

# A Study on Employee Engagement Strategies With Reference To IT Industry

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## ABSTRACT

*In today's rapidly changing business scenario, one of the toughest challenges that business leaders face is sustaining high level of performance over the long term and obtaining superior business results. Employee Engagement is a route to business success. One of the biggest problems facing businesses is how to motivate and keep workers engaged. An engaged workplace encourages commitment, energy and productivity from all those involved to help improve business performance. Employee engagement goes hand in hand with higher job satisfaction, lower employee turnover and better profitability. This paper makes an attempt to study in depth the concept and various dimensions of employee engagement. In the ever-evolving landscape of Information Technology, where rapid advancements and dynamic challenges are the norm, the effective engagement of IT professionals is a strategic imperative. The success of IT projects and the overall competitiveness of IT companies often hinge on the creativity, dedication, and collaborative efforts of their workforce. Therefore, comprehensive employee engagement strategies are not just desirable but essential for organizations to harness the full potential of their IT talent. One distinctive aspect of employee engagement in the IT sector is the emphasis on continuous learning and skill development. The study aimed to analyze the employee engagement strategies with reference to IT industry and 150 samples were taken for the research. Data was collected through a self-administrated questionnaire across the employees of the company by simple random sampling method. Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts company. Employee engagement emphasizes the importance of employee communication on the success of a business. An organization should thus recognize employees, more than any other variable, as powerful contributors to a company's competitive position*

**Keyword:** - Employee engagement, Leadership, Performance, Satisfaction

## 1. INTRODUCTION

In the ever-evolving landscape of Information Technology, where rapid advancements and dynamic challenges are the norm, the effective engagement of IT professionals is a strategic imperative. The success of IT projects and the overall competitiveness of IT companies often hinge on the creativity, dedication, and collaborative efforts of their workforce. Therefore, comprehensive employee engagement strategies are not just desirable but essential for organizations to harness the full potential of their IT talent. One distinctive aspect of employee engagement in the IT sector is the emphasis on continuous learning and skill development. Given the rapid pace of technological evolution, IT professionals thrive in environments that encourage and support their on going growth. Forward-thinking companies in the IT domain invest in training programs, certifications, and workshops to keep their teams abreast of the latest technologies, methodologies, and industry best practices. This not only enhances employee skills but also serves as a powerful retention tool, as IT specialists are more likely to remain loyal to organizations that invest in their professional development. Another critical facet of employee engagement in IT is the recognition

of the inherently collaborative nature of technology projects. Teamwork is often a cornerstone of IT success, with diverse skill sets coming together to solve complex problems

### OBJECTIVES OF THE STUDY

- To identify and diagnosis the factors for employee engagement..
- To examine the effort of engagement on individual outcomes.
- Reduce turnover and retain valuable talent.
- Facilitate transparent communication throughout the organization
- To analyze the various employee engagement activities

### SCOPE OF THE STUDY

- Supporting employees in their career development and advancement.
- Offering training programs, mentorship, and clear pathways for career progression.
- Ensuring effective communication throughout the organization.
- Establishing clear communication channels, providing regular updates, and fostering transparency in decision-making.
- Shaping and maintaining a positive and inclusive organizational culture.

### NEED FOR THE STUDY

- Engaged employees are more likely to be productive, committed, and motivated. Understanding and implementing effective engagement strategies can lead to increased individual and team productivity.
- High employee engagement is linked to lower turnover rates. Organizations that invest in engagement strategies are more likely to retain their top talent, reducing the costs and disruptions associated with employee turnover.
- Employee engagement strategies often include elements that support the physical and mental well-being of employees. Prioritizing well-being can lead to healthier, more satisfied employees

### LIMITATIONS

- Limited time period is the one of the constraints of the study.
- Some of the information of the company was confidential and hence unable to include in this report.
- Despite the above limitations, I tried to give the best attempt to fulfill the objectives and topic as far as possible

## 2. REVIEW OF LITERATURE

1. **T.Suhasini and Dr.K.Kalpana (2018):** The study reveals that Employee Engagement is a comprehensive task and cannot be accomplished by the effective training programs also. Organisations can improve engagement by opportunity thinking, enhancing employee decision making, and commitment. Employee engagement results in reduced turnover intentions and increased innovative work related behaviour.
2. **V.Siva Kumar (2015):** This study describes that the high level of employee Engagement increases the growth of the organization and acts as a retention strategy. From this study it is observed that employee engagement in private banks is not satisfactory. Employee Engagement is the extent to which employees think, feel, and act, in ways that represent high levels of commitment to their organization. Engaged Employees are motivated to contribute 100% of their knowledge, skills, and abilities to help their organization succeed. High level of Employee Engagement increases the growth of the organization and acts as an effective retention strategy. It benefits both the organization and the employees. From the data analysis and findings, we can say that the employees are not satisfied about various factors like demographics, working environment, job satisfaction, etc. These factors influence Employee Engagement and it means that Employee Engagement level in private banks is very much non-satisfactory. Employee engagement refers to the emotional attachment of the employees towards the organization.

