



A Study on Importance of Employee Engagement on Employees of Collabera Digital, Vadodara City.

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ABSTRACT

Employee engagement is a hot topic for all businesses in the modern, globalized world. Employee engagement tends to increase organizational productivity. Also, it helps you keep up a higher degree of commitment. Employee engagement is the extent of an employee's participation and dedication to their company and its principles. The productivity of employees, which is enhanced by their dedication to their organizations, is what determines the success of an enterprise. This essay aims to examine the importance of engaged workers for the expansion and success of an organization. With the aid of a literature review, this essay attempts to investigate the various aspects of employee engagement. This can be used to give a summary of some of the conceptual and practical work done in the area of the employee engagement practises in a manufacturing company in India, as well as references. The factors affecting productivity and its overall impact on the organization are examined in this study in a manufacturing company using data gathered through questionnaires. The study's major goal was to use both primary and secondary data to assess and interpret how employee engagement affects the company's success. Out of the 10 Cs identified by Gambler (2007), the study employs the 6 Cs of employee engagement to determine employing inferences, gauge employee engagement.

Keywords: Workers, engagement, productivity, contentment, and connections are key words.

INTRODUCTION

Today, Employee engagement is a work environment strategy that creates the ideal conditions for every employee to offer their very best effort each and every day. Employee engagement is founded on mutual respect, honesty, a two-way commitment, and open lines of communication. It is a strategy that improves the likelihood of corporate success while boosting productivity, performance, and wellbeing at both the organisational and individual levels. Employers perceive employee engagement as the use of fresh approaches and programmes to boost employees' positive emotional connections, which in turn boosts output and overall corporate success. An engaged staff is more productive, less likely to change professions, and, most importantly, acts as a constant spokesperson for the company. In a culture where a company's values are important to customers, engaged employees are seen as an integral element of an organization's brand. An engaged, content workforce can therefore affect customer retention, the hiring of critical talent, and the capacity to draw in new clients. As can be seen, both the employer and the employee are highlighted in the definitions. The millennial workforce of today is more knowledgeable, connected, and eager to work if given the chance to learn. Engagement of employees is not a precise science. Certain values are at the heart of employee engagement. The why, how, and what of the organisation are determined by these ideals. In a company, not all workers reach their full potential. There could be a variety of causes for this. They might not share the company's mission, they might disagree with their team, their supervisor, or a subordinate, or it might just be a general attitude issue. A group of many people working together to achieve a single goal is an organisation. The reputation and interests of the company should be advanced by every person working to the best of their abilities, but this is not the case in the majority of businesses.

The 10C's OF EMPLOYEE ENGAGEMENT

1. **Connect** – Every person in a company should be respected, and good relationships are made possible by strong connections.
2. **Career**- Every employee aspires to advance in their profession. Only when employees are given the chance to do difficult jobs in their specific fields is it achievable.
3. **Clarity**- Each employee should have a clear understanding of the company's mission and vision so they may establish their goals for professional development.
4. **Convey**- To prevent miscommunication, communication in any firm should be transparent. An incredibly crucial task is clearly communicating information.

5. **Congratulate** – When an employee produces exceptional work output, they should be acknowledged and shown their appreciation. They are motivated by it.
6. **Contribute** — As a leader, a manager must assist and support their staff members in accomplishing their objectives.
7. **Control** – Having control enables one to carry out a work in a balanced manner and generate excellent results. Thus, a leader should continually urge his subordinates to exercise initiative when making official decisions.
8. **Collaboration**- is key to attaining both individual and organisational goals, and trust is a key aspect in bringing all employees together.
9. **Credibility**- In any organisation, each employee should uphold moral principles and be trustworthy, while the boss should have the employees' trust.
10. **Confidence** – For the prosperity of the company, employee confidence is crucial. So, a leader's main responsibility is to build confidence in the workforce.

Historical Overview of Employee Engagement

William Kahn of Boston University originally used the phrase "employee engagement" in his 1990 article, *Psychosocial Factors of Personal Engagement and Disengagement at Work*. In it, Kahn recounts how he noticed people entering and exiting situations related to their employment. He continued by suggesting that for engagement to take root, three psychological variables must be present: meaning, safety (psychological), and availability (emotional, physical, and psychological).

The 1980s, prior to Kahn, were dominated by burnout and strategies for lowering voluntary turnover. The "Maslach Burnout Inventory" (MBI), developed in 1981 by Christina Maslach and Susan Jackson, measures emotional weariness, depersonalization, and personal success. The "Jobs Demands-Resources" (JDI) perspective is based on the MBI, which presently comes in five versions. Prior to burnout, Greg Oldham and Richard Hackman produced work in the middle of the 1970s that was focused on the characteristics of employment, which they called "Job Characteristics Theory" (JCT). JCT contends that psychological states experienced while working, which are influenced by the demands of the job, are related to motivation. To quantify this, A JCT survey designed by Oldham and Hackman included questions about the psychological conditions of work meaning, individual accountability, and awareness of results.

