



A STUDY ON EMPLOYEE ENGAGEMENT ACTIVITIES AT THERMOX POLYMERS CHENNAI

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ABSTRACT:

An organization's productivity is measured not in terms of employee satisfaction but by employee engagement. Employees are said to be engaged when they show a positive attitude toward the organization and express a commitment to remain with the organization. Questionnaire is framed with the help of the factors of employee engagement activities.

The research design adopted for this study is Descriptive Design. The sampling technique sampling used in this research is random sampling. A questionnaire comprising of items on a 5-point Likert scale was used to capture the attitude of employees about the organization and the data was analyzed using percentage analysis, weighted average method and Chi-square analysis.

The result reveals that the engagement level of employees is at a moderate level. So, the organization needs to pay more attention to the employee engagement which is crucial for their motivation and improving performance.

KEYWORDS: Employee Engagement, Employee Satisfaction, Employee Positive attitude

INTRODUCTION

DEFINITIONS:

- The individual's involvement and satisfaction with as well as enthusiasm for work.
- A heightened emotional connection that an employee feels for his or her organization, that influences him or her to exert greater discretionary effort to his or her work.

OPERATIONAL DEFINITIONS

The extent that an employee believes in the mission, purpose and values of an organization and demonstrates

that commitment through their actions as an employee and their attitude towards the employer and customers. Employee engagement is high when the statements and conversations held reflect a natural enthusiasm for the company, its employees and the products or services provided. An organization's productivity is measured not in terms of employee satisfaction but by employee engagement. Employees are said to be engaged when they show a positive attitude toward the organization and express a commitment to remain within the organization.

ELEMENT OF ENGAGEMENT

Some researchers conclude that personal impact, focused work, and interpersonal harmony comprise engagement. Each of these three components has sub-components that further define the meaning of engagement.

PERSONAL IMPACT

Employees feel more engaged when they are able to make a unique contribution, experience empowerment, and have opportunities for personal growth. Past research concurs that issues such as the ability to impact the work environment and making meaningful choices in the workplace are critical components of employee empowerment. Development Dimensions International's (DDI) research on retaining talent found that the perception of meaningful work is one of the most influential factors determining employees' willingness to stay with the organization.

Focused Work

Employees feel more engaged when they have clear direction, performance accountability, and an efficient work environment. Aside from the personal drive and motivation to make a contribution, employees need to understand where to focus their efforts. Without a clear strategy and direction from senior leadership, employees will waste their time on the activities that do not make a difference for the organization's success. Additionally, even when direction is in place, employees must receive feedback to ensure that they are on track and being held accountable for their progress. In particular, employees need to feel that low performance is not acceptable and that there are consequences for poor performance. Finally, employees want to work in an environment that is efficient in terms of its time, resources, and budget. Employees lose faith in the organization when they see excessive waste. For example, employees become frustrated when they are asked to operate without the necessary resources or waste time in unnecessary meetings.

ATTRIBUTES OF EMPLOYEE ENGAGEMENT

There are the 10 most important attributes which lead to better employee engagement. Let us know them in detail.

Communicate:

Project managers should clearly indicate their expectations from and about the employee. They should also provide feedback to the employees regarding their work and performance.

Career:

Management should provide meaningful work to the employees along with career growth opportunities.

Confidence:

Good managers should induce and boost confidence in an employee.

Control:

Managers should let the employees utilize the control which they have on their job and career.

Clarity:

Managers should have a clear vision of what job is to be done and how it is to be done. Also, the managers should effectively communicate these visions and plans.

Collaborate:

Good coordination and relationships should be maintained within a team. Managers should motivate their employees to work in and as a team. He should also take steps to cultivate trust among the team members.

Compliment:

Give recognition to the employee for the job well done.

Connect:

Managers should make their employees feel valuable and important. Show that you care.

Contribute:

Give opportunities to employees to contribute in the management decision making process. Ask for suggestions, new ideas, and ways of improvement.

