

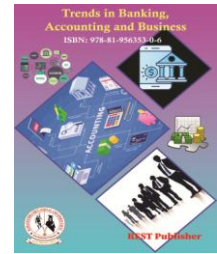


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Employee Engagement during Covid-19

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Abstract. *Employee engagement during Covid'19 is a challenge for companies around the world, so this paper highlights the patterns of engagement and also highlights the important aspect of employee motivation during difficult times. This concept paper refers to blogs, newspapers, other research and also network resources to develop a pattern of successful engagement during a pandemic. Organizations around the world have adopted online training, live expert sessions, psychological problem-solving platforms, helplines, webinars on topics related to family and community, communication channels, problem-solving methods, and many other forms of engagement*

Keywords: *Employee engagement, Covid'19, Problem Solving, Motivation, Productivity*

1. INTRODUCTION

Based on COVID -19, companies are being restructured. Human resource managers continue to come up with new, imaginative, creative and effective ways to engage employees in healthy ways. Employee engagement encourages employees to give their best every day and to work hard to achieve the company's goals and values. Employee engagement encourages everyone to do their best every day. When employees are engaged, they're more productive. This brings the company more satisfied customers, more sales and more profits. Companies don't forget that, and that's why employee engagement is so important. There is no single, all-encompassing definition of "engagement" in the theoretical literature, which complicates the discussion of employee engagement. Here are our main problems. According to Kahn's 1990 study, engagement involves physiological and physical presence at work. Meaningful work, a sense of stability, and the opportunity to make a difference engage people. Other studies show that people express themselves physically, psychologically, and emotionally in role-playing activities. [The cognitive part involves the views of managers and co-workers and the work environment. The emotional dimension is about how employees feel about the organisation and its management. the "physical aspect" refers to how physically demanding a job is. May, Gilson, and Harter (2004) tested Kahn's theory and found that engagement is related to meaningfulness, safety, and psychological state. Schaufeli, Martinez, Pinto, Salanova, and Bakker invented the term "job engagement" (2002). "Job engagement" is a good work-related state of mind characterised by strength, determination, and focus. Employee engagement, according to this research, is a person's commitment, satisfaction, and love for their job (Harter, Schmidt, & Hayes, 2002). Engagement is related to work, mood, and well-being according to this study (May et al., 2004). Employee engagement consists of two parts: Work and company interest (Saks, 2006). Engaged employees care about their own work, performance, and effort. Employee engagement refers to a person's internal state of mind, including how hard they work, how satisfied they are with their work, and how committed they are to the company.

When workers are engaged, they help the company achieve its goals, execute its strategy, and make a lot of money. Job design, recruitment, selection, salary, training, and performance management can help engage employees in their work (Vance, 2006). Companies that engage their employees, manage them strategically, and communicate with them honestly, accurately, and on time can withstand the uncertainty of the marketplace and succeed (Robison, 2009). Companies and employees need each other to be successful. Involvement shouldn't be a one-time affair. Rather, it should become an organizational culture. Career opportunities, encouragement, communication, recognition, flexible work schedules, a fair compensation structure, an open and honest work atmosphere, and decision-making opportunities can improve employee engagement (Patro, 2013). Clarity, trust, communication skills, relationships with others, credibility, and career advancement are six elements that improve employee engagement. If a person cares about their work and the success of the company, they need to feel that their efforts, dedication, and hard work can contribute. People are more productive when they enjoy their work. This leads to satisfied customers and increased sales and profitability. Trust and open communication are essential between workers and the company. The company and the individual can perform at their best together (Sarangi & Nayak, 2016). Employee engagement is based on trust, reliability, dedication, and communication. Companies can improve employee engagement by simplifying decision-

making, engaging top leaders, and being more transparent. Employee engagement indicates how committed an employee is to his or her work (Chandani, Mehta, Mall, & Khokhar, 2016). Employee engagement improves organizational and individual performance, productivity, and employee health and satisfaction.

2. COVID 19 LOCKOUT

Recently, a severe lung disease was discovered in Wuhan, Hubei, China. Epidemiological studies link the epidemic to a seafood market in Wuhan, China (Fan et al., 2020). As of May 31, 2020, WHO reported 367,166 deaths from the pandemic COVID -19, which had 5,934,936 confirmed cases. In Europe, there were 2,142,547 cases and 180,085 deaths. 2,743,793 confirmed cases and 157,702 deaths throughout the Americas. In the eastern Mediterranean, there were 12,353 deaths and 505,001 confirmed cases. In the western Pacific, there are 181,665 confirmed cases and 7,028 deaths. In Southeast Asia, there were 7,431 deaths and 260,579 cases. In Africa, there were 100,610 cases and 2,554 deaths. The WHO concluded that COVID - 19 is a global threat (World Health Organization, 2020a). People with NCDs are at higher risk for COVID -19, which can be fatal (World Health Organization, 2020b).