The two-factor theory, which was put forth by psychologist Frederick Herzberg during World War II, demonstrated that different "hygiene" and "motivator" elements almost invariably account for both job satisfaction and discontent. These elements served as his justification for why some individuals work hard while others don't. Herzberg used the "Critical Incident Method" (CIT), which Colonel John C. Flanagan created for the Aviation Psychology Program of the United States Army Air Forces, to interview 200 accountants in Pittsburg for his study.

The study of organisational dynamics can be traced back to pioneers Mary Parker Follet and Lilian Gilbreth in the 1920s, which is perhaps the most fascinating fact. Follet observed group dynamics at community events held all around New York in order to study power and the motivating desires of the individual vs. the group. But after her passing, her theories were mostly forgotten until scholars rediscovered Follet's writings and started giving her credit again years later.

REVIEW OF LITERATURE

George Ginu(2016) in Christ University on Antecedents and outcomes of employee engagement a study on employees in travel organizations

The research is an effort to find out the key factor of effective training and employees performance and also gives various suggestions on how to boost the motivation of employees with the effective training and their performance. It was found out that most of the employees were either strongly agree or agree that the training made them learn new skills and knowledge. It has been analysed the mentality of the employees that they do feel themselves capable of independent working after receiving the training. It concludes that maximum employees were either strongly agree or agree that the training helped them work independently.

A study by Dash Bidya (2017) on Employee Engagement and HR Initiatives from Centurion University of Technology and Management A Look at the Banking Industry.

The research is based on employee engagement and HR initiatives in Bhubaneswar-based banks. The study's objectives are to recognise the HR initiatives undertaken by public and private sector banks, to determine the factors truly contributing to employee engagement in the banking sector, to ascertain employee perceptions of employee engagement, and to determine the influence of demographic variables on employee engagement. Employee engagement is characterised by a positive attitude towards one's work. It is a collection of factors such as organisational commitment, belonging, job satisfaction, employee involvement, and many others. The underlying philosophy is to develop employees' involvement and passion for their jobs, as well as their commitment to the organisation by putting forth discretionary effort in their work. This focused on HR initiatives and factors related to employee engagement. However, it is widely assumed in the banking sector that management uses HR initiatives and the aforementioned factors as an engagement tool to encourage employees to participate actively in their respective jobs.

BURMAN SNEHA (2019) from Jain University on Employee Engagement Drivers. The current study, Drivers of Employee Engagement: Developing a Model for Newline Employees in the IT Industry in Bangalore, attempted to validate an Employee Engagement Model for newline employees in the IT industry in Bangalore. The model proposed that job satisfaction, newlinespsychological empowerment, interpersonal relationships, and employees' feelings of being valued and involved have a positive relationship with employee engagement in the IT newlineindustry. Furthermore, the sense of being valued and involved mediates the relationship between Job Satisfaction, Psychological Empowerment, Interpersonal newlineRelationship, and Employee Engagement. The model also investigates the gender differences in employee newline engagement levels.

RESEARCH METHODOLOGY

Main Objective

The objectives of employee engagement activities, essentially, are to create a high-performing and engaged workforce by implementing infrastructure and employee engagement strategies that better support your team.

Objectives

- Improve Wellness and Productivity.
- Improved Collaboration and Retention of Staff.
- Enhance the working environment and absenteeism.
- Motivating employees.
- Recognize the attitude of the staff.
- To try to develop and maintain harmonies relation by employees and employer.
- To ensure the behaviour of management in fair manner with employee.
- To find out the opinion of employees regarding the present employer-employee relations.

RESEARCH DESIGN

A quantitative approach and a exploratory research design methodology were both used in this study. For this goal, structured questionnaires were used as the survey tool. In order to respond to a quantitative research examines information that is represented in numbers and charts, often known as quantitative data. Typically, quantitative research gives researchers the opportunity to interact with and gather data directly from their study participants in order to understand a phenomenon from their perspectives. The goal of this technique is to preserve real-world instances and occurrences that illustrate how employee training and development affects their output and performance. The method of choice is also well known for being resource and time efficient. Last but not least, using a quantitative approach enables for the collecting of empirical data from a greater range of sources and is suited for the problems and difficulties addressed by the current study population.

UNIVERSE:

The universe considered for this study are the Lower-level employees of the COLLABERA DIGITAL, Vadodara.

SAMPLING SIZE:

The sampling size for the study is 56 employees of COLLABERA DIGITAL, Vadodara.

SAMPLE DESIGN & METHOD:

A sample will be drawn from population based on Probability Sampling. Researcher used Simple Random Sampling. Researcher randomly selects a subset of participants from a population.

TOOL FOR DATA COLLECTION:

1. Primary Data:

Primary data is collected through a survey preparing questionnaire, meeting respondent personally and gathering information for them.

- Collected Data has been analyzed using Following Tools Excel, Google form analysis

2. Medium:

Google forms

3. Secondary data:

was collected from books, journals, and internet resources. The information's veracity has been assured when referring to legitimate, official webpages. Journal papers, newspaper articles, committee reports, annual reports, and a collection of journal-based publications on the use of retention methods by businesses are used to examine the literature and other information.

