A Study Evaluating Ways to Enhance Work Engagement in the Indian Telecom Industry

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Abstract

Work Engagement is a crucial component of organisational success that signifies the dedication, zeal, and active participation of employees in their job. In the current competitive scenario, companies looking to improve productivity, lower attrition, and create a happy workplace must prioritize worker engagement. Employee engagement is critical to innovation, customer happiness, and, eventually, the expansion and success of the company. The purpose of conducting this study is to evaluate ways to enhance work engagement of the Indian telecom industry. One Sample t-test was used for the current study. The outcome of the study indicated that flexible work hours, Providing skill development and training programs, Offering career path, Encouraging teamwork, Providing access of modern technology, Offering competitive packages, Creating a positive work environment, Promoting healthy work-life balance, Encouraging continuous learning, Giving opportunities to attend an industry conference and events, Conducting regular Employee engagement survey, Supporting employee wellness initiatives are significant ways to enhance work engagement of Indian telecom industry.

Keywords: Telecom Industry, Telecommunication, Work Engagement, One Sample t-test.

1. Introduction

The telecommunications business is one of the most profitable and quickly developing industries in the world. Telecommunications is seen as a key instrument for socioeconomic development, enabling global connectedness and empowerment. India, which is presently the world's second-largest telecom market, has grown remarkably over the last ten years and now has the third-highest internet user base. The Indian telecom industry has experienced considerable changes and efforts since 1991, supported by favorable government policies and regulatory frameworks. The industry has an increasing subscriber base and contributes significantly to government income. But in a world of fierce rivalry and unheard-of shifts, it's critical to comprehend what drives profitability. Although there is a wealth of literature on the profitability of the industrial sector, there is still little study on the service industry especially telecom.

In the ever-changing economic environment of today, companies in the telecom sector are having to keep up with increased competition brought on by privatization and globalization. It is now standard practice to pursue innovation ceaselessly, embrace new technology, deal with economic ups and downs, and meet constantly rising client demands. Gaining a competitive advantage over competitors is crucial in this highly competitive climate, and employee engagement proves to be a crucial instrument in accomplishing this objective. Employee engagement is the level of commitment, fervour, and participation that employees show in their work, and it is a critical component in determining an organization's success.

Employee loyalty and attention to their duties are examples of how it shows up. In the telecom industry, where service quality and customer focus are crucial, motivated staff members are essential to ensuring customer satisfaction and thereby, fostering long-term sustainability.

The difficulty of distinguishing offers and the abundance of alternatives accessible to employees make the telecom business even more competitive. As a result, telecom service providers frequently struggle to motivate and keep their employees. In this scenario, the notion of "intention to stay," which refers to an employee's intentional desire to stay with the company, becomes extremely important. Telecom companies must use a variety of tactics to encourage employee engagement and a feeling of desire to stick around given the state of the market (Cho et al., 2009). Moreover, a better comprehension of the elements that improve employee engagement is proposed to enable businesses to create distinctive strategies that are difficult for rivals to imitate. Equipped with this understanding, managers and employers may anticipate employee requirements and take proactive measures to meet them, reducing the likelihood of problems and creating a more favorable work environment.

2. Review of Literature:

2.1 Anupama & Ranjeet (2020). The study set out to investigate the relationship between job crafting and innovativeness in the Indian IT sector and work engagement. The study supports the job demands and resources (JDR) theoretical model as well as the broaden-and-build theory by deepening our understanding of work engagement and its effects. However, concluding causality may be restricted when using cross-sectional data. The results highlight the significance of encouraging work engagement in IT organizations for increased productivity and growth since they indicate that work-engaged people demonstrate greater degrees of innovativeness and job-crafting behavior.

2.2 Surekha & Priyanka (2019). The purpose of the study was to evaluate employee engagement levels in a sample of Indian telecom companies across work and organizational characteristics "gender, age, tenure, and position." Based on age, years of work experience, and employee position, but not gender, the study's findings showed substantial disparities in employee job engagement levels. Employees in specific roles, those with more work experience, and those who were older all showed higher levels of involvement. The study's findings were also used to suggest ways to improve employee engagement in businesses.