Credibility:

Managers should set examples for the employee by imbibing and teach others to practice ethical standards and practices. He should maintain company's reputation.

NEED FOR THE STUDY

Employee engagement is not just about employee satisfaction - it is about the discretionary effort that differentiates high-performing staff. Many employers regularly survey staff on how happy they are at work, but a smaller number actually make the link between engagement and business performance. By helping employees to understand how they fit into the company structure, HR and line managers can ensure everyone in the organization is working in harmony as ambassadors for the brand.

SCOPE OF THE STUDY:

- This study will help the organization to keep the employees engaged by conducting other activities apart from their regular work.
- This will also give the organization few important inputs in order to improve their stands on current employee engagement activities.

OBJECTIVES:

- To find out the nature of employee engagement programs.
- To find out how far the employees are satisfied with such programmes.

- To know the most preferred engagement activities conducted by your organization
- To assess the satisfaction level of the employees towards rewards given at the end of engagement activities

REVIEW OF LITERATURE

Kahn undertook a qualitative study on the psychological conditions of personal engagement and disengagement by interviewing summer camp counselors and staff at an architecture firm about their moments of engagement and disengagement at work

In 2004, International Survey Research (ISR), the international research consultancy, completed a major survey into the nature and causes of employee engagement and how companies can improve engagement to enhance business performance. The survey was conducted across ten of the world's largest economies - Australia, Brazil, Canada, France, Germany, Hong Kong, the Netherlands, Singapore, the UK and the USA, involving nearly 160,000 employees from across a broad spectrum of industries

RESEARCH DESIGN & METHODOLOGY

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this survey and the design used is **Descriptive Research Design**.

SAMPLING TECHNIQUE

The Convenience Sampling Method is used for the survey. Convenience or opportunistic sampling is the crudest type of non-random sampling. This involves selecting the most convenient group available.

Sample Size

110 employees were surveyed during the study period.

STATISTICAL TOOLS:

- Chi-square analysis
- One-way Anova

Table-1-RESPONDENTS OPINION ON THE ORGANIZATION INSPIRATION AND MOTIVATION TO PERFORM

This variable has been studied to determine whether the employees are inspired and motivated to perform with the responsibilities that are assigned to them. Inspiration and motivation play an important criterion which emphasizes the status of the employees within the organization.

INSPIRATION AND MOTIVATION TO PERFORM	FREQUENCY	PERCENT
STRONGLY AGREE	41	37.3
AGREE	61	55.5
NEUTRAL	0	0
DISAGREE	5	4.5
STRONGLY DISAGREE	3	2.7
Total	110	100.0

INTERPRETATION It is found from the Table - 4 that 55.5 per cent of the employees agree, 37.3 per cent of the employees strongly agree whereas 4.5 per cent of the employees disagree and 2.7 per cent of the employees strongly disagree, that they are inspired and motivated by the company to perform better.

