

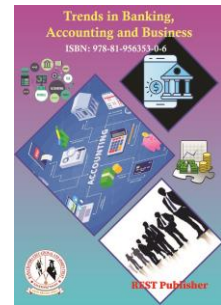


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# **A Study on Impact of Employee Engagement in Sintex Bapl Limited at Hosur**

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**Abstract:** Employee engagement, defined as the emotional and intellectual commitment of employees to their organization, is crucial for enhancing productivity, innovation, and overall business success. Employee engagement is an inevitable factor as the success comes from within the organization when transforming into the digital age and the modern world. An engaged employee is aware of business context and able improve performance within the job for the benefit of the organization and its values. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee. This study investigates the impact of employee engagement on organizational performance at Sintex BAPL Ltd, a leading manufacturing company. The research employs both quantitative and qualitative methods, including surveys and interactive discussion, to assess the levels of engagement among employees and identify key drivers and barriers. Findings indicate that higher employee engagement correlates with increased job satisfaction, low employee overturn rate, and improved operational efficiency. The study highlights the importance of leadership, communication, and professional development opportunities in fostering a culture of engagement. For the employees, a right engagement system is the one which they perceive as unbiased and a true metric to measure their performance and the one which would reward them fairly without inequity. The study is done obtaining response from 120 employees of the industry. The response is got through a structured questionnaire. The results were validated through the use of statistical tools.

**Keywords:** Employee engagement, Job satisfaction, Organizational performance.

## **1. INTRODUCTION**

Employee's engagement is distinctively different from employee satisfaction, motivation, and organizational culture. Worker engagement; emotionally or intellectually is very essential to the success of the organization. The positive feelings that employees experience about their business and employers affect certainly the customer satisfaction in terms of service, loyalty and engagement. Furthermore, engagement can give every employee the feeling to perform in the best way, by learning new skills and completing all the work with innovative suggestions. Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully committed and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. We will discuss in our study the literature reviews; followed by a review of the data collection procedures, and results of the empirical tests; in addition to the discussion and the conclusion.

## **2. OBJECTIVES OF STUDY**

To understand the impact of employee engagement in Sintex BAPL Pvt Ltd, Hosur

To analyze the employee 's engagement practices

To evaluate the effectiveness of employee engagement

To find the employee engagement status in Sintex

To suggest improvements required for improving the already implemented policy

### **3. SCOPE OF THE STUDY**

The study discussed about employee engagement and find out the importance and need of employee engagement in their respective studies. The dynamic changes will reflect on the behavior of an employee after engagement in the organization. Employee engagement can be precisely measured with short surveys that contain predefined questionnaire. These surveys can provide a clue that whether employees are engaged and satisfied. Employee engagement impacts other key performance indices by increasing productivity and efficiency, and boosting profits.

### **4. LITERATURE REVIEW**

Sandeep et al (2018) they indicate that there are more employees who are not engaged than there are engaged employees. This addresses how employee engagement been conceptualized, how to individual differences related to employee engagement and how does employee involvement relate to employee engagement. Personal relationships have also been found to impact work engagement. They suggest that employee engagement is a meaningful construct that is clearly worthy of future research. They have shown that there may be a link between level of engagement and organizational performance

Mark A (2018) The concept of employee work engagement describes the extent to which workers are implicated with, committed to and passionate about their work. It provides a contemporary issue on how to measures and promote employee engagement, the role that mental health may play, and corporate case studies on promoting engagement. It has examined the concepts of employee engagement, how prevalent it is the financial benefits of engagement, and how the workplace can change to move in the direction of greater employee engagement and company success.

Asplund (2018) higher productivity results in economic growth, higher profitability, and social progress. It is only by increasing productivity, employees can obtain better wages/ salaries, working conditions and larger employment opportunities. He also demonstrated that the alignment of the strategic vision to employee productivity is a key contributor to the success of an organization. This alignment as a result would motivate and inspire employees to be more creative, and this ultimately can improve their performance effectiveness to accomplish organizational goals and objectives

Fleming (2019) Several definitions of employee engagement exist in the literature. Describes employee engagement as, “the ability to capture the heads, hearts, and souls of your employees to instil an intrinsic desire and passion for excellence”. Certain scholars also viewed employee engagement as a construct which consists of cognitive, emotional, and behavioral elements that are related to the role of employee performance. It reflects the commitment and involvement of an employee towards his/ her work that is aimed to improve organizational performance.

### **5. RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It refers to process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information. . The intention of the study is to find the impact of employee engagement to determine the improvement of employee’s performance. Based on the respondent’s perception, impact of employee engagement will be determined and implemented.