2.3 Gajanethi, Swathi, Kumari. (2019). The purpose of the study was to evaluate HR procedures in the Indian telecom sector and investigate how they relate to the advancement of employees' careers. The study indicated that BSNL personnel were older, less qualified, and more experienced, with a primary focus on technical skills. Interviews with 100 employees from BSNL and Airtel in Hyderabad were conducted. By contrast, Airtel workers prioritised a mix between technical and HR abilities and were younger, highly trained, and less experienced. Notwithstanding these variations, the groups showed a high level of satisfaction with their organisations' career development programmes.

2.4 Verma., Nayak, Sarita. (2018). The aim of the research was to examine the relationship between employee engagement and retention, taking into account the fact that engagement influences employee retention rates by acting as a catalyst for psychological connection and commitment. The results showed that retention rates may be greatly increased by raising employee engagement levels, especially through non-financial factors. Employees that are emotionally committed in their work and emotionally linked to their organization exhibit more excitement and a readiness to go above and beyond what is required of them under contract. As a result, companies may use these insights to create retention strategies that work,

cultivating a culture that supports and keeps great people and reducing the costs related to turnover.

2.5 Jyoti & Meenakshi (2018). The purpose of the study was to investigate several factors that affect employee engagement in Jammu and Kashmir's (J&K) private telecom companies. Five factorial factors of employee engagement were identified from data collected from 150 workers using simple random sampling: "job characteristics," "rewards and recognition," "organizational justice," "perceived organizational support," and "job satisfaction." The results of a regression study showed that the degree of employee desire to remain with the company is strongly predicted by employee engagement.

2.6 Sekhar, C., et al (2018). The purpose of the study was to look at how flexible human resource management (FHRM) affects work engagement among Indian IT workers. The research indicates that when it comes to FHRM, work performance and employee engagement have a significant positive association. The association between work performance and employee engagement was mediated by FHRM, emphasizing the critical role that this practice plays in promoting greater levels of engagement and performance among IT professionals. FHRM availability inside the company was also linked to improved employee engagement and performance at the individual level. These results highlight how crucial it is to use FHRM to establish a healthy work environment that encourages employee engagement and improves job performance.

3. Objectives of the Study:

1. To evaluate ways to enhance work engagement in the Indian telecom industry
2. To give suggestive measures to Indian Telecom Industries towards introducing ways to enhance work engagement
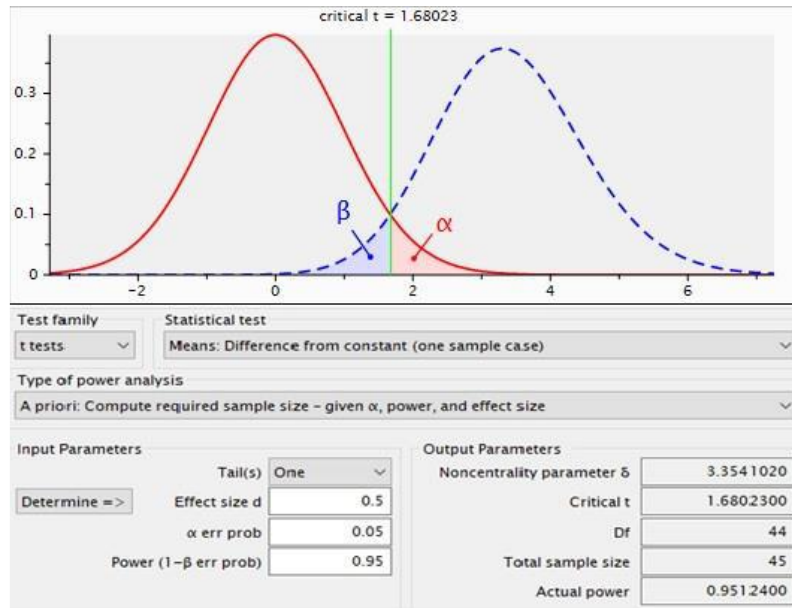
4. Hypothesis:

H_0: The ways to enhance work engagement in the Indian telecom industry is insignificant. (Mean score < 3)

H_1: The ways to enhance work engagement in the Indian telecom industry is significant. (Mean score > 3)

5. Research Methodology:

Research Design	Descriptive
Data Collection	Primary and secondary data sources
Sampling Technique	Non-probability purposive sampling
Sample Size	65 Telecom Industry Employees
Sample Size Determination	According to Faul et al.'s a minimum sample size of 45 for conducting a one-tailed one-sample t-test.
Statistical Technique	Parametric one-sample testing
Statistical Tool	R Studio software

6. Data Analysis and Interpretation:

Table No: 1 One sample t test

Items	t – statistics	P – value	Ha: mean score of evaluating ways to enhance work engagement of the Indian telecom industry > 3
Flexible work hours	17.32	0.000	Significant
Providing skill development and training programs	18.90	0.000	Significant
Offering career path	18.00	0.000	Significant
Encourage teamwork	16.23	0.000	Significant
Providing access of modern technology	19.34	0.000	Significant
Offering competitive packages	19.66	0.000	Significant
Creating positive work environment	16.09	0.000	Significant
Promoting healthy work life balance	17.45	0.000	Significant
Encouraging continuous learning	19.99	0.000	Significant
Giving opportunities to attend industry conference and events	16.43	0.000	Significant
Conducting regular Employee engagement survey	18.45	0.000	Significant
Supporting employee wellness initiatives	18.11	0.000	Significant

Parametric one sample t – test (one tailed) is applied to examine mean score of evaluating ways to enhance work engagement of Indian telecom industry. It is seen that p – value < 0.05 and t statistics > 1.96 for flexible work hours, Providing skill development and training programs, Offering career path, Encourage teamwork, Providing access of modern technology, Offering competitive packages, Creating positive work environment, Promoting healthy work life balance, Encouraging continuous learning, Giving opportunities to attend an industry conference and events, Conducting regular Employee engagement survey, Supporting employee wellness initiatives.

7. Conclusion:

In summary, the thorough research carried out in this report clarifies important tactics for raising employee engagement at work in the Indian telecom sector. The findings demonstrate the need of a comprehensive strategy and validate the complex nature of encouraging employee engagement. The underlying pillars that support employee engagement and passion include the provision of flexible work hours, strong skill development efforts, clear career advancement routes, and the creation of collaborative dynamics. Furthermore, attractive pay packages, the development of a good work atmosphere, and the use of contemporary technology are recognized as essential components in maintaining high levels of engagement. Furthermore, programs that support a healthy work-life balance, chances for ongoing education, and involvement in industry events all play a major role in fostering an engaged culture. Organizational commitment to employee well-being is further demonstrated by the adoption of wellness programs and the frequent administration of employee engagement surveys. By giving these tactics top priority, telecom businesses may successfully develop a committed and driven staff, putting them in a position to succeed long-term and gain a competitive edge in the ever-changing telecom market.

8. Recommendations

- Offer flexible work schedules or remote work options to accommodate a diverse workforce and promote a better work-life balance.
- Offer consistent skill development and training initiatives to equip staff members with up-to-date industry information and expand their prospects for professional advancement.
- Help workers see their long-term future inside the company and to inspire them to achieve, clearly define professional advancement routes.
- To build unity and synergy among staff members, and promote cooperation and collaboration through team-building exercises, cross-functional initiatives, and common goals.
- Enable staff members to operate more productively by giving them access to contemporary technological tools and platforms that enhance communication, optimize workflows, and empower them.
- Make sure you offer appealing perks and competitive compensation packages to acknowledge and honor staff members' accomplishments and help them feel valued and appreciated.
- Encourage an environment of open communication, mutual respect, and trust in your workplace to foster a friendly and inclusive work environment that inspires individuals to give their all.
- Encourage employees' general well-being and resilience by implementing work-life balance, mental health support services, and health and wellness programs.

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