

# EMPLOYEE ENGAGEMENT AND ITS IMPACT ON THE ORGANIZATIONAL EFFECTIVENESS

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## ABSTRACT

This paper focuses on the impact of the employee engagement on the performance towards the organizational effectiveness in the perspectives of school teachers in Nilgiris district. Competition is a perennial problem in any business, and developing employee commitment and engagement is the need of the hour. An empirical study was conducted to measure the level of impact of the employee engagement and its impact on the organizational effectiveness through the performance of the School teachers through survey method. To design the objectives of the study both primary data and secondary data was collected through well structured questionnaire to achieve an imminent about the problem investigated in the study. Statistical tools like Percentage analysis, reliability test and Chi-square test were used to analyze the collected data through SPSS software package. There are more than 700 schools (Govt, aided, and private) in and around the four blocks of the Nilgiris district viz. Coonoor, Gudalur, Kotagiri and Ooty. For the purpose of the study only one hundred sample respondents were selected through Convenience sampling method by survey method, from the Ooty block of the teachers working in Private Higher secondary schools in the Nilgiris distirct.

**Key words:** Impact, Effectiveness, commitment, involvement, recognition etc.

## Introduction

Employee engagement evidently focuses the employees feel passionate about their work which is committed with the effort and team work of all the employees towards the organizational goal. Employee engagement is very essential to encourage and retain the hardworking, committed and productive employees as it is an increasing demand in the changing scenario of the manpower or workforce at global level due to innovative technology, and changing creative market demand.

## Significance of the study

In India, the modern requirements of the global companies focus on earning innovative manpower with enormous potential for earning foreign exchange. Conversely, retaining employees with the indispensable knowledge and skills will not hold good to facilitate an organization to accomplish its target. The skilled and talent employees have to be retained and managed well so that they perform their regular work effectively towards the vision and mission of the organization. The regular and persistence of the employee engagement walks beyond the conventional ideas of the job satisfaction, commitment of the organization, job involvement, etc. Employee engagement engrosses the vigorous use of emotional, cognitive, and behavioral energies at workplace while working in consistency with the strategies and organization's objectives. Keeping in mind

the importance of employee engagement in the workplace as the need of the hour, this study has been undertaken to measure the “Employee engagement and its impact on the organizational effectiveness among the school teachers in ooty block of the Nilgiris District.

### **Statement of the problem**

The competitive edge for ever increasing need for efficiency of the workforce with innovation according to the speed of the market is necessary for success of any organization. Due to lack of senior management support and poor human resource policies, lack of recognition and inadequate resource support employee engagement is on the decline (Bates, 2004; Richman, 2006). Investments made on building competitive advantage for developing employee engagement and commitment are improving more and more but in few areas many studies say that there is no improvement in commitment and engagement (Gallup, 2008; Ott, 2007) as such referring to these studies it is clear that employee engagement is the most significant area to be adhered to the development of the organizations. Hence there is a significant prerequisite for any company. Therefore, this present study has been undertaken to determine the research work entitled “Employee engagement and its impact on the organizational effectiveness among the school teachers in ooty block of the Nilgiris District.

### **Objectives of the study**

1. To study the demographic profile of the sample respondents and
2. To analyse impact of the employee engagement on the organization effectiveness of the school teachers in Ooty block in the Nilgiris district.

### **Scope of the study**

Employees who are well engaged in work place bring laurels to the organization enduring the shape of happiness and fulfillment in the workplace by feeling inherently provoked to show evidence of optimistic or constructive thinking such as distributing, supporting, cooperating, and sustaining, to create a holistic framework of the affirmative, psychological, social, and organizational perspective of work. Employees who are always able-bodied engaged employees are not logically born, but can be extended by organizational preservation and practices. Thus, employee engagement is a procedure and requires to be well managed in a systematic way. Employee engagement strategies enable people to work with integrity and loyalty with recognition, involvement and respect (Lockwood, 2007). The results of the current study will be of enormous significance to companies, which seek out to improve the levels of engagement of employees’ status. Additional, the outcome of the study would throw innovative light on the components of employee engagement and organizational effectiveness. The outcome of the study would also facilitate organizations a huge compact in creating appropriate programs and using suitable technique to progress organizational effectiveness.

## Research Methodology

Both primary data and secondary data was collected through well structured questionnaire to accomplish the result for the problem investigated in the study. Statistical tools like Percentage analysis, reliability test and Chi-square test were used to analyze the collected data through SPSS software package. There are more than 700 schools (Govt, aided, and private) in and around the four blocks of the Nilgiris district viz. Coonoor, Gudalur, Kotagiri and Ooty. For the purpose of the study only one hundred sample respondents were selected through Convenience sampling method by survey method, from the Ooty block of the teachers working in Private Higher secondary schools in the Nilgiris district.

