

## **A Study on IMPORTANCE OF EMPLOYEE ENGAGEMENT IN ORGANISATION DEVELOPMENT**

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### **ABSTRACT:**

It has become crucial for the company to keep its highly qualified personnel since motivated individuals provide the company with superior competitive advantages and improved production. This study investigates the employee engagement strategies used by the company. The study's goals were to discover organisational inputs, degree of satisfaction, and engagement-related elements, as well as strategies to improve employee engagement. To gather the necessary data, a structured questionnaire based on the study's goals was created.

**Keywords:** Engagement, Performance, Retention.

### **INTRODUCTION:**

So many various ways to involve employees in their works effectively in a company. These motivational factors can encourage employees to participate in all tasks effectively. Executives of today priorities employee engagement as they continually seek out innovative strategies to keep their team inspired. To accomplish organization goals it's the management ability to maintain employee engagement every day. The industry has seen a surge in employee turnover as a result of workers moving employment frequently, which result in high attrition rates. Now a days it is very tough to maintain employee engagement and retention.

### **OBJECTIVES OF THE STUDY:**

To establish the factors for employee engagement.

To explore the effort of engagement on individual outcomes.

### **RESEARCH METHODOLOGY:**

The current study is an exploratory one that uses a structured questionnaire to gather data from 100 employees in the firm as its primary source. Bar charts are used to illustrate the results of research analysis, which also uses secondary data for literature reviews.

## REVIEW OF LITERATURE:

In December 2009 issue of HRM-Review. Business leaders may effectively communicate their corporate messages and truly engage their workforce by using storytelling. Business executives appear to have just become aware of the benefits of narrative and its capacity to captivate audiences. In order to increase employee engagement, this article explains why a company employs storytelling, the steps required, and the channels of communication that are available inside the organisation. Business CEOs and leaders can leverage their potent emotive power to communicate with the audience that matters most: their workforce. Stories can bring to life the corporate themes that executives wish to deliver and deeply engage them in every way imaginable.

## DATA ANALYSIS AND INTERPRETATION:

1. The organization has Employees best interests in mind when making business decisions

Opinion	No.of Respondents	Percentage of response
YES	65	65
NO	35	35
Total	100	100

Most of the employees said organization consider their interests in decision making but some of them said no to this point.

2. Good working relationship with colleagues

Opinion	No.of Respondents	Percentage of response
Agreed	53	53
Disagreed	24	24
Neutral	23	23
Total	100	100

Most of the employees agreed that they have good working relationship with colleagues.

### 3. People at the executive level contribute to a positive work culture

<b>Opinion</b>	<b>No.of Respondents</b>	<b>Percentage of response</b>
Agree	65	65
Disagree	25	25
Neutral	10	10
Total	100	100

From the above analysis employees agreed that People at the executive level contribute to a positive work culture

### 4. Employees feel recognized for their hard work and success at work

<b>Opinion</b>	<b>No.of Respondents</b>	<b>Percentage of response</b>
Satisfied	48	48
Dissatisfied	22	22
Neutral	30	30
Total	100	100

Some of the employees are highly satisfied that they recognized their hard work and success at work but some of them are not satisfied.

## **FINDINGS & SUGGESTIONS:**

The majority of respondents, it was discovered through the research, said that their employers inspire and drive them to work hard each and every day.

Some of the respondents concurred, in this firm they felt appreciated for their dedication and accomplishment at work. The majority of respondents found the personnel to be nice and cooperative to work with.

Nearly half of respondents said they were extremely satisfied with their job, business, and workplace overall. The executives help to create a positive workplace culture.

### CONCLUSION:

Each employee should be respected for any potential contributions. Employees need to understand how much their contributions matter and how they significantly benefit the firm. We must excel at attracting, inspiring, and keeping talent due to the competition for talent. Employees today believe they are given positions that break up the routine and make them appreciate their time working for a company. Benefits offered by the firm have motivated and committed people to the expansion and growth of the business. To a considerable extent, the company should offer all the individualised services to the workers and encourage them as much as possible to give their best effort.

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