

# Study the Employee Engagement Practice and its Impact on Employee Performance at Link Enterprises, Nagpur

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**Abstract:** *Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts organizations in many ways. HR practitioners believe that the engagement challenge has a lot to do with how employee feels about the about work experience and how he or she is treated in the organization. Engagement differs from job in as it is concerned more with how the individual employees his/her self during the performance of his / her job.*

**Keywords:** Employee Engagement.

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