

CONCEPTUAL FRAMEWORK ON EMPLOYEE ENGAGEMENT IN COLORANT TEXTILECOMPANY

Dr. V. M. ANITHARAJATHI¹, MADHANGI. R²

¹Assiatant professor, Department of Management Studies, Anna University, Trichy.

²Student, Department of Management Studies, Anna University, Trichy.

¹Email: anitha@aubit.edu.in

²Email: madhangiramesh23@gmail.com

ABSTRACT

Employee engagement, a crucial element of organisational performance, measures a worker's commitment and connection to their place of employment. Employee engagement leads to more motivated, productive, and pleased workers who produce better company outcomes. This research explores the concept of employee engagement, including its definition, importance, and key drivers. It also highlights the benefits of employee engagement, such as reduced turnover and increased customer satisfaction. Finally, the research paper discusses some strategies for improving employee engagement, such as providing meaningful work, fostering a positive work culture, and offering opportunities for professional development, and for the research the pilot study has been conducted with 21 respondents which is used for the future research.

KEY WORDS: *Employee Engagement, Employee Commitment, Job satisfaction.*

INTRODUCTION

Employee engagement refers to the extent to which employees feel committed to their work, organization, and team. Engaged employees are passionate about their work, feel connected to their colleagues, and are willing to do whatever it takes to contribute to the company's success. Employee engagement is important because it is linked to many positive outcomes for your business, such as increased productivity, increased employee retention, increased customer satisfaction, and increased profitability. There are many factors that contribute to employee engagement, including clear communication from management, opportunities for growth and development, recognition and reward for excellent performance, and a positive work environment. Organizations should improve employee engagement by regularly measuring employee satisfaction and engagement, providing training and development opportunities, recognizing and rewarding excellent performance, and creating a positive and supportive work culture can improve employee engagement.

REVIEW OF LITERATURE

Gemma Robertson-Smith, Carl Markwick (2009)

The purpose of this study is to explore the employee engagement in the practitioner, consultancy and academic literature. The research has focused on the key drivers of the employee engagement and the barriers to the employee engagement and the paper has explored where the engagement may overlap with other organizational concepts.

Mr. S. Kasinathan, Mrs. M. Rajee (2011)

This essay's goal is to demonstrate the significance and impact of employee engagement in the manufacturing industry. The study was conducted in a business close to Chennai. The research enables us to determine the employees' satisfaction levels. The personnel that are committed to the expansion of the firm can also benefit from this study.

Dr. Susan Abraham (2012)

In addition to study the elements that affect employee satisfaction among organisation personnel, the study's objectives include developing an employee engagement programme for the company. This study, which was conducted at the UAE Exchange and Financial Services Ltd. in Cochin, used job satisfaction as a primary component.

Maniam Kaliannan, Samuel Narh Adjovu (2014)

This study explores the strengths and weakness of the employee and engagement strategies implemented by a telecommunications organization in Ghana. The outcome of this research investigates and explicit overview of the employee engagement trend at MTN Ghana. This study also helps to examine the employee engagement strategies in relation to organizational success.

Gantasala V. Prabhakar, Swetha Reddy (2016)

The objective of the study is to examine the causative factors to the employee engagement and employee disengagement in the Indian scenario and IT sectors. This research will also provide insight and information to IT professionals and researchers about the employee engagement in the field of human services. The major findings of the study are causative factors which helps us to lead employee engagement, the factors which improves job satisfaction, disengagement of the employees, employee attrition have been identified.

Quynh Tran (2018)

The research topic aims to identify the motivation factors like achievement, recognition for achievement, work, responsibilities, growth and the impacts of the employee engagement from the HR perspective. The research brings the driving factors influencing the employee engagement level. The findings of the research include organization hierarchy, business process, rewards system, social environment. The findings and the analysis also aim to explore the authors undertaken by the case companies in order to improve the level of the employee engagement inside the organizations.

Li Sun (2019)

This paper helps to study about the definitions and the theoretical basis of the employee engagement. This study also to helps to synthesize the antecedents associated with employee engagement. This research has identified two kinds of employee engagement which includes the factors like organizational factors, job factors, and individual factors are used to explain the varying degrees of the employee engagement.

