

RESEARCH ARTICLE

EMPLOYEE ENGAGEMENT TOWARDS V-DART PRIVATE LTD, TRICHIRAPPALLI

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Abstract: Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work (aka 'coasting'), up to an employee who is actively damaging the company's work output and reputation. An organization with "high" employee engagement might therefore be expected to outperform those with "low" employee engagement. Employee engagement first appeared as a concept in management theory in the 1990s, becoming widespread in management practice in the 2000s, but it remains contested. It stands in an unspecified relationship to earlier construct such as morale and job satisfaction. Despite academic critiques, employee engagement practices are well established in the management of human resources and of internal communications. Employee engagement today has become synonymous with terms like 'employee experience' and 'employee satisfaction'. The relevance is much more due to the vast majority of new generation professionals in the workforce who have a higher propensity to be 'distracted' and 'disengaged' at work.

Keywords: *Employee Engagement, Organization, Human Resources Strategies.*

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EMPLOYEE ENGAGEMENT

Employees who are engaged in their work and committed to their organizations give companies crucial competitive advantages-including higher productivity and lower employee turnover. Thus, it is not surprising that organizations of all sizes and types have invested substantially in policies and practices that foster engagement and commitment in their workforces.

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organizations of all sizes and types have invested substantially in policies and practices that foster engagement and commitment in their workforces. Over recent years there has been seen a significant shift in the employee-employer relationship. With increasingly competitive markets, globalization, a volatile economic climate, demands for constant change and the war for talent, organizations face significant challenges in their pursuit for business success (Velmurugan, 2004; Aswathappa, 2010).

The psychological contract is now different to

what it once was; for many, there is no longer a job for life, and indeed redundancy is a very real possibility. There is also evidence that expectations of employers and employees differ from those of the past. In increasingly turbulent times engagement may therefore be the 'deal-breaker' for organizations seeking sustainable success.

Employee engagement benefits to the business have been demonstrated in many studies. Engaged employees will be working harder than others, would be passionate performers of their jobs and give the extra effort for the organization. They will be active and provide the best results for the business (Nivethigha *et. al.*, 2017; Divya, 2023).

Thus it is important to study the factors that have an effect on employee engagement. There by boosting the progress of industry. Culture of effective communication, positive reinforcement, adequate resources, innovation, and trust in senior management, skill enhancement, teamwork and autonomy helps in improving the engagement level of employees.

The use of new technologies, skilled manpower, benchmark practices, and technical education has helped to increase the efficiencies in many organizations. As a result of global corporate environment and increasing competition, having satisfied and determined employees are not enough to bring necessary business results. Satisfied employees may simply meet the work demands; however this may not be essentially lead to higher performance (Sangeetha *et. al.*, 2023).

In order to compete efficiently, organization need to focus their attention beyond satisfaction, employers motivate their employees to apply their full potential and competences to their work, if not, company might lose part of the valuable employees .

Therefore, modern organizations expect their employees to be full of enthusiasm, excitement and show creativity at work, they want them to accept challenges for their own development, strive for high quality and performance, be energetic and dedicated to what they do. The engagement is achieved when people consider that their organization

respects their work, their work contributes to the organizational goals and more importantly their personal aspirations of growth, rewards and pay are met (Murugeswari *et. al.*, 2022)

Categories of Employee Engagement

According to the Gallup the Consulting organization there are there are different types of people. "Engaged" employees are builders. They want to know the desired Expectations for their role so they can meet and exceed them. They're naturally curious about their company and their place in it.

They perform at consistently high levels. They want to use their talents and strengths at work every day. They work with passion and they drive innovation and move their organization forward (Steve Batts, 2004; Archie and Ann, 2004).

"Not-engaged" employees tend to concentrate on tasks rather than the goal sand outcomes they are expected to accomplish. They want to be told what to do just so they can do it and say they have finished. They focus on accomplishing tasks vs. achieving an outcome. Employees who are not-engaged tend to feel their contributions are being overlooked, and their potential is not being tapped. They often feel this way because they don't have productive relationships with their managers or with their coworkers. "Actively disengaged" employees are the cave dwellers.

