

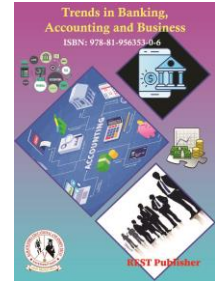


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A Study on Employee Engagement and Performance of Employees in Roshan Fruits India PVT Ltd with Reference to Krishnagiri

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Abstract: *Employee Engagement is the term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts organizations in many ways. HR practitioners believe that the engagement challenge has a lot to do with how employee feels about the about work experience and how he or she is treated in the organization. Engagement differs from job in as it is concerned more with how the individual employees his/her self during the performance of his / her job. The aim of this paper is to present the importance, effect of employee engagement in the fruits sector, examined from a mid-size company's point of view, where they are producing fruit products. The study has been carried out in a company located near Krishnagar on a convenience sample of 150 respondents through the distribution of structured Questionnaires to employees of the company. The study has found the satisfactory level of the employees regarding various factors related to their commitment towards their company. In general, there is a positive attitude has been found among employees and they are actively engaged towards their company*

Keywords: *Employee Engagement, employee communication, HR practitioners*

1. INTRODUCTION

Employee engagement is a human resources (HR) concept that describes the level of enthusiasm and dedication a worker feels toward their job. Engaged employees care about their work and about the performance of the company, and feel that their efforts make a difference. An engaged employee is in it for more than a pay check and may consider their well-being linked to their performance, and thus instrumental to their company's success. Employee engagement describes the level of enthusiasm and dedication a worker feels toward their job. Employee engagement can be critical to a company's success, given its links to job satisfaction and employee morale. Engaged employees are more likely to be productive and higher performing. Employers can foster employee engagement through effective communication, offering rewards, and discussing career advancement. 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 absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work (aka 'coasting'), up to an employee who is actively damaging the company's work output and reputation. Understanding Employee Engagement Employee engagement can be critical to a company's success, given its clear links to job satisfaction and employee

morale. Communication is a critical part of creating and maintaining employee engagement. Engaged employees are more likely to be productive and higher performing. They also often display a greater commitment to a company's values and goals. Employers can encourage employee engagement in many ways, including communicating expectations clearly, offering rewards and promotions for excellent work, keeping employees informed about the company's performance, and providing regular feedback. Other strategies include making efforts to make employees feel valued and respected, and feeling that their ideas are being heard and understood. Engaged employees believe that their work is meaningful, believe that they are appreciated and backed by their supervisors and that they have been entrusted with the success of their company.

2. OBJECTIVES OF THE STUDY

To determine the extent to which employee engagement relates to organizational commitment among the industry.
To find out the level of employee engagement by demographic variables (age, gender, work experience and educational qualification).

To identify general practices that organizations use to engaged and select employees.

To determine which employee engagement are most effective.

To study the Employee Engagement practices in a well-established for the industry.

To evaluate the effectiveness of the employee engagement.

3. SCOPE OF THE STUDY

Employee engagement is so important to all organizations because having effective strategies in -place helps create a better work culture, reduce staff turnover, increase productivity, build better work and customer relationships, and impact company profits. Evaluate and track the impact of engagement on business performance. Employee engagement became a totally famous idea throughout past few years. The company try and parent out if their employees are engaged and how to lead them to engaged via the use of unique surveys and equipment to stay competitive and enhance performance

