

## EMPLOYEE ENGAGEMENT AND ITS IMPACT ON ORGANIZATIONAL SUCCESS – A STUDY IN MANUFACTURING COMPANY, NAGPUR

**Miss. Manjiri S. Raut**

Assistant Professor

Zulekha College of Commerce, Science &  
Technology, Shanti Nagar, Nagpur

Email Id – manjiri.raut6@gmail.com

**Dr. Milind Gulhane**

Professor

Women College, Nandanvan Layout,  
Nagpur

---

### **Abstract :**

*Employee engagement is the burning subject for any company amid the globalized time. Locked in employee slant to contribute more of organizational efficiency. It too bolsters in keeping up the next level of commitment. Worker engagement is the level of employee's commitment and support towards their organization and its values. The organizational victory depends on employee's efficiency which is quickened through employee's commitment towards his association. This paper is endeavored to analyze the significance of locked in workers for the development and improvement of association and its victory. This paper makes an endeavor to consider the diverse dimensions of representative engagement with the assistance of review of writing. This may be utilized to supply an outline and references on a few of the conceptual and viable work embraced within the range of the worker engagement hones in a fabricating company in india. In this ponder in a fabricating company, the factors contributing towards efficiency and its generally affect on the association is measured through the information collected by way of survey. The most objective of the consider was to analyze and translate the affect of worker engagement on victory of the company utilizing both essential, auxiliary information. The consider employments the 6 cs of representative engagement out of 10 cs characterized by player (2007) to degree worker engagement with suggestive conclusions.*

**Keywords:** representatives, engagement, execution, fulfillment, connections.

---

### **Introduction :**

Employee Engagement is the devotion, passion of employees and effective leadership skills with support from the top management to the employees. Human resource leaders set the drive and creed of their company and spread that positive morale to the employees in the company.

“Engagement is the state in which individual are emotionally and intellectually committed to the organization as measured by three primary behaviors: say, stay and strive”.

Success of nowadays requires a great bit more and great participation. Worker plays a crucial part in each and each organization. The intrigued of Employee will offer assistance to realize organizational destinations. The degree to which a representative accepts within the mission, reason and values of an organization and illustrates that commitment through their activity as a worker and their demeanor towards their boss and client is Worker Engagement. It is tall when the articulation and discussion held reflect common excitement for the company, its representative and the item and administrations given. For the past two decades companies had been attempting to realize the advantage of strengthening, collaboration, recognition, people improvement, execution administration and modern administration fashion. There's a huge contrast between putting in put activities that have



the generally objective of expanding representative engagement and genuinely seeing the payoffs. And, on the other hand, one might effectively property moo engagement to diligent scaling back, which lead to an disintegration of devotion and commitment. The working definitions of engagement to a great extent characterized in terms of how a individual “feels inside”. In any case, when we inquire individuals in case the level of engagement within the work put would be promptly clear to a guest from the exterior, their answers are perpetually “yes”. Job enjoyment, accept in what one is doing, and feeling esteemed all contribute to perceptible behavior. You'll watch levels of fervor and vitality, you can witness individuals reaching to additional length to fathom client issues, and you'll see an ethic of quality and ceaseless change. So also, working environment behaviors demonstrative of engagement are crying, moo vitality, passive-aggressive behavior, need of cooperation etc are moreover obvious..

### Review of literature :

**Robison (2009)** suggested on how to manage in turbulent times and keep employees focused and engaged in times of change. Some tips are given by the author like tell employees what organization expects from them, make sure employees have the right materials and equipment, give employees the opportunity to do what they do best, do not forget to give recognition, let your employees know you care about them, and always keep encouraging their development. Employee engagement can be used as a mediator to develop the attitudes, intention, and behavior of employees to an improved work performance (andrew & sofian, 2012; saks, 2006). **Andrew and saudah (2012)** concluded that employee engagement can be utilized as a mediator to enhance the behavior, intention, and attitudes of employees toward a better work performance.

**Bedarkar and pandita (2014)** projected an integrated model of employee engagement. The study result has shown that leadership, communication, and work–life balance are the key drivers of employee engagement. Groups, presence perceived, ease of use, and reputation of facebook functions are the four factors that significantly contribute towards employee engagement (abd latib, bolong, & ghazali, 2014). **Jalal (2016)** study outcomes directed that employee engagement has a significant positive effect on organizational commitment and also found employee engagement as an important determinant of organizational commitment. the finding of the study suggests that the more employees are engaged in the workplace, high will be their commitment toward the organization or institution.

**Lee et al. (2016)** study outcomes suggest that it is a challenge for hr professionals to keep present employees engaged with their jobs. Results revealed that workers are moderately engaged, meaning some may be detached from their current roles or fearful of losing their jobs. Job satisfaction is a significant driver of work engagement.

**Garg, dar, and mishra (2017)** result revealed that there is a positive relationship between job satisfaction and work engagement. Further analysis showed that employee job satisfaction leads to employee engagement. Employee engagement link to financial performance comprising revenue growth, profit margins, shareholder return, and operating income is almost three times greater than organizations. Engaged personnel are always optimistic, keep good interpersonal rapport with each other, and also show high level of performance in the organization (jena, pradhan, & panigrahy, 2018).