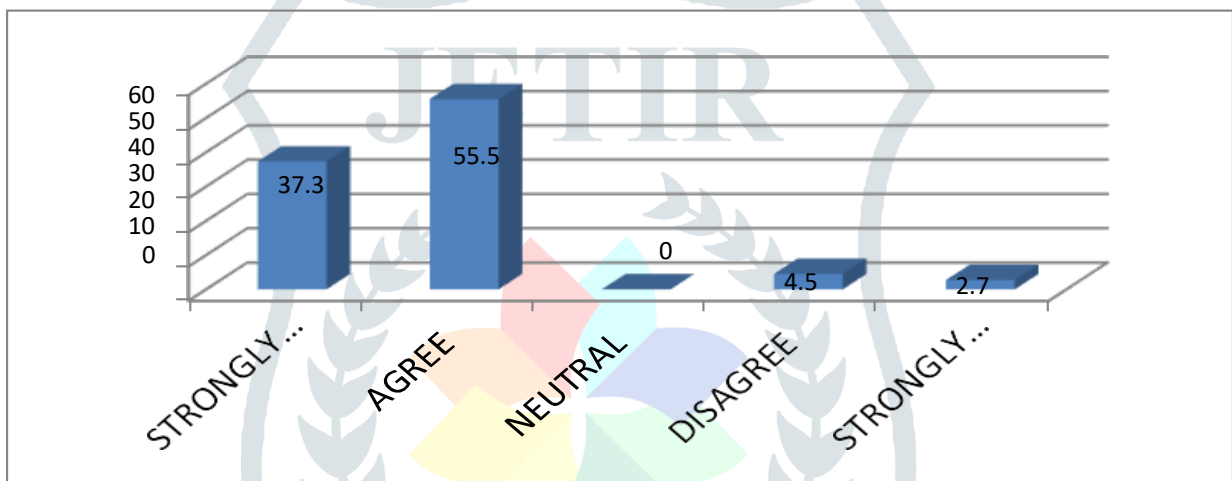


Table- 2 – RESPONDENTS OPINION ON THEIR CONTRIBUTIONS TOWARDS ACHIEVEMENT OF GOALS AND OBJECTIVES OF ORGANIZATION:

This variable has been studied to determine whether the employees help the company to achieve goals and objectives by making their contribution. Contribution towards the goals and objectives of the company is an important factor to determine where the employee mindset stands.

CONTRIBUTION TOWARDS THE GOALS AND OBJECTIVES	FREQUENCY	PERCENT
STRONGLY AGREE	57	52
AGREE	34	30.9
NEUTRAL	2	2
DISAGREE	10	9.1
STRONGLY DISAGREE	7	6
Total	110	100.0

INTERPRETATION: It is found from the Table - 6 that 52 per cent of the employees strongly agree, 30.9 per cent of the employees agree, whereas 9 per cent of the employees disagree, 6 per cent of the employees strongly disagree, and 2 per cent of the employees say neutral that they help their company to achieve its goals and objectives by making their contribution.

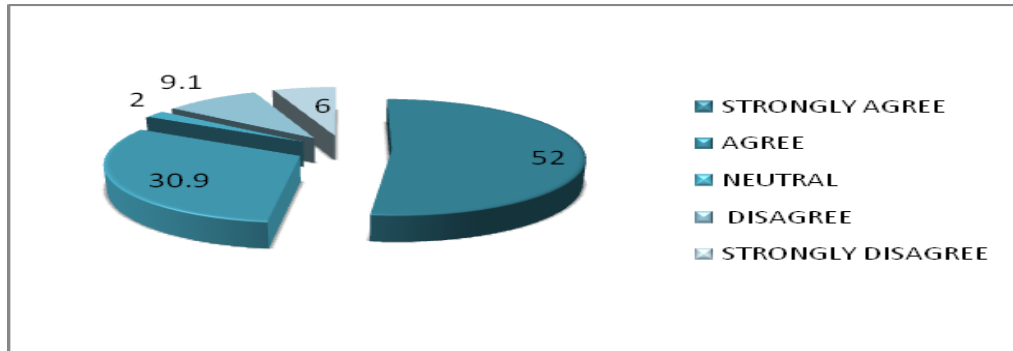


Table- 3- RESPONDENTS OPINION TOWARDS ORGANIZATION CARES FOR THE EMPLOYEES WELL-BEING

This variable has been studied to determine whether the organization cares for its employees well-being. The suggestions received from the employees are an important criterion to increase the engagement of the employees.

ORGANIZATION CARES FOR ITS EMPLOYEES WELL- BEING	FREQUENCY	PERCENT
STRONGLY AGREE	27	24.5
AGREE	60	54.5
NEUTRAL	6	5
DISAGREE	13	11.8
STRONGLY DISAGREE	4	4
Total	110	100.0

INTERPRETATION: It is found from the Table - 11 that 54.5 per cent of the employees agree, 24.5 per cent of the employees strongly agree whereas 11.8 per cent of the employees disagree, 5 per cent of the employees say neutral, and 4 per cent of the employees strongly disagree that their organization cares about its employee’s well-being.

