



IMPACT OF EMPLOYEE ENGAGEMENT ON ORGNIZATION PRODUCTIVITY

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INTRODUCTION

The Indian automobile agency has historically been an extraordinary indicator of the manner properly the economic system is doing, as the automobile quarter plays a key characteristic in every macroeconomic growth and technological development. The -wheelers section dominates the marketplace in phrases of quantity, because of a developing middle elegance and a large percent of India's population being younger. Moreover, the growing interest of groups in exploring the rural markets in addition aided the increase of the sector. The developing logistics and passenger transportation industries are riding up demand for business motors. Future market boom is predicted to be manner of recent traits collectively with the electrification of vehicles, specifically 3-wheelers and small passenger cars.

India enjoys a sturdy function in the global heavy motors marketplace as it's miles the maximum important tractor producer, 2d-biggest bus manufacturer, and 0.33-largest heavy truck manufacturer in the global. India's annual production of automobiles in FY23 changed into 25.9 million motors. India has a robust marketplace in terms of domestic call for and exports. In January 2024, the overall passenger vehicle income reached three,93,074. Passenger cars noticed the great ever earnings inside the month of January posting a growth of 14% in comparison to January 2023. In FY23, general car exports from India stood at 47,61,487. This region's percentage of the countrywide GDP improved from 2.7% in 1992-1993 to around 7.1% currently. It employs approximately 19 million people at once and not directly.

India is also a prominent car exporter and has sturdy export boom expectancies for the near destiny. In addition, numerous tasks with the useful resource of the Government of India inclusive of the Automotive Mission Plan 2026, scrappage coverage, and production-connected incentive scheme within the Indian marketplace are predicted to make India one of the global leaders within the -wheeler and four- wheeler market with the aid of 2022.

In modern-day economies, commercial vehicles play a critical function in the boom and improvement of several groups with the aid of allowing the green movement of humans and items. The enterprise vehicle company is precipitated with the resource of factors which consist of economic conditions, regulations, technological improvements, and shifts in customer opportunities. Companies on this area include manufacturers, providers, dealerships, and carrier providers, all contributing to the production, distribution, and upkeep of industrial cars.

LITERATURE REVIEW

Ferrell and Hartline (2007) highlight that managers must stay attuned to their dynamic external environment and act accordingly. Given the oligopolistic structure of India's automotive sector, companies must adapt to changing competitive conditions in the post-liberalization period.

Piercy (2000) emphasizes marketing's vital role in new product development, customer management, and supply chain coordination. A strong marketing strategy provides a firm with competitive advantage by delivering superior value to customers.

Hooley, Piercy, and Nicolaus (2008) stress the need for marketing strategy flexibility. Defining a company's segmentation, targeting, and positioning (STP) is crucial to responding to changing market conditions and meeting business goals.

Cravens, Merilee, and Walker (2000) argue that companies need precise marketing strategies, executed effectively, to navigate competitive pressures successfully. Ferrell and Hartline (2007) list additional factors — including leadership structure, financial performance, customer landscape, competition, economic trends, and policy shifts — that marketers must evaluate carefully to craft a winning strategy.

Tata Motors has been an iconic Indian automotive leader for decades, but deregulation and increased competition since 1993 have forced commercial vehicle makers to adopt marketing tactics that recognize both heightened rivalry and unpredictable economic environments. Begley and Boyd (2003) note that today's marketers must do more than plan — they must implement and adapt continuously.

RESEARCH METHODOLOGY

The research relied exclusively on secondary data gathered from online databases, company reports, government publications, and industry journals. Internal company statistics, financial data, and sales figures also supported this analysis.

FINDINGS AND CONCLUSION

- Sustained growth in demand for commercial vehicles is driven by rising freight and passenger transport requirements.
- Technological innovation is transforming the commercial vehicle market as companies invest in R&D to enhance fuel economy and reduce emissions.
- Market demand is closely linked to broader trends such as globalization, trade policies, economic fluctuations, and regional political developments.
- Mahindra & Mahindra currently holds the largest market share at 89.74%, according to recent data.
- Over time, commercial vehicle sales have trended upward, demonstrating resilience and long-term growth prospects

CONCLUSION

To advance the commercial vehicle sector, sustained investment in research and development is critical. Priorities include autonomous driving technologies, connectivity solutions, and telematics that enhance efficiency, safety, and vehicle performance.

Collaboration across the industry including manufacturers, suppliers, policymakers, and regulators will be key to overcoming future challenges and shaping a sustainable, competitive automotive landscape.

Finally, the sector must embrace sustainability at its core, working to reduce emissions and environmental impact while ensuring economic vitality and social equity. Balancing these goals will help foster an enduring and prosperous commercial vehicle ecosystem for future generations.