**Tiwari and lenka (2019)** revealed that functional, economic, and psychological benefits upsurge employees' level of engagement. Results indicate that internal corporate communication, perceived communication satisfaction, knowledge sharing, continuous

learning, and intrapreneurship were positively associated with employee engagement. This paper found that if organizations invested in their human resources and building complete human resource management (hrm) system in their organization, it produces an engaged personnel, and, in return, organizations improve their performance (tensay & singh, 2020). Employees those dispositional happiness experience at higher level always practice higher levels of employee engagement (barreiro & treglown, 2020). Employee engagement is critical for an organization to retain their valued employees. It is very essential for an organization to do effective utilization of human resources in an organization.

### **Need and scope of the study:**

This study will offer assistance to decrease the steady loss and to extend the productivity and benefit. It'll look at and center on how to form the representative more locked in and committed towards the organizational development.

The study has been conducted to distinguishing the current level of worker engagement and the work related perspectives which needs to be moved forward for the reason of representative engagement. The show inquire about will offer assistance pioneers to highlight the zones for enhancement in human asset administration.

The comes about of the inquire about will offer assistance to grant particular suggestions to the company with respect to locked in representative in human asset administration which zones to pay more consideration. The fabricating company brought around a worldview move in the indian observe showcase when it presented its cutting edge quartz innovation, complemented by universal styling. It proceeds to develop and set unused measures for development and quality.

### **Research design :**

The study is designed as descriptive in nature since it attempts to obtain a complete and accurate description of situation.. questionnaire is used as the tool for data collection. Questionnaire is a self-report data collection instrument that each research participant fills out as part of a research study. Primary and secondary both sources are used for data collection in this study. The method used for collecting the data is survey method the aim of this study is to find the employee engagement and its impact in manufacturing sectors near nagpur. The sample size for this research is out of 200 employees 100 were selected on the basis of the convenience and the structure questionnaire has been used to collect the data

### **Objectives :**

#### **Primary objective :**

1. To analyze the impact of demographic variables on employee engagement.

#### **Secondary objectives :**

1. To find out the level of employee engagement within the organization.
2. To analyze the distinctive variables impacting worker engagement.
3. To communicate with the employees and keep them updated on the progress.

### **Data analysis and interpretation :**

Response of employee's demographic factors.

<b>Gender of the respondents</b>		
Gender	Frequency	Percent
Male	96	192
Female	4	8
Total	100	200
<b>Age of the respondents</b>		
Age	Frequency	Percent
Less than 26 yrs	4	8
26 – 30 yrs	12	24
31 – 35 yrs	22	44
36 – 40 yrs	20	40
41 – 45 yrs	22	44
45 – 50 yrs	8	16
Above 50 yrs	12	24
Total	100	200
<b>Educational qualification of the respondents</b>		
Educational qualification	Frequency	Percent
Higher secondary	26	52
Iti	22	44
Under graduation	24	48
Post graduation	8	16
Technical	14	28
Non-technical	6	12
Total	100	200
<b>Monthly income of the respondents</b>		
Monthly income	Frequency	Percent
Rs.10001 - rs.15000	36	72
Rs.15001 - rs.20000	32	64
Rs.20001 - rs.25000	18	36
Rs.25001 - rs.30000	10	20
Rs.30001 - rs.35000	4	8
Total	100	200

Statement	Sa	A	Na-nda	Da	Sda
When working, my company inspires And motivates me to perform to the Best of my abilities – every day	14	59	16	10	1
The people here are pleasant and cooperative To work with	18	51	21	10	0
There is someone at work who Encourages my development	12	49	30	7	2
All employees in this organization	10	56	24	7	3

Are treated equally					
Our company vision and mission is Clear to me	26	59	12	3	0
Overall, i am extremely satisfied With my job/company/work place	9	43	39	3	6

**Findings & suggestion:**

- Through the research it has been found that majority of the respondents (50%) are agreed that when working, the company inspires and motivates them to perform to the best of their abilities – every day.
- Most of the respondents (60%) are agreed that the people here are pleasant and cooperative to work with.
- Nearly half of the respondents (47%) agreed that all employees in this organization are treated equally.
- Most of the respondents (60%) agreed that their company vision and mission is clear to them.
- Nearly half of the respondents (48%) agreed that overall they extremely satisfied with their job/company/workplace.
- There is a significant relationship between overall extremely satisfied with the company and employee recommends this company as a good place to work with.
- the management could consider the valuable suggestions and the innovative ideas given by the employees; it would help to improve the efficiency of the organization.

**Conclusion:**

All the employees ought to esteem their potential input ought to be recognized. Employees ought to know that their inputs matter a parcel and are making a difference the organization in a important way. The competition for ability implies that we have to be exceptionally great at drawing in, persuading, and holding ability. Nowadays employees feel in they are set at employments that break the dullness and make them appreciate their remain in an organization. Benefits given by the organization and hence are locked in and committed towards the improvement and development of the organization. The organization to expansive degree ought to give all the individual administrations to the employees and propel them to a conceivable degree, so that the employees put in their best execution.

**Bibliography:**

- “employee engagement”, *the human factor*, jul 16-aug 15, 2010
- “employee engagement: a mantra for hr managers”, *hrm review*, aug 2009
- “employee engagement towards retention - insight from the real world”, *hrm review*, Mar 2009
- seaman .m {2005} on the meaning of engagement. *American sociological review*. Garret, h.e {2002} engagement