They're Consistently against Virtually Everything. They're not just unhappy at work; they're busy acting out their unhappiness. They sow seeds of negativity at every opportunity. Every day, actively disengaged workers undermine what their engaged coworkers accomplish. As workers increasingly rely on each other to generate product and services, the problems and tensions that are fostered by actively disengaged worker scan cause great damage to an organization's functioning (Archie and Ann, 2004; Fred and Suzanne, 2002)

OBJECTIVE OF THE STUDY

Primary Objective

- To check the effectiveness of employee engagement activities in VDart Private Ltd, Trichy.

Secondary Objective

- To evaluate the effectiveness of the employee welfare activities in VDart Private Ltd, Trichy.
- To measure the employee perception of the team-Human Resource in VDart Private Ltd, Trichy.
- To assess the employee satisfaction towards the workplace in VDart Private Ltd, Trichy

Need of the Study

- Studying employee engagement in an organization provides clue for the employers to contribute to bottom line business success.
- To understand & identify the problematic areas and make a plan and take action towards improvement.
- This study helps not only to retain valued employees, but also to increase its level of performance.
- Study helps to Improve the overall organizational effectiveness.
- The study helps to estimate the organization's capacity to manage employee engagement that is closely related to its ability to achieve high performance levels and superior business results.

Scope of the Study

Employee Engagement plays a crucial role in employee engagement functionality. HR departments are responsible for creating and implementing strategies that help to foster a positive work culture and improve employee engagement, which can lead to better retention rates, increased productivity, and overall business success.

HYPOTHESIS OF THE STUDY

A hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into prediction. It includes components like variables, population and the relation between the variables. A research hypothesis that is used to test the relationship between two or more variables.

RESEARCH DESIGN

A research hypothesis is a specific, clear, and testable or predictive statement about the possible outcome of the scientific research study based on a particular property of a population. such as presumed difference between the groups on a particular variables or relationship between variables.

RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; it includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The present study was conducted at VDart in Mannarpuram at Trichy.

METHOD OF DATA COLLECTION

Primary Data

Primary data are collected afresh and for the first time, it us the data originated by the researcher specifically address the research problem. In this study, primary data is collected through questionnaire. To understand the employee satisfaction in the organization

Secondary Data

Secondary data is collected from internet, registers, records, journals, articles, magazines and annual reports of the organization.

TOOLS FOR DATA ANALYSIS AND INTERPRETATION

In order to do the work properly, a insight about the product, about the organization, about the employees was necessary. For this purpose a extensive study was initially done about the Employee Satisfaction After the initial study, the survey was started in order to get the questionnaire filled by them. It is systematically applying statistical techniques to describe and illustrate and evaluate data. An essential component of ensuring data integrity is the accurate and appropriate analysis of research findings.