The website WHO provides advice for the public. WHO assumes that most people with COVID -19 have mild to moderate respiratory disease and will recover without special treatment. People with heart disease, diabetes, cancer, or a long-term lung condition are more susceptible to infection. WHO recommends washing hands regularly or using an alcohol-based hand sanitizer to prevent COVID -19 infection. COVID -19 can be transmitted through saliva or mucus when a person coughs or sneezes. The WHO has published this research (World Health Organisation, 2020c). According to the report, no COVID -19 drug or vaccine has yet been approved. Most countries have taken interdiction measures to contain the spread of COVID -19. Many countries have closed their borders to prevent the spread of the virus.

Most governments restrict their populations through lockdowns, social isolation, or face masks. Because of the urgency, virtually all companies have work from home (WFH) policies. Most organisations allow their employees to work from home during the lockout. Those who work from home have trouble focusing because they're interrupted by family members, and they have to balance work and home life because they don't have an office. They also lack the right tools. As the number of COVID -19 cases rises worldwide, most workers feel increasingly pressured. They worry about the stability of their jobs and their income. Because of these issues, workers can no longer focus. Worker involvement is necessary. The company's top priority is to keep employees healthy, happy and engaged. Active employees give their best. Management needs to inspire employees with exciting seminars and presentations, improve morale, and create a safe, open work environment where employees feel comfortable discussing difficulties. Multimedia can help managers communicate. Clear rules help employees perform their duties correctly and without stress.

3. RESEARCH SUMMARY

Robison (2009) presented ideas on how to lead a company through change and keep employees engaged. The author suggests informing workers about what the company expects of them, providing them with the necessary resources and equipment, and allowing them to focus on their work areas where they shine, recognise them, show them that they are cared about, and support their career advancement. Employee engagement can change employees' attitudes, plans, and behaviours, leading to better long-term job performance. Basquille (2013) suggests that CEOs help managers improve themselves professionally and recognise them. This increases employee engagement. Patro (2013) concluded that companies should give employees the opportunity to make their work fun and create an engaging work environment. The new study suggests that employee engagement should include learning, improvement, and action. Modern companies should strive to meet the expectations of their employees, which influences their performance.

Bedarkar and Pandita examined employee engagement in 2014. Good leadership, honest communication and work-life balance are key to employee engagement, according to the study. Facebook groups, belief in the existence of Facebook, ease of using Facebook features, and awareness of Facebook for its features contribute to employee engagement (Abd Latib, Bolong, & Ghazali, 2014). According to Jalal's (2016) study, employee engagement promotes organisational commitment. The study found that employee engagement influences organisational commitment. According to the study, employee engagement is related to their commitment to an organisation or institution. Lee et al. (2016) found that it's difficult for HR to maintain the commitment of existing employees. The findings suggest that employees are only somewhat engaged, suggesting that some don't like their jobs or fear losing them. Employee satisfaction may increase engagement. Garg, Dar, and Mishra (2017) found a relationship between job satisfaction and job interest. According to another study, employee engagement and job satisfaction are directly related. Disengaged employees have a higher correlation. According to the report, engaged workers miss less work and experience less stress. They're happier and healthier. Research shows that employee engagement affects a company's bottom line and profits (Saks, 2017).

Engaged employees are positive, get along well, and do excellent work (Jena, Pradhan, & Panigrahy, 2018). When employees receive functional, economic, and psychological rewards, it promotes engagement, according to Tiwari and Lenka (2019). According to the data, employee engagement is associated with information sharing, workplace learning, satisfactory communication, and internal organisational communication. This research shows that companies that invest

in their human resources and establish a robust HRM system result in engaged employees, which improves organisational performance (Tensay & Singh, 2020). More satisfied employees tend to be more engaged (Barreiro & Treglown, 2020). Engaged employees help a company retain its best employees. Every company needs to utilise its staff effectively. Disengaged staff won't survive long in a company.

Need of the Research:

During the COVID-19 lockout, to examine employee engagement.

Statement of the Problem:

This conceptual research uses external sources. Conceptual work combines information from multiple sources to reveal new ways of thinking (Chermack & Passmore, 2005). The data for the secondary research was provided by several researchers and organisations. Most studies, articles, blogs, and online newspapers addressed employee engagement at COVID -19 and how it worked during the study. COVID -19 Figures were obtained from publications at WHO. An extensive literature review on employee engagement was conducted. The integrated literature review is a unique technique for learning about a topic (Torraco, 2005). A literature review summarises the current literature on a topic (Chermack & Passmore, 2005). During the COVID -19 epidemic, all companies rely on worker participation. Even during plant closures and other emergencies, employee engagement tactics keep employees motivated, loyal, satisfied, and happy.