4. REVIEWS

Schaufeli, WB & Bakker, AB (2018) expressed how HR professionals need to consider ways in which to make full use of their organizations 'human capital' as a means of increasing the organizations efficiency, quality and innovation. He highlighted that employee engagement is now seen as the key to sustainable competitive advantage. Some benefits include increased profitability, higher levels of productivity, greater innovation and creativity, lower turnover and absenteeism rates along with higher levels of motivation, commitment satisfaction and morale throughout the workforce. Therefore, it can be said to be best practice for any organisation to embrace employee engagement. Rothbard, NP (2019) described engaged employees as being "prepared to invest significant personal resources, in the form of time and effort, to the successful completion of their task", and "engagement is at its greatest when an individual is driving personal energies into physical, cognitive and emotional labours". An increasing number of employers are now introducing employee engagement practices and policies within organisations as it has been found that organisations with an engaged workforce are much more capable in recessionary times than that of organisations with employees whom are disengaged. Organ & Ryan (2020) places retail under the tertiary or service sector and activities such as insurance and real estate under quaternary services. This is because they involve the use of pure service not necessarily resulting in an end product like the restaurants. It can be rightly said that the service industry involves more contact with people than the other sectors of the economy for example the primary sector like manufacturing. The service industry involves the day to day dealing with customers and clients alike. With the huge role the service industry plays, it is necessary to for the organizations to know how to manage people to get efficient and orderly service. Kahn (2020) was the first researcher to suggest that engagement means the psychological presence of an employee while executing his organizational task. According to be in employee engagement people expressed and engaged emotionally, cognitively and physically. The cognitive part of employee engagement is concerned with the thinking of employees about their organization, leaders and

working conditions and the emotional part of engagement of employee is related to the feeling of employees about various engagement factors and employees' attitude towards their leaders and organizations. Kahn proposed that engagement leads to both individual outcomes, as well as organizational-level outcomes. Allen, NJ & Meyer, JP (2021) employee engagement is a measurable degree of an employee's positive or negative emotional attachment to their job, co-workers and organization that profoundly influences their willingness to learn and perform is at work. he define engagement "as a positive, fulfilling, work-related state of mind". He argues that "Commitment is a state of being in which an individual becomes bound by his actions and beliefs that sustain his activities and his own involvement. Jie Feng (2020) Changing Employee engagement, entry of new competitors with better products, and product improvements by existing competitors make new products a necessary investment for most companies. In addition to the investments in R&D and production of new products, firms also need to invest in advertising to promote them. The growing use of social media by consumers therefore makes online consumer conversations an attractive additional format for firms to promote products at a lower cost. This is particularly so in the food industry where advertising costs are very high. Whether consumers discuss a newly introduced product, and help to promote it, however, may depend on how new the product is. This is the question that we investigate in the context of the fruit category. Kipkemboi JR (2021) states "engagement contains many of the elements of both commitment and OCB, but is by no means a perfect match with either". Besides, neither commitment nor OCB reflect sufficiently two aspects of engagement – its two-way nature, and the degree to which engaged employees are expected to have an element of business awareness. Organizations comprise individuals whose behavior range from the least possible contribution just to maintain an affiliation with the organization to others who go the extra mile discretionarily involving in extra role behavior for the be self and the organization. Discretionary behaviour at workplace is the organizational citizenship behavior (OCB) as indicated by him). (Maslach & Leiter, 2021) The topic of employee engagement is a relatively new in the world of Human Resource Management, and has gained the interest of both academics and practitioners alike, with Kahn describing how it can be found when employees "employ and express themselves physically, cognitively and emotionally during role performances". The researcher was interested in investigating the level of employee engagement within Ireland's food industry. This dissertation aims to investigate employee engagement within the context of one of Irelands leading food service providers, whom will be referred to as the 'the organization' throughout the dissertation. Collins, Ba & SamuelBo (2022) noted in their government report that "it will be hard to get through the recession without engaging your workforce". The organisation as a whole offers food services to various different sectors, including business and industry, government, education and healthcare. The organisation employs just over 3,000 staff in various categories from catering assistants, chefs and kitchen staff to managers, marketing managers, supervisors, health and safety officers and customer service agents. The researcher investigated employee engagement within a small subsidiary employing just over fifty staff on the outskirts of Dublin. Employee engagement is also gaining considerable interest due to the benefits it can bring to an organisation.