Analytical Tools for the Study

- Percentage Analysis
- Chi- square test
- Correlation Analysis

DATA ANALYSIS AND INTERPRETATION

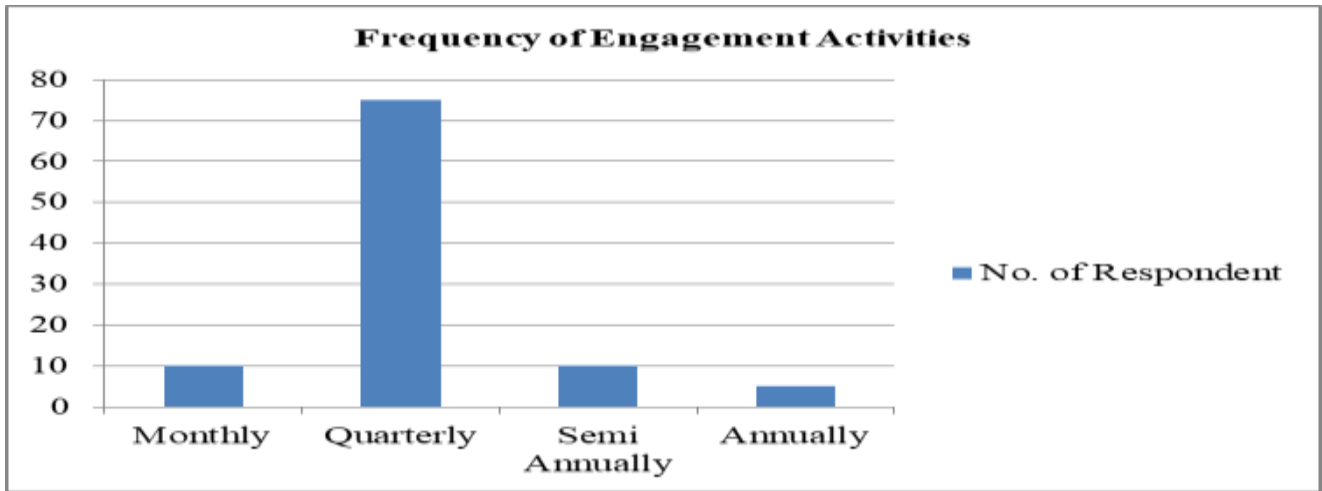


Figure 1: Optimal frequency for engagement activities



Figure 2: Recommend our organization as a great place

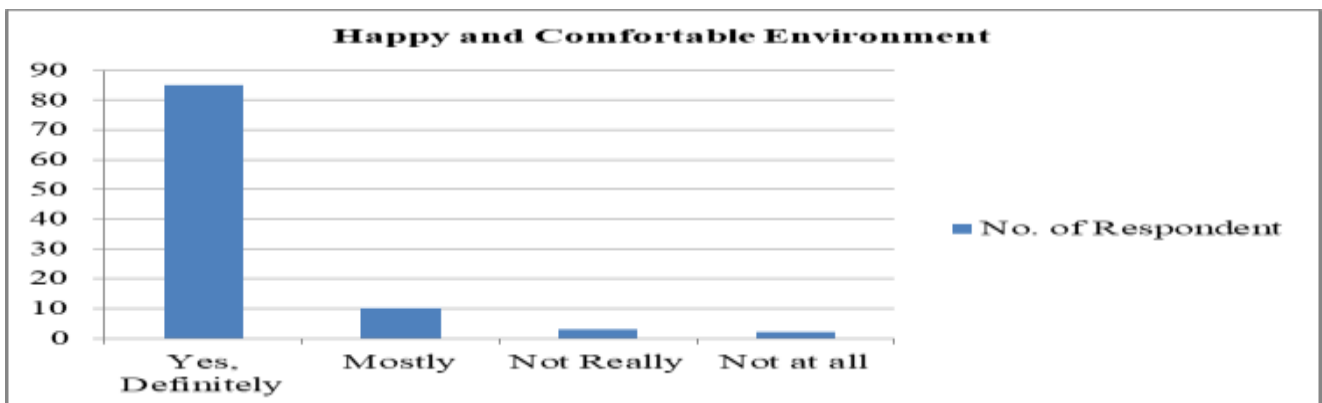


Figure 3: Comfortable and happy environment

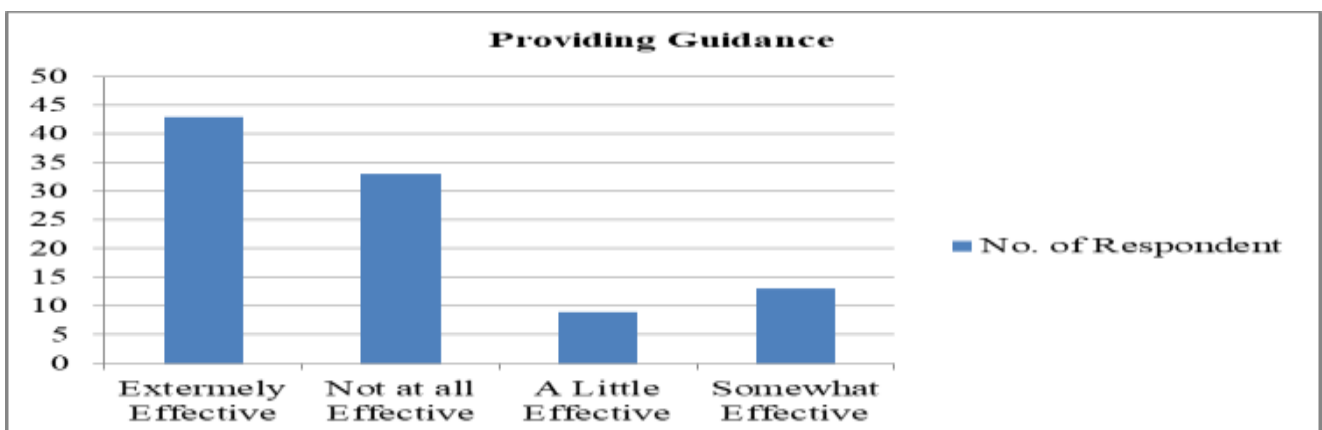


Figure 4: Providing guidance

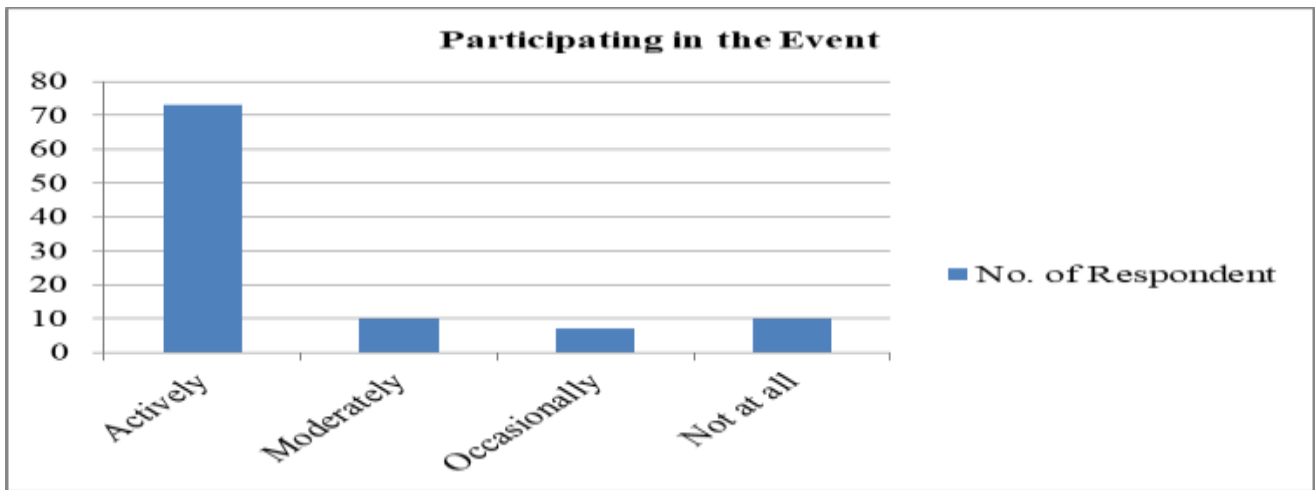


Figure 5: Participating in the event

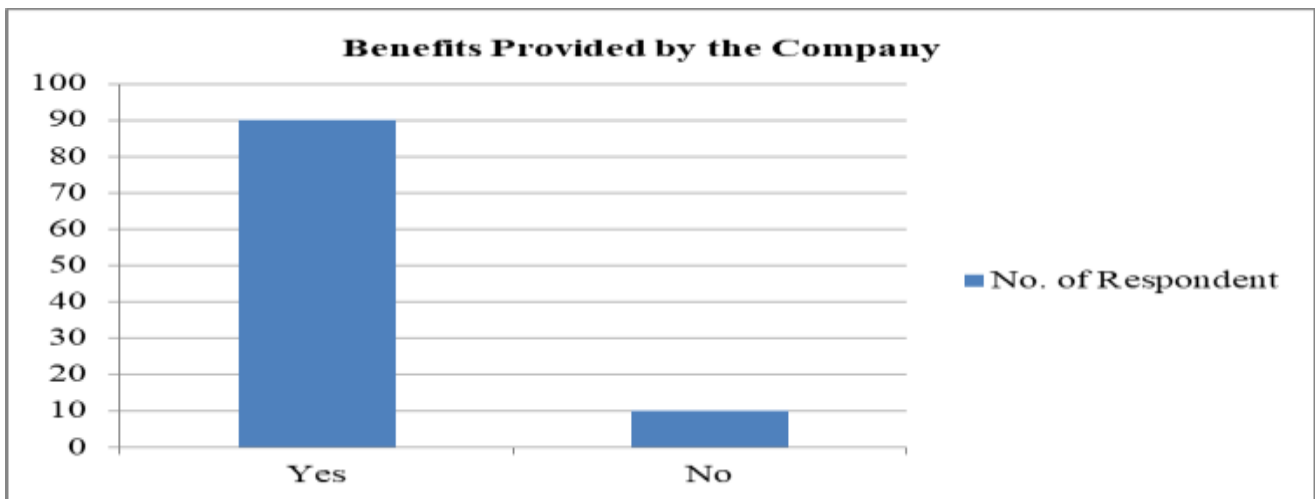


Figure 5: Satisfied with the wellness program

FINDING

- 58% Respondents are Male
- 35% of the respondents fall within the age group of 18-25 years.
- 55% of the respondents have 2-3 years of experience
- 45% of respondents are always able to manage their shift rotation,
- 60% of the respondents are agree with Engagement Activity
- 45% of respondents believe their skills and talents are being used extremely effectively
- 75% of the respondents expressed a preference for receiving reports on a quarterly basis.
- 65% of the respondents feel they are always appreciated by their manager.
- 45% of respondents are strong and consistent belief in its merits