4. EMPLOYEE ENGAGEMENT

The American Management Association believes that companies can increase participation even in difficult times if they proceed carefully and make the right decisions. This is true even if the difficult circumstances persist. According to the data, engaged employees produce more and have a better bottom line. Companies should prioritise employee satisfaction, whether they're good or bad (Vickers, 2019), according to The Guardian, because organisational commitment, job satisfaction and organisational engagement all impact employee engagement. According to the news report, employee engagement helps organisations. In tough times, employers should invest more in their employees to make them feel valued. This increases employee engagement (Robertson, 2012). Formato (2014) states that leadership needs to be clearer in difficult times than before. If companies want their employees to be engaged, their leaders must take responsibility and encourage them to work toward the company's goals. Solid communication helps individuals achieve their goals, even when they're difficult. The blog claims that only effective leadership and communication can increase employee engagement.

Companies provide their employees with the tools and resources they need to be successful. Managers often need to provide advice and offer constructive criticism to maintain employee engagement and motivation. Masson (2009) believes that managers should talk to employees about their careers so they have confidence in their development. Supervisors must maintain lines of communication supervisors need to keep lines of communication open with their teams, help employees identify areas for professional growth, and encourage them to use challenging circumstances to improve their talents. DVV media HR group Limited's 2018 blog article offers recommendations for motivating employees during tough times. Employees need to work harder.

Jones and Kober (2019) discussed approaches to engage workers and aid the organisation in bad circumstances. These techniques:

- Focus on your company's fundamentals. This will motivate workers through challenging times.
- Show your employee you've got their back. This helps them remain motivated.
- Ask staff what they think; allow them freely discuss criticisms and improvement suggestions.
- Communicate honestly with your staff. Leaders should demonstrate their staff how to behave to boost productivity.
- Hire personnel who will commit to your firm.
-

According to Matkin, employees need to understand a company's mission in order to know what to do when something goes wrong (2016). A company should have open doors. This gives employees a voice. Companies need to be honest with their employees. In this way, employees and management build trust, which is critical in the midst of turbulence. Fan et al. offered five suggestions for supporting remote employees in 2020 Nature.

- Encourage employees to make their workplace healthy.
- Encourage remote workers to use ergonomic equipment.
- Require your employees to maintain a schedule and establish "work" and "home" times. Involve others.
- Conversations with colleagues relieve stress.
- It's a good idea to set aside a time for activities outside of work.
- Encourage health-promoting behaviours.

Companies should take care of their employees and increase their engagement by motivating and engaging them productively so they can work of their own free will and without coercion.

5. LOCKDOWN SYSTEM FOR ENGAGEMENT OF EMPLOYEE

COVID -19 has prompted companies to develop innovative ways to keep full-time workers in the field. Here are some ideas:

Sarkar (2020) reports that companies are incorporating family involvement into retention programmes to keep employees' children busy during COVID - 19 lockdown. In a 2020 article, Talukar suggested five ways to inspire employees during the COVID -19 outbreak. Your remote teams should be able to better interact, create a virtual community and engage in online team building activities.

Singh (2020a) says that companies should keep people and their families in mind: According to the report, people are more likely to stay with a company if they have meaningful work and opportunities for advancement. When employees work from home and collaborate, they can have new ideas. Employees who participate in programmes for wonder and curiosity are more original and creative. Companies need to keep their employees engaged, even in tough times.

Singh (2020b) emphasised the challenges for workers in this economy. This article states that companies should be aware of how stressed their employees are. In a safe and supportive workplace, employees can share their problems. Most companies hold competitions, challenges, and hackathons for their employees. Companies are constantly studying the well-being of their employees and developing solutions to help them achieve work-life balance. Employers are focusing on employee development and learning during this time. Companies are using webinars and live sessions to help their employees learn new skills and get guidance online. They can stay healthy and safe at home. According to Anand, power gridlock has caused problems around the world (2020). This article offers four tips for increasing employee participation in the lockdown. Email, messaging platforms and video conferencing are successful business communications. During tough times, employees need recognition and rewards. Employees need time to cook, spend time with family, and clean. Virtual meetings with employees should be scheduled.

COVID -19 affects employer support of employees. Amway continues to compensate its employees as it has in the past. Virtual participation programmes such as webinars can help employees learn new skills. COVID -19 Workers are covered by medical reimbursement programmes. Hindustan Coca-Cola Beverages employees launched an online campaign to promote their physical and mental well-being. McDonald's India employees in quarantine can access e-learning courses, quizzes, management master classes and other learning activities through their cell phones. ITC Hotels offers e-learning courses for specific functions and levels through key e-learning channels. With an app-based hosting solution, customers can learn anytime. Clix Capital offers live e-learning courses. For managers, employee satisfaction and loyalty are of utmost importance. During an outbreak, it's critical to keep employees motivated.

6. CONCLUSION

COVID -19 makes employee interaction critical. During a lockdown, it's impossible to reach the top of your business without your employees. In this difficult economy, success depends on engaged employees. Companies should keep their employees engaged during a pandemic. To grow, companies today must use technology-enabled engagement metrics. Online team meetings, virtual learning, weekly online polls, expert webinars, mental balance and serenity webinars, and other online engagement measures are among the innovative ways companies are engaging their employees. These employee engagement practises can prevent a coronavirus epidemic by boosting morale and engagement.

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