## Analysis & Interpretations of the study

The foremost purpose of this study was to analyse the demographic profile of the sample respondents about the impact of the employee engagement and its impact on the organizational effectiveness in the perspectives of school teachers in the Nilgiris district. The collected data was analyzed and interpreted for the findings and recommendations. Reliability Test has been used together with KMO and Bartlett's Test and Factor Analysis with Cluster stimulations to measure the demographic profile of the sample respondents and the impact of the employee engagement on the organizational effectiveness.

### Reliability Analysis

Reliability analysis is used to erect reliable dimension scales, to improve existing scales, and to assess the reliability of scales previously in use. Exclusively, Reliability and Item Analysis will support in drawing and valuation of sum scales, of multiple individual measurements to compute various statistics that permits researcher to construct and analyze the scales in classical testing model. The tests depict its output for 100 numbers of cases with 70 number of items with the Coefficient Alpha as 0.968. Thus it is observed that the reliability of coefficient alpha ( $\alpha$ ) for the 100 cases of 70 item is 0.968 (scale range between 0.0 to 1.0) which shows the reliability of the selected factors.

## DEMOGRAPHIC PROFILE OF THE RESPONDENTS: (PERCENTAGE ANALYSIS)

### Age

Majority 48% of the sample respondents belong to age group up to 25 years, 32% of the respondents are in the age group of 26-50 years whereas 20% are in the age group of above 50 years.

### Educational Qualification

Majority of the respondents are PG degree holders of 52%, and 46% constitute M.Phil degree holders, 2% constitutes the Ph.D degree holders.

### Marital Status

Majority of the sample respondents are married with 75% and the remaining 25% of the respondents are unmarried.

### No. of children

The sample respondents who have less than 2 children are 60%, 40% of the respondents have more than 2 children.

### Annual income

The sample respondents who earn between ₹ 1,00,001- ₹ 3,00,000 are 40%, and 34% of the respondents earn between ₹ 3,00,001 – 6,00,000 and the remaining respondents are 26% who earn above ₹ 6,00,000.

### No. of dependents

The sample respondents who have 3 to 5 members are 37%, 32% of the respondents have more than 5 members and 31% of the remaining sample respondents have less than 2 members.

### Type of family

Majority of the respondents live in Joint family type with 58% whereas 42% live in nuclear family type.

### CHI – SQUARE TEST:

Chi-Square Analysis was applied to measure the statements framed for the study. Thus for the purpose of the this study, the sample respondents as School teachers of the Ooty block in the Nilgiris district have been measured with the help of Chi-square test.

#### 1. Teachers love their job and work with pride in the school.

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 164.800 for  $df=4$  and “p” value is 0.000 which is significant i.e., less than 0.05.

Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

## 2. Teachers feel their school as a great place to work with integrity and loyalty.

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 184.300 for  $df = 4$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance

## 3. The process of work system supports the teachers to work effectively and efficiently.

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 101.900 for  $df = 3$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

## 4. I perform my job well and the school provides all access to the learning and development

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 86.300 for  $df = 3$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

## 5. The school encourages me to learn more to be successful in my role.

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 14.570 for  $df = 3$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

## 6. The school management communicates with necessary information promptly on time to the teachers.

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 96.300 for  $df=3$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

**7. Day-to-day decisions are clearly informed and the teachers are recognized for their success in work.**

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 98.940 for  $df=3$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

**8. The management considers the teachers as the assets of the school, and treats them with love, care and diligence.**

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 96.270 for  $df=3$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

**9. Teachers are trained well to serve the children as they are the future citizens.**

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 165.100 for  $df=4$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.

**10. The teacher work very prudently towards the vision and the mission of the institution.**

**Null Hypothesis ( $H_0$ ):** There is no difference between the observed and expected frequency.

**Alternative Hypothesis ( $H_a$ ):** There is a difference between the observed and expected frequency.

The chi-square value is 177.600 for  $df=4$  and “p” value is 0.000 which is significant i.e., less than 0.05. Therefore the alternative hypothesis there is a difference between the observed and expected frequency is accepted at 5% level of significance.



## Conclusion

Employee engagement is a workplace approach intended to guarantee that employees are dedicated to their organization's objective, values, and encouraged to contribute to organizational accomplishment, and to augment their own sense of well-being. This concept is very valuable as it has many components to deal with the employees. Each and every company or organization should give due significance to employee engagement as it is very urgent need of the organization. Employees are the backbone of the organization and no company will flourish except the integrity and loyalty of the employees in the workplace for future predetermined goals.

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