



A Study on Effectiveness of Employee Engagement

Mr. R. Rajesh Kumar¹, S. Rashitha²

¹Assistance Professor of Sri Ramakrishna Engineering College, Coimbatore, Tamil Nadu, India.

²Student of Sri Ramakrishna Engineering College, Coimbatore, Tamil Nadu, India.

ABSTRACT:

According to many researchers, Employee Engagement is the level of commitment and involvement an employee has towards their 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.

INTRODUCTION

Employee Engagement is based on trust, integrity, a two way commitment and communication between an organization and its members. It is an approach that increases the chances of business success, contributing to organizational and individual performance, productivity and well-being. Engagement is important for managers to cultivate given that disengagement or alienation is central to the problem of workers' lack of commitment and motivation. Meaningless work is often associated with apathy and detachment from ones works. An organization's capacity to manage employee engagement is closely related to its ability to achieve high performance levels and superior business results.

REVIEW OF LITERATURE:

Tony Garry & John Guthrie (2018), conducted a study on "The role of corporate social responsibility and employee engagement in shoplifting prevention" Corporate social responsibility (CSR) is an integral part of supermarket business. Focusing on the role of CSR and its influence on employees, this study aims to offer empirically generated understandings of how non-technological processes may be adopted to deter retail crime. To this end, the contribution of this paper is twofold. First and from a theoretical perspective, it offers both a conceptual foundation and empirical-based evaluation of CSR and its impact on employee engagement and specifically, shoplifting prevention behaviors. Findings are presented in two key areas before a conceptual model of the inter-relationships between CSR, employee engagement and retail crime prevention behaviors is proposed.

Hester Nienaber & Nico Martins (2020), conducted a study on "Determine which dimensions enhance the levels of employee engagement to improve organizational effectiveness" Strategy is the tool of general management uses to attain organizational goals, and thus organizational effectiveness, breaks down, resulting in a sizeable gap between planned and realized performance. The performance gap represents preventable waste in terms of effort, people, materials, space and time. Notwithstanding decades of study to reduce the performance gap, the answer to successful strategy implementation seems to remain evasive, to the detriment of organizational effectiveness.

Christa Thomsen & Winni Johansen (2020), conducted a study on "Employee engagement in generating ideas on internal social media" Employee engagement, defined as "the harnessing of organization members' selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances", it is considered a key factor of organizational success embracing productivity, effectiveness, innovation, competitiveness and growth. Employee disengagement may on the other hand lead to less organizational performance and constitute a threat to an organization's survival.

Sajeet Pradhan & Kesari Lalatendu Jena (2017), conducted a study on "Research and recommendations for employee engagement" Several research findings support the fact that the top 20 per cent of multinational corporations with high engagement scores are consistently doing something different. It is the responsibility of the management to support the employees and be committed to the overall success of both the employee and the company itself".

Carol Sakr & Rabih Zott (2017) conducted a study on "The impact of implementing fun activities on employee's engagement" Research has proved that positive organizations promote Fun at their place, which encourages unexpected positive performance, including engagement. Job engagement refers to the simultaneous employment and expression of a person's "preferred self" in task behaviors that promote connections to work and to others, personal

presence and active, full-role performances. Recently, job engagement is increasing due to the sustainable competitive advantage roles.

Anthony Gatling & Kim Jungsun (2018), conducted a study on "The impact of using a virtual employee engagement platform on employee engagement" Employee engagement has garnered a lot of interest in recent years, but it was first conceptualized more than 20 years ago as involving peoples' expression of active role performance. More recent studies have expanded this definition to include other aspects, such as vigor and dedication. Employee engagement is now recognized as a critical variable impacting organizational success and scholars have called for more inquiry on the antecedents of employee engagement in a hospitality context.

Jamal Roudaki & Muhammad Arslan (2019), conducted a study on "Examining the role of employee engagement in the relationship between organizational cynicism and employee performance" Employee cynicism has been perceived to have several negative consequences that include counterproductive behaviors, intentions to comply with unethical requests, reduced organizational commitment, badmouthing, poorer performance, lack of job satisfaction and increased levels of intention to quit. Employee retention is perceived as cost effective and a sign of organizational health; however, some employees exhibit withdrawal behaviors such as lateness, increased absenteeism, day dreaming, ebbed sustenance for organizational initiatives and abridged work effort that can be very costly. These passive withdrawal behaviors may have an underlying commonality in employee cynicism.

