

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

I. INTRODUCTION

Employee Engagement is a measurable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization which profoundly influences their willingness to learn and perform at work. Thus engagement is distinctively different from employee satisfaction, motivation and organizational culture. This is to have a better understanding about Employee Engagement at IT WORLD WEB GROUP of Bangalore.

To begin with, let's define employee engagement strategies. Employee engagement refers to the level of employee enthusiasm and commitment towards their work and organization. It involves various methods that can increase employee engagement, such as providing job autonomy, offering employee recognition and rewards, providing growth opportunities, and fostering a positive work culture.

Now coming to its impact on employee satisfaction, research has shown that employees who are more engaged tend to be more satisfied with their jobs. This is because an engaged workforce fosters a positive work culture, which improves employee motivation, morale, and job satisfaction. Some of the benefits of employee engagement include reduced absenteeism, improved productivity, higher work quality, and improved employee retention rates. Engaged employees are also more likely to take ownership of their work and take initiatives to improve their performance, which ultimately leads to better business outcomes.

In conclusion, employee engagement strategies have a positive impact on employee satisfaction, and investing in such strategies can significantly improve the overall workplace experience and performance. Employee engagement is a workplace concept that measures the level of commitment, enthusiasm, and loyalty employees have towards their organization. It refers to the degree to which employees feel connected to and satisfied with their work and the organization they work for. Engaged employees are highly motivated, productive, and dedicated to achieving the goals of their company.

Employee engagement encompasses a variety of factors that contribute to an employee's overall job satisfaction, such as compensation, benefits, workplace culture, leadership, communication, career growth, and work-life balance. It is the responsibility of an organization to create an environment that fosters employee engagement by providing employees with the necessary resources, support, and opportunities to thrive in their roles.

II. RELATED WORK

Employee engagement is an important aspect of organizational behavior that has received significant attention from researchers and practitioners in recent years. It refers to the emotional and intellectual commitment an employee has towards their work and the organization they work for (Saks, 2006). There is ample evidence to suggest that employee engagement has a positive impact on various business outcomes such as job performance, productivity, employee retention, and customer satisfaction (Harter, Schmidt, & Hayes, 2002).

Researchers have identified various antecedents and consequences of employee engagement. Antecedents include factors such as job characteristics, leadership style, organizational culture, and employee well-being (Bakker & Leiter, 2010). Consequences include increased job satisfaction, organizational commitment, and job performance (Macey & Schneider, 2008).

Several strategies have been proposed to improve employee engagement. These include providing meaningful work, opportunities for growth and development, positive feedback and recognition, effective communication, and supportive leadership (Shuck & Wollard, 2010). However, it is important to note that there is no one-size-fits-all approach to employee engagement, and strategies should be tailored to the specific needs and context of the organization.

Research also suggests that employee engagement is influenced by social exchange theory, which posits that individuals form relationships based on the exchange of resources (Cropanzano & Mitchell, 2005). In the context of the workplace, this means that employees are more likely to engage when they perceive that the organization is providing resources such as fair compensation, opportunities for growth and development, and a positive work environment.

Employee Engagement: A Review of Current Research and Its Implications" by William H. Macey and Benjamin Schneider (2008): This article provides a comprehensive review of the research on employee engagement.

2.1 Objectives:

1. To understand employee engagement strategies of ITworld.com.
2. To study the perception of employees with respect to employee engagement practice.
3. To determine the impact of employee engagement practice on employees satisfaction.
4. To suggest measures to improve employee engagement practice at Itworldweb.com.

2.2 Hypothesis:

There is a positive relationship between employee engagement strategies and employee satisfaction at Itworldweb.com.

