A STUDY ON EMPLOYEE ENGAGEMENT PRACTICES FOLLOWED BY SELECT ORGANIZATIONS IN NELLORE CITY

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ABSTRACT

Employee engagement has become a significant task in today's fast-paced and demanding work environments. As individuals strive to meet or achieve day-to-day targets, balance, the pressures of the job can often take a toll on their mental and physical well-being. Now-a-days, most of the giant organizations are specially focusing on employee welfare and concentrating at each and every move of what they do in that scenario, here so most of the management personnel are planning for employee engagement practices to make there working personnel intact with the organisational activities. In this study, I have considered few organisations and done the research process considering few parameters along with its variable factors. The organisations have equipped various strategies in maintaining employee committed. With those metrics and actions, the managers can make their employees connected to the goals of the organisation. In this study, percentage method and pictorial representation of data analysis is done, in which a sample of around 73 observations are taken.

Keywords- Employee engagement, strategy, organisation.

INTRODUCTION

Employee engagement is the emotional investment employees make in their company. The passion, dedication and motivation they bring to their work guides their work. Committed employees are aware of the organization's goals and align their goals with the organization's goals. Employee engagement is receiving increasing attention around the world. And this problem is not unique to an organization's HR team. This is a business question that requires serious consideration. This article explains what employee engagement means, why it's important to an organization's bottom line, effective employee engagement using technology, and examples of real-world employee engagement. Responsibility for planning and implementing engagement activities no longer lies solely with the human resources department. Human resources plays an active role in implementing employee retention strategies, but planning and implementation also requires the involvement of leaders and managers within the organization. The success of your employee engagement program depends on how well your employees embrace the program. Employee engagement is therefore an organization-wide collaborative function.

OBJECTIVES OF THE STUDY

- To identify the practices that contribute to employee engagement in the organisations referred to Nellore city

- To measure the metrics of how employee feel after the employee engagement pratices done referred to Nellore city.
- To assess the factors which is the best strategy out of the all the employee engagement practices in Nellore city

LITERATURE REVIEW

1. A study on employee engagement with reference to CPCL

Employee engagement is the important drive in an organization to achieve their premier goal. Engagement is an employees' involvement with deep interest in the organization's principles. In business context, employee engagement is refer to work with colleagues to get effective task performance which leads to productivity of the organization. To understand the levels of employee engagement and its impact is the core objectives of this paper and further to examine the various factors influencing the employee engagement. This research paper suggests the effective ways to improve the productivity by applying the better strategies of employee engagement. In this research work, 100 no's samples have been taken from the unit of CPCL. In this research work, percentage method and chi-square test have been incorporated for analysis

2. Employee Engagement: Line managers make it Happen

They defined engagement construct in terms of objectively registered records of employees' assessment about the following engagement skills of their supervisors: Leadership, Strategic narrative, Employee voice, Reliability, Involvement and Supervision. The proposed line managers' engagement skills model was examined in a sample of 46 employees who evaluated their supervisors' people-related competences. 10 line manages were evaluated. The results showed that the developed into the company People management strategy and respectively the level of line managers commitment skills are predictor of the engagement dimensions. The findings of this study could be used to improve future research on engagement excellence.

3. On the Knowledge of Employee Engagement factors

This paper summarizes the factors and knowledge workers on the basis of motivational factors, using empirical analysis to explore and validate a knowledge-based correlation analysis of employee engagement, building a knowledge-based model of employee engagement factors, providing a knowledge-based employee engagement the theory of reference, to help business managers in a targeted manner to improve knowledge management and employee engagement

PROBLEM STATEMENT

Employee engagement practices delas with various factors like communicating to employees clearly, recognising the employees for their work in organisation with rewards and punishments. Also employers should focus on key areas in employee engagement like communication, reward and punishment, learning and development and work-life balance. Considering those factors our study goes on in different organisations in Nellore city.