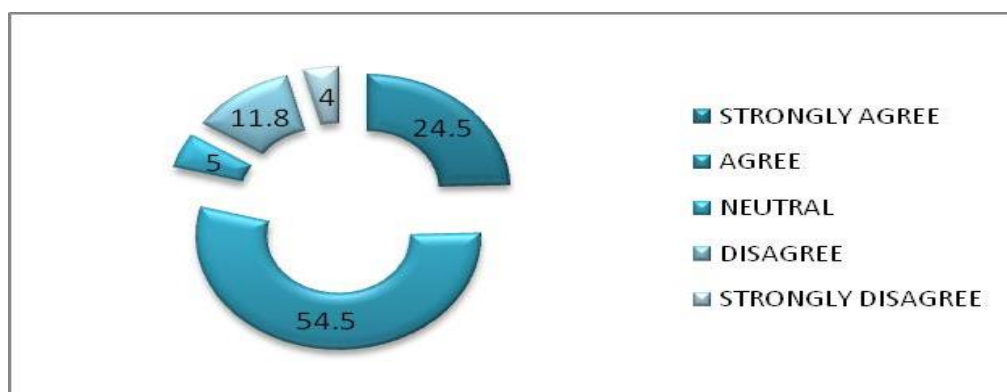


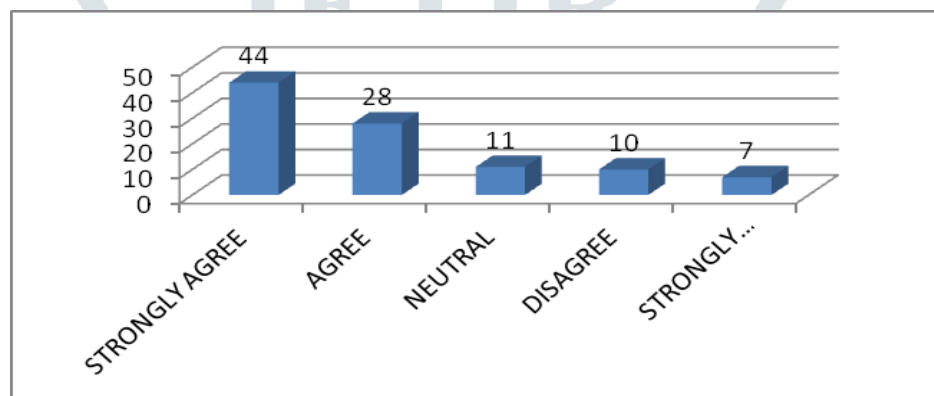
Table-4-RESPONDENT OPINION REGARDING AVAILABILITY OF TRAINING AND SKILLS

This variable has been studied to determine whether they have training and skills needed to do an excellent job.

AVAILABILITY OF TRAINING AND SKILLS	FREQUENCY	PERCENT
STRONGLY AGREE	48	44
AGREE	31	28
NEUTRAL	12	11
DISAGREE	11	10.0
STRONGLY DISAGREE	8	7
Total	110	100.0

INTERPRETATION

It is found from the Table - 13 that 44 per cent of the employees strongly agree, 28 per cent of the employees agree, 11 per cent of the employees say neutral, whereas 10 per cent of the employees disagree, and 7 per cent of the employees strongly disagree that they have the training and skills and employees will do it excellently.

