A Study on Employee engagement at TBZ

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Abstract

What is Employee Engagement? Employee engagement is a fundamental concept with the need to understand and describe both quantitatively and qualitatively the nature of the relationship between organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and takes positive action for the organizations growth, interests and reputation. It is an approach related to workplace which results in the right conditions for all the members of the organization so that they can give their best each day effectively & efficiently. It also leads them to give their commitment towards organizational goals & values, which motivates them to contribute towards organizational success, with an enhanced sense of their own wellbeing. Employee engagement is based on several factors that affect the productivity levels of the employees and the other members linked with the organization.

It is mainly based on integrity, trust, two way communication and commitment between the organization and its members. Employees that are engaged tend to be more content, productive and loyal to the organization. Employee engagement serves and benefits the organization in many different ways which leads to the overall growth of the company, helps in higher retention, lower turnover, higher productivity, less absenteeism and increased employee. It also builds a strong bridge between the employee & employer, thus helping the organization to overcome the competitions that take place in the market. It even helps to reduce the stressful environment that occurs among the employees due to the workload and deadlines.

So overall many studies show that employee engagement is helping the organization towards the path of success along with employee job satisfaction and lesser number of losses. Corporations whose employees are engaged perform better than companies whose employees are not in the employee engagement activities by over 200%. This leads to the engaged employee to feel like they have a connection with their company and thus believe that they have certain responsibilities towards their organization and work harder to accomplish the goals & fulfillment.

Key words

Employee Engagement, Employee –Employer Relationship, Productivity, Profitability, Customer Engagement, Commitment, Trust, Involvement, Retention.

1.   INTRODUCTION

Employee engagement according to the Corporate Executive Board (2004) is the "extent to which an employee commits to something or someone in the organization and how long they stay as a result of their commitment." It first appeared as a concept in management theory in 1900s and became widespread in 2000s in management practice. It has different synonyms like "employee satisfaction" and "employee experience". A recent study by InspireOne shows that employees today are more likely (83%) to be involved in an employee listening program than before.

There are many different Employee Engagement activities that can   help to enrich the employees trust towards the organization. Like, getting the health and wellness program in order –This is a very important factor as many employees quit their jobs due to the unhealthy diet and long working hours which include sitting at one place in the same position for hours leads to unavoidable stress. So including such wellness programs will help to reduce turnover and lead to proper work life balance.

Giving the employees "inside" information –Generally in all the workplaces people want to be in the know, they want and expect the circle of trust. This will help them to gain the trust and handle engagement in the organization. Celebrating personal wins with the employees, Offer healthier options at your workplace: Offer your employees by making healthier foods available on-site with office snack delivery ad healthy vending. This will help the organization to boost employee's productivity level and better profits. Align your organization with an objective - Focus on why you do it instead of what you do, Emphasize work-life balance –By providing them a work from home scenario and flexible hours where employees with children /adults with hobbies are allowed the freedom to enjoy life to the fullest, and still get their work done.

Organizations can also bring an office motivational speaker - Like team building seminars and workshop that can motivate the entire team or department. Employees will be grateful for the opportunity to grow and learn from the experts and will get lot of experiences. Send out an employee survey to get honest feedback, open consistent lines of communication and allow employees to move laterally within the organization. Incentivize goals by creating healthy competition and reward excellent performance with incentives for their achievements.
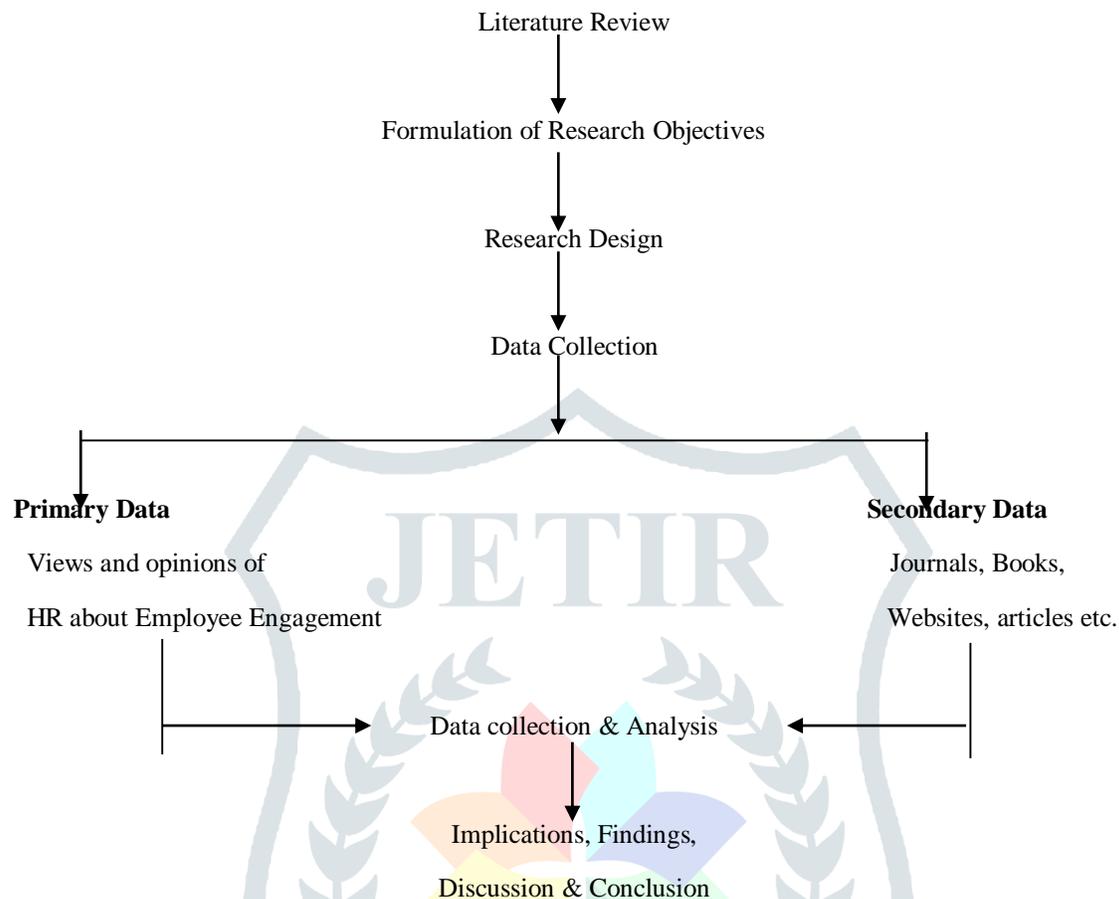
Research objective is to understand why employee engagement is an important aspect of any organization to succeed and sustain in the market on a long run. This workplace approach is to ensure that employees feel committed to their organizational goals and values. The study helps to better understand the leadership, communication, relationship of loyalty and commitment to the overall level of employee engagement.