Maria-Carmen Dela-Calle-Duran, Jose-Luis Rodriguez-Sanchez (2021)

This study aims at employee engagement and wellbeing in covid-19 situation that effects employees and this research helps to identify the key main drivers of the employee engagement that helps to leads to employee wellbeing, a model has been proposed with the factors like conciliation, cultivation, confidence, compensation, communication that the firms should address to reinforce their employee's commitment and engagement.

Ms. N. Gopika, R. Naveen C Wilson, Dr. K. Subha (2021)

This study aims at the components of employee engagement and thus it has show a relationship between the factors This study measures the employee engagement and satisfaction for the employees in accordance with the Indian IT service industry. This study helps to identify the major aspects of employee engagement and its connection with the job satisfaction. From the analysis done by this study, we can understand the major factors contributing to the employee engagement among the IT employees.

CONCEPTUAL FRAMEWORK

INPUT

TRAINING AND PROGRAMME
PAY AND BENEFITS
CULTURE AND ETHICS
RECOGNITION AND REWARD
NATURE OF THE JOB
EQUAL OPPORTUNITIES AND FAIR TREATMENT

EMPLOYEE ENGAGEMENT →

OUTPUT

FLEXIBLE AND ENCOURAGING WORKPLACE
GREATER SATISFACTION AT WORK
INCREASES DEDICATION AND EFFECTIVENESS →
ENHANCES COMFORT AND REDUCES STRESS
ENHANCES PRODUCTIVITY
INCREASES EMPLOYEE MORALE

TRAINING AND PROGRAMME

It is a programme that encourages workers to interact and communicate with management and their co-workers. The goal of an employee engagement programme is to unite and inspire all staff to provide their best for both individual and organisational progress.

PAY AND BENEFITS

Employers who are savvy understand that attracting and retaining outstanding workers requires offering a competitive salary and benefits package. Wages, salaries, bonuses, and commission plans all fall under the category of compensation. Companies shouldn't overlook the benefits component of employee compensation and benefits because these add value to employment contracts by addressing the needs of the majority of workers.

CULTURE AND ETHICS

Employees who practice workplace ethics are content and joyful, and they look forward to going to work rather than viewing it as a burden. Also, employees grow to feel attached to and devoted to the company which leads to higher satisfied employees. Tolerance, compassion, loyalty, and honesty in the handling of customers and employees are encouraged by an ethical workplace culture, which is one that prioritizes employee rights, fair

procedures, and parity in compensation and promotion. Even though it seems fair and obvious, many businesses nevertheless struggle with workplace ethics and culture.

RECOGNITION AND REWARD

Employee conduct or accomplishment is openly acknowledged and praised through employee appreciation. Organizations use it to show employees how much they are appreciated, to inspire them, and to reinforce desired behaviour. Because it raises spirits, promotes output, and fosters goodwill, employee recognition is crucial. Employees and the company both gain when managers recognise and reward their team members' accomplishments.

NATURE OF THE JOB

Employees, they are aware of what is expected of them owing to job descriptions, employees may work more productively. Additionally, it provides a framework for ensuring that the employee is performing the responsibilities and establishes objective standards by which the employer can evaluate the employee's performance. Each position has specific vital responsibilities. Understanding the definitions of roles and responsibilities is crucial when considering their importance. Everyone will be able to function effectively by doing this.

EQUAL OPPORTUNITIES AND FAIR TREATMENT

Making sure that your employees' rights are upheld and that they receive tailored care is part of fair treatment. Equal treatment and fair treatment are two different concepts. Being treated fairly simply implies that employees are accorded the same respect and value as their co-workers. It does not indicate that you will be treated the same as everyone else.

PILOT STUDY

The reliability of the approach used to gather data (through survey from the respondents) has been tested in a pilot study, for which "Cronbach's Alpha" will be computed.

Cronbach's α is a measure of internal consistency. This describes how closely a group of things are collectively related. It is also known as the scale dependability measure. Sometimes, Cronbach's alpha is defined as a purpose of the quantity of items in a test, the average covariance between pairings, and the overall score variance.

Cronbach's alpha tests to evaluate if multiple-question Likert scale surveys are reliable.