5. RESEARCH METHODOLOGY

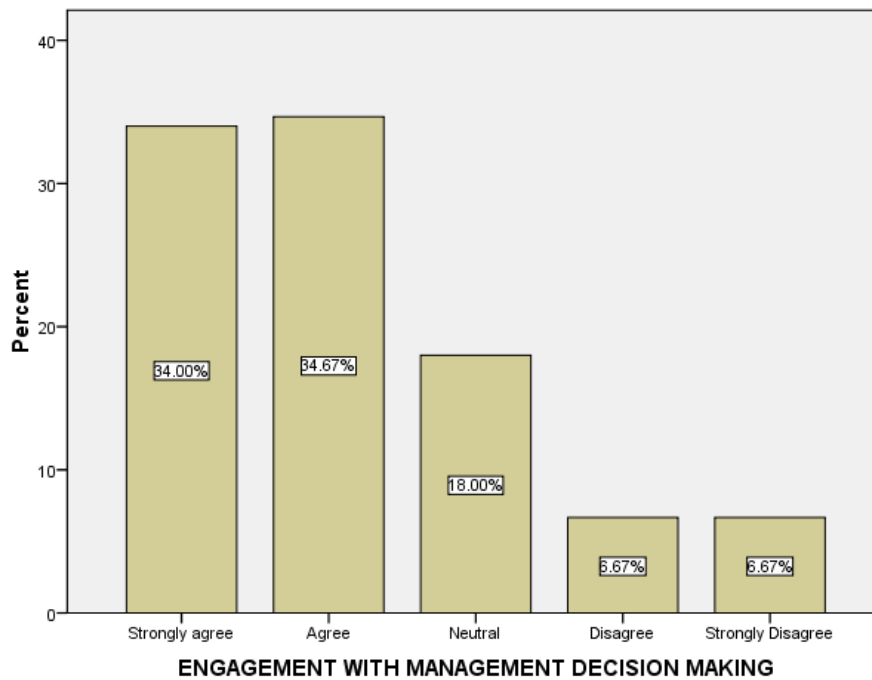
This assessment used the sensible way of thinking for research. This examination relies upon ETS method, giving sensible monetary ascribes rather than speculative credits. Using overwhelms spread sheet regard, we have gathered a money related appraisal model used in this assessment.

6. DATA ANALYSIS

Percentage Analysis Engagement with Management Decision Making

S.NO	DECISION MAKING	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	51	34.0%
2	Agree	52	34.7%
3	Neutral	27	18.0%
4	Disagree	10	6.7%
5	Strongly Disagree	10	6.7%
	TOTAL	150	100%

Source: Primary Data



Chi-Square Tests

Experience At This Concern and Engagement with Management Decision Making

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.595E2 ^a	12	.000
Likelihood Ratio	306.251	12	.000
Linear-by-Linear Association	134.221	1	.000
N of Valid Cases	150		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .87.

7. FINDINGS

1. Majority 39.3% of the respondents age are 26-30 years
2. Majority 62.0% of the respondents are male.
3. Majority 34.7% of the respondents qualification are HSC.
4. Majority 41.3% of the respondents experience are 2-5 years.
5. Majority 30.0% of the respondents remuneration are Rs.15000-20000
6. Majority 31.3% of the respondents are satisfied and neither satisfied nor dissatisfied with current compensation and benefits.
7. Majority 34.7% of the respondents are agree in engagement with management decision making.

8. SUGGESTIONS

The phenomenon of employee engagement is a major concern within HR management across the globe. Recently employee engagement has been heavily marketed by human resource consulting firms that offer advice on how it can be created and leveraged. Employee engagement is a distinct and unique construct that consists of cognitive, behavioral components and emotional states that are associated with individual role performance. As it is commonly mentioned across different engagement takes its rightful place at the core of any organizational success. Others argue that engagement is the main indicator for leaders and managers across the globe as it is a vital element that could affect organizational effectiveness, innovation and competitiveness. With this being said it is hard to disagree that employee engagement is not an essential part of the organization. If you are concerned with your employee engagement and you want to know how to increase your employee engagement.

9. CONCLUSION

This study gives an answer that employees who demonstrate higher levels of engagement would much contribute to their organizations with organizational citizenship behaviour level higher. Employee engagement is positively related to organizational citizenship behaviour. From these results it can be concluded that when employees are empowered, they will show organizational citizenship behaviour is the same as when employees have supportive leadership. They will engage in organizational citizenship behaviour, even empowerment and support are the two main factors that involve employees in fidelity. The main difficulty is to find the optimal combination of dispositional and situational factors that would lead to the performance of organizational citizenship behaviour are most effective.

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