2. LITERATURE REVIEW

The review of literature helps the researcher to know the gaps and theoretical insight of the matter. It also involves providing the researcher with a review that is related to the literature pertaining to the present study. It is the easiest way to study and formulate the research problems precisely.

Sr. No.	Topic Name	Number of Reviews
1	Employee Engagement in TBZ – The Original	3
2	Employee Engagement in Human Resources	6
3	Employee Engagement in Gems & Jewellery Industry	4
4	Study of Employee Engagement in India	5
5	Research Report on TBZ (By Analyst)	2
6	Trends in Global Employee Engagement	3
7	Effective Employee Engaement & 0rganizational Success	2

3.   RESEARCH METHODOLOGY

Literature Review

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Formulation of Research Objectives

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Research Design

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Data Collection

Primary Data   **Secondary Data**

Views and opinions of   Journals, Books,

HR about Employee Engagement   Websites, articles etc.

Data collection & Analysis

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Implications, Findings,

Discussion & Conclusion

This research is qualitative in nature, where qualitative research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups, participation/observations.

4.   CONCEPTUAL MODEL

Big Five Theory Model

Psychological researchers often use a **five**-factor model to evaluate what are believed to be **five** core traits of an individual's personality which is commonly referred to as the "**Big 5**," these traits include openness to experience, conscientiousness, extraversion-introversion, agreeableness, and neuroticism.
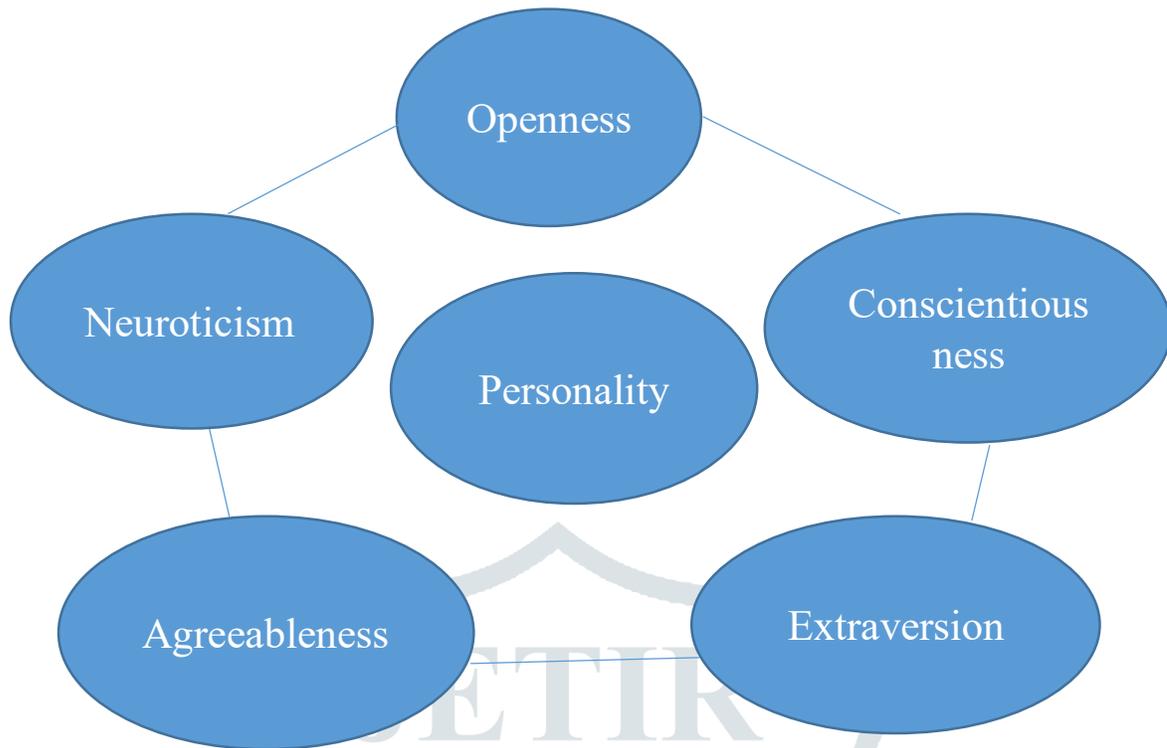
Learning about the 5 personalities that are covered under Big 5 personality traits we can easily figure out the different personalities of the employees working in the organization. It becomes easier and simpler to find out which individual falls under what category and accordingly the employee engagement activities can be carried out thus leading to the growth of organization. Due to big 5 personality model the top management gets a clear picture of the employees that they are working with and thus can work towards their enhancement depending upon their personality type.

