



Employee Engagement in Private Sector Banks with Respect to Erode District.

KEYWORDS

Employee Engagement, Human Resources, Private Sector Banks.

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ABSTRACT

Employee engagement is about building a truly great relationship with the workforce. People are the most important and valuable asset of every organization. Organization should prefer to maximize wealth through maximizing their human capital. It is a paradox that the valuable human resources are given less importance and attention during the wealth maximization process. A nation with abundance physical resources will not be benefited unless the human resources are effectively deployed. Unlike other resources, human resources are not a depleting asset. Business leaders are not simply saying that "our people are our most important asset", they are actually beginning to mean it too. The study focused on employee first, a customer second is the new dimension which strengthens the concept of employee engagement in banks. This paper is trying to throw the light of the various factors focus on employee engagement in private sector Banks with special reference to Erode district.

INTRODUCTION

Employee engagement is thus the level of commitment and involvement an employee has towards their organization and its values. Job Involvement results from a cognitive judgment about the need satisfying abilities of the job. Jobs in this view are tied to one's self image. It is concerned more with individual's perception about job, whereas, engagement entails the active use of emotions.

Banking is an important sector and acts as a backbone of economic progress. The banks render vital services to the masses belonging to the various sectors of the economy like agriculture, industry whether small scale or large scale. The banking system is one of the few institutions that impinge on the economy and affect its performance for better or worse. They act as a development agency and are the source of hope and aspirations of the masses.

Now-a-days banks being at competitive situation, employee engagement is very much crucial for longer sustainability. This study arises from the need to manage the human resources of the banks more effectively. Having an engaged workforce with it is important because it helps banks to reap benefits of sustainability, productivity and increased efficacy.

There is a paradigm shift in human resource and management practices from job satisfaction, job selection, selection and recruitment process, to employee engagement and employee involvement. Employee engagement is relatively new. The traditional concept of employee retention has made a shift to employee engagement. The purpose of human resource practices is now focusing on employee engagement and involvement through job satisfaction and organizational commitment towards retaining the employees. Therefore, employee engagement is about building a great relationship with the work force.

FACTORS AFFECTING EMPLOYEE ENGAGEMENT

- Workplace Culture
- Organizational Communication
- Managerial Styles
- Leadership

- Company Reputation
- Access to Training & Career Opportunities
- Work/ life Balance
- Personal Empowerment

DIMENSIONS OF EMPLOYEE ENGAGEMENT



IMPORTANCE OF EMPLOYEE ENGAGEMENT IN BANKING SECTOR

The private bank's capacity to manage employee engagement is closely related to its ability to achieve high performance levels and superior business results. Some of the advantages of Engaged employees are:

- Engaged employees will stay in the bank, be an advocate of the banking services, and contribute to the bottom line of the business success.
- They will normally perform better and are Self-Motivated.
- There is a significant link between employee engagement and profitability.
- They form an emotional connection with the banks. This impacts their attitude towards the bank's clients, and thereby improves customer satisfaction and service levels.
- It builds passion, commitment and alignment with the Bank's strategies & goals
- Increases employees' trust in the banking sectors

- Creates a sense of loyalty in a competitive environment
 - Provides a high-energy working environment
 - Boosts business growth
 - Makes the employees effective brand ambassadors for the banking sectors
- A highly engaged employee will consistently deliver beyond expectations.

BANKS IN ERODE DISTRICT:

Erode District has a place of unique importance in the industrial map of Tamilnadu. Industries, trade and agriculture occupy a place of prominence in the economy of the district. To mobilize the savings of the people and to cater to the credit needs of agriculture, industries, trade and services is offering the public sector banks, private sector banks, and Co-operative banks. These banks are offering so many branches. In this financial institutions have been set up in this district. With such a vast network of branches the banking institutions of Erode District has a unique role in shaping the finances of the district.

The List of Private Sector Banks in Erode District:

1. Allahabad Bank
2. AXIS Bank
3. Catholicon Syrian Bank
4. City Union Bank Ltd
5. Dena Bank
6. Dhanalakshmi Bank
7. Federal Bank
8. HDFC Bank
9. ICICI Bank
10. Indusind Bank
11. ING Vysya Bank
12. Karnataka Bank
13. Karur Vysya Bank
14. Kotak Mahindra Bank
15. Lakshmi Vilas Bank
16. South Indian Bank
17. Syndicate Bank
18. Tamilnadu Mercantile Bank
19. The Bank of Rajasthan
20. The Federal Bank

NEED FOR THE STUDY

In the present technological and global world, the private sector banks face competition at global level. In order to meet the global competition the banking sector has to find out various promotions that are expected by the stake holders. With the changing of environment, human resources is the most important asset in the service organization especially in banks, has to address the people's need and issues more closely.

OBJECTIVES OF THE STUDY

1. To study the various factors which influences employee engagement in private sector banks
2. To find out the personal construct which contributes for employees engagement
3. To analyze the impact of employee engagement on customer satisfaction

4. To identify the variables which relate to high performance level in banking sector

LIMITATIONS OF THE STUDY

1. The Data is collected from only private sectors banks in Erode district.
2. The study is not based on period.
3. The study focuses only the major factor, in employee engagement.

SCOPE OF THE STUDY

1. Effective employee engagement and involvement leads to employee commitment and loyalty.
2. Nature of work, interpersonal relationship, working environment, work culture, career development and appraisal systems are considered to be important factors in any sector
3. Banks offer career at different scales of employment it is important to the employee to think of their growth at every level.
4. An effective engagement and involvement practice plays a vital role in their career growth and development. Therefore, an attempt is made to study the relationship of the above factors with reference to employee engagement and involvement practices of the study unit.

CONCLUSION

The study shows that the most important factor influencing employee engagement is "Pay and Benefits" followed by "Role in Bank", "Training and Development". The least important factor is "In General". "There is an association between the factors 'Role at this bank', 'Work environment', 'Relationship with supervisor', 'Training and development', 'Pay and benefits' and 'In general' and employee engagement of banks.

Employee engagement leads to sharing of ideas among team members and boost the morale and innovative capabilities of employees. Engagement is much more than attraction, retention and commitment. Engagement differs from job, as it is concerned more with how the individual employee engages themselves during the performance of their job. Therefore, the researcher has made an attempt to study the various factors contributing for employee engagement and involvement in the current scenario. The private sector banks employees engagement approaches for new employees begin from the selection or recruitment stage by selecting the right person and giving a realistic job preview, organizing strong induction and orientation programme, providing rigorous training and development programme consisting of technical skills, soft skills, leadership development etc along with updating the employee about the current trends which will help in increasing their performance. The banks should realize the importance of employees, more than any other variable, as try to engage them to the utmost possible level by intriguing suitable measures.

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