FINDINGS

- In this study we find those Majority employees work are under age 21 to 25 years.
- We find that majority Employee are females.
- We find out that majority employees qualification is post graduation.
- Majority respondents are having permanent job in the company.
- Majority respondents are working feel healthy life balance
- We found majority employees agree about reasonable workload is given in the company.
- 80.4% Employees do have someone to talk when they feel stressed.
- 76.85% employees are interested and actively participate in the wellness offerings of the company.
- 57.1% respondents know everyone in their team.
- Out of 56 respondents 78.6% respondent enjoy working with their team.
- The direct leader treat all the employees fairly and equally
- Majority respondents are satisfied with the level of comfort in their physical workplace.
- 41.1% respondents collaborate often with other departments in the company.
- Majority respondents are satisfied with their working environment and facilities.
- In this study we find out that 64.3% respondents have friends at work.
- Majority respondents are feels that their strengths are used very well by the organization and less respondents are feels that their strengths are average by the organization.
- We find out that 85.7% respondents feel comfortable and good at work.
- According to the study 75% respondent work with modern technology in the company.
- Most of the respondents feel that training and motivation is provided proper by the company to them. In this study we find out that 75% respondents made sure that emple growth and career opportunities are provided to them from the company.
- We find out that most respondents have open and clear communication with their subordinates.
- In this study we find out that employees feel proud that they work for this company.
- 55.4% respondents are working according to their study profile.
- Most of the mangers are cares about their subordinate Feedbacks.
- Most of the respondent have oral form of communication within the organization.
- In this study we find out that 91.1% respondents learnt many new job skills while working with the company.
- Most of the employees are being encouraged by the managers as well as supervisors.
- In this study we find out respondents can easily communicate with other level members also.
- 50.9% respondents motivation level affected their performance.
- In this study we find out 92.7% respondent's saw path for their advance career in the company.
- Majority of the employees are feeling good experience at workplace.
- In this study we find out that along with work also get personal time for themselves.

- Majority of respondents contribute to the overall goal of the company.
- We find out that along with goals of the company's employees wellbeing is also taken care.
- They make proper clarity to the respondents before giving the respondents work assignment.
- We find out that work is evenly distributed among the departments and employees.
- 72.7% respondents agree that their opinions are made count while making decision.
- 85.5% respondents are nominated for training program from previous 6 months.
- 60% employees feel they can live a physically healthy life while working in the company.
- 94.5% respondents receive recognition when they perform well.
- Also we find that the team inspire the respondent to work hard.
- We find respondents are happy to recommend this company to their friends.
- In this study we find out that respondents feedback is appreciated and accepted.
- 90.9% respondents feel that they can have constructive conversation about their pay in the company.
- Most of the respondents are provided necessary tools to perform their job properly.

CONCLUSION

According to this report, the majority of workers are between the ages of 21 and 25. We discover that most of the employees are women. We learn that post-graduate degrees are the majority of an employee's qualifications. The majority of responders are employed permanently by the organization and seek to maintain a decent work-life balance. We discovered that the majority of employees concur that the organization provides an appropriate workload. 80.4% of workers say they can talk to someone when they're stressed. 76.85% of employees are interested in and actively engage in the company's wellness initiatives. 57.1% of respondents are familiar with everyone on their team. 78.6% of the 56 respondents said they enjoyed working with their team. The immediate supervisor treats each employee fairly and equally. The majority of respondents are content with their workplace's degree of comfort. 41.1% of respondents said they frequently work with other company departments. The majority of respondents expressed satisfaction with their workspace and amenities. According to this poll, 64.3% of respondents had buddies at work. The majority of respondents believe that the company uses their strengths exceptionally effectively, while fewer believe that the business uses its talents only averagely. We discover that 85.7% of respondents feel at ease and satisfied at work, that 75% of respondents use current technology at their place of employment, and that the majority of respondents believe their employers adequately offer them with training and motivation. According to this study's findings, 75% of respondents made sure that the employer gave them possibilities for professional development. We discover that the majority of respondents communicate with their subordinates in an honest and direct manner. According to this report, employees are happy to be employed by this particular organization. 55.4% of respondents report having jobs that fit their educational profile. The majority of managers care about their subordinates' feedback, and the majority of respondents use oral communication within the workplace. This study reveals that 91.1% of respondents acquired a wide range of new job abilities while employed by the organization. The majority of employees receive encouragement from managers and supervisors. In this study, we discover that responders are also able to communicate with people at higher levels. 50.9% of respondents said that performance was impacted by motivation. This study reveals that 92.7% of respondents saw a path for advancing their careers within the organization.

The majority of employees report having a positive work experience, and this study reveals that they also get time for themselves outside of work. The majority of respondents support the company's overarching objective. We learn that the corporation also cares about the wellbeing of its personnel in addition to its aims. Before offering the respondents a job assignment, they provide them the right explanation. We discover that the workload is spread equally among the departments and workers. 72.7% of respondents concur that their opinions are taken into consideration when decisions are made. 60% of employees believe they may live a physically healthy life while working for the organization. 85.5% of respondents are nominated for training program over the preceding six months. 94.5% of respondents claim to get rewarded for good work.

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