Research Paper Management

Enhancing Employee Engagement: A Need of The Hour

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ABSTRACT

Employee engagement is very important to organizations development and helpful for achieving success. Engagement is a combination of commitment to the organization and its values, plus a willingness to help out colleagues. It contributes to promote the organization productivity, profits and customer satisfaction, furthermore to reduce turnover and trouble of occurrence. The modern business competition is substantially the competition of human resources. Developing the employee's potential ability well by raising employee engagement is a magic weapon with which a modern business enterprise obtains success. The aim of the research is study the employee engagement in IT industry in Pune. 15 samples were collected and investigated. Random sampling method was used .Numbers of effective factors are found out finally. According to the difference in age, sex, education background and working time, there are obvious differences in the dimensions of IT employee engagement. This engagement is achieved when people consider their organization respects their work, their work contributes to the organization goals and more importantly their personal aspirations of growth, rewards and pay are met.

Keywords : Employee engagement, Dimensions, IT.

INTRODUCTION:

An engaged workforce produces better business results, does not hop jobs and more importantly is an ambassador of the organization at all points of time. This engagement is achieved when people consider their organization respects their work, their work contributes to the organization goals and more importantly their personal aspirations of growth, rewards and pay are met.

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'Employee engagement' has been a hot topic in corporate circles. While interest in employee engagement has grown steadily during the last few years, adoption of employee engagement principles and practices seems to have skyrocketed as the recession drags on. This makes sense as true employee engagement can help overcome the negative impacts of the recession as seen in lower employee morale, productivity and focus.

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The aim of the research is study the employee engagement in IT industry in Pune. Employees are selected from info dynamics Software, Cognizant and Sunguard.15 samples were collected and investigated through questionnaire. Random sampling method was used .Numbers of effective factors are found out finally. According to the difference in age, sex, education background and working time, there are obvious differences in the dimensions of IT employee engagement.

The Hay Group defines engaged performance as "a result that is achieved by stimulating employees' enthusiasm for their work and directing it toward organization success. This result can only be achieved when employers offer an implicit contract to their employees that elicit specific positive behaviours aligned with organization's goals..."

RESEARCH METHODOLOGY:

The researcher has selected the respondents using random sampling method from three IT organization like from info dynamics Software, Cognizant and Sun Guard .The samples were drawn from the population of respondents. Questionnaire have been designed and distributed to the respondents to elicit primary data. The data were analyzed through tables, percentage.

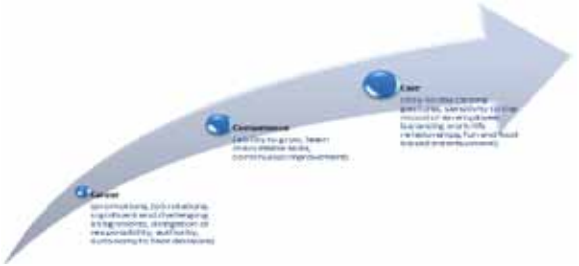
TECHNIQUES OF ANALYSIS:

At the time of analyzing the data, the relevant statistical tools are used.

OBJECTIVES OF THE STUDY:

To study concept of employee engagement.
To study employee engagement in IT organization and its 3 'C'.
To study the different dimension of employee engagement.

The 3 C's of Employee Engagement:



The 3 C's of Employee Engagement

Career: When individuals join an organization, they expect to

build a career with it. If the top management and immediate managers spend dedicated time in carving out the careers of its employees, they will feel that they belong to the organization. They feel engaged when they receive support from the management in growing their careers.

An organization can provide its employees with opportunities to grow professionally through job rotations, indulging them in significant tasks, challenging assignments and promotions. They should also be given a specific level of authority and autonomy to take their decisions on their own. The organizations prepare an entirely new breed of employees if they genuinely invest in developing the careers of their people.

Competence: Competence is all about the ability to grow. Regular workshops and training sessions must be held in order to help employees acquire a higher level of skills and competencies. The focus should be on developing for marketable skills. Most employees after spending a few months look for competence-boosting opportunities with the organization so that they can grow and move to the next level of their careers. While the career focuses on the actual growth in terms of designation, wages and perks and authority, competence is the ability to grow utilizing the opportunities.

Care: Sitting at the topmost, care is regarded the finest art of the managers by which they can make employees feel an indispensable part of their organization. The managers need to be empathetic and sensitive towards people and understand their personal problems. Showing small day-to-day caring gestures towards employees make them feel that they belong to the organization and organization belongs to them.

DIFFERENT DIMENSIONS OF EMPLOYEE ENGAGEMENT:

There are different dimensions of employee engagement that make productive organizations stand apart from the rest and determine their destiny. What employees get in exchange for the efforts they put to perform the delegated tasks, if employees are able to perform their best, if they are treated as an important asset or just a means to perform the job and how they can grow if they stick to their organization are of great importance. They would like to contribute only when their efforts are recognized and awarded.

