

A STUDY ON EMPLOYEE ENGAGEMENT

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1. INTRODUCTION:

Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work (aka 'coasting'), up to an employee who is actively damaging the company's work output and reputation.

An organization with "high" employee engagement might therefore be expected to outperform those with "low" employee engagement.

Employee engagement first appeared as a concept in management theory in the 1990s, becoming widespread in management practice in the 2000s, but it remains contested. It stands in an unspecified relationship to earlier construct such as morale and job satisfaction. Despite academic critiques, employee engagement practices are well established in the management of human resources and of internal communications.

Employee engagement today has become synonymous with terms like 'employee experience' and 'employee satisfaction'. The relevance is much more due to the vast majority of new generation professionals in the workforce who have a higher propensity to be 'distracted' and 'disengaged' at work. A recent survey by

StaffConnect suggests that an overwhelming number of enterprise organizations today (74.24%) were planning to improve employee experience in 2018.

Employee engagement is a property of the relationship between an organization and its employees. An "engaged employee" is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.

Employee engagement is the emotional commitment the employee has to the organization and its goals. (Forbes.com)

Employee engagement is actually the level of enthusiasm and dedication an employee feels toward his or her job. To these engaged employees, it is far more than a pay cheque – it is the eagerness towards their task that makes them passionate in their work, and this passion is often reflected in their individual outcomes.

An engaged employee cares about their work and about the performance of the company, and they want to feel that their efforts could make a difference. It is generally seen as an internal state of mind; physically, mentally and emotionally that binds together the work effort, commitment and satisfaction in an employee.

A committed employee tends to go an extra mile for the company without being asked or wanting recognition or credit for it. They often establish a common responsibility for themselves to the roles

they took up. At the same time, they do want to feel appreciated by the company.

When a good manager recognises a committed employee, they have to find ways of keeping them involved. The company needs to practice more employee engagement in order for the employees not to feel as though no one cares about them and their duties.

Management needs to remember that engaged employees lead to productivity in the workplace and this creates a higher customer satisfaction and definitely an increase in sales and profit in the company.

The trust and communication between both employees and management are also important as it shows the employee their abilities and how their own work has contributed to the overall company performance. This union between the company and the employee is a necessity as both are able to excel in performance.

Regardless of your preferred definition of employee engagement, it all goes back to understanding your employees and providing for them. Knowing whether employees are engaged or disengaged is only the initial step. Management can look into how to engage employees in order to be able to cultivate a positive company culture. Good companies also need to be able to understand what drives employees and take action on the results in order to have the great impact on increasing engagement.

OBJECTIVES

- The employees working in the company are engaged, which reflects in their actions.
- Since they are happy, they try to give the same experience to their customers.
- Employees are more engaged because they consistently put efforts to empower, motivate and engage their workforce and align them with their goals and objectives.

- Take care of your employees and they will take care of your business.
- Communicate with the employees and keep them updated on the progress.

2. LITERATURE SURVEY

Title: EMPLOYEE ENGAGEMENT IS IN EVERYDAY ACTIONS AND BEHAVIORS

One-time initiatives don't suffice.

No longer do organizations and leaders doubt the business case for employee engagement; much evidence makes a strong case for it. Take Gallup's 2017 State of the American Workplace report, which includes compelling statistics competitive advantage organizations gain when employees are engaged, such as lower absenteeism and turnover and higher productivity, sales, customer metrics, and profitability. Companies now view employee engagement as a business imperative and spend significant amounts of money toward improving it. In fact, statistics cite organizations spending upwards of a billion dollars annually on improving employee engagement.

Despite the dollars and resources companies put toward increasing engagement levels, not to mention all the literature written on the topic, Gallup reports that only one-third of the American workforce is engaged—which means that two-thirds of the workforce is not engaged or is actively disengaged. That shows that companies have not yet figured out how to drive a culture of engagement.

Employee engagement needs HR, leaders, and employees

Employee engagement is often looked at in one of three organizational roles—HR, leadership, or the employee—and so are the approaches to improve engagement levels. Countless articles discuss what leaders should do to improve engagement among

their employees, substantial literature exists on what programs and initiatives HR can enact, and some publications discuss the employee's role.

An engaged workforce doesn't arise from a single organizational role; rather, it's a blend of all three. Engagement is a choice that manifests in the individual acts, attitudes, behaviors, and practices that occur in an organization every day. It arises from the combination of HR, leadership, and employees choosing engagement and showing up in ways that demonstrate their choice to engage. Engagement is not about expensive programs, grandiose gestures, or one-time events. In fact, it is an everyday occurrence that HR, leaders, and employees control, influence, and promote.

