



Examining the Impact of Employee Engagement Activities on Employees of Steel and Heavy Metal Industries in West Bengal

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Abstract

Objective: The manuscript explores the factors of employee performance and engagement interlinked with the processes of employee engagement in the steel and heavy metal industries. The theoretical discussion and the theories from the literature review section reinstate the purpose of employee engagement. The research demonstrates the employee benefit policies are an important trigger to enhance the commitment to the business performance and breeds loyalty.

Scope: The organisational policies and the choices might help objectify the loyalty to gather employee reviews on the management system.

Method: The researcher has incorporated the qualitative method and secondary sources to substantiate the views regarding employee issues in these industries. The investigation signifies the dedication, advocacy and accountability that impact employee loyalty and satisfaction. The perception of the academicians has been engaged in making the system solidified and effective to carry on the implications of research development.

Results: The finding section illustrates the behaviour of the management and the interpersonal skills of the employees to create better repercussions and effects. The aspects of flexibility and adaptability have been demonstrated that border on the managerial concepts and administrative democracy of human resources. The in-depth involvement of the employees in the reward programmes and recognitions boosts employee morale and performance that impresses the employees with satisfaction and job credibility of the employees.

Conclusions: The purpose of the manuscript has been illustrated to motivate all the employees in the steel and heavy metal industries of West Bengal.

Keywords: Employee performance, Loyalty, Commitment, Management system, HRM techniques.

Introduction

Detailed analysis and in-depth inquiry into the employee benefits in the steel and heavy metal industry such as iron and aluminum industries of West Bengal will be illustrated in the manuscript. In addition, it will also be highlighted how the benefits to the employees will act as a catalyst in enhancing the commitment to the structural development of these industries. The exploration will justify too, the impact of employee involvement on the turnover of the industry and the motivation level of the employees.

Employee engagement refers to the way how the employees are involved in the strategic decision-making of the organisation through investing emotions, behavioural and cognitive energies. As a consequence, organisational productivity is enhanced towards the generation of more profit and the attraction of consumer footfalls. The employees feel belonged to the productive culture and this automatically amps up their contentment and loyalty level. The involvement of the employees in the activities of the industry is also the pivotal HR concept that delineates how

the employees become more dedicated, and enthused to enhance the values and relevance of the economy.

Background of the research

This manuscript corroborates the measures of the employee benefits and involvements in the steel and heavy metal industries of the West Bengal. In addition to it, the contexts of the employee retention and loyalty methods are also extrapolated with emphasis on the relational factors between the benefits and the involvements (Meijerink, Bos-Nehles & de Leede, 2020).

The steel and heavy metal industries of West Bengal with its strong backwards and it's contribute to the enhanced GDP and professional development of the employees (Gerhart & Feng, 2021). The industry is determined by the highest terms of productivity, level of energy consumption, and reliance on the advanced level of digital tool utilisation to acquire a competitive advantage.

Research aim

The pursuit of research aims at the investigation as to how the measures of employee benefits affect their commitments and breed loyalty among employees in the steel and heavy metal industries of West Bengal.

Research Objective

- To measure the benefits of employee involvement in the steel industry that affects the business turnover.
- To explain the employee retention methods to enhance the job satisfaction level of the employees in the steel and heavy metal industries of West Bengal.
- To elaborate on the influence of employee involvement benefits concepts exerted on the workforce retention rate and employee loyalties.
- To find out the HRM mechanisms to ensure employee involvement and benefit in the steel and heavy metal industries of West Bengal.

Research Rationale

The issues centre on the labour crisis, lackadaisical management and the lack of strategic approaches that get in the way of employee satisfaction and retention level. The decreased techno-economic operations lower the company's productivity and employee satisfaction. The less profitability de-motivates the employees thus resulting in decreased turnover rates and absenteeism (Gerhart & Feng, 2021). The positive engagement of the employees in the industry can be done in various ways. On the other hand, the lack of recognition and employability issues aggravates the complication in the system that in turn gives rise to the issues of laying off employees and a degenerative work environment. The employees are incapable of spotting the work-life balance that obstructed their career goals and the consequence of the employee efficacy in increasing productivity.

Significance

The significance of employee retention in the steel and heavy metal industries of West Bengal lies in the fact that the safety and prioritisation of the employees generate job satisfaction and valuable work culture. The relationship with the management and the condition of the employees in the scenario is very much responsible for the development of productivity and employee retention rate (Al-Smadi, 2020). The active and spontaneous response of the employees to the various orientations highly characterises the factors of credibility regarding the system. The supportive measures always draw on the best of the activities that will retain the best of the talents and breeds loyalty among them.

