

Understanding and Enhancing Employee Engagement: Key Strategies and Insights

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Abstract: *Enhancing work performance and organisational success is greatly dependent on employee engagement, which is characterised as the degree of commitment and interest that person has towards their organisation and its principles. Positive attitudes, a desire to stay with the organisation, and a willingness to go above and beyond the call of duty are characteristics of engaged employees. A sense of personal accountability for achievement, coworker support, connection with the company's objective, and getting energy from work are all important aspects of engagement. Engagement is important since it is highly correlated with increased productivity, profitability, retention of employees, customer happiness, and general health of the organisation. This study tries to determine the variables that affect employee engagement and evaluate the effects of those variables on individual results, emphasising the necessity for organisations to cultivate a supportive and inspiring work environment .*

Keywords: *Employee engagement, employee communication, positive attitude, customer happiness.*

Introduction

The degree of dedication and participation a worker has with their company and its principles is known as employee engagement. An engaged worker collaborates with coworkers to enhance job performance for the benefit of the company and is knowledgeable of the business environment. It is an optimistic outlook that the staff members have for the company and its principles.

Kahn (1990) defined engagement at work as “the harnessing of Organisational members’ selves to their work roles.” During role performances, people use and express their bodies, minds, and emotions when they are engaged. When workers have a good attitude towards the company and demonstrate a desire to stick around, they are considered engaged.

When a person approaches their work with passion, energy, attention, and commitment, they are demonstrating job engagement. This allows them to be fully present in their work and contribute to it to the best of their abilities.

Remain: Want to continue as an employee of the company

Say: Make nice remarks about the company.

Strive: To do more than is strictly necessary.

Engagement Dimensions:

- My work gives me energy;
- My coworkers and I support one another when things become tough;
- I can clearly see our company's purpose and mission;
- I feel accountable for my personal success in this place.

Engagement needs to be developed and nurtured by the organisation, which calls for a mutually beneficial connection between the employer and the employee. Employee engagement, then, serves as a gauge for how closely an individual is associated with the company.

The significance of employee engagement lies in the correlation between an organization's ability to effectively manage employee engagement and its capacity to attain elevated performance levels and exceptional commercial outcomes. Among the benefits of having engaged staff are:

- Employees who are engaged are more likely to stay with the firm, promote its goods and services, and help it succeed financially. They will also typically work harder and be more motivated.
- There is a strong correlation between profitability and employee engagement.
- They develop a sentimental bond with the organisation. This affects how they treat the company's customers, which raises customer satisfaction and service standards.

- It cultivates enthusiasm, dedication, and congruence with the organization's objectives and plans.
- Boosts staff members' faith in the company.

Objectives of the Study

- i. To determine and diagnose the elements that influence worker engagement.
- ii. To assess the impact of involvement on personal results.

Need and scope of the study

In addition to raising output and profit, this will aid in lowering attrition. It will look at and concentrate on ways to increase employee commitment and engagement with the organization's growth.

Literature Review

HRM-Review, December 2009 reflects corporate leaders may fully engage their staff and effectively convey corporate messages by using storytelling as a valuable tool. Business executives appear to have recently realized the benefits of narrative and how it can engage workers. This article explains the purpose of storytelling, how it's done, and the various communication channels that businesses can use to tell tales to their employees to increase employee engagement.

To deliver the tale to the people who really count, the employees, business leaders and executives can leverage their powerful emotional influence. Narratives have the power to breathe life into business communications and fully engage executives in every way possible. Leaders may communicate ideas in a powerful, captivating, and engaging way by using stories. Employees can be inspired, challenged, spurred, exhilarated, excited, and shaped by stories.

A few excellent leadership behaviours, including expressing an inspiring vision, creating the right environment, space, and significance, and engaging the heart, mind, and soul of the

workforce, may all be exemplified through storytelling and aid in the company's achievement of its stated objectives.

Employee engagement towards retention - Insight from the real world, HRM review March 2009 says a broad overview of the incentive strategies used by different businesses. While unenthusiastic workers will bring the organisation down with them, passionate teams will have a success advantage. According to a 2005 Gallup organisation survey, 24% of Japanese employees are "actively disengaged" at work, meaning they vocalise and carry out their jobs, and this lower motivation is predicted to cost Japan \$232 billion in lost productivity annually. In the United States, 14% of people are actively disengaged, while in Singapore, 12% of people cost \$6 billion.