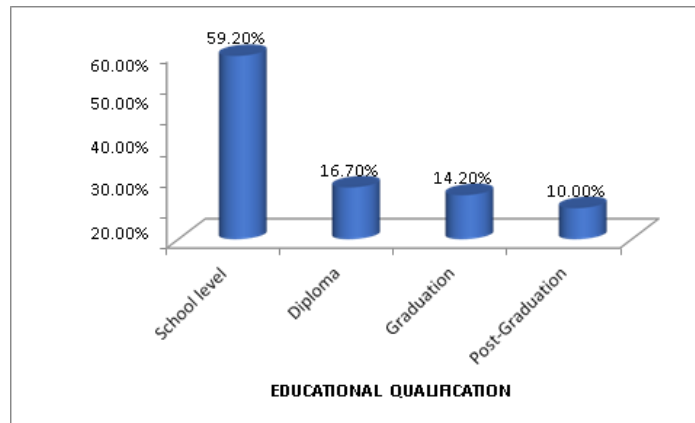
### **6. DATA ANALYSIS**

PERCENTAGE ANALYSIS

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
School level	71	59.2%
Diploma	20	16.7%
Graduation	17	14.2%
Post-Graduation	12	10.0%
<b>Total</b>	<b>120</b>	<b>100%</b>

INTERPRETATION: The above table describe that, 59.2% of the respondents are school level qualification, 16.7% of the respondents are in diploma holder, 14.2% of the respondents are graduation, 10.0% of the respondents are in post-graduation. Majority 59.2% of the respondents are school level qualification.



**CHI-SQUARE TEST**

1. **NULL HYPOTHESIS**

H0: There is no significance between the educational qualification of the respondents and satisfaction level of job-related training.

2. **ALTERNATIVE HYPOTHESIS**

H1: There is significance between the educational qualification of the respondents and satisfaction level of job-related training

**EDUCATIONAL QUALIFICATION OF THE RESPONDENT VS SATISFACTION**

**LEVEL OF JOB-RELATED TRAINING Crosstabulation**

Count		Satisfaction level of job-related training				Total
		Highly satisfied	Satisfied	Dissatisfied	Highly dissatisfied	
Educational qualification of the respondents	School level	14	57	0	0	71
	Diploma	0	2	18	0	20
	Graduation	0	0	8	9	17
	Post Graduation	0	0	0	12	12
Total		14	59	26	21	120

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.851E2 <sup>a</sup>	9	.000
Likelihood Ratio	189.653	9	.000
Linear-by-Linear Association	95.693	1	.000
N of Valid Cases	120		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is 1.40.  
Degree of freedom =  $(r-1) * (c-1) = 3 * 3 = 9$  Calculated value = 1.851  
Tabulated value = 16.919  $Z = Z_{Cal} < Z_{Tab}$   
 $Z = 1.851 < 16.919$   
Hence the null hypothesis (H0) is accepted

## 7. FINDINGS

1. It is evident that 30.0% of the respondents are in the age group between 40 – 50 years
2. Majority 59.2% of the respondents are school level qualification
3. Bulk of the respondents in the organization are male about 60.8%
4. Maximum 42.5% of the respondents are earning below Rs.15,000
5. Mostly 45.0% of the respondents are experienced in below 1 year
6. Maximum 49.2% of the respondents are satisfied with job related training
7. Majority 45.0% of the respondents are agreed with encourage towards new ideas

## 8. SUGGESTIONS

Employee engagement program is good but still the organization need to enhance it more to improve employee engagement standard. Employee need more appreciation toward their work success (e.g., increase in pay scale and offer incentives based on work efficiency and expertise level) Employees needs to be informed about what is happening in the organization (e.g., morning meetings to all from top level to ground level employees either as whole or department wise). The organization should offer required training and more opportunities for employees to learn and grow in the organization. Make the employee to participate in various activities that would help them to contribute towards organization strategies and goals. Special focus is needed on unengaged and actively disengaged employees to raise the engagement levels of those employees.

## 9. CONCLUSION

We would hence conclude that raising and maintaining employee engagement lies in the hands of an organization and requires a perfect blend of time, effort, commitment and investment to craft a successful endeavor. 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. It is rapidly gaining popularity, use and importance in the workplace and impacts organizations in many ways. An organization should thus recognize employees, more than any other variable, as powerful contributors to a company's competitive position. Therefore, employee engagement should be a continuous process of learning, improvement, measurement and action.

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