



## A Study On Employee Empowerment With Special Reference To Business Tamizh Pvt Ltd, Erode

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### ABSTRACT :

Employee empowerment is a key factor in enhancing organizational performance, job satisfaction, and employee engagement. This study investigates the effectiveness of empowerment practices at Business Tamizha Private Limited, Erode. Using a descriptive and diagnostic research approach, primary data were collected from 200 employees through structured questionnaires. The analysis revealed that empowerment strategies such as flexible working hours, performance feedback, and participatory decision-making positively influenced productivity and morale. The study recommends strengthening promotional policies and communication to further support an empowered work culture.

### 1. INTRODUCTION OF THE STUDY

Employee empowerment is an essential human resource strategy that enables individuals to take initiative, make decisions, and actively participate in organizational development. It fosters a work environment built on autonomy, trust, and responsibility. Empowered employees tend to be more engaged, motivated, and aligned with organizational goals.

This study focuses on evaluating employee empowerment at Business Tamizha Private Limited, Erode. It aims to assess how empowerment initiatives such as performance evaluation, grievance handling, flexible work arrangements, and communication influence employee satisfaction and productivity. By analyzing responses from 200 employees, the study provides insights into the effectiveness of these practices and offers suggestions for improving organizational performance through empowerment communication to further support an empowered work culture.

### 2. REVIEW OF LITERATURE

Empowerment has been widely discussed in organizational studies as a driver of employee engagement and performance. According to **Kanter (2023)**, true empowerment involves access to essential resources, support systems, and opportunities within the workplace. This framework is echoed in the current study, where a majority of employees at Business Tamizha reported satisfaction with their environment, indicating that structural empowerment is present.

From a psychological perspective, **Conger and Kanungo (2021)** highlight the significance of self-efficacy in empowerment. They assert that unless employees believe in their ability to make impactful decisions, empowerment efforts may fall short. This aligns with the findings of the present study, in which 85% of employees reported improved confidence due to empowerment initiatives.

**Spreitzer (2020, 2022)** identifies four core dimensions of psychological empowerment—meaning, competence, self-determination, and impact. These elements were observed among employees at Business Tamizha, particularly in areas such as decision-making involvement and performance evaluation systems, suggesting alignment between theoretical frameworks and real-world practices.

The growing relevance of empowerment in flexible and digital work environments is emphasized by **Berg et al. (2020)** and **Kirkman et al. (2021)**. Their work suggests that empowerment plays a key role in maintaining productivity in hybrid or remote work settings. At Business Tamizha, 80% of employees acknowledged that flexible working arrangements had a positive influence on their output, validating these insights.

Empowerment has also been linked to Organizational Citizenship Behavior (OCB). **Avey et al. (2020)** argue that empowered employees are more likely to go beyond formal job responsibilities. This is supported by the current study, where 70% of respondents recognized empowerment as a factor that improves their performance.

**Ghosh et al. (2022)** bring attention to the importance of inclusivity in empowerment practices. Their findings suggest that equitable empowerment fosters collaboration and innovation. At Business Tamizha, balanced gender representation and consistent satisfaction levels across employee categories support this view.

Finally, **Lu et al. (2024)** discuss the impact of female leadership and empowerment in shaping inclusive organizational cultures. Although this study did not deeply examine gender-specific outcomes, the positive feedback from female respondents suggests that Business Tamizha's empowerment practices are broadly inclusive.

Overall, the literature reviewed aligns closely with the primary findings of this project. Structural and psychological empowerment, when applied inclusively, lead to higher employee engagement, satisfaction, and organizational effectiveness, as demonstrated at Business Tamizha.

#### **OBJECTIVES OF THE STUDY:**

- To study the effect of incentives on employee empowerment
- To ascertain whether the policies and procedure are helpful for the employee empowerment.
- To find out whether employees are satisfied with the empowerment method.