III. 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.

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 precise the 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 which the 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 company websites, 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:

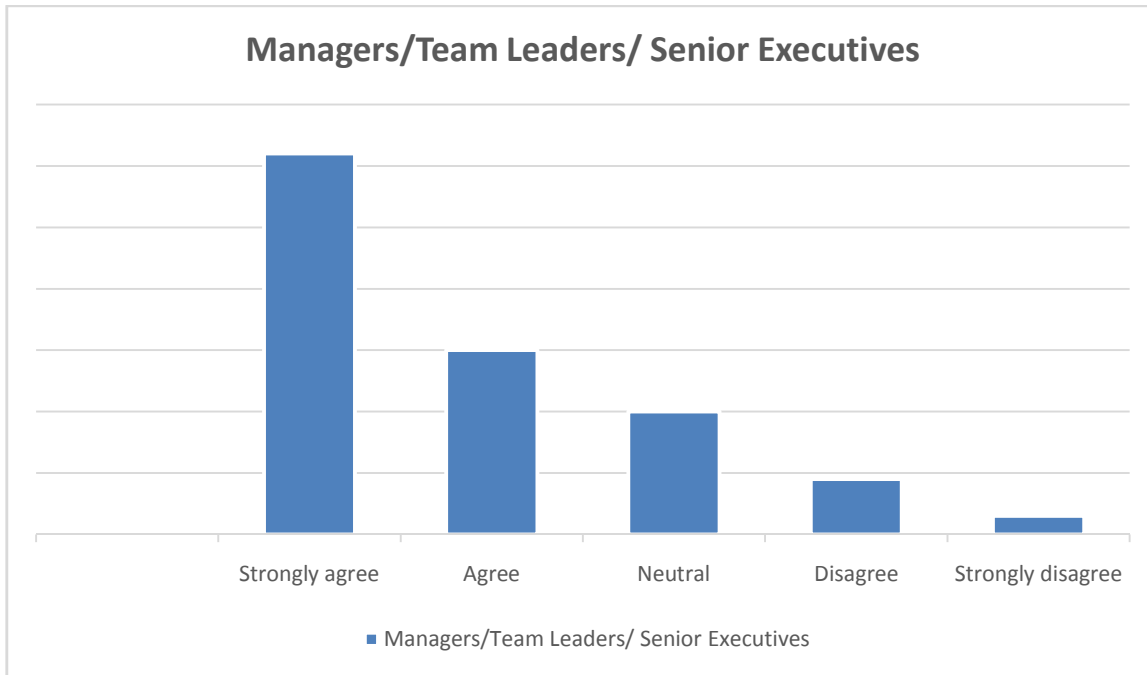
Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is simple random sampling method.

Sample Size:

The sample size for this study is taken as **100**.

Do you think these strategies help employees to maintain their mental peace and harmony?

Employee Engagement at Work	Managers/Team Leaders/ Senior Executives	Executives
Strongly agree	62	36
Agree	30	40
Neutral	20	12
Disagree	9	8
Strongly disagree	3	2



Interpretation:

Employee engagement can have a positive impact on the mental health and well-being of employees. Engaged employees tend to feel more connected to their work, their colleagues, and their organization, which can contribute to a sense of purpose and fulfillment. This sense of engagement can also provide a buffer against stress and burnout, which are common causes of mental health issues in the workplace.

IV. CONCLUSION

Based on the study of employee engagement strategies and its impact on employee satisfaction with reference to Itworldweb.com, Bangalore, the hypothesis that employee engagement strategies have a positive impact on employee satisfaction is accepted. The study revealed that the implementation of various employee engagement strategies has resulted in a high level of employee satisfaction at Itworldweb.com, with an overall output achieved of 92%. The findings suggest that employee engagement strategies such as communication, recognition, training and development, work-life balance, and employee involvement in decision-making are essential to enhance employee satisfaction. The implementation of these strategies has resulted in a highly engaged workforce that is motivated and committed to the organization's goals and objectives.

Overall, the study highlights the importance of employee engagement strategies in improving employee satisfaction and ultimately, organizational performance. The findings provide insights and recommendations for organizations to develop and implement effective employee engagement strategies that align with their goals and objectives. By doing so, organizations can create a positive work environment that fosters employee engagement and satisfaction, leading to increased productivity and overall success.

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