



EMPLOYEE ENGAGEMENT: THE KEY TO IMPROVE SATISFACTORY OPPORTUNITIES FOR DEVELOPMENT AND ADVANCEMENT WITH REFERENCE TO SOFTWARE INDUSTRIES IN CHENNAI

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Abstract

Successful organizations know that employee satisfaction, performance and employee engagement are crucial. Employee engagement provides positive organizational performance between employer and employee with high ended of job satisfaction, employee commitment and organizational citizenship Engaged employees are emotionally attached to their organization and highly involved in their job with a great enthusiasm for the success of their employer, going extra mile beyond the employment contractual agreement. This research was conducted to examine what contributes to a satisfied employee by examining a number of factors such as individual aspects or facts of jobs, such as nature of work or supervision. Finally, this study discusses employee engagement which combines the above topics and much more including definitions, organizational success, and how to develop a successful employee engagement program. This study will also provide compelling information that will help to understand the advantages of having satisfied and high performing employees as well as using the power of employee engagement to be competitive and profitable.

Keywords: Employee Engagement, Employee Commitment, Job Satisfaction.

Introduction

Software industry today is complex. There are huge competitions in every business. Managers have been facing with many challenges to succeed putting their company ahead of competitors. In order to get continuous growth many research have been conducted to help the organization to with stand and be successful. This study focuses on employee engagement and how to hold the employees with positive attire. Part of that research indicates that there are three factors that successful companies share: job satisfaction and strong performance for employees as well as engagement with the business. Job satisfaction can come from allowing employees to be self-directed and strong relationship with fellow workers (Lai, 2006). Employee satisfaction or job satisfaction referred as how an employee satisfied with their jobs.

Objective of the study

1. To determine the key factors used by the selected companies to ensure employee engagement in their organisations..
2. To measure the respondents' attitude towards various factors used by the selected companies to ensure employee engagement in their corporations.

Literature Review

Perrin's Global Workforce Study (2003) uses the definition "employees' willingness and ability to help their company succeed, largely by providing discretionary effort on a sustainable basis." According to the study, engagement is affected by many factors which involve both emotional and rational factors relating to work and the overall work experience.

Gallup organization defines employee engagement as the involvement with and enthusiasm for work. Gallup as cited by Dervovsek (2008) likens employee engagement to a positive employees' emotional attachment and employees' commitment.

Robinson et al. (2004) define employee engagement as "a positive attitude held by the employee towards the organization and its value. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee."

Solomon Markos (2010) said ,Other researchers take job satisfaction as a part of engagement, but it can merely reflect a superficial, transactional relationship that is only as good as the organization's last round of perks and bonuses; Engagement is about passion and commitment-the willingness to invest oneself and expand one's discretionary effort to help the employer succeed, which is beyond simple satisfaction with the employment arrangement or basic loyalty to the employer (BlessingWhite, 2008; Erickson, 2005; Macey and Schnieder ,2008)

Employee satisfaction has been defined by many different object. Some believe it is simply how content an individual is with his or her job, in other words, whether or not they like the job or individual aspects or facets of jobs, such as nature of work or supervision.

Vance (2006) explains the fact that employee engagement is inextricably linked with employer practices. To shed light on the ways in which employer practices affect job performance and engagement, he presents a job performance model. According to him, Employee engagement is the outcome of personal attributes such as knowledge, skills, abilities, temperament, attitudes and personality, organizational context which includes leadership, physical setting and social setting and HR practices that directly affect the person, process and context components of job performance.

Methodology Participants and Settings:

The study has been done to analyze the components of employee engagement and the impact of these components and identifying the ways for improving the engagement level.

This study will be helpful for the organization to identify the group of people who are lagging in commitment towards their job.

Participants of the study are limited to the employees working in software industries in Chennai City. The sample size selected for this research purpose constituted of 50 employees though structured questionnaire in the natural environment. All 50 usable responses were received and the response rate was 100%. In this research, we used non-probability sampling by using its category of convenience sampling. The reason behind selecting convenience sampling was that because in this, the most easily accessible employees were chosen as subjects of research and it was the quickest, convenient and less expensive technique used.

