

The Synergy Between Employee Engagement and Organizational Performance: An HR Perspective

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Abstract: *This study examines the relationship between employee engagement and organizational performance through the lens of human resource management. In today's dynamic business landscape, characterized by globalization, heightened stakeholder expectations, and intensifying market competition, organizations are constantly seeking ways to enhance their performance. This research employs a quantitative methodology to investigate the synergistic effects of employee engagement initiatives on organizational outcomes. A sample of 320 participants from diverse sectors was surveyed. The findings indicate a strong positive correlation between strategic employee engagement practices and improved organizational performance metrics. Notably, the study reveals that participative decision-making processes and robust communication channels significantly contribute to heightened employee engagement and, consequently, superior organizational performance. However, the impact of traditional incentive structures showed mixed results, suggesting the need for more nuanced approaches to motivation. These insights offer valuable guidance for HR practitioners in designing and implementing engagement strategies that align with organizational goals and drive sustainable performance improvements.*

Keywords: Employee Engagement, Organizational Performance, Human Resource Management, Participative Decision-Making, Communication Strategies, Performance Metrics