Lina Nasr & Adnan Iqbal (2020), conducted a study on "Employee engagement and job performance in Lebanon" The concept of employee engagement was developed by through ethnographic data collected in an architectural firm and in a summer camp. Research on employee engagement has explained the experience of the phenomenon and the expected outcomes of highly engaged employees. The Gallop organization, for instance, in a landmark study, found that employee engagement was significantly related to better organizational performance; higher satisfaction, profitability and productivity; and reduction in employee turnover. Similarly, found that an engaged workforce culture may result in a cumulative financial performance to organizations as compared to firms that do not have an engaged workforce.

STATEMENT OF THE PROBLEM:

The research problem of the study is "to analyze the employee engagement at Kovai solar power private Ltd".

OBJECTIVES OF THE STUDY:

- To know the workplace involvement of employees.
- To review the studies on employee engagement on their performance and functioning of the company.
- To evolve a strategic action plan for enhancing the employee engagement and organizational commitment levels in the company under study.

SCOPE OF THE STUDY:

- Employee engagement is emotional and positive attachment of an employee towards the organization, this study help to know the degree of engagement of the employee in Kovai solar power private Ltd.

RESEARCH METHDOLOGY:

Research methodology can be defined as the process used to collect data and information for the purpose of making decision.

Research Design

- The research design followed for this study is descriptive research design where we find a solution to an existing problem. The problem of this study is to find the employee engagement at Kovai solar power private Ltd.

Sample Method

- The questions are structured in such a way that respondents will feel easy to understand the topic and answer properly.
- A structured questionnaire is prepared based on the metrics and marking the answer like yes / no and rating scale 1-4 (strongly agree, agree, Neutral, disagree, strongly disagree).

Source of data

- Primary data: fresh data collected through survey from the employees using questionnaire.

- Secondary data: collected from books, internet and journals.

Sampling Population

The sampling population is 30 employees in Kovai solar Pvt ltd.

Sample Size

The sampling size of the study is 30 employees in Kovai solar Pvt ltd, Coimbatore.

Area of Sampling

The area of sampling is Kovai Solar Power Private Ltd, Coimbatore.

Sampling Method

Sampling method used to the study is census sampling.

Tools Used for the Study

The following statistical tool has been used to analyze the collected data from simple percentage analysis.

ANALYSIS & INTERPRETATION:

Data analysis detailed process of analyzing cleaning transforming and presenting useful information with the goal of forming conclusions and supporting decision making. Data can be analyzed by multiple approaches for multiple domains. It is very essential for every business is today to analyze the data that is obtained from various means. Data analysis is an important tool to arrive at a particular conclusion.