- 82% of the respondents are never experience any inconvenience
- 85% of the respondents genuinely happy and supportive environment
- 65% of the respondents frequently connecting with employees.
- 45% of the respondents find managers providing guidance
- 68% of the respondents enjoying the Fun Friday event
- 73% of the respondents are actively participating in the event
- 75% of the respondents receive enough feedback and recognition for their work
- 90% of the respondent’s satisfaction with the wellness programs and benefits
- 82% of the respondents accepted that everyone is treated equally
- 79% of the respondents accepted the factor for addressing employees' issues are happening
- 67% of the respondents are not comfortable sharing their ideas

- 58% of the respondents find performance evaluations to be fair and constructive
- 66% of the respondents accepted that the concept listened to and acted.
- 82% of the respondents the organization's visions and values inspired.
- 66% of the respondents accepted that this is a good place to work
- 52% of the respondents are able to manage their workload.

SUGGESTION

- Better career development opportunities have to be given to the employees for the individual and group development.
- The management could consider the valuable suggestions and the innovative ideas given by the employees; it would help to improve the efficiency of the organization.
- There is a significant relationship between overall extremely satisfied with the company and employee recommends this company as a good place to work with.
- Nearly most of the respondents (90 %) agreed that all employees in this organization are treated equally.

CONCLUSION

All the employees should value their potential input should be recognized. Employee should know that their inputs matter a lot and are helping the organization in a meaningful way. The competition for talent means that we have to be very good at attracting, motivating, and retaining talent.

Today employees feel in they are placed at jobs that break the monotony and make them enjoy their stay in an organization. Benefits provided by the organization and thus are engaged and committed towards the development and growth of the organization.

The organization to large extent should provide all the personal services to the employees and motivate them to a possible extent, so that the employees put in their best performance.

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