



A STUDY ON NEED FOR EMPLOYEE ENGAGEMENT

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ABSTRACT

Engaged employees are those who are involved and committed to their work and workplace. It is always misunderstood that employee engagement is same as employee satisfaction. The main factor that differs these two terms is that employee satisfaction does not set the bar high enough for accomplishment of these organizational goals and on the other hand employee engagement is the emotional commitment that employees have towards the organization and organizational goals.

In short, employee engagement is what an employee feel for the organization and its goals. When the engaged employee is emotionally committed then he will give his best efforts i.e. he will go an extra mile far and beyond in the task which has been asked to do. For this, the organization has to play major role in investing in the employee engagement that will eventually result in growth of business, efficiency in the work and stay with the organization for years.

Keywords:

Engaged employees, emotional commitment, organizational goals, investing in employees, and growth of business.

1. INTRODUCTION

Employee engagement has always been a serious concern for those who are keen in the quality of professional life. However, in the present competitive world, employee engagement is necessary for the growth of organization.

Employee engagement is imperative. Often, it has been argued upon regarding why bother with engagement? The answer is quite simple: When employees are engaged, they perform to their best thus results the organization to develop and grow. When people are engaged with their work, they tend to work harder, try to give better at their jobs or tasks assigned and most importantly they stay with the organization for years and years rather than quitting their job and take their talent elsewhere. Engaged employees are more likely to stay. There is less possibility of them to leave. Engaged people help the organization to grow. Some employees treat their customers as their assets and often persuade them how great the organization is. Engaged people always treat customers beyond what they have been paid for their role.

Sometimes, the possibility is that, the leaders spend much time focusing at the profits, they forget of the people (employees). Some leaders love talking to their people. Hence, they forget about the business. The clever organization try to keep the balance between the two.

One must keep in mind that the 'engagement' might mean different to different people in one organization. Seldom, Employee engagement may be an emotional attachment. The emotional attachment that employees feel towards the organization. The other thing should be kept in the mind that employee engagement is not celebrating festivals and organizing picnics only. In fact, it is enhancement of job satisfaction, career promotion, organization's growth, etc.

2. OBJECTIVES

1. To keep employees happy and satisfied
2. To improve employee productivity.
3. To help in retaining employees.

3. RESEARCH METHODOLOGY

a) **Research Design:** For this research paper, a literature review research design will be used. The research will involve reviewing and analyzing existing literature, research papers, articles, and reports on the topic of employee engagement and human psychology.

b) **Data Collection:** The data for this research paper will be collected through a comprehensive review of literature related to Employee Engagement and Organizational Behaviour. The literature search will be conducted using online academic databases such as Google Scholar, JSTOR, Relevant articles, reports, and some research papers.

c) **Data Analysis:** The collected data will be analyzed using a thematic analysis approach. The information gathered will be reviewed and organized based on themes and patterns that emerge from the literature. The findings will be presented using descriptive statistics and textual analysis.

d) **Limitations:** One limitation of this study is that the data collected will be based on existing literature, which may not reflect every time within every organisation. Another limitation is that the research will not involve primary data collection, such as surveys or interviews, which may provide more in-depth insights.

4. PILLARS PLAYING MAJOR ROLE IN EMPLOYEE ENGAGEMENT

a) **Job:** Job can also be considered as a work or task assigned. The job should be flexible, goal oriented, fun, result oriented, customer centered, etc.

b) **Employees:** Employees are the people who get the work done to achieve organizational goals. Employees should be actively participative, healthy, intelligent, accountable, passionate, ambitious, etc. Each employee has different personality, different expectations and ambitions. He may also come from different background.

c) **Leaders:** Leaders are the one who get the work done from the people to achieve the organizational goals. Thus leaders should be communicative, always connected to the employees, display genuine care and concern, most importantly leaders should be trustworthy. Engaged leaders have a major impact on the engagement level of their employees. Leaders should brainstorm with the employees of the organization. They should appreciate employees, always take fast action on whatever conflicts which are unsolved. Leaders should reward the employees for their performance.