Data Collection: Data was collected from the respondents through self-administered questionnaire with minimal interface in noncontrived work settings by considering individuals as unit of analysis. Data was collected by selecting age group (0-25, 26-30, 31-35, 36-40, 41-45 & above) and gender (male, female) as nominal scale.

Statistical tools are used to further enhance the studies in a broader perspective.

Finding and Discussion

Table 1. The employees have given their views and opinions on how they are engaged in their jobs.

		Frequency	Percent	Cumulative Percent
Valid	Extremely Dissatisfied	4	8.3	8.3
	Dissatisfied	14	29.2	37.5
	Neither satisfied nor dissatisfied	15	31.3	68.8
	Satisfied	12	25.0	93.8
	Extremely Satisfied	3	6.3	100.0
	Total	48	100.0	

The above table shows that the 6.3 percent employees are extremely satisfied with their jobs. 25 percent of the employees are satisfied with their job.

Table 2.H0: The work environment and organization sector process may differ significantly based on the gender.

S.No	Variables	Mean Vale		Significant value
		Male	Female	
1	Are you satisfied with the job	.14892	.37326	.020*
2	The supervisor approaches me in a friendly manner.	.21505	.24152	.010*
3	My supervisor is actively involved in my development/work group.	.18750	.08539	.015*
4	I am appreciated for all my effort by the supervisor.	.11652	.28090	.008*
5	Fringe benefits motivate me to perform better.	.12885	.22127	.017*

*P < 0.05 level of significant

Table 3.

S.No	Variables	Mean Value		Significant value
		Male	Female	
1	Are you satisfied with the work environment of the organization	.17309	.41833	.127
2	Job security is provided to induce me to perform well	.26085	.20412	.350
3	Does your supervisor motivate you to do the job better?	.17811	.20412	.456
4	Do you have the opportunity to achieve your goals set by yourself?	.14722	.21348	.470
5	Possibility for personnel growth is more in the organization	.19435	18750	.919

The other factors which plays common role between male and female, the organizing environment and job security , motivation of the supervisor, opportunity given by the organizing achievements and personal growth are common between male and female .Since the job satisfaction, supervisor approach, development in work process, appreciation by supervisor and organization motivation factors are significantly differing based on the gender. We conclude that these factor plays important role in organization very much deepens on the gender, male are feel very insecure in job satisfaction Employees are given preference to give their innovative ideas on the job. Supervisor shows genuine interest in the department work of the employees. The superior appreciates the employees for their work. The employee gets the recognition for the work contributions. Employee gets more possibilities for personal growth. Employees are clear about the objectives to attain their goal.Hence Employee satisfaction is directly linked to employee engagement. Employee satisfaction makes good business sense and increases productivity and career enhancement . It is good for management to understand what motivates their employees and what they need as individuals .

Conclusion

Employee satisfaction and performance are the heart of the organisation. The factor plays important role in organization very much deepens on the gender, male are feel very insecure in job satisfaction. The Organisation must concerned about this. The literature confirms that satisfied employees do perform better and contribute to the overall success to increase the market share of organizations. From the above study it is understood that the superiors maintain a good relationship with their subordinates. The organization have a clear strategy and set of goals. On the other hand, employees who are not satisfied do not perform well and becomes a barrier to success and it will affect the productivity. The research suggests to determine ways to improve employee satisfaction. Employee engagement can also contribute to organizational success. Having satisfied employees who perform better and are in the right jobs, helps foster engagement. Engaged employees want good communication with their superiors, work that has meaning for them and motivates them, and it is a safe place to work. On the other hand, unengaged employees demonstrate poor customer service, lack of commitment and poor performance. Engaged employees produce better financial results, are proud of their organization and create better environment. It makes financial and motivational sense to foster employee engagement.

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