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Employee Engagement

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ABSTRACT

The study was started with the measure the engagement level of employees and its impact on organizational effectiveness. In the human resource management employee engagement is an important term. This paper compares the underlying reasons indicating high or low employee engagement. The research has been carried out by some questions and some of the method used in the study. In these paper study about the factors and drivers affect to the employee engagement. For these research, primary and secondary data was collected. The primary data was collected through questionnaire, and interview technique. The secondary data was collected from papers, books and websites and other sources of data.

Keywords: Employee Engagement, Job Satisfaction, Organizational Effectiveness Engagement, Engagement Drivers

1. INTRODUCTION

Employee Engagement is the thus 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 benefits of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee. Thus Employee engagement is a barometer that determines the association of a person with the organization.

The employee engagement is not one and the same thing as employee satisfaction. This is indeed a very common misconception. Employee engagement is one step ahead of employee satisfaction. It has a lot to do with emotions which are fundamentally related to drive bottom line success in a company. There will always be people who never give their best efforts no matter how hard HR and line managers try to engage them. "But for the most part employees want to commit to companies because doing so satisfies a powerful and a basic need in connect with and contribute to something significant". From an employer's point of view, employee engagement is concerned with using new measures and initiatives to increase the positive emotional attachment felt and therefore productivity and overall business success. An engaged workforce produces better business results, does not hop jobs and more importantly, is an ambassador of the organization at all points of time.

ASPECTS OF EMPLOYEE ENGAGEMENT:

Three basic aspects of employee engagement according to the global studies are: -

- The employees and their own unique psychological makeup and experience.
- The employers and their ability to create the conditions that promote employee engagement.
- Interaction between employees at all levels.

Thus it is largely the organization's responsibility to create an environment and culture conducive to this partnership, and a win-win equation. The emotional connection of an employee toward the organization tends to influence his or her behaviours and the level of effort in work related activities. The more engagement an employee has with his or her company, the more effort they put forth.

EMPLOYEE ENGAGEMENT INVOLVES THE FOLLOWING ASPECTS –

- The nature of the job itself.
- Whether the employee feels mentally stimulated.

- The trust and communication between the employees and the management.
- The ability of an employee to see how their own work contributes to the overall company performance.
- The opportunity of growth within the organization.
- The level of pride an employee has about working or being associated with the company.

IMPORTANCE OF ENGAGEMENT

The employee engagement is not one and the same thing as employee satisfaction. This is indeed a very common misconception. Employee engagement is one step ahead of employee satisfaction and it is generally defined as follows:

1. Understands the business concepts and gets the bigger picture.
2. Is willing to go the extra mile for the sake of the organization.
3. Engaged employee will stay with the company, be an advocate of the company and its product and services, and contribute to bottom line business success.
4. They will normally perform better and are more motivated.
5. There is a significant link between employee engagement and profitability.
6. They form an emotional connection with the company. This impact their attitude towards the company's clients, and there by improves customer satisfaction and service levels.
7. It builds passion, commitment and alignment with the organization's strategies and goals.
8. Increases employees trust in the organization.
9. Creates a sense of loyalty in a competitive environment.
10. Provides a high-energy working environment.

ADVANTAGES OF EMPLOYEE ENGAGEMENT

1. Staff are happier and have an increased *desire and commitment* to give their best to their organization.
2. *More revenue* for your business.
3. Higher levels of *innovation*.
4. Employees are likely to act as *advocates* for your business helping you to attract new talent and new customers.
5. *Lower rates of sickness or absenteeism*.

DISADVANTAGES OF EMPLOYEE ENGAGEMENT STRATEGY:

1. The difficulty to match the IQ level:
2. Security is at greater risk:
3. Liberalizing them:
4. Making them understand the thing sometimes is very difficult:
5. Regular updates are to be given:

2. RESEARCH METHODOLOGY

RESEARCH DEFINITION:

Defined as human activity based on intellectual application in the investigation of matter. The primary purpose for applied research is discovering, interpreting, and the development of methods and system for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe. Research can use the scientific method, but need not do so.

RESEARCH METHODOLOGY

Research Methodology is a plan of action for a research project and explain in detail how data are collected analysed and presented. So that they will provide meaningful information. This section gives enough background effectiveness of employees which is collected from the specific category of employees. This study was conducted mainly on the area of Employees Engagement in Jays Agro and Milky Product at Kidarankondan. The research design, sampling technique used for data collected are discussed here.

