

## A STUDY ON EMPLOYEE ENGAGEMENT

Dr.HENRY

Head and Associate professor

Dept. of Social Work

Nehru Arts and science College

Coimbatore

Dr.JULIE

2<sup>nd</sup> MSW , 22PGSW019

Dept. of Social Work

NASC, Coimbatore

naveenmurugavel25@gmail.com

### Introduction:

Employee engagement is defined as employees' emotional investment in their work in terms of the passion they put into their work and the motivation they feel to do their job well. Employee engagement has become a hot topic in recent years. Despite this, there remains a paucity of critical academic literature on the subject, and relatively little is known about how employee engagement can be influenced by management. Although there is a great deal of interest in engagement, there is also a good deal of confusion. At present, there is no consistency in definition, with engagement having been operationalized and measured in many disparate ways.

This literature survey examined peer-reviewed journal articles, working papers, textbooks, and other published resources relevant to employee engagement. Articles were found through the search facility of on-line journal databases such as EBSCO Business Source Premier, Emerald Full text and ABI Inform. The review indicates that there are more employees who are disengaged or not engaged than there are engaged employees. Despite this, many organizations believe that engagement is a dominant source of competitive advantage. Results from research organizations and corporate results have demonstrated there may be a strong link between engagement, employee performance and business outcomes. The key drivers of employee engagement identified include communication, opportunities for employees to feed their views upwards and thinking that their managers are committed to the organization. Whilst key drivers of engagement have been identified it is also clear that 'one size does not fit all'.

### REVIEW OF LITERATURE

**Abu Daqar, M., & Smoudy, A. (2019)** Employee engagement recently has become a hot topic among the consulting firms and in the business press. The purpose of this study was to study

and create further understanding of employee's engagement levels and how to stimulate it to the maximum as long as possible. A survey was completed by 55 employees working in private and governmental organization in Palestine from governmental service, manufacturing, technology, telecommunication, financing and other services like retailer, NGO cultural to generate the output of having a higher employees involvement in the governmental sector rather than the private one due to multiple factors, and having a higher employee engagement in the private sector than the public one due to the more financial and personal recognition they get there. The revealed results stressed that organizations need to recognize employees as assets and customers. Business activities are key parts of the employee lifestyle, so it has a direct impact at his reaction, so if the organization didn't control these reactions it will be the main drivers for his disengagement. Additionally, the employee engagement level is directly related to the efficiency of work and the overall company performance. The authors recommend adopting employee engagement transforming strategies by the public sector before the private one. Moreover, the study recommends that engagement transforming strategies must be employee-oriented not entity-oriented.

**Ali, B., & Anwar, K. (2021)** The goal of this research is to look into the link between job happiness and work engagement. The goal of the study was to look into the relationship between (equal opportunities, personal influence, nature of career, development opportunity, employee recognition, work challenge, supervisor behavior, ethics and integrity, and job empowerment) and job satisfaction in Erbil's private companies. In order to examine the association between work engagement and job satisfaction, the researcher employed a quantitative research method, but only 108 people took part in the current study. To assess the association between variables, the researcher employed multiple regression analysis. The researcher discovered that among the other work engagement aspects, workplace challenge had the greatest value  $=.671$  and P-value  $=.000$ , indicating that many employees in private organizations are engaged to their jobs due to time management, overburdening tasks, and communication. This study emphasized the importance of workplace challenges in motivating employees to become more involved in their organizations. Employee engagement is defined as a good attitude toward work and the degree to which an individual is committed to the company. Only a small number of employees from private enterprises in Kurdistan took part in this survey, which limits the study's findings.

## **RESEARCH METHODOLOGY**

### **Introduction**

Research may be very broadly defined as systematic gathering of data and information and its analysis for advancement of knowledge in any subject. Research attempts to find answer intellectual and practical questions through application of systematic methods. This Methodology explains the overall objective of research design, data collection method, sampling procedure, construction of questionnaire, tools analysis.