d) **Training Phase:** Every organization has different way of working. Hence, employees need to be trained. For that, the organization has to share the knowledge i.e. it has to give training to their staff or team. Employees are considered as the biggest asset of organization. Employers have to make sure they get proper training on right time. Eventually, that will result in benefiting the organization by the way of profit and revenue.

e) **The Money:** Here, money implies profit. If the organization is successful then the organization should share the profit by giving them incentives. Employees are engaged if they get incentives. Because with the extra money they might fix or fulfill their needs. That will be a happy moment for them. Thus, it will help to build connections.

f) **Staff engagement:** This is to do with the social aspect. It can also be termed as social engagement. Every organization has to take efforts to make their staff get connected with each other. Thus, it can help build bonding, flexibility, and understanding among each other.

g) **Personal life:** Sometimes, this pillar is missing in a lot of business organizations. Employees work for 8-10 hours a day or 5-6 days a week. The employees should be given holidays. Going on holidays can help employees to get refresh which will result in efficiency in their work later.

All the above pillars have potential output and returns on it. Organization just have to make sure of connecting the dots. That means, one needs to combine all of them. Just 1 pillar, 2 pillars, 3 pillars does not work. You need all of them. This is the whole package. Despite investing in the Employee Engagement, not all the employees are considered to be ENGAGED.

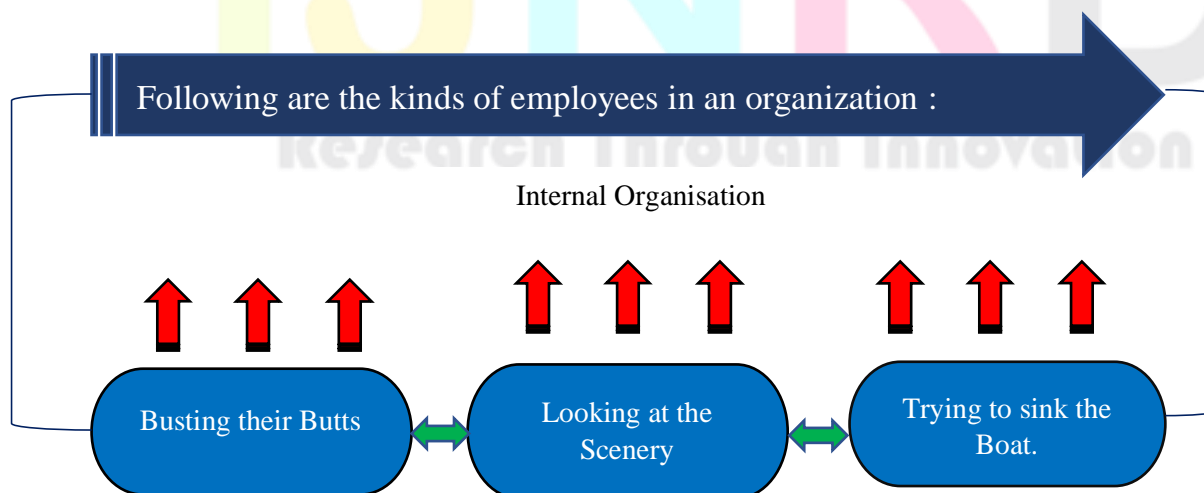


Fig. 01 Kinds of employees

5. SCOPE OF THE STUDY

- a) Engaged employee is there to GIVE
- b) While satisfied employee is there to GET.
- c) If focused on employee engagement, it is assumed that the organization is not creating any risk to their employees and themselves

6. FINDINGS

- a) Employee engagement is about doing my job above and beyond.
- b) Employee engagement is making company successful as well as employee's growth/ development.
- c) Employee engagement is about mutual commitment and not personal.
- d) Employee engagement is to feel committed to work, rich in talent, global thinking, socially responsible.

7. CONCLUSION

The main purpose of this study is to show appreciation, assign meaningful tasks, get the proper communication and accomplishment of organizational goals which will help find amazing talent or it may hinder the work, put everyone in the right role. Moreover, it is equally important to design a balanced program as one size does not fit all.

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- x. Regenerate response