Literature review

The benefits of employee engagements to affect loyalty and business turnover

According to Al-Smadi, (2020), the sustainable development of the employees has been secure and guaranteed which drives employee growth and unsurpassable profitability. Training opportunity provides the workforce with profitable resources so that they can contribute to the enhanced turnover and revenue process of the business. The more the employees are absorbed into the engagements, the more the productivity will be mounting up for remaining competitive with all the agendas and missions. Contrary to the above statement, Anwar & Abdullah, (2021), has

commented that steel and heavy metal industries of West Bengal witnessed downturn growth during the pandemic and at that time there was an employability crisis as there was a dearth of labourers and raw materials steel and heavy metal industries of West Bengal. The benefits must be inclusive of team development and collaboration among the employees. A harmonious work culture affects the flourishing of productivity. The creation of cohesion and mutual understanding influence the team to achieve the determined targets.

The benefits of employee engagement are aplenty if the procedures are implemented rightfully. The development plans create attractive environments yielding a mature learning environment and work culture. There are multiple benefits like medical, disability, paid time off, and fringe benefits to germinate the value system. The employees trained with the precise skills and specialities involve pricey growth strategies. Multiple career options and career profiles are generated that give immediate effectiveness and employee satisfaction. Employee performance will be better than results in conflict management and the redressal of critical adversities. Employee engagement makes it easier to manage the risks and reduce the proportion of the risks involved. The unexpected situations are handled with efficacy and competence. Future development of employees is guaranteed which signifies the productive loyal employees and the retention of more talents in the industry.

The methods to retain the employees channelising the potential towards the competitive advantage

The different methods can play active contributions to inspiring the workplace and all the employee management in these industries. Effective training lets the employees in the analysis of the job and the appropriate contextualisation. As opined by Fidyah, D.N. & Setiawati, (2020), the developed commitments and the organisational values are instilled in the employees through reorientation programmes. The employees are acquainted with the industry culture and the development of the ethics that govern morality in the long run. The mechanisms are grown powerful to energise the workforce into the best of the practices and tactics. Contrary to the above statement, (Khan et al., 2019), have stated that The employees fully occupied in the strategy-making and the decision creation at the company, feel energised and competent to make the effectiveness established at any cost. According to Shrotryia & Dhanda, 2019, various team built-up bonanza and sporting events require the team to grow and be dedicated towards the fulfilment of objectivity and mechanisms. The arrangement of the right equipment precedes the identification of the different

needs and requirements of the workforce. The celebration of the unique days adds to the employee responses to the established stratagems and the dimensions.

The impact of employee engagements on loyalty and credibility of employees in the industry

The impact of employee engagement on the loyalty of the people is impressive and this generates employee satisfaction. The engagements of the employees can be extended into loyalty and that can be important for strengthening the assets of the company. Employee credibility programmes are significant so that penetrating the business markets and the recognition, rewards and other amenities work out on the team dynamics and as consequence, trust is generated in the ambience that affects employee unity and team management. According to Bhasin, H. (2018), Team functionality improved to reduce cost-effectiveness and time. The skill gaps between the employees reduce the work pressure and pivot the skills in consistent team development even in challenging circumstances. The major advantages are significant to develop the talent pipeline. The reduced reliance on the contractors increases the confidence and boosts the morale of the employees. The industry does not need to hire the contractors from outside. The utilisation of the proper resources and the advantages aims at the enhanced reciprocations of the employees.

HRM procedures to ensure the intrinsic and extrinsic motivation of the employees

The inherent activities of the employee emerge from internal satisfaction and overall contentment. The purpose, mastery in autonomy governs the lives of the employees to trigger them from independent activities. The independent actions are fuelled by the distinction between the internal and the external rewards.

Sustain employee management in the organisation requires proper coaching, mentoring and proper evaluation of the employees. This is the responsibility of HR to supervise employee engagement and connections. Culture is shaped and enriching HR practices lead to the drivers of employee engagement in creativity and innovations. The practices often demarcate the not-engaged and actively engaged workforces. According to Dhir and Shukla, (2019), the employees are directed with valuable guidance, foresight and optimistic approaches. Team-built-up activities occur that paves way for a proactive, consistent and adaptive culture in the organisation. The employees feel more focused on the liabilities to accomplish the task with urgency. Even in the era of on-demand technology, employees are introduced to face-to-face discussions. Enriching workshops are conducted that fix the right path for the employees

to walk towards successful paths. The investments made by the organisational behemoths attract the HR policies that ensure the safety of the management and hold out the possibilities for the HR system.