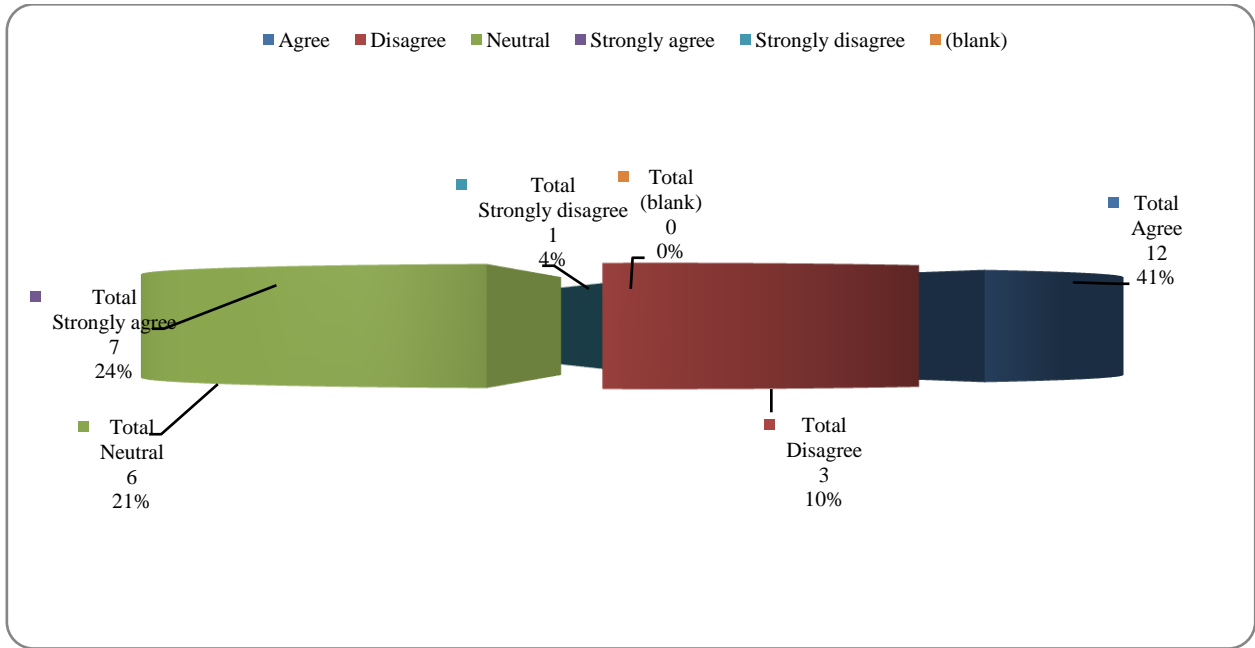
QUESTIONNAIRE

- Name
- Gender
- Work experience
- I know what is expected of me at work
- I have the materials and equipment I need to do my work right
- At work, I have the opportunity to do what I do best every day
- At work, my opinions seem to count
- In the last 3 month, I have received recognition or praise for doing good work
- I can see myself growing and developing my career in this company
- The mission or purpose of my company makes me feel my work is important
- This last year I have had opportunities at work to learn and grow
- I am driven to do whatever it takes to help this organization achieve its objectives
- I would recommend company as a great place to work
- Overall, I am satisfied with the communication I receive from the organization

ANALYSIS

The chart based on employees work expectation

LEVEL	PERCENTAGE
Strongly disagree	23.3 %
Disagree	13.3%
Neutral	13.3%
Agree	46.7%
Strongly agree	23.3%
Total	100



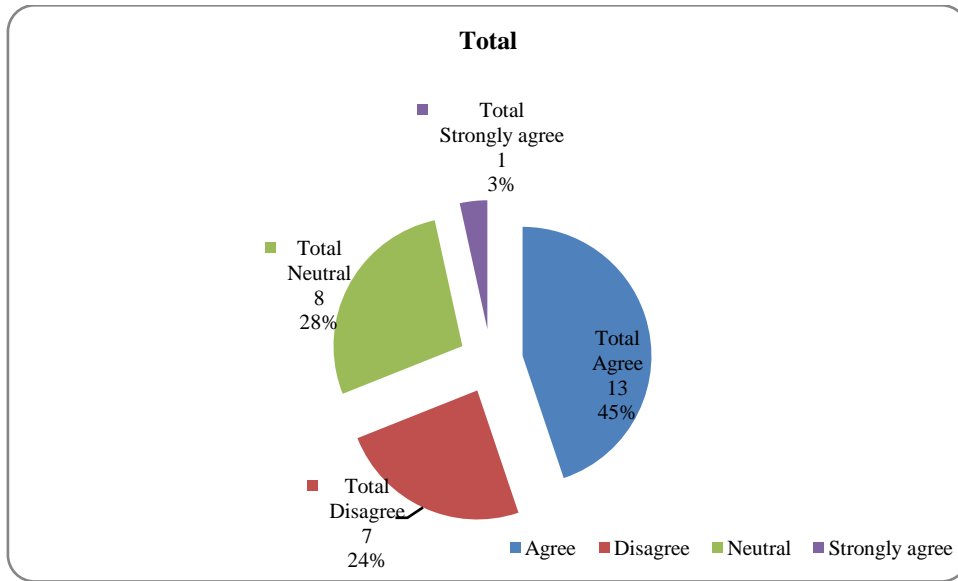
Interpretation

The above table shows that 50% of the employees knowing that what work are expected from them in the organization. This shows that employees are giving important to their career.