Title: Employee Engagement: A Roadmap for Creating Profits, Optimizing Performance, and Increasing Loyalty

Federman defines employee engagement as the degree to which a person commits to an organization and the impact that commitment has on how profoundly he performs and his length of tenure. The book covers a broad spectrum of employee engagement factors including measurement, rewards, hiring, talent management, and onboarding. Return-on-investment, turnover, and productivity considerations in light of today's struggling economy emphasize the need for employee engagement in the workplace. Federman establishes a case for employee engagement in the beginning of the book by proving how it affects the bottom line: 71 percent of companies with high levels of engagement boast above-average financials.

One's MPV (my personal value) is another topic especially relevant to today's ethics debate in the workplace. Federman charges employees to take ownership of their own engagement, rather than seeing themselves as victims of a demanding boss or dysfunctional organization. He lists personal engagement competencies that can be developed, and several tools are also available for readers to

use, such as employee engagement survey ideas and interview activities.

3. RESEARCH METHODOLOGY

Research is an art of scientific investigation. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deduction and reaching conclusions and at last carefully testing the conclusion to determine whether they formulating hypothesis.

Methodology: The Study is about the EMPLOYEE ENGAGEMENT Need Analysis in an Organization. It deals with the title of the study, need of the study, objectives & Scope of study.

Title of the Study:The study is titled as "EMPLOYEE ENGAGEMENT" at International Women Polytechnic .

Data sources: QUESTIONNAIRE

Data is collected from primary and secondary sources.

Collection of the data is of primary importance the research process. Data which is collected for the purpose of research helps in proper analysis which is helpful to conduct research effectively. The data source, which is very important in the collection of data, is primary data and secondary data.

Both primary and secondary data are taken into consideration for the study of training need analysis.

Primary Data: This consists of original information gathered for specific purpose. The normal procedure is to interview the people individually and/ or in a group, to get the required data.

Secondary Data: This consists of the information that already exists somewhere, either in some Annual Records or Magazines etc, having been collected for other purpose. Here the researcher has both primary as well as secondary data.

Survey Approach:

The questionnaire was administered through direct contact with respondents.

1. Sample Size & Sampling Technique:

The study covers a sample of students of International Women Polytechnic

The Respondents were selected on a Sample Random basis from the following categories of the student,

- a) Boys
- b) Girls

Statistical Tool: Simple percentage

Sample Size: The sampling size was 50 Clients 5 officers.

Questionnaire Design: A structured questionnaire was designed consisting of close-ended questions and the meeting the respondents personally to get their responses.

4. DATA ANALYSIS & INTERPRETATION

In this pie chart I have included 50 employees. Some question and its analysis are below:-

Inference

This pie chart shows the number of male and female respondents for the questionnaire from the organization.

Male respondents: 13

Female respondents: 37

1. Does Fun at work happen regularly?**Interpretation**

Purpose: Main purpose of asking this question was to see that fun at work activity happens regularly in the team or not.

Conclusion: Most of the believe that it happens regularly in the team.

2. Do I get Feedback regularly from my supervisor for improving my performance?**Interpretation**

Purpose: The purpose of asking this question was to see whether the supervisor is providing feedback to the employees regarding his performance or not.

Conclusion: Approximately half of the people strongly agree with this statement however there are few who disagree with this statement.

3. Do I feel like coming to office regularly?**Interpretation**

Purpose: Purpose of asking this question was to see that how many people are interested in doing their work.

Conclusion: Most of the Employees want to come to office regularly except few employees.

4. Do I get sufficient opportunities to improve my skills?**Interpretation**

Purpose: Purpose of asking this question was to see that how many employees think that they are given equal opportunities to improve their skills.

Conclusion: There is no employee who disagrees with this statement. There are few employees who slightly disagree with this statement.

Most of the employees think that they get equal opportunities.

5. Do I receive any recognition for my contributions in last 3 months?**Interpretation**

Purpose: The purpose to ask this question was to see that how many employees think that rewards and recognition is given to them for their work.

Conclusion: Half of the employees think that they get rewards and recognition and half of the employees disagrees, strongly disagree and slightly disagree with this statement.

5. FINDINGS OF THE STUDY

- Employees are highly motivated while working in the organization.
- Employees among themselves share a healthy bond with each other.
- Employees are aware of what is expected from them at work.
- Employees feel that they have opportunities to learn and grow in this organization.
- Employees were recognizes for their quality work and accomplishments.
- Employees can take decisions in their work.
- Organization supports their employees to pursue further education and professional growth programs.
- Employees believe that they have career growth opportunities in the company.

Overall employees of the organization feel good

6. CONCLUSION

Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts

Organizations in many ways.

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.

We would hence conclude that 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.

7. LIMITATION OF THE STUDY

- Time Span: - Employee Engagement is a very vast process in any organisation. A time span of 2 months to understand a process is difficult.
- Many employees are not interested to attend this kind of programme in a regular basis.
- Few employees avoid giving feedback.

REFERENCES

Introduction:

https://en.wikipedia.org/wiki/Employee_engagement

About Company:

<https://www.iwpindiaonline.com>