What Do I Get: Employee engagement to an extent depends upon what people get in exchange for performing the job. This includes basic compensation, benefits, organizational culture and working environment. These are basic elements that motivate them to join the organization and perform the given task with complete dedication.

What Do I Give: As it is a two way process, setting clear expectations plays an important role. This helps employees to understand what exactly they are expected to give the organization. This includes defining their job responsibilities that they need to fulfill and tasks that they need to perform. The human resource team and immediate supervisors or managers need to tell them clearly what they are expected to do. It creates more meaningful relationships among seniors and subordinates and workgroups.

Do I Belong to the Organization: Social association is the most basic requirement for anyone? Even employees would like to stay with the organization that treats them as their integral part and not just the means to get the job done. 'My opinions Count' gives them satisfaction and motivates them to put their best to meet organizational goals.

How Can I Grow: Continuous growth including promotions, salary hikes and rewards and recognition are most essential tools to retain employees in the organization? New challenges and opportunities to learn keep them motivated towards their work life and encourage them to give their best even during crisis.

INTERPRETATION AND DATA ANALYSIS:

1. Opinion about employee's participation and views in organization are valued

Table.No1

Parameters	Employees	%
Agree	09	60
Strongly agree	03	20
Neither agree nor disagree	01	7
Disagree	02	13
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 60% are agree because their participation and views are valued for organization. Few employees i.e.7% are neither agree nor disagree.

2. Opinion of employees about enough resources is provided by organization to do their job.

Table.No2

Parameters	Employees	%
Agree	05	33
Strongly agree	10	67
Neither agree nor disagree	00	00
Disagree	00	00
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 67% are strongly agree because enough resources are provided to do their job. Minimum employees i.e.33% is agree .All employees are agreeing with the resources they get from organization.

3. Opinions of employees about people work with them are professional.

Table.No3

Parameters	Employees	%
Agree	07	47
Strongly agree	05	33
Neither agree nor disagree	03	20
Disagree	00	00
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 47% are agree because people working with them are professional in organization. Few employees i.e.20 % are neither agree nor disagree. So employees are satisfied in the organization.

4. Employee's contributions are received positively in the organizations.

Table.No4

Parameters	Employee	%
Agree	03	20
Strongly agree	10	67
Neither agree nor disagree	00	00
Disagree	02	13
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 67% are strongly agree because employee's contributions are received positively in the organizations. Few employees i.e.13% is disagree.

5. All employees in organization are treated equally

Table.No5

Parameters	Employee	%
Agree	05	33
Strongly agree	10	67
Neither agree nor disagree	00	00
Disagree	00	00

Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 67% are strongly agree because employees are treated equally in the organizations Few employees i.e.33% are agree.

6. Employees are happy to work in organization.

Table.No6

Parameters	**Employee**	**%**
Agree	04	27
Strongly agree	06	40
Neither agree nor disagree	03	20
Disagree	02	13
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 40% are strongly agree because employees are happy to work in organization. Minimum employees i.e.13% is disagree about their work.

7. Employees are satisfied with their remuneration in the organization.

Table.No7

Parameters	**Employee**	**%**
Agree	06	40
Strongly agree	03	20
Neither agree nor disagree	05	33
Disagree	01	07
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 40% are agree because employees are satisfied with their remuneration in organization. Minimum employees i.e.07 % is disagree about their remuneration.

8. Employees can easily communicate with their bosses and co-workers.

Table.No8

Parameters	**Employee**	**%**
Agree	03	20
Strongly agree	02	13
Neither agree nor disagree	05	33
Disagree	05	33
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 33% are neither agree nor disagree because employees can easily communicate with their bosses and co-workers in organization. Minimum employees i.e.13 % is strongly agree.

9.Employees trust their colleagues and senior management.

Table.No9

Parameters	**Employee**	**%**
Agree	05	33
Strongly agree	03	20
Neither agree nor disagree	04	27
Disagree	03	20
Strongly disagree	00	00
Total	15	100

It is observed from above table that maximum employees i.e. 33% are agree because employees can trust their colleagues and senior management in organization. Minimum employees i.e.20 % is strongly agree.

CONCLUSION:

Engagement is very important to organizations development and helpful for achieving success. It contributes to promote the organization productivity, profits and customer satisfaction, furthermore to reduce turnover and trouble of occurrence. The modern business competition is substantially the competition of human resources. Employees in IT organizations are very happy and engaged. It will help to increase organizations performance. People are a key component of any company's ability to execute its strategies and achieve its goals. Organizations who are better able to engage their people also deliver better business performance. Employees are organizations greatest assets. Their collective ideas, feedback and enthusiasm for what they do can help the business grow and succeed. Some people are naturally wired to give their all and do their best no matter where they work. But the majority of people require the guidance of skilled managers who welcome their ideas, ask for feedback and generate enthusiasm in order to have a sense of purpose and energy about what they do.

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