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Employee Engagement and Organisational Performance

Jeseentha Mathew
SFS College, Electronic City
Jeseenthamathew109@gmail.com

Mamatha K.
SFS College, Electronic City
kmamatha.1972@gmail.com

Abstract

Employee engagement is a term which has gained momentum in the recent years. Engaging employees at work place is very crucial in bringing out the best out of employees. Employee engagement is a basic concept in understanding and describing both qualitatively and quantitatively, the nature of relationship between an organisation and its employees. This term is defined "as the strength of the mental and emotional connection employees feel toward their place of work." It is not the same thing as happiness, satisfaction or wellbeing of the employees. The objectives of this article is to understand more clearly the meaning of employee engagement and how it can be effectively implemented to bring about the optimum utilisation of the most valuable asset – the employees – of the organisation. For this study the researchers have used questionnaire method. The study was conducted using a sample size of hundred employees from various institutions. A review of various literatures available on the topic is done extensively. The methods used in employee engagement and the way it is implemented may differ from organisations to organisations and from person to person. These variations may arise due to differences in individual and job characteristics, gender diversity; ethnic diversity etc. Suggestions presented in this paper include different employee engagement approaches for new employees like strong induction programs, rigorous training and development programme, certification programme and giving them a realistic job preview. The findings of this study will be useful to any organisation, irrespective of the type of business, to construct strong employee engagement policy with mix of all these factors of employee engagement. Managers can redesign the work and policy on the basis of the factors presented in this paper would lead to happy workforce. This article will be of value to anyone seeking better understanding in employee engagement to improve organisation performance. The results have scope of further reference as implementation of engagement strategies and there by reduction in employee turnover and improved productivity. By engaging the employees the need of the organisation and the need of the individuals as employees are met

Keywords: employee engagement, organisation performance, employee productivity, leadership