RESEARCH METHODOLOGY

Research Design: Choose an appropriate research design that aligns with the research question and available resources. Common designs for studying occupational stress include cross-sectional studies, longitudinal studies, and experimental studies.

- Sampling: Decide on the target population and select a representative sample. Random sampling or stratified sampling methods are commonly used to ensure the sample is unbiased and generalizable.
- Data Collection: Use various methods to collect data on employee engagement. Common data collection techniques include:

a. Self-report questionnaires or surveys: Participants answer questions related to communication process, rewards and promotions, considering employee work, what welfare measures are provided by the organisation and other relevant factors.

b. Interviews: Conduct in-depth interviews to gain a deeper understanding of individual experiences and perceptions on employee engagement.

c. Observations: Observe and record engagement practices inducing situations in the workplace.

- Ethical Considerations: Ensure that the research complies with ethical guidelines, including informed consent, participant confidentiality, and the right to withdraw from the study at any time.

It is essential to follow a rigorous and well-designed methodology to ensure the validity and reliability of the research findings on employee engagement. Researchers may also collaborate with experts from various disciplines to gain a comprehensive understanding of the topic.

FINDINGS & SUGGESTIONS

- Clear communication: Effective communication from leaders is essential for engagement. Employees need to understand the company's mission, values, and goals.
- Recognition and Appreciation: Employees who feel recognized and valued are more committed. Recognize and praise their efforts regularly.
- Work-life balance: Finding a balance between work and personal life is important. Overworked employees can lead to burnout and lack of engagement.
- Professional Development: Opportunities for growth and development are essential to engagement. Employees want to learn and advance their careers.
- Empowerment: Giving employees autonomy and involving them in the decision-making process increases engagement.
- Happiness: Employee happiness is directly related to engagement. Provide resources and support for physical and mental health

Suggestions

- Leadership Training: Train managers and leaders to communicate effectively, provide constructive feedback, and lead by example. A well-led team is more likely to be engaged.
- Regular Feedback: Encourage open and honest feedback from employees. Regular performance reviews and one-on-one meetings can help employees feel heard and valued.
- Recognition Programs: Implement recognition programs that acknowledge and reward outstanding performance and contributions. This may include bonuses, awards, or public recognition.
- Flexible Working Arrangements: We offer flexible working arrangements. B. Remote work options or flexible work hours to help employees balance work and personal life. Learning and Development: Invest in training and development programs that help employees gain new skills and advance their careers. Fosters continuous learning and growth.
- Employee Involvement: Involve employees in decision-making processes as appropriate. This can give them a sense of ownership and empowerment in their roles. Wellness Initiatives: Provide resources for physical and mental well-being, such as wellness programs, Employee Assistance Programs (EAPs), and access to counseling services.
- Regular Surveys: Conduct regular employee engagement surveys to measure and track engagement levels. Use the feedback to make data-driven improvements. Promote a Positive Work Culture: Create a positive work culture that values diversity, inclusion, and collaboration. Promote a sense of belonging among employees.
- Set clear expectations: Make sure employees understand their roles, responsibilities, and performance expectations. This clarity reduces confusion and frustration.
- Career Path Planning: Helping employees identify a clear career path within the organization. We offer opportunities for growth, advancement and skill development. Celebrate Milestones: Recognize and celebrate both individual and team accomplishments. By doing so, you can develop a sense of pride and camaraderie. Keep in mind that specific practices and strategies for improving employee engagement may vary depending on the size, industry, and culture of your organization. It's important to continually evaluate and adjust your engagement efforts to meet the changing needs.

CONCLUSION

In this study what I conclude is very few organizations have followed employee engagement practices where they have seen committed employees rather than those those who doesnot employ those practices with reference to Nellore city, Andhra Pradesh.

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4. Gallup's State of the Global Workplace report - Provides insights into employee engagement and workplace trends globally. It's released periodically and can be found on Gallup's website.
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