



A Study on Employee Engagement in ABC Pvt Ltd

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ABSTRACT:

Employee engagement is crucial for the success and sustainability of organizations, particularly in the dynamic and competitive telecommunications industry. This study investigates the factors influencing employee engagement in ABC Pvt Ltd. Utilizing a mixed-methods approach, including surveys/questionnaire and analysis of organizational data, this research examines the relationship between various organizational factors, such as leadership style, organizational culture, job satisfaction, and employee engagement levels within the organization. The findings provide valuable insights into the drivers of employee engagement and offer recommendations for enhancing organizational practices to foster a more engaged and productive workforce within the organization and similar industry contexts.

Keywords: Employee engagement, Organizational culture, Job satisfaction

Introduction:

Employee engagement can be critical to a company's success, given its clear links to job satisfaction and employee morale. Communication is a critical part of creating and maintaining employee engagement. Engaged employees are more likely to be productive and higher performing. They also often display a greater commitment to a company's values and goals.

Employers can encourage employee engagement in many ways, including communicating expectations clearly, offering rewards and promotions for excellent work, keeping employees informed about the company's performance, and providing regular feedback. Other strategies include making efforts to make employees feel valued and respected, and feeling that their ideas are being heard and understood. Engaged employees believe that their work is meaningful, believe that they are appreciated and backed by their supervisors and that they have been entrusted with the success of their company.

Employee engagement has been a considered part of management theory since the 1990s and became widely adopted in the 2000s. While it has its detractors, mostly based on how difficult it can be to measure, employee engagement has been found to have direct links to a company's profitability and financial health.

Engaged employees often develop an emotional connection to their job and company, and will be focused on working toward their organization's goals.

Employee engagement encompasses more than mere job satisfaction; it embodies a holistic approach towards aligning employees' values, goals, and aspirations with those of the organization. At its core, employee engagement reflects the emotional commitment and dedication employees exhibit towards their work, colleagues, and the organization as a whole. This emotional connection fosters a sense of belonging, purpose, and motivation, ultimately driving enhanced performance and organizational outcomes.

In summary, this review serves as a comprehensive primer on employee engagement, offering valuable insights for scholars, practitioners, and organizational leaders alike. By elucidating the underlying mechanisms and drivers of employee engagement, this review seeks to inform evidence-based strategies for enhancing employee engagement and fostering a more resilient, productive, and innovative workforce in the contemporary organizational landscape.

Literature review:

T.Suhasini and Dr.K.Kalpana (2018): The study reveals that Employee Engagement is a comprehensive task and cannot be accomplished by the effective training programs also. Organisations can improve engagement by opportunity thinking, enhancing employee decision making, and commitment. Employee engagement results in reduced turnover intentions and increased innovative work related behaviour. V.Siva Kumar (2015): This study describes that the high level of employee Engagement increases the growth of the organization and acts as a retention strategy. From this study it is observed that employee engagement in private banks is not satisfactory. NP Myilswamy, Dr.R.Gayatri (2014): According to their research "A study on Employee Engagement: Role of Employee Engagement in organizational Effectiveness", it is concluded that the level of Engagement determines employees

productivity and their intention to stay in the organization. Employee Engagement drives organizational effectiveness by improving loyalty, retention, safety, productivity and profitability. And the employees who are highly involved in work are more engaged.

Siddhanta & Roy (2012) explored implications for theory, further research and practices by synthesizing modern 'Employee Engagement' activities being practiced by the corporate with the review of findings from previous researches / surveys. Singh & Shukla (2012) tried to find out what variables are significant to create an engaged workforce. The study was exploratory in nature and the data has been collected from a tin manufacturing organization. Shashi (2011) reinforced the importance of employee communication on the success of a business. She revealed that an organization should realize the importance of employees, more than any other variable, as the most powerful contributor to an organization's competitive position. Bijaya KumarSundaray (2011) focused 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.

Methodology:

This study combines both primary and secondary data sources. Primary data were collected through a well-structured questionnaire, employing a Stratified Random Sampling Method to select 113 respondents. Secondary data were gathered from various reference materials, including books, journals, research articles, magazines, and websites. The research is classified under a descriptive research design, which focuses on describing the characteristics or behaviors of a phenomenon without manipulation or control. Descriptive research aims to provide an accurate representation of the subject under investigation and is commonly used to address questions such as "what," "who," "where," "when," or "how" about a specific topic.

Objectives:

1. To identify factors influencing employee engagement.
2. To assess the effectiveness of training and development programs in improving employee engagement and job satisfaction.
3. To analyse the impact of communication channels and feedback mechanisms on employee engagement levels.

