

A Detailed Overview of Employee Engagement in Sun Beam Generators Pvt Ltd

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Abstract: Employee engagement is on the decline and there is a deepening disengagement among employees today. During economic downturn, engaged employee with full workforce can make differences of survival or success of business organization. The construct and dimensions to measure employee engagement are unclear. This study is of descriptive and a survey was conducted among 70 employees of SUN BEAM GENERATORS Pvt Ltd, who have been selected by simple random sampling method and the data were collected using a 5 point scale questionnaire. The reliability and validity of the measure were tested in the Indian context and found reliability value as 0.05. The data collected were analyzed using SPSS software to find the relationship between the demographic details and the dimensions of EMPLOYEE ENGAGEMENT; and found there is a significant difference between the dimensions of Employee Engagement and demographic of the respondents. This study answered the research questions formulated. Recommendations to organization are reported.

Keywords— Employee engagement, reliability, validity, leadership, communication

1. INTRODUCTION

It is a concept that is generally viewed as managing discretionary effort, that is, when employees have choices, they will act in a way that furthers their organization's interests. An engaged employee is a person who is fully involved in, and enthusiastic about, his or her work. Most organizations today realize that a 'satisfied' employee is not necessarily the 'best' employee in terms of loyalty and productivity. It is only an 'engaged employee' who is intellectually and emotionally bound with the organization, feels passionate about its goals and is committed towards its values who can be termed thus. He goes the extra mile beyond the basic job responsibility and is associated with the actions that drive the business. Moreover, in times of diminishing loyalty, employee engagement is a powerful retention strategy. The fact that it has a strong impact on the bottom-line adds to its significance.

"Employee engagement is a barometer that determines the association of a person with the organization."

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The key ingredients of an engaged employee seem to be:

- Tenure with the organization
- Display of emotional involvement in what he does
- Engaged employees care about the future of the company and are willing to invest the discretionary effort.
- Engaged employees feel a strong emotional bond to the organization that employs them.
- This is associated with people demonstrating a willingness to recommend the organization to others and commit time and effort to help the organization succeed.
- It suggests that people are motivated by intrinsic factors (e.g. personal growth, working to a common purpose, being part of

a larger process) rather than simply focusing on extrinsic factors (e.g., pay/reward).

A Matter of Partnership

- Global studies suggest that there are three basic aspects of employee engagement:
- The employees and their own unique psychological make up and experience
- The employers and their ability to create the conditions that promote employee engagement
- Interaction between employees at all levels

A Road Map for Employee Engagement

- Enhance leadership.
- Involve your people and value their input.
- Look after the organization's reputation.
- Managers do not see communication as part of their day job.
- A manifesto for outstanding organizational performance

Factors Influencing Employee Engagement

- A culture of respect where outstanding work is valued
- Availability of constructive feedback and mentoring
- Opportunity for advancement and professional development
- Fair and appropriate reward, recognition and incentive systems

Problem Statement:

- Engagement levels decline as employees get older – until they reach the oldest group (60 plus), where levels suddenly rise, and show this oldest group to be the most engaged of all
- Managers and professionals tend to have higher engagement levels than their colleagues in supporting roles, although people in the latter group appear to owe

greater loyalty to their profession than to the organization in which they practice their craft

- Engagement levels decline as length of service increases

Need for the study:

The purpose of the study is to analyze the employees engaging towards the organization and also what are all the factors which influence the Employee Engagement and also to know about the importance of employee engagement. Some important roles employee engagement are mentioned below

- An organization's capacity to manage employee engagement is closely related to its ability to achieve high performance levels and superior business results.
- Engaged employees will stay with the company,
- Be an advocate of the company and its products and services, and
- Contribute to bottom line business success.
- Engaged employees also normally perform better and are more motivated.
- There is a significant link between employee engagement and profitability.
- Employee engagement is critical to any organization that seeks
- Not only to retain valued employees, but also increase its level of performance

OBJECTIVE OF THE STUDY

Primary Objective:

- To study the Employees Engagement at work place at M/S SUN BEAMS Limited, Puducherry.

Secondary Objective:

- To study the levels of Employees Engagement at the SUN BEAMS Limited.
- To ascertain the drivers of Employees Engagement.
- To study they levels of satisfaction of Employees Engagement at work place.
- To provide valuable suggestions and recommendation to SUN BEAMS Limited.

METHODS

A survey method is taken for the collection of data to find out the levels of employee engagement

SIZE OF THE STUDY

The study has chosen totally 70 samples.

Table no: 1, Table showing the INDEPENDENT SAMPLE t-test for MARITAL STATUS AND DIMENSION

SL NO	SOURCE	CATEGORIES	MEAN	T	SIG
1	WORK PLACE	Single	3.30	3.793	.001
		Married	3.71		
2	OPPORTUNITIES AND GROWTH	Single	3.53	-.681	.504
		Married	3.60		
3	RECOGNITION AND REWARD	Single	3.24	1.362	.183
		Married	3.45		
4	FAIRNESS AND COMPENSATION	Single	3.23	.165	.869
		Married	3.21		
5	EMPLOYEE ENGAGEMENT	Single	3.32	-2.443	.017
		Married	3.57		

Table no: 2, Table showing the ONE WAY ANOVA FOR AGE AND EMPLOYEE ENGAGEMENT

SL NO	SOURCE	CATEGORIES	MEAN	F	Sig.
1		20-30	3.39		.007

EMPL OYEE ENGA GEME NT	31-40	3.33	4.392	
	41-50	3.92		
	51-60	3.7		
	Total	3.44		

V.FINDING

- 1 Based on the result generated by SPSS, one way anova depicted that the significant value is 0.007. Which is less than 0.05 level of significance. Thus, there is significant difference between the Age and EMPLOYEE ENGAGEMENT.
- 2 From the sample t-test depicted that the significant value is 0.001. This is less than 0.05 level of significance. Thus, there is significant difference between the MARITAL STATUS and WORK PLACE. Hence it is accepted

CONCLUSION

In today's competitive Business world, employees are expecting more and more from the employers. With increased change in needs and expectation of the employees and the employers need to be cautious in choosing the right fit and giving a realistic job preview and engage the associates through their engagement activities to build passion, commitment and alignment with the organization's strategies and goals

From the study on the employee engagement activities at SUN BEAM Pvt Ltd, it was found that the most of the associates are highly engaged with the company both intellectually & emotionally. Therefore the concern has to concentrate more on increasing the entertainment programs & recognize their personally preferred topics for external agencies presentations.

To conclude, the study explores the employee engagement activities at SUN BEAM Pvt Ltd infers that the employees have a good will within the organization and the concern has to focus on the key areas where the associate's needs has to be satisfied to lower the attrition rate, to provide a high-energy working environment and to improve the overall organizational effectiveness.

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