### **3. RESEARCH METHODOLOGY**

This section outlines the methodological framework adopted to conduct the study on employee empowerment at Business Tamizha Private Limited. The methodology ensures that the research objectives are addressed systematically through appropriate data collection and analysis techniques.

#### **RESEARCH DESIGN**

The study employs a *descriptive research design*, which is well-suited for assessing the current status of empowerment practices and their perceived impact on employees. Descriptive research facilitates the identification and analysis of patterns, opinions, and relationships among variables within a specific population. This design allows for the detailed examination of empowerment strategies as implemented in the organizational context.

#### **POPULATION OF THE STUDY**

The population of this study includes all employees of Business Tamizha Private Limited, totalling **220 individuals**. The study focuses on this finite population to capture relevant insights regarding empowerment experiences within the organization.

#### **SAMPLE SIZE**

A sample of **200 respondents** was selected from the total population using a convenience sampling method. This approach allowed for direct and efficient access to participants while maintaining a reasonable level of representation. The chosen sample size ensures adequate data for meaningful analysis while remaining feasible within the scope of the research timeline.<sup>4</sup>

### **4. METHOD OF DATA COLLECTION**

The study relied on both primary and secondary data.

- Primary data were collected through structured questionnaires administered to employees at Business Tamizha. The questionnaire was designed to assess employee perceptions of empowerment, workplace policies, decision-making participation, and job satisfaction.
- Secondary data were obtained from company documents, internal reports, HR manuals, and relevant academic literature to provide context and support for the primary findings.

#### **TOOLS USED FOR DATA ANALYSIS**

Simple percentage methods and chi-square

#### **SIMPLE PERCENTAGE ANALYSIS:**

Formula: Simple Percentage Analysis = No of respondents / Total no of respondents \*100

#### **A CHI - SQUARE ANALYSIS**

A Chi-square test was conducted to assess the relationship between employee empowerment and perceived productivity. The test revealed a statistically significant association:

$$\chi^2 (1, N = 200) = 25.32, p < 0.05$$

This result indicates that the observed relationship is unlikely to have occurred by chance, supporting the hypothesis that empowerment strategies implemented at Business Tamizha positively influence employee productivity.

**EXPLANATION OF COMPONENTS:**

- $\chi^2$  = Chi-square statistic
- (1, N = 200) = 1 degrees of freedom, based on 200 respondents
- 25.32 = calculated chi-square value
- $p < 0.05$  = statistically significant result

**5. FINDINGS**

The following are the key findings based on responses from 200 employees:

- **86% of employees** expressed satisfaction with their overall work environment.
- **80%** reported that flexible working hours positively impacted their productivity.
- **85%** felt that empowerment significantly boosted their confidence and reduced work-related stress.
- A majority of respondents indicated **high satisfaction** with grievance redressal mechanisms and the accessibility of HR support.
- **70%** believed that empowerment initiatives directly improved their job performance.
- **60%** agreed that decision-making authority and feedback systems were effective and fair.

**6. SUGGESTIONS**

Based on the study's findings, the following suggestions are proposed to enhance employee empowerment at Business Tamizha:

- Strengthen promotional policies to create clearer career advancement pathways for all levels of staff.
- Improve communication channels to ensure that employees are well-informed and involved in key decisions.
- Increase transparency in performance evaluations and reward systems to build trust and motivation.
- Offer additional training and mentoring programs to enhance employee capabilities and self-efficacy.
- Encourage participative leadership to reinforce a culture of inclusion, recognition, and autonomy.

**7. CONCLUSION**

The study concludes that employee empowerment plays a significant role in fostering job satisfaction, motivation, and organizational effectiveness. At Business Tamizha, empowerment practices such as flexible working arrangements, fair grievance handling, and inclusive decision-making have contributed positively to employee morale and productivity. To sustain these benefits, the organization should continue to evolve its HR practices with a focus on transparency, professional development, and participatory leadership. Empowering employees not only enhances individual performance but also supports long-term organizational growth.

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