According to a recent study, a company may lose up to 40% of its earnings if its best employees are let go. If a person takes pride in his profession, enjoys the company of his coworkers, and trusts the people he works for, then his workplace is a terrific place to be. Therefore, the cornerstones are pride, trust, and personal safety.

According to Fred Luthans, Suzanne J. Peterson, (2002), Even while technology is still king, the analysis of obtaining competitive advantage is paying more and more attention to human resources and how they are managed. Still, there are a lot of difficult questions. First, the theoretical foundations of employee engagement are examined in this study. The role that a wide range of managers' (n = 170) psychological states of self-efficacy play in the relationship between their employees' measured engagement (average of roughly 16 per manager) and a multiple measure (self, peers, and subordinates) of the managers' effectiveness is then empirically investigated. The statistical analysis's findings suggest that the manager's self-efficacy plays a role as a partial mediator in the relationship that exists between the involvement of the manager's staff and the manager's perceived effectiveness.

Employee engagement (A mantra for HR Managers) HRM-Review, August 2009 reflects Employee engagement is a key indicator of an organization's productivity in addition to profit, new product development, customer and employee satisfaction, and so on. When there is a high level of devotion and a positive attitude towards the task, employees are said to be engaged. The difficulties experienced by human resource (HR) managers in raising employee engagement levels necessary for an organisation to survive are the main topic of this essay. It also sheds light on further facets of employee engagement, such as its advantages, crucial indicators, and influencing variables.

HR specialists have long understood the benefits of an engaged staff for their company. The human factor examines the engagement environment and the elements that lead to effective employee engagement programmes, including feedback from managers in practice and leaders in the industry.

Dr. Wilfried Aulbur says A key component of employee engagement is having a great time at work, enjoying what you do, and feeling like you are changing the world.

Dr. Mukesh Batra, says Our compensation packages are set at a rate greater than the industry standard to keep the medical team motivated to work hard, and for those who work outside the city, there's always the incentive of nice accommodations.

Kishor Patil, says at KPIT Cummins, employee engagement is about participation and the staff members' capacity to become entrepreneurs.

Ajai Chowdhry says, The most important aspect of managing a business is keeping employees engaged, and we take several steps to support that. We inquire about employee opinions regarding engagement, evaluate each response, and make decisions based on the information gathered.

Research Methodology

This research is primarily analytical in nature; that is, it draws upon existing facts or information to make critical assessments of the material. The sample method is non-probability (convenience) sampling, which includes study objects that are easily accessible, willing to cooperate in

providing the required data, and provide the benefit of cost/time economy in the process. Of the 214 employees, 118 were chosen based on convenience, and the structure questionnaire was utilised to gather the data. A chi-square test was performed to determine the significance relationship between the variables.

Analysis and Interpretations

Table 1

S. No	Statement	SA	A	NA-NDA	DA	SDA
1.	When working, my company inspires and motivates me to perform to the best of my abilities – every day	14 (11.8%)	59 (50%)	34 (28.8%)	10 (8.6%)	1 (0.8%)
2.	The people here are pleasant and co-operative to work with	18 (15.3%)	71 (60.2%)	27 (22.8%)	2 (1.7%)	0 (.....)
3.	There is someone at work who encourages my development	12 (10.2%)	59 (50%)	38 (32.2%)	7 (5.9%)	2 (1.7%)
4.	My opinions and ideas seems to be a matter	14 (11.8%)	50 (42.4%)	42 (35.6%)	11 (9.3%)	1 (0.9%)
5.	I feel the way my company treats the existing employees and the new joiners is quite fair	18 (15.3%)	58 (49.2%)	33 (27.9%)	6 (5.1%)	3 (2.5%)
6.	All employees in this organization are treated equally	10 (8.5%)	56 (47.5%)	42 (35.6%)	7 (5.9%)	3 (2.5%)
7.	Our company vision and mission is clear to me	26 (22.1%)	69 (58.5%)	20 (16.9%)	3 (2.5%)	0 ()
8.	I have a clear idea of the role of my present job in my company	18 (15.3%)	67 (56.8%)	22 (18.6%)	9 (7.6%)	2 (1.7%)
9.	As compared to other places the benefits that I get here are competitive enough	3 (2.5%)	12 (10.2%)	39 (33.1%)	44 (37.3%)	20 (16.9%)
10.	Overall, I am extremely satisfied with my job/company/work place	9 (7.6%)	43 (36.4%)	57 (48.3%)	3 (2.6%)	6 (5.1%)
11.	I would recommend the organization as a good place to work	10 (8.5%)	49 (41.5%)	46 (38.9%)	12 (10.3%)	1 (0.8%)