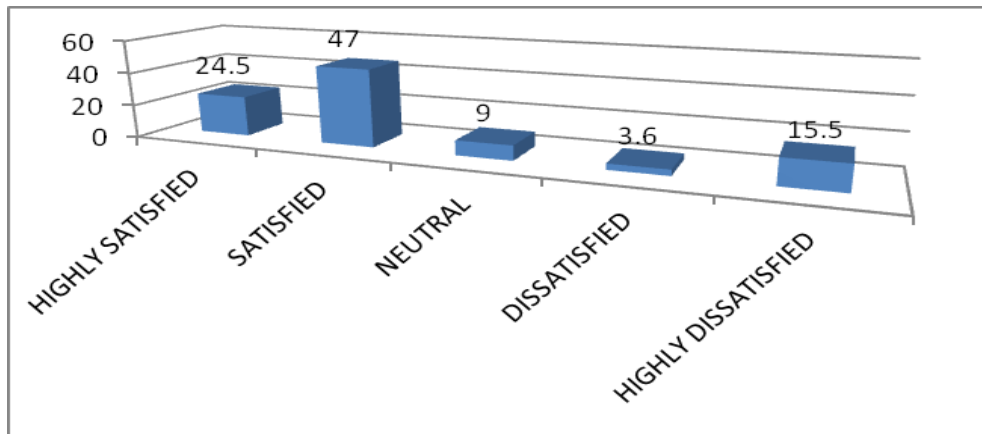
**Table-5 -RESPONDENTS OPINION TOWARDS THE EMPLOYEE ENGAGEMENT ACTIVITIES CONDUCTED BY THE ORGANIZATION**

This variable has been studied to determine whether the employees are satisfied with the employee engagement activities conducted by the company. This is an important criterion to determine the effectiveness or the output of such engagement activities.

SATISFACTION ABOUT ENGAGEMENT ACTIVITIES	FREQUENCY	PERCENT
HIGHLY SATISFIED	27	24.5
SATISFIED	52	47
NEUTRAL	10	9
DISSATISFIED	4	3.6
HIGHLY DISSATISFIED	17	15.5
Total	110	100.0

INTERPRETATION

It is found from the Table - 14 that 24.5 per cent of the employees highly satisfied, 47 percent of the employees satisfied, 9 per cent of the employees say neutral whereas 3.6 per cent of the employees dissatisfied, 15.5 per cent of the employees highly dissatisfied that they are satisfied with the employee engagement activities conducted by the company.



ANALYSIS USING KARL PEARSON’S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the Inspiration and Motivation to perform the job and Achievement of goals and objectives of company by the employees

Alternate hypothesis (H1):

There is negative relationship between the Inspiration and Motivation to perform the job and Achievement of goals and objectives of company by the employee

Correlations			
		Inspiration and Motivation to Perform	Achievement of goals and objectives of company
Inspiration and Motivation to Perform	Pearson Correlation	1	-.177
	Sig. (2-tailed)		.064
	N	110	110
Achievement of goals and objectives of	Pearson Correlation	-.177	1
	Sig. (2-tailed)	.064	

company			
	N	110	110

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$= -0.177$$

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (H0): There is a significance difference between the engagement activities preferred by the employees and Satisfaction about engagement activities

Alternate hypothesis (H1): There is no significance difference between the engagement activities preferred by the employees and Satisfaction about engagement activities

