

A STUDY ON EMPLOYEE ENGAGEMENT AT HERO KARUNYA MOTORS, TUTICORIN

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ABSTRACT:

Employee engagement has become a popular organizational concept in recent years. It refers to the level of commitment and involvement that an employee has toward their organization and its values. When an employee is engaged, they are aware of the business context and actively work with colleagues to improve performance within their job for the benefit of the organizational. Engaged employees are more likely to feel that their work is meaningful and that they are making valuable contributions to both their jobs and the organization as a whole. This sense of engagement leads to higher productivity, better job satisfaction, and ultimately benefits the firm by retaining highly skilled employees. Organizations often focus on strategies to enhance employee engagement, recognizing its importance in achieving overall success.

KEYWORDS: Employee Engagement, Employee Commitment, Hero Karunya Motors

INTRODUCTION:

Employee engagement refers to the emotional commitment employees have towards their organization and its goals. It involves factors such as enthusiasm for work, dedication, and a sense of purpose. Engaged employees are typically more productive, innovative and loyal to their organization. Employers often focus on fostering engagement through various strategies, including communication, recognition, career development opportunities and a positive work environment. Effective employee engagement can lead to higher retention rates, improved performance and overall organizational success.

FEATURES OF EMPLOYEE ENGAGEMENT:

- 1. Commitment:** Engaged employees are committed to the organization's goals, vision, and values. They feel a sense of ownership and responsibility towards their work and the success of the company.
- 2. Motivation:** Engaged employees are intrinsically motivated to perform well and go above and beyond their basic job responsibilities.

- 3. Productivity:** Engaged employees tend to be more productive and efficient in their roles. They are focused and dedicated to achieving their objectives.
- 4. Job Satisfaction:** Engaged employees are satisfied with their jobs and their work environment. They find fulfillment and enjoyment in what they do.
- 5. Open Communication:** Engaged organizations foster open communication channels where employees feel comfortable sharing their ideas, concerns, and feedback.
- 6. Recognition and Reward:** Engaged employees feel appreciated and valued for their contributions. Organizations that recognize and reward employees for their hard work and achievements tend to have higher levels of engagement and loyalty.
- 7. Development Opportunities:** Engaged employees are provided with opportunities for growth and development. They have access to training, mentorship, and career advancement opportunities.
- 8. Work-Life Balance:** Engaged organizations prioritize work-life balance and support employees in achieving harmony between their professional and personal lives.
- 9. Strong Team Dynamics:** Engaged employees collaborate effectively with their colleagues and foster positive relationships within their teams.
- 10. Alignment with Organizational Values:** Engaged employees align with the values and culture of the organization.

REVIEW OF LITERATURE:

Brene Brown's 2018:

In 2018, Brene Brown's "Dare to Lead: Brave Work. Tough Conversations. Whole Hearts." offered profound insights into cultivating employee engagement through courageous leadership. Brown, a renowned researcher on vulnerability and courage, explores how daring leadership fosters trust, creativity, and innovation in the workplace. Drawing on her extensive research and interviews with leaders across various industries, Brown emphasizes the importance of vulnerability, empathy, and authenticity in building meaningful connections with employees. By encouraging leaders to embrace discomfort, have tough conversations, and demonstrate empathy, "Dare to Lead" provides a transformative framework for creating a culture of belonging and empowerment.

Jacob Morgan (2017):

"The Employee Experience Advantage: How to Win the War for Talent by Giving Employees the Workspaces They Want, the Tools They Need, and a Culture They Can Celebrate" by Jacob Morgan (2017): Morgan examines the concept of the employee experience and its impact on engagement, retention, and organizational success. He outlines

key components of a positive employee experience, including physical workspaces, technology, and organizational culture, and provides actionable strategies for creating an exceptional employee experience that drives engagement and competitive advantage.

SCOPE OF THE STUDY:

- Examination of various dimensions of employee engagement, including job satisfaction, organizational commitment, and motivation.
- Analysis of factors influencing employee engagement, such as leadership styles, organizational culture, and communication practices.

OBJECTIVES OF THE STUDY:

- To explore about opportunities for professional development and growth
- To study about the supportive and inclusive work environment
- To encourage open and effective communication channels within the organization
- To study the factors that collaborate both inclusive and productive work environment

CONSTRUCTION OF TOOLS:

Based on the discussion the researcher constructed a questionnaire. Then it was circulated to respondents, 50 samples were distributed among respondents.

SAMPLING DESIGN:

The data collected are original in nature. The sampling technique used in this study was convenience sampling.

TABLE 1.1

**HYPOTHESIZED RELATIONSHIP BETWEEN THE MARITAL STATUS AND
THE LEVEL OF SUPPORT RECEIVED FROM THE MANAGER BY USING CHI-
SQUARE TEST**

H0: There is no significance associated between marital status and the level of support received from the manager.

H1: There is significance associated between marital status and the level of support received from the manager.

Chi square

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.007 ^a	2	0.007
Likelihood Ratio	11.519	2	0.003
Linear-by-Linear Association	8.337	1	0.004
No of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.44.

INFERENCE:

From the above table, it is inferred that the significance level (0.007) is less than the chosen significance level (0.005) we can reject the null hypothesis. This indicates that there is sufficient evidence to conclude that there is a relationship between marital status and the level of support received from the manager.

