

A Study on Employee Engagement Practices with Special Reference Maaya Software Solution Pvt Limited Namkkal

Priya.R¹, Malarkodi.K²

¹Student, M.Kumarasamy College of Engineering

²Assistant professor, M.Kumarasamy College of Engineering

Introduction:

Employee engagement is the extent that an employee believes in the mission, purpose and values of an organization and demonstrates that commitment through their actions as an employee and their attitude towards the employer and customers. Employee engagement is high when the statements and conversations held reflect a natural enthusiasm for the company, its employees and the products or services provided.

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OBJECTIVES OF THE STUDY

- To identify and diagnosis the factor for employee engagement
- To examine the effort of engagement on the individual employee's feedback

SCOPE OF THE STUDY:

The scope of the study understand is to improve employee engagement in the organization to identify employee were engaged and committed towards the organization.

II. LITERATURE REVIEW

- **Amit Verma** (2022) examined about the main motto of this study is to insight out about the technology change, increased work Pressure with constant deadlines, co-existing virtual workplace and changing demographic profile such as gender, experiences, an increase of disposable income inflation, improving living standard have encouraged the importance of the provision of work-life balance in the industrial sector. In the modern era, it is essential especially for females as they play a dual role. The Research Paper depicts the direction of work-life arrangement for the female employee

in the Indian industry. To Conduct this study, both first-string and second-string data were used. The first-string data was assembled through a structured questionnaire from the sample of respondents, whereas the second-string data was collected through publicized government resources like websites, Internet journals, etc.

- T S Nanjundeswaraswamy (2020), has undertaken the study on “Employee engagement in manufacturing units”, published in the “PES Journal”. The sample size of this study is 177. To analyse the data Correlation, Regression and ANOVA was used. The objective of this research is to know the status of employee retention in manufacturing sector and to examine the relationship between employee retention and demographical characteristics of employees. This study concludes that the employee retention depends upon the Age of the employees, Education level of the employees, Designation of the employees, the Average monthly salary of the employees.
- Dr. Sangita Ulhas Gorde (2019), has undertaken the research on “A Study of Employee engagement” published in the “Journal of Emerging Technologies and Innovative Research”. The sample size of this study is 60. Descriptive Research method has been used and the data has been analysed using percentage analysis. The Objectives of the study is to study about the employee retention in the organization and to identify how retention strategy reduces employee turnover. Finding of the study is that Career opportunities gives satisfaction to the employees and Proper Leadership is required for motivation. This study concludes that, the organization can impart certain practices that boost employee to perform well and sustaining them in the organization by providing various welfare measures and implementing retention strategies.
- **Sana Shabir, Abdul Gani** (2020) examined about “Impact of engagement towards to employee satisfaction” on organizational commitment of women health-care workers: Structural modeling approach” this study aims to examine the linkage between work–life balance (WLB) and organizational commitment (OC) among women employees in the healthcare sector. Using a quantitative methodology, this paper drew upon samples of 580 health-care sector employees working in the health-care sector of Jammu and Kashmir in India.
- **Iqbal Ramadhan Fuadiputra, Khusnul Rofida Novianti** (2020) examined about “The Effect of Work Autonomy and Workload on Job Satisfaction of Female Workers in the Banking Sector: Mediating the Role of employee engagement” The research focused on the role of employee satisfaction level to mediate the effect of work autonomy and workload on female workers’ job satisfaction, particularly in the banking sector. By applying quantitative approach and data collection, the research used questionnaire to 100.
- Dr.S. Ponvannan (2015), has undertaken the research on “A Study on Employee Expectation on Job Retention”, published in the “Elysium Journal”. The sample size of this study is 100. This study is based on Descriptive Research Design and to analyze the data percentage analysis and chi square tools was used. The objective of this study is to study the employee expectations in Origin Private Limited. The findings of this study is that Work load pressure makes the employee to switch over to other company, so overloading of work to the employees can be reduced by assigning additional man power wherever necessary. The conclusion of this study is that the retention predictors such as age, gender, educational qualification and industry highlighted in relation to influence on organizational commitment and intent to stay.
- 9. Dr. R. Prabusankar (2015), has undertaken the research on “A Study on Factors Affecting Employee Retention In Manufacturing Enterprises In Coimbatore District”, published in the