Descriptive

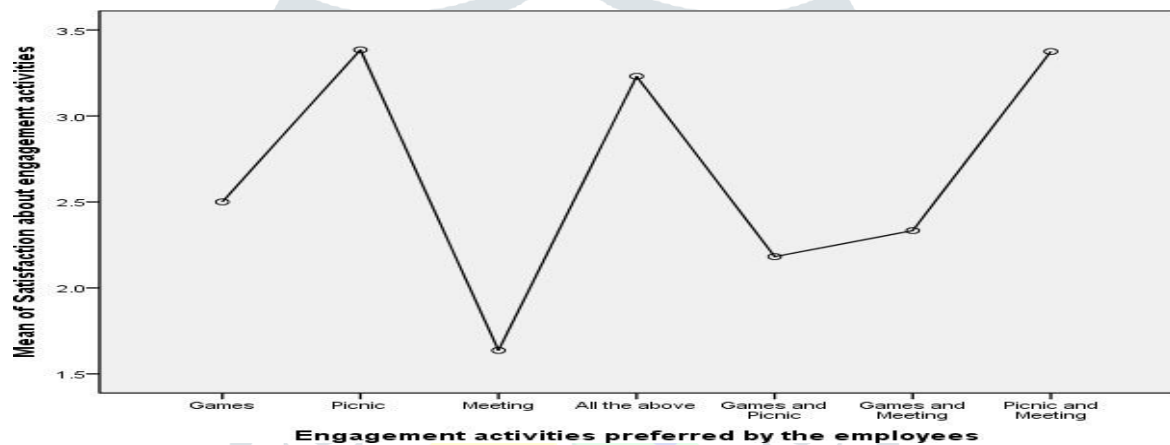
Satisfaction about engagement activities

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Games	6	2.50	.837	.342	1.62	3.38	1	3
Picnic	26	3.38	.496	.097	3.18	3.59	3	4
Meeting	11	1.64	.924	.279	1.02	2.26	1	3
All the above	39	3.23	.667	.107	3.01	3.45	1	4
Games and Picnic	11	2.18	1.168	.352	1.40	2.97	1	4
Games and Meeting	9	2.33	1.000	.333	1.56	3.10	1	3
Picnic and Meeting	8	3.38	.518	.183	2.94	3.81	3	4
Total	110	2.90	.948	.090	2.72	3.08	1	4

ANOVA

Satisfaction about engagement activities

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	39.266	6	6.544	11.496	.000
	Linear Term	.335	1	.335	.588	.445
	Unweight	.415	1	.415	.730	.395
	Deviation	38.851	5	7.770	13.650	.000
Within Groups		58.634	103	.569		
Total		97.900	109			



MEANSPLIT

Tabulated value = 3.95

Calculated value = 11.496

$F = F_{cal} > F_{tab}$
accepted.

$F = 11.496 > 3.95$ Hence, the Alternate hypothesis [H1] is

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we accept the Alternate hypothesis and conclude that there is a significance difference between the engagement activities preferred by the employees and Satisfaction about engagement activities

Findings

- Fifty-five per cent of the employees agree that they are inspired and motivated to perform with the duties assigned to them
- Sixty per cent of the employees strongly agree that they make their contribution for the company to achieve its goals and objectives
- Forty-six per cent of the employees agree that their organization is open to new ideas and innovations

- Forty-four per cent of the employees agree that their organization provide opportunities to learn and grow.
- Fifty-five per cent of the employees agree that their organization care for its employee well-beings.

SUGGESTIONS

- The organization can encourage the employees to come up with their own ideas and suggestion for the betterment of organizations policy and work activity. Necessary feedback could be obtained from each employee to create and amend activities to satisfy the employees.
- After each and every engagement activity it is sole responsibility of the HR to talk about the activity with the employees and understand the needs to boost the working environment
- Any activity should be conducted based on the interest of the employees. Engagement activities must be designed according to the suggestions given by the employees; this will also help the organization to understand the participation level of employees in the activities. The activities must be conducted in such a way that it helps the employees' self - development and participation.

CONCLUSION:

Several job elements contribute to employee engagement. It has also been found that the employees have considered certain factors which influence and affect employee engagement, i.e., recognition of suggestions given by employees, reward systems or policies, Initiatives taken by the management, Work allocation with respect to the capabilities and limitations of the employees, and timely improvements on the basis of feedback of the employees, most importantly the type of activities conducted.

Serious consideration and review of these factors by the management may help in making certain improvements in these areas. Actions taken on the same could lead to an increased level of morale, loyalty, productivity and engagement among employees in the organization. By doing so employees turn out to more committed and satisfied human resources.

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