HR management assigns job roles to the employees so that they can complete the tasks in organised ways. The accelerated efforts of leadership make different training, workshops, and mentorship programmes where the employees take part and exchange words through facilitated interaction.

HR practices often lead to employees facing momentous challenges to help them reach their determined accomplishments. As per Dhir and Shukla, (2019), orientation is provided to simplify the process of understanding that will flourish employee growth and connectivity. The other practices include offering positive feedback and constructive criticism to the employees to build up an innovative culture. Often pay-for-performance activities strengthen the mindsets of the employees and give them recognition for activities. Incentivised payments and competency-based payments encourage knowledge acquisition and skill enhancement. The engagement culture celebrates the cultivation of trust, mutual understanding and collaborative processes.

Theoretical implications

Behavioural management theory has been utilised that illustrates the responsibility of managers to assess the internal needs of the employees for propelling the actions and growth of the employee forces. The interest in employee management programmes and development has been able to explore, actualise and learn the matrix to utilise the growth in a positive direction. The movement of human relations addresses the conflicts, expectations and dynamics to save the situations and bear with the challenges.

As opined by Malik, Baig & Manzoor, (2020), the needs of the employees relate to the treatment of the employees positively and that is requisite to enhancing the morale of the employees. The activities are designed that would make them participate in the different programs likely to make them motivated towards productivity creation and increasing it. The motivation of the employees is determined by the selection of the budget that combines the various packages and deals. The employees are led to the best customer satisfaction and the management to make a supportive and effective work culture. The industry culture is characterised by the highest rung of creativity and innovations. The advantage of the company and employee referral programmes is channelised to the attainment of satisfaction and the

customer inclusive cultures and the renewable system. The employees strive best for the company culture that makes the meaning resourceful and service enjoyable.

Methodology

Secondary sources have been chosen that reinforce the necessity of the employee benefits in escalating the intrinsic and extrinsic motivation along with the organisational commitment.

The particular research designs and the systems improve the performance of the employees to determine the growth of the business and the trajectory of the business. The integrity dimensions have also been set up to grow towards sustainability and comprehensiveness. The appropriation of the research tools signifies the dedication, advocacy and accountability that impact employee satisfaction and loyalty. The perception of the academicians has been engaged in making the system solidified and effective to carry on the implications of research development.

Findings

Employee benefits in increasing the satisfaction of the employees in the steel and heavy metal industry of the WB

- Employee engagement in the steel and heavy metal industries increases employee satisfaction. This, as a result, generates industry productivity and determines enhanced revenues. The success ratio of the projects with the higher engagement of the employees is higher than those with lower engagement records. (Mira, Choong & Thim, 2019).
- The factors demonstrating connectedness and trust in leadership are also impacted by the activities reflecting the engagement of employees. The involved employees are loyal to the managers and this can be a positive strength of management to channel growth in a positive direction.
- The committed employees make the task much easier for the industry to accomplish the target and reach the determined level of profitability.

The explanation of the retention methods of employees in adding to the contentment level of the employees

- The influence of employee engagement in the mentorship programmes and orientation objectives absorbs the values and aspirations.

- Higher participation of the employees generates better attendance, lower turnover and safety measures. The activities can be various like arranging the thanksgiving dinners, winter and summer parties, potluck meals and other comprehensive actions.
- Maintaining effective communication with the employees to make the process stand out and encouraging the employees are the positive strengths of the organisation.

Discussing the repercussions of the employee engagement upon the commitment to the steel and heavy metal industries of West Bengal

- Employee on boarding and retention has been found to enhance the overall commitment to the sustainability of the industry. The employees who are discouraged leave the workplace soon and this casts negative impressions on the personal and professional growth of the employees.
- Productivity increases and the engagement become solid to contribute towards employee management. Employees have gravitated to high productivity and this in turn becomes profitable for the industry.
- Employee loyalty is the foundational stone to the development of functional agendas.