RESEARCH DESIGN

Research Design is the plan structure and strategy of investigation concluded so as to obtain answer research question and to control variance.

DESCRIPTIVE RESEARCH DESIGN

- The type of research design selected for this project is Descriptive Research Design. Descriptive research design involves surveys and fact – finding enquires of different kinds.

- o The major purpose of descriptive design is the description of the state of affairs as exists are present.
- o The main characteristic of this method is that the researcher has no control over the variables can only report what has happened or what happening.
- o It is overall operational pattern or framework of the project that stimulates what information is to be collected form which sources by what happening.
- o Descriptive researcher statistical researches provide data about the population or universe being studied.

SOURCES OF DATA COLLECTION

PRIMARY DATA:

Data refers to inform or facts. It includes numerical figures, non-numerical figures and descriptive facts. Qualitative and quantitative information. The task of data collection begins after a been research problems has defined and research plan has been decided. The type of data used in primary data is using structured questionnaire. This means all respondents were given the same set of questions. The primary data are those that are collected for time and thus happen to be original in character. The primary data used for this project was collected using questionnaires. The information was collected from the employees through personal contacts.

SECONDARY DATA

Apart from the primary data collected, the data collected through the text books, records of the organization, journals from library, academic reports and internet used for the study.

SELECTION OF SAMPLES

POPULATION SIZE

There are totally 150 employees working in the organization.

SAMPLE SIZE

Out of the total population 150, the sample taken are 110 from the organization.

SAMPLING AREA

The research area was conducted at Jays Agro and Milky Product at Kidarankondan.

SAMPLE METHOD

The researcher adopted survey method **Simple Random** Sampling techniques, because it provides equal opportunity. The researcher adopted survey method because of is population in the organization and planned to give opportunity for all employees to share their views.

STATISTICAL TOOLS

- o Percentage analysis
- o Correlation coefficient
- o ANOVA

PERCENTAGE TOOLS

Percentage area is a one of the simplest and useful statistical device used for interpretation of selected data in the research, business and economics statistic. It refers to a special kind of rates; percentages are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Percentage of respondent} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

CORRELATION

Correlation is a statistical techniques used to measure the magnitude of linear relationship between variables. To analyses the relation between two variables, two prominent correlations are used the person product correlation and spearman's rank correlation.

$$R = \frac{N(\sum xy - \sum x \sum y)}{\sqrt{(n\sum X^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

Where,

X and Y – values of variables

n – size of the sample

ANOVA

Analysis of variance (ANOVA) is a collection of statistical model and their associated estimated procedures (such as the “variation” among and between groups) used to analyses the differences among group means in a sample. ANOVA was developed by statistician and evolutionary biologist Ronald Fisher. In the ANOVA setting, the observed variance in a particular variable is partitioned into components attributable to different sources of variation.

3. CORRELATION

TEST

Co-efficient correlation table shows the relation between two variables x and y are said to be correlation of change in X leads to change in Y.

TABLE

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|-----|
| Education qualification | 3.0455 | .87143 | 110 |
| You have the opportunities at work to learn and grow. | 2.1455 | .86562 | 110 |

Correlations

| | | Education qualification | You have the opportunities at work to learn and grow. |
|---|---------------------|-------------------------|---|
| Education qualification | Pearson Correlation | 1 | .076 |
| | Sig. (2-tailed) | | .428 |
| | N | 110 | 110 |
| You have the opportunities at work to learn and grow. | Pearson Correlation | .076 | 1 |
| | Sig. (2-tailed) | .428 | |
| | N | 110 | 110 |

$r = .076$

4. RESULT:

In the above the correlation value is .076 it is positive correlation and the significant value 0.428 greater than 0.05. So we accept H1 and reject Ho therefore the relationship between Education qualification and the opportunities at work to learn and grow.

5. CONCLUSION

Employee engagement shows the energy and commitment that employees bring to their jobs and is an important indicator of involvement and dedication to the organization. Engaged employees are content, more productive and most likely to be loyal to the organization. Employee engagement is largely about social connections happening in organizations and aligning work experiences with employee’s cultural needs. An organization that builds a culture that is open, transparent enabling employees to thrive is important for retaining employees. Reducing employee turnover is most important for organizations, to maintain an ideal staff takes many efforts and resources of the organization, and if that is lost, it hampers.

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