic condition resulting economic recession. In most of the sector, employees were given an option work from home. Drastic swift in work culture, work pressure, digital meetings & conferences. Purpose of then to study is to bring out the intervention applied to increase employee engagement during this phase.

EMPLOYEE ENGAGEMENT: A LITERATURE REVIEW - G Nalini, Dr. Khyser Mohd (2019)

Modern organizations consider their employees to be full of enthusiasm, excitement and express initiative at work, they want them to take concern for their own development, try for high quality and performance, be stout and dedicated to what they do and in other words companies need their employees be engaged. Engagement is achieved when people
envisage that their organization respects their work, their work contributes to the organizational development and more prominently their personal ambitions of growth, rewards and pay are met.

EMPLOYEE ENGAGEMENT: A CRITICAL REVIEW OF

LITERATURE – Nandini Borah and Mukulesh Barua (2018)
Though employee engagement has emerged as a major construct, there is Substantial amount of ambiguity regarding its conceptualization and measures. This paper makes an attempt to critically review the existing literature around the Construct and identify research gaps in the field for systematic empirical Investigation in order to substantiate future studies. Review of literature was done In order to examine the gaps in the current literature. Four major gaps Which incorporates the identified gaps in research to conduct future empirical Studies.

EMPLOYEE ENGAGEMENT & RETENTION – Munish, Rachna Agarwal(2017)
The objective is to analyze the critical factor which can affect the level of Retention & engagement of employees with the help of literature review. For the Current article the researchers reviewed 30 relevant research papers/literature comprising employee retention& engagement concepts and practices amply. The Findings of the study like good training & development, compensation structures, Autonomy, quality of work life, work polices and arrangements will lead the Managers and management to a new dimension with holistic approach in the field Of employee retention & engagement.

RESEARCH METHODOLOGY
A study is conducted to know the views of the Employees on the Current System. To know the attitude of the Employees data is collected through structured Questionnaire. The questionnaire consists dichromatic, multiple choice and open Ended questions SAMPLING SIZE
A sample size of 50 is drawn, where the respondents are the Employees who workat the company.

DATA COLLECTION TOOLS
Primary data: Primary data refers to the collection of first hand data. Data is collected throught Observations: Observations were done during the visits to the organization.Secondary data:
Secondary data refers to the data, which is not newly generated but ratherobtained from. Published sources. Unpolished sources i.e., information about the performance of the company and reviews in website. Review of literature etc.,

STATICAL TOOL USED:
A questionnaire was undertaken as a tool for the extraction of the effectiveness Of the Employee Engagement. The 50 candidates from company Possible had Answered the questionnaires.

CONCLUSION
Based on the thoughtful study of employee engagement at the company, also it is Found that it is emerging as an important HR concept.
Employee Engagement is a positive attitude held by the employees towards the Organization and its values. It is rapidly gaining popularity and importance in the Workplace and impacts organizations in many ways. An organization should thus Recognize employees, more than any other variable; as powerful contributors to Its competitive position. Engaged employees can help your organization achieve Its mission, execute its strategy and generate important business results.
Therefore employee engagement should be a continuous process of learning,Improvement, measurement and action. This research also states the focus on the various factors which influence Employee engagement. It has been observed that organizations with higher levels Of employee engagement outperform their competitors in terms of profitability. Would hence conclude saying that raising and maintaining employee engagement Lies in the hands of an organization and requires a perfect blend of time, effort, Commitment and investment to craft a successful endeavour.

TABLES AND CHARTS
1. Classification on the basis of Gender
   □ Male
   □ Female
TABLE NO: 5.1 TABLE SHOWING THE GENDER OF EMPLOYEES RESPONDED.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>RESPONSES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>28</td>
<td>56%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>22</td>
<td>44%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Analysis:
The above table give us the information about the gender of the employees. Among the 50 respondents, 56% are male employees and remaining 44% are female employees. Hence, this table gives us the information of the gender of the employees responded.

CHART NO: 5.1

CHART SHOWING THE GENDER OF EMPLOYEES RESPONDED.

Interpretation:
The above chart give us the information about the gender of the employees. Among the 50 respondents, 56% are male employees and remaining 44% are female employees. Hence, this chart gives us the information of the gender of the employees responded.

2. Age Groups
   - 20-25
   - 25-30
   - 30-35
   - 35-40
### TABLE NO: 5.2

**TABLE SHOWING THE AGE GROUP OF EMPLOYEES RESPONDED**

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>RESPONSES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-25</td>
<td>29</td>
<td>58%</td>
</tr>
<tr>
<td>25-30</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>30-35</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>35-40</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Analysis:**
The above table gives us the information about the age group of the employees. Among the 50 respondents, 58% are from age group of 20-25 years, 24% are from 25-30 years, 12% are from 30-35 years and 6% are from 35-40 years. Hence, this table gives us the information of the age group of the employees responded.

### CHART NO: 5.2

**CHART SHOWING THE AGE GROUP OF EMPLOYEES RESPONDED**

Age (years)

20-25  25-30  30-35  35-40

**Interpretation:**
The above chart gives us the information about the age group of the employees. Among the 50 respondents, 58% are from age group of 20-25 years, 24% are from 25-30 years, 12% are from 30-35 years and 6% are from 35-40 years. Hence, this chart gives us the information of the age group of the employees responded.
3. Marital status

- Married
- Unmarried

**TABLE NO: 5.3**
**TABLE SHOWING THE MARITAL STATUS OF EMPLOYEES RESPONDED.**

<table>
<thead>
<tr>
<th>MARITAL STATUS</th>
<th>RESPONSES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARRIED</td>
<td>17</td>
<td>34%</td>
</tr>
<tr>
<td>UNMARRIED</td>
<td>33</td>
<td>66%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Analysis:**
The above table gives us the information about the marital status of the employees. Among the 50 respondents, 34% are married and 66% are unmarried. Hence, this table gives us the information of the marital status of the employees responded.

**CHART NO: 5.3**
**CHART SHOWING THE MARITAL STATUS OF EMPLOYEES RESPONDED.**

**Interpretation:**
The above chart gives us the information about the marital status of the employees. Among the 50 respondents, 34% are married and 66% are unmarried. Hence, this chart gives us the information of the marital status of the employees responded.