The HRM techniques guaranteeing the motivation of the employees

- Arranging employee benefits and recognition programmes will work wonders.
- Social media marketing and other strategies drive more of the revenues and economic prosperities. The employees feel satisfied by participating in the various programmes that are crucial or the development of a culture where they can have emotional bonds in triggering loyalty.
- Professional workshops can develop the performance of the employees as the employers get the opportunities to offer continuous and consistent feedback to the workforce. This also helps in the generation of the annual performance review regarding the up skilling and upgrading of business culture and work ethics. (Motyka, 2018).
- The techniques entail dexterous change management and flexible work processes where the employees can feel relaxed in the transformative work ambience. The culture of the workplace puts prioritisation on

teamwork that allows everyone to decide on the strategies of the company. The focus on employee development will make it easier to acknowledge the contributions and reevaluation the endeavours.

Discussion

Measuring the benefits of the employees in steel and heavy metal industries of West Bengal

The employees grow sustainable to work for the operations in the steel and heavy metal industries of West Bengal. Durability and patience of the workforce develop the irreplaceable quality in the employees that are important to surviving in the metal industry. Modifications results in highly specialised and trained employees who will take part in the communicational efficacy of the programme (Nguyen et al., 2021). The employees, having felt valued, show loyalty and enhance commitments to the mission, vision and strategic goals of the company. A positive environment emerges out of employee motivation and engagement. The engagement of employees refers to emotional involvement and this is indicative of how the employees show concern and care for their commitment. The employee-first environment adds to the responsibility and enthusiasm of the employees. The engagement benefits boost the active spirits and amp up the investment quotient.

The steel and heavy metal industries of West Bengal requires not that much theoretical knowledge, but dedication, hard work and commitment to enhance the productivity level of the industry so that this can employ more of the employees into operational dexterity and meticulousness. The benefits offered to the employees make their device on the strategies and business expansion. Employee benefits are indicative of the health and safety benefits and maintenance of statutory laws and regulations. Training and integration of the employees help keep the retention rates and the creative innovations. There are collaborative approaches that ensure employee engagement and strengthen accountability. The techniques are beneficial that result in the choice of the right tools in determining loyalty.

The obvious reasons that create effectiveness for the management are employee satisfaction and the betterment of contentment level (Otoo, 2019). The refining of the network skills perfects employability techniques and that rebuilds the skill-building of the employee relationships and the agendas thereupon. The research and effective development provide great insights and the economic efficiency of this industry to yield the best of services.

The employee involvement programme in enhancing the commitment towards organisational growth

Different games, contests, and tournaments build camaraderie and the fantasy leagues can make the employees enthused in being part of the organisational strategy, and decision-making. The engagement programmes create wonders that foster learning, boost transparency and resolve the differences in the structure (Shah et al., 2020). The employee training is invigorating and teaches the employees to work ethics, loyalty and uniformities. The programmes and the recognition activities engage them in a better way so that they can contribute more to organisational growth. Employee engagement becomes effective for enhanced production and the setting aside of budget, resources and energy. The workplace is more effective and productive and relies on employee involvement in tasks. Team building activities facilitate the interaction between the employees. This is how the employees can increase their interpersonal communication skills and get comprehensive ideas regarding the job roles and responsibilities. There can be charity days and fund-raising programmes where all the employees can assemble and exchange their thoughts. The employees get the opportunity to expand their networks through team-built-up sessions and other professional orientations (Rana, 2019). The employees are attracted to the most productive work culture and effective operations that enhance cooperation and collaboration among each other. The development of the work culture is effective in the satisfaction generation and the cultivation of loyalty and the boosting of spirits the steel and heavy metal industries of West Bengal.

The employee retention programmes and their repercussions in the employee-loyalty in the steel and heavy metal industries of West Bengal.

The employee motivational approaches and activities secure the retention programmes that let them feel securely connected to the industry. The strengthened emotional connections are required for the employees to widen the impact of the business vision and this widens the scope for integration. Keeping a consistent and strong culture of employees guarantees the future in a deterministic way. The loss of the workforce not only costs money and energy but is also a matter of productivity and knowledge.

The stability and job performance of the employees are guaranteed by the retention programmes. The repercussions are felt by the management and the development process. The surge in the workforce has been possible in the industry by the operations effectiveness of the programme and their contributions towards the development of the workforce.