Chi-Square Test:

H0: Employee recommendations of the company as a good place to work are not significantly correlated with overall extremely satisfaction with the company.

H1: There is a strong correlation between employees' overall high levels of happiness with

the organisation and their recommendation of it as a great place to work.

O- Observed Frequency

E- Expected Frequency

Expected frequency of any cell = (Row total of any cell) X (Column total of any cell)

Recommend this Organization Overall extremely satisfy	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Row Total
Strongly Agree	2	6	1	0	0	9
Agree	5	22	12	4	0	43
Neutral	2	17	31	6	1	57
Disagree	1	1	0	1	0	3
Strongly Disagree	0	3	2	1	0	6
Column Total	10	49	46	12	1	118

O	E	(O-E)	(O-E) ²	(O-E) ² /E
2	0.7	1.3	1.69	20.14
6	3.7	2.3	5.29	1.43
1	3.5	-2.5	6.25	1.8
0	0.9	-0.9	0.81	0.42
0	0.7	-0.7	0.49	7
5	3.6	1.4	1.96	0.54
22	17.8	4.2	17.64	0.99
12	16.7	-4.7	22.09	1.32
4	4.4	-0.4	0.16	0.03
0	0.4	-0.4	0.16	0.4
2	4.8	-2.8	7.84	1.63
17	23.6	-6.6	43.6	1.85
31	22.2	8.8	77.44	3.48
6	5.8	0.2	0.04	0.0068
1	0.5	0.5	0.25	0.5
1	0.3	0.7	0.49	1.63
1	1.2	-0.2	0.04	0.03
0	1.2	-0.2	0.04	0.03
1	0.3	0.7	0.49	1.63

Calculated Value = 30.03

Degree of freedom = $(r-1) \times (c-1) = (5-1) \times (5-1) = 16$

Level of Significance = 5% Table Value = 26.296

In this case, the calculated result ($CV > TV$, or $30.03 > 26.296$) is higher than the value in the table.

Therefore, reject H_0 . As a result, there is a significant correlation between employee recommendations of the company as a nice place to work and overall extremely satisfied with the company.

Findings and Suggestions

- According to the research, the majority of respondents (50%) concur that their employer inspires and drives them to work to the best of their ability each and every day.
- The majority of participants (60%) concur that working with this group of people is enjoyable and cooperative.
- Almost half of the participants (47%) expressed agreement that every employee in this organisation receives equitable treatment.
- The majority of participants (60%) expressed agreement that they well understand the company's vision and objective.
- Approximately 48% of the participants expressed that they were highly content with their job, company, or work environment overall.
- There is a noteworthy correlation between employees recommending this organisation as a good place to work and their overall high level of satisfaction with the organisation.
- The employees' insightful recommendations and creative ideas may be taken into account by the management, which would increase the organization's effectiveness.
- Better career development options must be provided to employees for both individual and group development. Non-financial

incentive systems might also be established, which could increase employee productivity based on performance.

Conclusion

Every employee should be valued for and given credit for their potential contributions. Workers should understand how important their contributions are and how they are making a real difference for the company. Our ability to draw in, inspire, and hold onto talent is critical given the fierce competition for talent. Nowadays, workers feel that their employment are designed to break up the monotony and make them love working for a company. benefits offered by the company, and as a result, they are involved in and dedicated to the development and expansion of the company. In order to encourage employees to perform to the best of their abilities, the organisation should, for the most part, offer them all personal services.

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