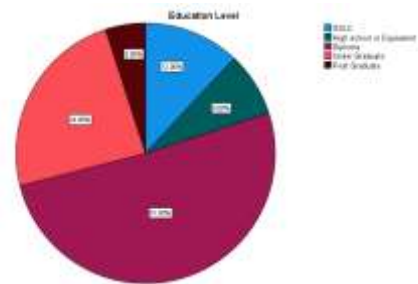
Data Analysis and Interpretation

Percentage analysis

Percentage analysis for the level of education.

TABLE 1

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSLC	12	12.0	12.0	12.0
	High school or Equivalent	8	8.0	8.0	20.0
	Diploma	51	51.0	51.0	71.0
	Under Graduate	24	24.0	24.0	95.0
	Post Graduate	5	5.0	5.0	113.0
	Total	113	113.0	113.0	



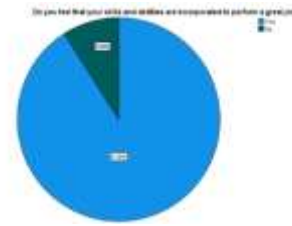
Inference:

From the above data we can interpret that majority of the employees have completed diploma of 51%.

Percentage analysis for "Do you feel that your skills and abilities are incorporated to perform a great job"

TABLE 2

Do you feel that your skills and abilities are incorporated to perform a great job					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	91.0	91.0	91.0
	No	9	9.0	9.0	113.0
	Total	113	113.0	113.0	



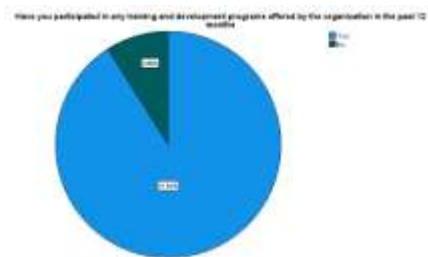
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As the data shows that only 91% of the employees feel that their skills and abilities are incorporated to perform a better job.

Percentage analysis for the respondents having been participated in any training and development programs in the past 12 months

TABLE 3

Have you participated in any training and development programs offered by the organization in the past 12 months					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	91.0	91.0	91.0
	No	9	9.0	9.0	113.0
	Total	113	113.0	113.0	



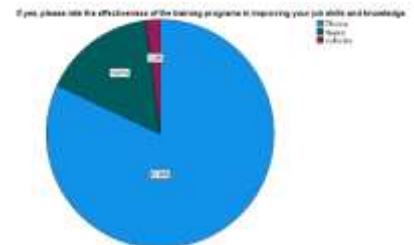
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90% of the respondents say they have participated in the training and development programs in the past 12 months.

Percentage analysis of the respondents rating the effectiveness of training programs in improving their job skills and knowledge

TABLE 4

If yes, please rate the effectiveness of the training programs in improving your job skills and knowledge					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Effective	82	82.0	82.0	82.0
	Neutral	16	16.0	16.0	98.0
	Ineffective	2	2.0	2.0	113.0
	Total	113	113.0	113.0	



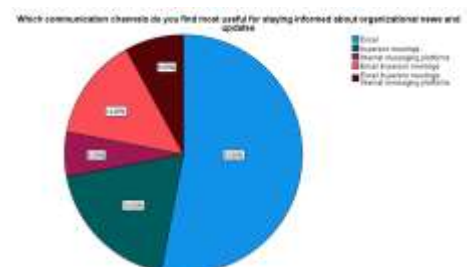
INFERENCE

As the data shows that 82% of the respondents find the training and development program effective.

Percentage analysis of the respondents on which communication channels they find most useful for staying informed about organizational news and updates

TABLE 5

Which communication channels do you find most useful for staying informed about organizational news and updates					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Email	53	53.0	53.0	53.0
	In-person meetings	19	19.0	19.0	72.0



Internal messaging platforms	6	6.0	6.0	78.0
Email, In-person meetings	14	14.0	14.0	92.0
Email, In-person meetings, Internal messaging platforms	8	8.0	8.0	113.0
Total	113	113.0	113.0	

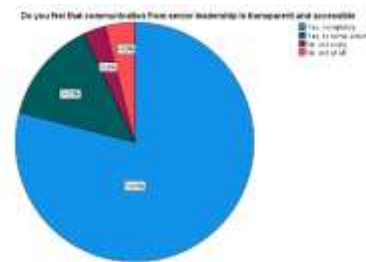
Inference:

This shows that 53% of the respondents find email useful as their communication channel for staying informed about organizational news and updates.