### **Definition**

Research methodology simply refers to the practical how of any given piece of research more specifically, it's about how a researcher systematically designed a study to ensure valid and reliable results that address the research aims and objectives.

### **Meaning of Research**

Research means a scientific and systematic search for pertinent information on a specific topic. Research is a careful investigation or an inquiry especially through search for new facts in any branch of knowledge.

### **Objective of the study**

The purpose of the study is that to discover answer to the questions through the applications of scientific procedures. The main aim of the research is to find out the truth which is hidden and which has not been discovered not yet.

- To study the demographic profile of the respondents.
- To assess the level of employee engagement of the respondents.
- To study the influence of demographic variable on employee engagement.

### **Research Design**

The nature of the study is Descriptive study. The researcher has adopted descriptive design in the present study. Descriptive research design is a type of research that aims to systematically obtain information to describe a phenomenon, situation or population.

### **Tools of Data collection**

The researcher has used the questionnaire for the purpose of collecting data from the respondents.

The questioner consists of three sections namely:

Section 01: Demographic profile

Section 02: Employee engagement

The Demographic profile consists of 8 questions namely Age, Gender, Department, Education Level, Marital status, Income, Experience, and Type of shift. The employee engagement consists of 18 questions. The scale is a five-point scale.

### **Method of Data collection**

The data for this study are of two types:

- Primary data.
- Secondary data.

### **Primary Data**

Primary data is a data which is collected from the respondents for the first time, it is original in nature, For the purpose of collection of primary data, a well-structured questionnaire was framed and filled by the respondents.

### **Secondary Data**

Secondary data collected from books, magazines, company records, websites, etc and both open ended and closed ended questions are incorporated in the questionnaire for the collection of data.

### **FINDINGS**

- Majority 53(53.0%) of the belong to the age group 20-30 years.
- Majority 63(63.0%) of the respondents are female.
- Maximum 53(53.0%) of the respondents are production.
- Majority 61(61.0%) of the respondents between 6-10.
- Majority 50(50.0%) of the respondents are married.
- Majority 84(84.0%) of the respondents are income 11000-15000.
- Maximum 85(85.0) of the respondents are experience between 0-5 years.

- Maximum 81(81.0%) of the respondents are working shift day.

## SUGGESTIONS

- Keep everyone informed about what's happening in the company.
- Encourage employees to share their thoughts, and take their feedback seriously.
- Provide chances for learning and career development.
- Create a friendly, respectful, and inclusive workplace.
- Let employees make decisions and take charge of their work.
- Organize team-building activities and social events to strengthen relationships.

## CONCLUSION

In conclusion, this study underscores the critical importance of employee engagement in organizational success. Through an in-depth examination of various factors influencing engagement levels, it becomes evident that fostering a culture of open communication, recognition, and support significantly contributes to higher levels of employee satisfaction, motivation, and productivity. By prioritizing initiatives that enhance employee engagement, organizations can cultivate a positive work environment where employees feel valued, empowered, and committed to achieving common goals. Moreover, as demonstrated in this study, investing in employee well-being and professional development not only improves individual performance but also fosters a sense of loyalty and dedication among staff members. Moving forward, it is imperative for organizations to continue monitoring and adapting their strategies to ensure sustained levels of employee engagement, ultimately driving long-term organizational success and growth.

## BIBLIOGRAPHY

- Abu Daqar, M., & Smoudy, A. (2019). Employee Engagement Level: The Transform from Employee to Partner. *Modern Applied Science*, 13, 115.  
<https://doi.org/10.5539/mas.v13n7p115>

- Abdulrahman, B. S., Qader, K., Jamil, D., Sabah, K., Gardi, B., & Anwer, S. (2022). Work engagement and its influence in boosting productivity. *International Journal of Language, Literature and Culture*, 2, 30–41. <https://doi.org/10.22161/ijllc.2.6.3>