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	21	100.0
	Excluded ^a	0	.0
	Total	21	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.814	17

Item Statistics

	Mean	Std. Deviation	N
ITEM 2	4.00	.707	21
ITEM 3	2.62	1.284	21
ITEM 4	3.95	.740	21
ITEM 5	4.29	.717	21
ITEM 6	3.95	.740	21
ITEM 7	3.81	.873	21
ITEM 8	3.71	.902	21
ITEM 9	3.57	1.028	21
ITEM 10	3.76	.768	21
ITEM 11	3.90	.768	21
ITEM 12	3.76	.995	21
ITEM 13	4.05	.740	21
ITEM 14	4.05	.740	21
ITEM 15	3.14	1.108	21
ITEM 16	3.48	1.030	21
ITEM 17	3.24	.944	21
ITEM 1	3.90	.625	21

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ITEM 2	59.19	50.162	.589	.796
ITEM 3	60.57	55.957	-.054	.846
ITEM 4	59.24	50.190	.555	.797
ITEM 5	58.90	50.890	.504	.800
ITEM 6	59.24	49.590	.616	.794
ITEM 7	59.38	47.248	.713	.785
ITEM 8	59.48	45.962	.800	.779
ITEM 9	59.62	47.148	.592	.791
ITEM 10	59.43	49.457	.603	.794
ITEM 11	59.29	50.314	.519	.799
ITEM 12	59.43	49.557	.429	.803
ITEM 13	59.14	48.629	.716	.789
ITEM 14	59.14	48.629	.716	.789
ITEM 15	60.05	54.248	.066	.831
ITEM 16	59.71	50.814	.319	.811

ITEM 17	59.95	60.848	-.352	.850
ITEM 1	59.29	52.014	.461	.803

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	21	100.0
	Excluded ^a	0	.0
	Total	21	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Alpha	N of Items
.796	16

Item Statistics

	Mean	Std. Deviation	N
ITEM 1	3.90	.625	21
ITEM 3	2.62	1.284	21
ITEM 4	3.95	.740	21
ITEM 5	4.29	.717	21
ITEM 6	3.95	.740	21
ITEM 7	3.81	.873	21
ITEM 8	3.71	.902	21
ITEM 9	3.57	1.028	21
ITEM 10	3.76	.768	21
ITEM 11	3.90	.768	21
ITEM 12	3.76	.995	21
ITEM 13	4.05	.740	21
ITEM 14	4.05	.740	21
ITEM 15	3.14	1.108	21
ITEM 16	3.48	1.030	21
ITEM 17	3.24	.944	21

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ITEM 1	55.29	46.014	.443	.784
ITEM 3	56.57	49.757	-.069	.833
ITEM 4	55.24	44.290	.541	.777
ITEM 5	54.90	44.790	.506	.779
ITEM 6	55.24	43.690	.606	.773
ITEM 7	55.38	41.548	.698	.763
ITEM 8	55.48	40.362	.784	.755
ITEM 9	55.62	41.348	.587	.769
ITEM 10	55.43	43.457	.604	.772
ITEM 11	55.29	44.814	.462	.781
ITEM 12	55.43	43.357	.444	.781
ITEM 13	55.14	42.629	.723	.765
ITEM 14	55.14	42.629	.723	.765
ITEM 15	56.05	47.748	.077	.813
ITEM 16	55.71	44.414	.341	.790
ITEM 17	55.95	54.148	-.351	.837

We can see that the Cronbach's alpha value for our questionnaire was found to have good internal consistency. Further, Tests and an interpretation of the test findings will be published in a follow-up publication to this one.

CONCLUSION

A vital component of every organization's success is employee engagement. It entails creating an atmosphere where workers are inspired, dedicated, and empowered to contribute to the objectives of the firm. Better company outcomes result from engaged people who are more creative, innovative, and satisfied with their work.

Organizations should prioritise developing trusting connections with their staff, offering chances for professional development, recognising and rewarding employee achievements, and fostering a healthy workplace culture in order to increase employee engagement. Also, leaders should listen to their teams' opinions, involve them in decision-making processes, and effectively communicate with them.

In conclusion, employee engagement is an essential component of organisational success, and businesses that place a high priority on it will benefit from a staff that is more productive, engaged, and motivated.

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