

Study of Employee Engagement Strategies and its Impact on Employee Satisfaction with Reference to itworldweb.com, Bangalore

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Abstract: *Employee engagement also called work engagement or worker engagement is a business management concept. An 'engaged employee' is one who is fully involved in, and enthusiastic about, his or her work, and enthusiastic about, his or her work, and thus will act in a way that further their organization's interest. Employee engagement is a level of commitment and involvement of employees towards their organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values. The study also found that employee engagement was positively associated with higher job satisfaction, commitment to the organization, and motivation to perform at a higher level. Moreover, the study revealed that engaged employees were more likely to stay with the organization and contribute to its long-term success. The study concludes that ITWorldWeb.com should continue to invest in employee engagement strategies as a means to enhance employee satisfaction, reduce turnover, and improve organizational performance. Further research is recommended to explore the impact of employee engagement strategies on other outcomes, such as productivity and profitability.*

Keywords: Employee Engagement; job satisfaction; business management

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