3. **NP Myilswamy, Dr.R.Gayatri (2014):** According to their research “A study on Employee Engagement: Role of Employee Engagement in organizational Effectiveness”, it is concluded that the level of Engagement determines employees productivity and their intention to stay in the organization. Employee Engagement drives organizational effectiveness by improving loyalty, retention, safety, productivity and profitability. And the employees who are highly involved in work are more engaged.
4. **Tangthong, Sorasak (2014):** The purpose of this study is to determine the effects of human resource management (HRM) practices on employee retention in Thailand’s multinational corporations (MNCs). A total of 411 managers, consisting of top management, HR leader and line manager, were examined for the Study. (MNCs in Thailand) Employee Motivation, HR Flexibility, Organizational Citizenship Behaviors, Training and Development.
5. **Vishal Gupta and Sushil Kumar (2013):** “Impact of performance appraisal justice on employee engagement: a study of Indian professionals” Performance appraisal is one of the foremost necessary human resource management practices because it yields essential decisions integral to varied human resource actions and outcomes. The aim of this study is to explore the connection between perceptions of performance appraisal fairness and worker engagement within the Indian business context.

### 3. RESEARCH METHODOLOGY

#### RESEARCH DESIGN

A research design is the plan or framework used to conduct a research study. It involves outlining the overall approach and methods that will be used to collect and analyze data to answer research questions or test hypotheses. This paper has employed a descriptive research method. This study aims to analyze the employee engagement strategies with reference to IT industry. Thus, a descriptive research design is adopted to analyze the overall perception of a employee on the company

#### METHOD OF DATA COLLECTION

This study relies exclusively on primary data obtained through self-administered questionnaires and interviews. The data collection process involved utilizing questionnaire. The questionnaires were divided into two parts. The first part was related to the respondent profile, and the second was related to job satisfaction and work life balance, professional development, team dynamics and collaboration and employee wellness. Five different statements based on the five-point Likert scale were included.

#### SAMPLE SIZE

In research, sample size is the number of individuals, items, or data points chosen from a larger population to represent it statistically. It's an important consideration because it directly impacts the reliability and extent of the study's findings. The Sample size is 150 taken across the employees of the company.

#### TOOLS FOR DATA ANALYSIS

SPSS software was employed to conduct Descriptive Statistics, chi-square and correlation analysis. This method was chosen to investigate the potential relationship between various factor affecting employee engagement.

## 4. DATA ANALYSIS AND INTERPRETATION

### CHI-SQUARE

Chi-square ( $\chi^2$ ) is a statistical test used to determine the relationship between categorical variables or the goodness of fit of observed data to an expected distribution. It calculates a test statistic by comparing observed and expected frequencies, with degrees of freedom based on the table dimensions. Interpretation involves comparing the calculated  $\chi^2$  value to a critical value, usually at a significance level of 0.05. If the calculated value exceeds the critical value, it suggests a significant association between variables. Widely applied across disciplines, chi-square analysis aids in understanding patterns and associations in categorical data.

### HYPOTHESIS STATEMENT

**H0** - There is no significant relationship between the age of the respondent and do you feel your workload aligns with your capacity

**H1** - There is a significant relationship between the age of the respondent and do you feel your workload aligns with your capacity

**Table No: 4.1**

**Age of the respondent and do you feel your workload aligns with your capacity**

Particulars	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	35.37	12	.000
Likelihood Ratio	38.26	12	.000
Linear-by-Linear Association	12.39	1	.000
N of Valid Cases	150		

### Inference

From the above Table No: 4.1, it was found that the Pearson Chi-Square significant value is .000 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significance relationship between the age of the respondent and do you feel your workload aligns with your capacity.

**Table No: 4.2**

### HYPOTHESIS STATEMENT

**H0** - There is no significant relationship between Age of the respondent and do you feel that your skills and talents are utilized to their full potential

**H1** - There is a significant relationship between Age of the respondent and do you feel that your skills and talents are utilized to their full potential

**Age of the respondent and do you feel that your skills and talents are utilized to their full potential**

Particulars	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	26.73	12	.008
Likelihood Ratio	28.06	12	.005

Particulars	Value	df	Asymptotic Sig. (2-tailed)
Linear-by-Linear Association	6.63	1	.010
N of Valid Cases	150		

**Inference**

From the above Table No: 4.2, it was found that the Pearson Chi-Square significant value is .008 which is less than 0.05. Hence Null hypothesis (H0) is accepted and Alternative hypothesis (H1) is rejected. Therefore, it is inferred that there is a no significance relationship between Age of the respondent and do you feel that your skills and talents are utilized to their full potential.