TABLE 1.2

ASSOCIATION BETWEEN THE GENDER AND THE COMFORTABILITY WHILE EXPRESSING IDEAS AND OPTIONS BY USING t-test.

Null hypothesis (H0): The hypothesis states that there is no significant difference between the means of the two groups being compared.

Alternative hypothesis (H1): The hypothesis states that there is a significant difference between the means of the two groups being compared.

S.NO	PARTICULARS	GENDER	MEAN	SD	t value	p value
1	Comfortability while expressing ideas and options	Male	3.6923	1.40767	0.416	0.679
		Female	3.8333	0.91683		

INFERENCE:

From the above table, it is clear that there's no significance difference in this consideration since $p > 0.05$. The comfortability while expressing ideas and options is not related to gender, regardless of whether someone identifies as male or female, their ability to freely express thoughts and ideas should not be determined by their gender.

TABLE 1.3

ANOVA – COMPARING PROFESSIONAL DEVELOPMENT AND GROWTH SATISFACTION LEVEL WITH EMPLOYEE EXPERIENCE

Null Hypothesis (H0): There is no significant difference in professional development and growth satisfaction level among employees with different levels of experience.

Alternative Hypothesis (H1): There is a significant difference in professional development and growth satisfaction level among employees with different levels of experience.

S. NO	ANOVA TABLE		SUM OF SQUARES	df	MEAN SQUARE	f	sig.
1	Professional development and growth satisfaction level	Between Groups	0.309	3	0.103	0.538	0.659
		Within Groups	8.811	46	.192		
		Total	9.120	49			

INFERENCE:

Since the significance level (0.659) is much greater than the chosen significance level ($\alpha = 0.05$), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in professional development and growth satisfaction level among employees with different levels of experience.

TABLE 1.4
TABLE SHOWING THE SUPPORT GIVEN BY COLLEAGUES AND
SUPERIORS

S.No	Particular	No of Respondents	Percentage
1	Not supported at all	4	8%
2	Moderately supported	4	8%
3	Supported	28	56%
4	Extremely supported	14	28%
5	Slightly supported	nil	0%
	Total	50	100.0

INFERENCE:

From the data presented above, it can be inferred that 56% of the respondents stated supported, 28% of the respondents stated extremely supported, 8% of the respondents stated moderately supported and 8% of the respondents stated not supported at all by their colleagues and superiors.

FINDINGS:

The study has revealed the following findings.

- The study reveals that 52% of the respondents often felt that the skills and talents are being utilized effectively in their current role.
- It is found that 40% of the respondent awareness level about career path and opportunities was high within the organization.
- The analysis reveals that 40% of the respondents occasionally seek out for new learning opportunities related to their fields.
- From the study it is found that 52% of the respondents will recommend their company as a great place for professional growth and development.
- The study reveals that 28% of the respondents thinks that top-management support is needed for better professional growth.

- Majority 56% of the respondents supported by their colleagues and superior in their daily work in their organization.
- It is found that 56% of the respondents moderately promote diversity and inclusion in the workplace.
- The analysis reveals that 40% of the respondent ideas and opinions are sometimes taken into their consideration by the superiors.
- From the study it is found that 48% of the respondents occasionally recognized and appreciated for their contribution of work in their organization.
- The study reveals that 52% of the respondents think that for some extent their organization values and recognize the diverse backgrounds and perspectives of the employees.
- Majority 64% of the respondents felt that to some extent the communication barriers are addressed within their organization.
- It is found that 48% of the respondents thinks it is very important in creating an inclusion and productive work environment.
- The analysis reveals that 48% of the respondents quite a bit felt that their organization encourages a sense of belonging and inclusivity.

SUGGESTIONS:

- Encourage employees to reflect on their own skills, strengths, and talents. They should evaluate how these align with the requirements and responsibilities of their current role.
- Encourage participation in cross-functional projects or initiatives that provide exposure to different areas of the organization.
- Encourage employees to take advantage of opportunities to enhance their skills and knowledge related to their fields.
- Highlight the company's commitment to employee development through learning and development programs, such as training workshops, seminars, or mentorship initiatives.
- Encourage employees to gather feedback from their colleagues and peers regarding their professional development needs and challenges.
- Support flexible work arrangements that accommodate the needs of respondents, allowing them to maintain a healthy work-life balance.

CONCLUSION:

In conclusion, employee engagement is a vital aspect of organizational success. When employees feel valued, motivated, and connected to their work and colleagues, they are more likely to contribute positively to the company's goals and objectives. By fostering open communication, providing opportunities for growth and development, recognizing and rewarding achievements, and creating a positive work environment, companies can cultivate high levels of employee engagement. Investing in employee engagement not only boosts morale and productivity but also contributes to long-term employee satisfaction and retention. Ultimately, prioritizing employee engagement leads to a more motivated, committed, and effective workforce, which is essential for achieving sustainable success in today's competitive business landscape.

In essence, employee engagement is not a destination but an ongoing journey—a journey toward building a workplace where every individual feels valued, empowered, and inspired to contribute their best. By embracing this journey and committing to the principles of engagement, organizations can unlock the full potential of their most valuable asset, that is their people.

BOOKS REFERENCE:

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