The skill gaps in the industry have been addressed and that is just because of the various implications of the management programme and the evolution (Sepahvand & Khodashahri, 2021). The steel and heavy metal industries of West Bengal organises pricey lessons on manufacturing, teamwork and leadership strategies to influence the scholarships and the manufacturing, and delivery processes of the systems. The latest development in the steel and heavy metal industry in West Bengal shape the future of the present and future generations of employees who feel better and more flexible towards the management of the economy. The in-depth involvement of the employees in the reward programmes and recognitions boosts employee morale and performance that impresses the employees with satisfaction and job loyalty of the employees.

The workers feel united to strive for the strategy making and the design of the laws and management that would create the atmosphere of flexibility to fuel loyalty.

HRM techniques to strategise the development of the progress

The leaders in the steel and heavy metal industry comprehend the analytical needs and requirements of the employees in motivating the employees towards goal setting, development, clarification and the enjoy ability of the process (Iddagoda & Opatha, 2020). The programmes abound in the various logics and practices to ensure employees' employment, motivation and performance. Clear value is attached to the establishment of support that fulfils the team's needs to sharpen talents and skills. Many digital initiatives help employee engagement in a dynamic process. Employee involvement leads to client satisfaction also.

Social media marketing and other strategies drive more of the revenues and economic prosperities. The employees feel satisfied by participating in the various programmes that are crucial or the development of a culture where they can have emotional bonds in triggering productivity.

The collaborated endeavours across the steel and heavy metal industries of West Bengal align the capabilities and the resources of the company with the requirements and demands of the clients (Lee, Rocco & Shuck, 2020). The company makes sure that the employees are working and feeling like assets without which the company may fall anytime and cannot operate in the competitive industry (Shah et al., 2020). The management of employees facilitates the determination of the core competencies and this is conducive to the shaping of future communication and other professional skills. The employees are trained perfectly and acquainted with the broad panorama of the operations

making the industry strong to vitalise dynamic growth and positivity. The techniques of HRM energise employee engagement and strategic decision making, operational matrix and dynamism throughout the system.

Recommendations

- Each employee must be given individual attention so that each of them can feel engrossed and relaxed in their operations. The management should go into depth about the needs and requirements of every individual. Lack of clarity must be brought into the process that drives the positive excellence of the employees. The management must listen to the grudges of the employees (Men, O'Neil & Ewing, 2020)
- The employees must be supplied with the right equipment so that they can grow with the maximum utilisation of resources. This process can remove hurdles in the workplace and smoothen the process. The employees should have the access to abundant resources to channelise productivity in the right direction.
- The communication process must be more lucid and transparent. The agenda of the company must be introduced to the employees with clear communication. This can prevent any hassles and reunite the employees for a particular cause.
- Employee creativity and innovations must be encouraged that yield the best possible opportunities for the workforce. The encouragement can be done in various ways like giving off rewards, setting up innovation teams, hiring the right kinds of talents and taking action steps.
- The company culture must be emphasised and each employee should be asked to follow the respective culture (Motyka, 2018). A multicultural workplace is great for the employees to understand, grow and evolve into successful individuals. The strategic choices must be involved that reflect the organisational capabilities.
- Respect has to be fostered in the workplace that creates stability, compensation, and work-life balance across the industry. Thus the employees are given opportunities for expansion and growth. Moreover, trust must be engendered in this way that enhances the credibility and loyalty of the service.

Conclusion

This has been identified from the above discussion that employee engagement benefits are a prerequisite to breed in loyalty among the employees of the steel and heavy metal industry of West Bengal. The manuscript demonstrates the employee benefits scheme is an important trigger to enhance the commitment to the business performance. The employees are guaranteed the effectiveness of the operations that direct the potential towards the attainment of the targets. The thorough investigation of the employee engagement activities in the steel and heavy metal industries of West Bengal has demonstrated that participation adds to job contentment. The increased participation of the employees leads to loyalty and profitability across the industry. The critical analysis of various literary sources prioritises the effectiveness of employee involvement and its impact on the generation of loyalty among employees. The elaborate discussion on the HRM techniques, management techniques and the focus on the employee involvement programs put forward the necessity of employee involvement. The given recommendations reinforce the necessity of employee engagement in the steel and heavy metal industry of WB. It can comprehensively be summarised from this manuscript that the acculturation of employee engagement and loyalty measures the intensity of success. Human resource techniques have been found effective to point out the intrinsic and extrinsic motivation of employees. The recommendations given also have upheld the probabilities that can let the steel and heavy metal industry develop employee retention techniques to trigger loyalty.



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