TABLE-2

The chart based on organization counting the employees opinions in decision making.

LEVEL	PERCENTAGE
Strongly disagree	0
Disagree	24%
Neutral	28%
Agree	45%
Strongly agree	3%
Total	100



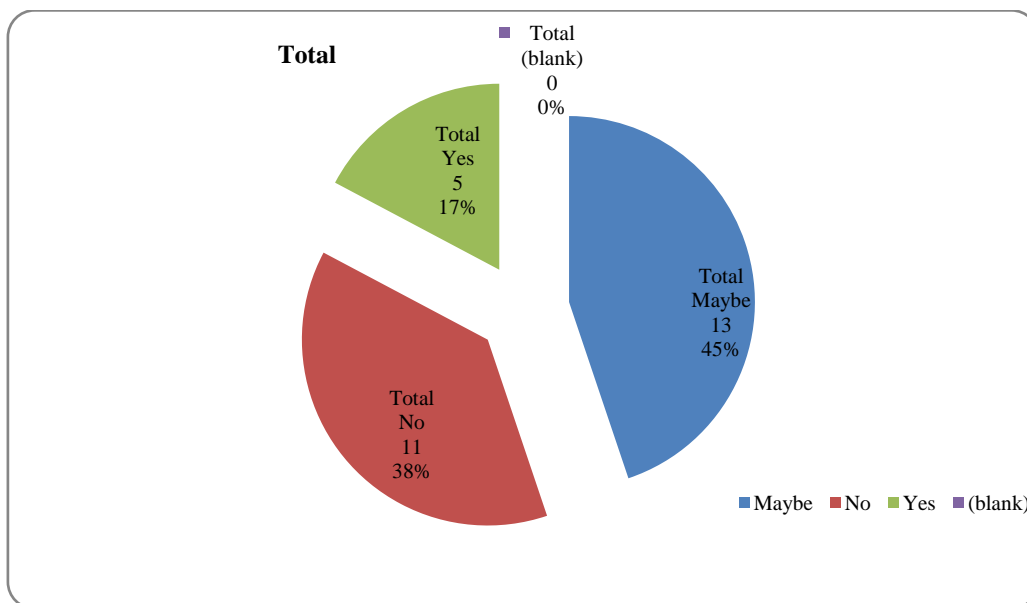
Interpretation

The above table shows that 45% of the employees agree that their opinions are considering in the decision making. This shows that the organization addressing employees thoughts and new ideas.

TABLE-3

The table is based on employees get feedback from their supervisor regularly for improving their performance.

LEVEL	PERCENTAGE
Yes	17%
Maybe	45%
No	17%
Total	100



Interpretation

The above table interpreted that 50% strongly agree that company not providing regularly feedback to the employees for improving their performance.

CORRELATION

Correlation is a statistical term describing the degree to which two variables move in coordination with one another. If the two variables move in the same direction, then those variables are said to have a positive correlation. If they move in opposite directions, then they have a negative correlation. Correlation is a statistical method used to assess a possible linear association between two continuous variables. It is simple both to calculate and to interpret.

	I know what is expected of me at work	I can see myself growing and developing my career in this company
I know what is expected of me at work	1	1
I can see myself growing and developing my career in this company	0.52	0.52

Interpretation

Correlation is finding the relationship between two variables. I calculated correlation for I know what is expected of me at work and I can see myself growing and developing my career in this company. In that r value is 0.52 this shows that there are strong relationship between I know what is expected of me at work and I can see myself growing and developing my career in this company because most of the employee knowing their role and responsibility of their work and choosing company based on their career growth.

CONCLUSION:

From the analysis Researcher find out the manager not giving any feedback to the employee so I suggest that manager should give adequate feedback to employee to improve their performance. In my observation Human Resource department of the company should focus on People Analytics to keep employee engaged in their work. Introducing Reward system help the company to keep employees more engaged and motivate them to do their best work. The company doing site project more than a year employee feel stress throughout during their project completion. Researcher suggest them to give compensation and vacation time to relax it help employee more engaged on their work. The company should recognize the employee work and their ideas to engage employee to do their work in better way.

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