**CORRELATION**

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increase as the other decreases.

**Table No: 4.3**

**HYPOTHESIS STATEMENT**

**H0** - There is no statistical significant correlation between Are you satisfied with your current role and responsibilities and do you feel that your skills and talents are utilized to their full potential

**H1** - There is a statistically significant correlation between Are you satisfied with your current role and responsibilities and do you feel that your skills and talents are utilized to their full potential

**Are you satisfied with your current role and responsibilities and do you feel that your skills and talents are utilized to their full potential**

		Are you satisfied with your current role and responsibilities	Do you feel that your skills and talents are utilized to their full potential
<b>Are you satisfied with your current role and responsibilities</b>	<b>Pearson Correlation</b>	1.000	0.234
	<b>Sig. (2-tailed)</b>		0.000
	<b>N</b>		
<b>Do you feel that your skills and talents are utilized to their full potential</b>	<b>Pearson Correlation</b>	0.234	1.000
	<b>Sig. (2-tailed)</b>	0.000	0.234
	<b>N</b>		

**Inference**

From the correlation table 4.3, it can be seen that the correlation coefficient value is 0.234 which lies in the low correlation region Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there

is statistically significant correlation between Are you satisfied with your current role and responsibilities and do you feel that your skills and talents are utilized to their full potential.

**Table No: 4.4**

**HYPOTHESIS STATEMENT**

**H0** – There is no statistical significant correlation The company supported in managing stress and maintaining mental health and do you feel comfortable providing feedback to your higher officials.

**H1** - There is a statistical significant correlation between The company supported in managing stress and maintaining mental health and do you feel comfortable providing feedback to your higher officials.

**The company supported in managing stress and maintaining mental health and Do you feel comfortable providing feedback to your higher officials**

		<b>The company supported in managing stress and maintaining mental health</b>	<b>Do you feel comfortable providing feedback to your higher officials</b>
<b>The company supported in managing stress and maintaining mental health</b>	<b>Pearson Correlation</b>	1.000	.432
	<b>Sig. (2-tailed)</b>		.000
	<b>N</b>		
<b>The company supported in managing stress and maintaining mental health</b>	<b>Pearson Correlation</b>	.432	1.000
	<b>Sig. (2-tailed)</b>	.000	
	<b>N</b>		

**Inference**

From the correlation table 4.4, it can be seen that the correlation coefficient value is 0.432 which lies in the low correlation region Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between company supported in managing stress and maintaining mental health and do you feel comfortable providing feedback to your higher officials.

**5. FINDINGS**

- There is a significant relationship between the age of the respondent and do you feel your workload aligns with your capacity.
- There is a significant relationship between the age of the respondent and do you feel that your skills and talents are utilized to their full potential.
- There is a statistically significant correlation between Are you satisfied with your current role and responsibilities and do you feel that your skills and talents are utilized to their full potential.
- There is a statistical significant correlation between The company supported in managing stress and maintaining mental health and do you feel comfortable providing feedback to your higher officials.

## 6. SUGGESTIONS

- Flexible work arrangements enable employees to better balance their work life, reducing stress and improving overall well-being.
- Granting employees the flexibility to choose when and where they work empowers them to take ownership of their schedules and tasks.
- Employees who have control over their work schedules are generally more satisfied with their jobs, leading to higher levels of engagement, productivity, and retention.
- Remote work options, such as telecommuting, can lead to cost savings for both employees and employers by reducing commuting expenses, office overheads, and associated infrastructure costs
- Flexible work arrangements allow organizations to adapt to changing circumstances, such as emergencies, inclement weather, or personal situations, without disrupting productivity.

## 7. CONCLUSION

The study aimed to analyze the employee engagement strategies with reference to IT industry and 150 samples were taken for the research. Data was collected through a self-administrated questionnaire across the employees of the company by simple random sampling method. Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts company. Employee engagement emphasizes the importance of employee communication on the success of a business. An organization should thus recognize employees, more than any other variable, as powerful contributors to a company's competitive position. Therefore employee engagement should be a continuous process of learning, improvement, measurement and action. We would hence conclude that raising and maintaining employee engagement lies in the hands of an organization and requires a perfect blend of time, effort, commitment and investment to craft a successful endeavor.

## 8. REFERENCES

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