

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

Sneha Fale and Dr. Madhavi Wairagade

Jhulelal Institute of Technology, Nagpur, India

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.

I. INTRODUCTION

The Human Resources (HR) function provides significant support and advice to line management. The attraction, preservation and development of high caliber people are a source of competitive advantage for our business, and are the responsibility of HR.

It is therefore necessary for all managers to understand and give due importance to the different human resource policies and activities in the organization. Human Resource Management outlines the importance of HRM and its different functions in an organization. It examines the various HR processes that are concerned with attracting, managing, motivating and developing employees for the benefit of the organization.

Human Resource Management ("HRM") is a way of management that links people-related activities to the strategy of a business or organization. HRM is often referred to as "strategic HRM". It has several goals:

INTRODUCTION TO TOPIC

Employee Engagement has emerged as a popular organizational concept in recent years. It is the level of commitment and involvement of an employee towards the 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. Employee engagement develops positive attitude among the employees towards the organization.

OBJECTIVE

- To analyze the employee engagement practice in Link Enterprises.
- To find out the satisfaction levels of the employees with the current system.
- To evaluate the effectiveness of the employee engagement.
- To understand the employee sense of belongingness towards the organisation.

HYPOTHESIS

- To employee engagement practice of link enterprises has positive impact on employee performance.

II. RESEARCH METHODOLOGY

The procedures by which researchers go about their work of describing, explaining and predicting phenomena are called methodology. Methods comprise the procedures used for generating, collecting and evaluating data. Methods are ways of obtaining information useful for assessing explanations.

2.1 RESEARCH DEFINITION

The definition of research given by Creswell is "Research is a process of steps used to collect and analyzes information to increase our understanding of a topic or issue". It consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question.

Research Design:

The type of research chosen for the study is descriptive research. In descriptive research various parameters will be chosen and analyzing the variations between these parameters. This is done with an objective to find out the motivation level of the employees.

Data Sources:

The data collected for the study is mainly through the distribution of questionnaire; to be precisethe data collected for study is both primary and secondary sources.

Primary Data:

Primary data is the information collected for the first time; there are several methods in whichthe data are compiled. In this project it is obtained by mean of questionnaires. Questionnaire is prepared and distributed to the employees.

Secondary Data:

Secondary data needed for conducting research work is collected from companywebsites, library and search engines.

Research Instrument:

In this study the primary data is collected by survey technique. In this we distributed the questionnaires to the respondents. The researcher structured the questionnaire in the form of:

1. Close Ended Questions
2. Multiple Choice Questions

Questionnaire:

A questionnaire is a sheet of paper containing questions relating to contain specific aspect, regarding which the researcher collects the data. Because of their flexibility the questionnaire method is by far the most common instrument to collect primary data. The questionnaire is given to the respondent to be filled up.

Sampling Design:

Sampling design is to clearly define set of objective, technically called the universe to be studied.Sampling technique used is simple random sampling method.

Sample Size:

The samplesize for this study is taken as 100

III. CONCLUSION

Employee engagement can be seen to have three elements, the cognitive, the physical and then emotional. Due to the fact that employee engagement is a multifunctional concept comprising three interacting elements, strengthens the argument that a manger cannot force an employee to be engaged. Employees need to be immersed in a working environment which will entice them to display the discretionary behavior that organizations are seeking.

Employee engagement is concerned with the emotional, cognitive and physical aspects of work and how these factors combine. The concept of employee engagement should not be considered just another fluffy HR initiative. However, fostering employee's engagement is a long term process, as its success is inextricably linked to core aspects of the business such as, values, culture and managerial philosophy. To change core aspects of any institution takes time effort and commitment from the employees as well as the senior management team.

Employee engagement practice of link enterprises has positive impact on employee performance.

REFERENCES

- [1]. Dr. Rao Subba Essentials of HR Management and Industrial Relations, Fourth Edition Macmillan Publication.
- [2]. Tina Agrell, "RECRUITMENT TECHNIQUES FOR MODERN MANAGERS"
- [3]. Human Resource Management Author: -C.B.Gupta
- [4]. Human Resource Management Author: -Ashwathapa.
- [5]. Research Methodology Methods & Techniques - Author: - C.R.Kothari
- [6]. Wikipedia
- [7]. Archie Thomas, CMA, and Ann MacDi amid, "Encouraging Employee Engagement", CMA Management, Jun/Jul 2004.
- [8]. Fred Luthans, Suzanne J. Peterson "Employee engagement and manager self-efficacy" (2002), Journal of Management Development, Vol. 21 Iss: 5, pp.376 – 387
- [9]. Gretcher Hoover, "Maintaining Employee Engagement when communicating difficult issues", Communication World, Nov / Dec 2005.
- [10]. Jteresko, "Driving employee engagement", www.industryweek.com, Sep 2004.
- [11]. Steve Batts, "Getting engaged", HR Magazine society for Human Resource Management, Feb 2004
- [12]. "Employee Engagement", The Human Factor, Jul 16-Aug 15, 2010
- [13]. "Employee Engagement: A mantra for HR Managers", HRM Review, Aug 2009
- [14]. "Employee Engagement towards retention - Insight from the real world", HRM Review, Mar 2009
- [15]. "Story Telling: A new tool for Employee Engagement", HRM Review, Dec 2009.
- [16]. <http://retention.naukrihub.com/employee-engagement-drivers.html>