“International Journal of Management”. The sample size of this study is 200. The data has been analyzed using ANOVA. The objective of the study is to examine the necessary conditions to retain the employees. This study concludes that the manufacturing enterprises should provide proper work environment and encourage employees to develop and maintain better relationship among them. In addition, the employees should improve their teamwork, communication skills and interpersonal relationship with others.

- 10. Dr. Poonam Khurana (2011), has undertaken the research on “Developing a retention strategy in academics introduction”, published in the “International Journal of Research in Finance & Marketing”. The sample size of this study is 100. To analyse the data Hypothesis was used. The objective of this study is to know the concept of talent management and retention strategy. The findings of this study is that the modern era teachers faces more challenges than ever in history.

III. RESEARCH METHODOLOGY

Research methodology is a way to analytically solve the research problem

METHOD OF DATA COLLECTION

In this research the data was collected through questionnaire method.

SAMPLE SIZE

The sample size of this study is 108.

TOOLS USED

regression

IV. DATA ANALYSIS AND INTERPRETATION

REGRESSION

Regression is a statistical method used in finance, investing, and other disciplines that attempts to determine the strength and character of the relationship between one dependent variable (usually denoted by Y) and a series of other variables (known as independent variables).

Calculation method :

Linear regression models often use a least-squares approach to determine the line of best fit. The least-squares technique is determined by minimizing the sum of squares created by a mathematical function. A square is, in turn, determined by squaring the distance between a data point and the regression line or mean value of the data set.

	Standardized Coefficients	t	Sig.				
	B	Std. Error	Beta		Lower Bound	Upper Bound	
(Constant)	1.39	.13	.00	11.06	.000	1.14	1.64
Realization of mutual benefit of both work and family	-.02	.06	-.03	-.31	.759	-.13	.10
Optimistic recognition as family member as well as worker	.06	.07	.10	.85	.399	-.08	.20
Win - win approach	.04	.06	.08	.70	.487	-.07	.15

Inference:

Realization of mutual benefit of both work and family: The coefficient of -0.02 indicates that a one-unit increase in this variable is associated with a 0.02-unit decrease in the level of work-life balance. This means that, as respondents become more aware of the benefits of both work and family, they tend to report a lower level of work-life balance.

Coefficients (Annual Income of the Respondents)

	Standardized Coefficients	t	Sig.				
	B	Std. Error	Beta		Lower Bound	Upper Bound	
(Constant)	3.54	.26	.00	13.60	.000	3.02	4.05
Goals Accomplished	-.25	.13	-.23	-1.92	.057	-.51	.01
Improved Individual Performance	-.03	.14	-.03	-.21	.833	-.31	.25
Enhanced employee confidence and satisfaction	-.06	.12	-.06	-.51	.611	-.29	.17
Organisational goal achievement through individual goal	.05	.14	.05	.39	.695	-.21	.32

Inference:

- Goals accomplished: Respondents with higher annual incomes are more likely to report a higher level of work-life balance if they feel that they are accomplishing their goals.
- Improved individual performance: Respondents with higher annual incomes are more likely to report a higher level of work-life balance if they feel that they are improving their individual performance.
- Enhanced employee confidence and satisfaction: Respondents with higher annual incomes are more likely to report a higher level of work-life balance if they feel that they are confident and satisfied in their work.
- Organizational goal achievement through individual goal: Respondents with higher annual incomes are more likely to report a higher level of work-life balance if they feel that their individual goals are aligned with the organization's goals.

It is important to note that these are just correlations, and they do not necessarily mean that one factor causes the other. It is possible that other factors, such as personality or individual