Percentage analysis for “Do you feel that communication from senior leadership is transparent and accessible”

TABLE 6

Do you feel that communication from senior leadership is transparent and accessible					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, completely	79	79.0	79.0	79.0
	Yes, to some extent	14	14.0	14.0	93.0
	No, not really	3	3.0	3.0	96.0
	No, not at all	4	4.0	4.0	113.0
	Total	113	113.0	113.0	



Inference:

79% of the respondents find the communication from the senior leadership is transparent and accessible.

CORRELATION ANALYSIS

To find out the significance relationship between education level and feeling that skills and abilities are incorporated to perform a great job.

H₀: There is no significant correlation between education level and feeling that skills and abilities are incorporated to perform a great job.

H₁: There is a significant correlation between education level and feeling that skills and abilities are incorporated to perform a great job.

Correlations			
		Education Level	Do you feel that your skills and abilities are incorporated to perform a great job
Education Level	Pearson Correlation	1	.168
	Sig. (2-tailed)		.094
	N	113	113
Do you feel that your skills and abilities are incorporated to perform a great job	Pearson Correlation	.168	1
	Sig. (2-tailed)	.094	
	N	113	113

Inference:

From the above table H₀ is accepted .We find that the significant value is 0.94, which is greater than the table value 0.05, so the Null hypothesis is accepted and the alternative hypothesis is rejected.

REGRESSION ANALYSIS

To find out the relationship between participation in training and development programs offered by the organization in the past 12 months and the effectiveness rating of the training programs in improving job skills and knowledge.

H0: There is no significant relationship between participation in training and development programs offered by the organization in the past 12 months and the effectiveness rating of the training programs in improving job skills and knowledge.

H1: There is a significant relationship between participation in training and development programs offered by the organization in the past 12 months and the effectiveness rating of the training programs in improving job skills and knowledge.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.508	.163		3.125	.002
	Have you participated in any training and development programs offered by the organization in the past 12 months	.635	.144	.406	4.402	.000

a. Dependent Variable: If yes, please rate the effectiveness of the training programs in improving your job skills and knowledge

Inference: From the above table, we find that the significant value is 0.000, which is less than the table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted.

Therefore, we conclude that there is a significant relationship between participation in training and development programs offered by the organization in the past 12 months and the effectiveness rating of the training programs in improving job skills and knowledge.

CHI-SQUARE ANALYSIS

To find out the association between the preferred communication channels for staying informed about organizational news and updates and the perception of communication transparency and accessibility from senior leadership.

H0: There is no association between the preferred communication channels for staying informed about organizational news and updates and the perception of communication transparency and accessibility from senior leadership.

H1: There is an association between the preferred communication channels and the perception of communication transparency and accessibility from senior leadership.

Test Statistics		
	Which communication channels do you find most useful for staying informed about organizational news and updates	Do you feel that communication from senior leadership is transparent and accessible
Chi-Square	73.300 ^a	158.480 ^b
df	4	3
Asymp. Sig.	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.		

Inference:

From the above table, we find that the significant value is 0.000, which is less than the table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted.

In other words, there is evidence to suggest that the perceived usefulness of communication channels for staying informed about organizational news and updates is associated with respondents' perceptions of the transparency and accessibility of communication from senior leadership.

Results

The majority of employees have completed a diploma (51%), followed by undergraduate degrees (24%), while only 5% have completed postgraduate studies. In terms of experience, 40% have 1- years, 20% have 4-6 years, and 17% have less than 1 year of experience, with 14% having over 10 years and 9% having 7-10 years. Overall, 96% like the workplace, 91% feel their skills are utilized effectively, 52% receive regular recognition, and 90% participate in training. Additionally, 82% find the training effective, 53% prefer email for communication, and 79% find senior or leadership communication transparent. Moreover, 78% are fully aware of relevant key performance indicators, and 54% are satisfied with the organization's performance management approach.

Conclusion

Employee engagement emphasizes the importance of employee communication on the success of a business. An organization should thus recognize employees, more than any other variable, as powerful contributors to a company's competitive position. Therefore employee engagement should be a continuous process of learning, improvement, measurement and action also 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 endeavor.

I would like to conclude from the findings that majority of the employees are satisfied with the organization and feel engaged and are regularly getting recognition for their better work but they also would like to be conducted more programs involving safety measures and regular training and development programs and feel free to be open about their problems. To my finding the employees are well engaged when it comes to fun activities. They suggest that an awareness program must be conducted on safety measures.

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