Such activities will be much more effective and employee engagement can be made efficient through this model. It also helps the organization to rebuild the personalities and bring about positive changes in their employees by carrying out certain activities by keeping the employees engaged. This leads to overall development of the employee and keeps them to stay motivated and work for their organization in a positive manner. It also encourages them to stay committed and involved within the organization. Thus big 5 personality traits are very useful while designing the employee engagement activities.

5. DISCUSSION

Employee Engagement activities in TBZ has shown tremendous progress in behavior and attitude of the employees. Each and every individual in the organization is being treated fairly and equally. They have birthday bash celebrations on every last Friday of the month for corporate employees, retail staff as well as office admin. Queries and problems faced by any of the retail staff are fairly handled by the HR Department in order to maintain peace and harmony within the organization. Employees are quite friendly with each other which shows trust and openness amongst them. Top level managers and other employees have their meals together which indicates strong employee-employer relationship. Every department is well aware or at least has an idea of the new projects or training sessions that are carried out in other departments of the organization. Most of the employees make efforts on attending the training programmes, inspite of having workload and family responsibilities which shows their strong commitment towards the organization.

During the internship, it was observed that the follow ups taken even for the slightest jobs were given major importance and were quite frequent in order to not miss out on any of the employees and that the work can be completed on time without any complications. They do have work from home policy and flexible work timings. This shows that organization looks after the employee well-being and gives consideration to their personal responsibilities. Culture maintained is not very distinctive but simple and easy going for every person working within the organization.

Organization takes continuous efforts in order to keep the retail staff happy and satisfied by providing them necessary facilities as they are the face of the organization it becomes very important to look after every need of the loyal employee. Senior managers also have one to one interaction with the retail employees via phone, emails and also face to face in case they sense any kind of problem or disturbance in that particular showroom. Overall the organization has a great ambience and follows a traditional culture and treats everyone with respect.

6. LIMITATIONS OF RESEARCH

The current study is very limited as the data doesn't cover minute details of the organization. Time was a major factor while conducting the study as time period for the research was two months.

7. SCOPE OF FUTURE RESEARCH

My further study may focus on Employee engagement in other gems & jewellery industry and comparing the impact of Employee Engagement activities between Retail staff and Corporate Managers. Future scope can also involve further study where HR managers can effectively make strategies to involve maximum number of employees in the employee engagement activities and control the lack of participation of employees. They can also keep reward system and given token of appreciation to the people attending maximum number of activities, this can help the employees to stay motivated and committed towards their organizational goals.

The study can be further categorized into different research done on employee engagement by implementing them in the organization and improving the structure by scheduling proper systematic data and explaining the importance of those activities to the employees so that they effectively and readily participate in them. This can improve the quality of employee engagement activities and will help to avoid lack of absenteeism during the sessions held for the employees.

8. CONCLUSION

In conclusion with the study on employee engagement, it is a very necessary function of HR department just like any other HR function and must be given high importance in order to develop and promote organizational growth. This will not only help to emerge the internal factors but also the external factors of the organization. Each and every individual will act responsible and work as a team towards the organizations success. Improvements can be brought by working under experts and professionals in order bring systematic and efficient changes. One can build his or her career in the organization by engaging in the projects allotted by the organization, if the organization truly cares for its employees. This will give job satisfaction to the employees and thus build the organization as a whole.

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