

A Study on Employee Engagement Strategies in Information Technology in Soap Based Organizations

Ms.Sarumathi A (1),Dr. S. Satheesh Kumar (2)

1. II MBA Student, Panimalar Engineering College.
2. Assistant Professor, Department of Master of Business Administration, Panimalar Engineering College.

ABSTRACT

A Examining Employee Engagement Strategies in Information Technology is to improve employee satisfaction, increase productivity, and foster a positive work environment in the IT industry. It uses theoretical frame work and empirical research to examine various approaches aimed at promoting employee engagement in IT firms. In order to foster a highly engaged workforce, the study examines the main factors that drive and impede employee engagement in the industry. It places particular emphasis on the importance of corporate culture, effective leadership, possibility for career advancement, and work life balance programs.

Key words: Employee satisfaction, Mutual understanding, Awareness of employees.

INTRODUCTION

Employee engagement strategies in the field of Information Technology are crucial for fostering a productive and innovative work environment. Recognizing and rewarding employees for their dedication and accomplishment, whether through financial incentives, public acknowledgement, or non monetary perks like flexible scheduling or additional time off, boosts morale and motivation. Providing avenues for skill enhancement and career progression under scores the company's commitment to the long term success of its employees. This may involve organizing workshops, offering training programs, supporting certifications, and fostering mentorship opportunities. Team building initiatives and social gathering play a crucial role in fostering camaraderie among colleagues, encouraging collaboration, and fostering a positive workplace culture. Offering flexible work arrangements, such as remote work options or adaptable schedules, facilitates better work life balance and enhances job satisfaction. Creating mechanisms for soliciting feedback, suggestions, And concerns empowers employee contribute to the company's growth and improvement. Whether through regular surveys, suggestions boxes, or personalized feedback sessions these methods promote a culture of openers and continuous improvement. Encouragement and motivation are increased when workers are acknowledged and rewarded for their commitment and achievements, whether via cash reward ,public recognition, on non cash benefits like flexible work hours or more time off.

NEED OF THE STUDY

Employee engagement within the IT sector considering factors such as remote work, digital transformation, diversity and inclusion and emerging technologies. Assessment of leadership and management in cultivating employee engagement, including how different leadership styles, communications methods, and decision making processes influence morale and motivation. Investigate strategies for enhancing employee development and recognition in IT organizations, encompassing training, career progression, and reward system.

OBJECTIVES OF THE STUDY

- To Evaluate the perception of employees regarding the supportiveness and approachability of organizational leaders.
- To identify cultural strengths and areas for development to cultivate a work environment that fosters creativity, innovation, and employee well-being.
- To evaluate the effectiveness of existing recognition and reward systems in acknowledging employee contributions and fostering motivation.
- To measure the impact of training and development initiatives on employee skill enhancement, career advancement, and job satisfaction.
- To assess the level of awareness and utilization of work-life balance resources among employees within the IT organizations.

SCOPE OF THE STUDY

This study the significance of employee engagement within the realm of information technology, examining current trends and challenges. Compare engagement levels between IT companies and other sectors, analyzing the impact of factors such as job design, work-life balance, and career development opportunities. Investigate how technology, remote work, and digital communication tools influence engagement dynamics. Review successful engagement initiatives by top IT firms and develop metrics and assessment tools for the industry's unique needs. Assess the long-term effects of sustained engagement on retention, talent acquisition, and employer branding. Summarize key findings and offer actionable recommendations for IT leaders and HR professionals.

REVIEW OF LITERATURE

Mr. Bora Ly.(2024): Employing a quantitative research approach through a survey of 282 Cambodian public employees, structural equation modeling was utilized for analysis. The results unveiled a significant positive correlation between and EWE. Moreover, AOC was identified as a partial complementary mediator in this relationship. **Mr. Arooj Azhar, Mr.Nabeel Rehman, Mr. Nauman Majeed, Mrs. Sobia Bano.(2024):** These findings underscore the significance of establishing robust employer branding standards within hotels to position themselves as preferred employers, thereby augmenting organizational performance. **Mrs. Rakshi Singh, Mrs. Priyanka Sihag. (2023):** This study illuminates the importance of resilient leadership (RL) and psychological capital in maintaining employee engagement, especially in tumultuous environments such as the information technology (IT) industry. **Mr. Abraham Stefanidis, Mr.Moshe Banai, Mrs. Grace.(2023):** This study refines the theory of social capital within the cultural context of Lebanon. Specifically, they investigate the moderating role of a social capital

concept, in the relationship between employees' ethical idealism and work engagement. **Mr. Toyin AjibadeAdisa, Mr. Olatunji David. (2022):** This study the inhibiting effects of remote working on employee engagement, particularly amidst the Covid-19 pandemic, in their qualitative study of British workers. Unlike previous research that primarily extols the benefits of remote work, this study sheds light on its potential drawbacks, emphasizing the heightened risks and challenges exacerbated by the unique circumstances of the pandemic. **Mr. Rafael. (2022):** The explore the impact of collectivism-based organizational culture on employee commitment within public organizations in Spain. Adopting a triple perspective encompassing affective, normative, and continuance commitment, the study analyzes data from 214 public employees using Structural Equation Modeling. **Mr. Setyo Riyanto, Mr. Endri Endri .(2021):** This study aim to decipher the influence of motivation and job satisfaction on employee performance, with a focus on the mediating role of employee engagement. Conducted within Information Technology (IT) companies in Jakarta and Bandung, Indonesia, the study surveys 103 IT developers using Partial Least Square (PLS)analysis. **Mr. Seung Hyun Han, Mr. Moonju Sung. (2021):** This study the intricate relationships among various organizational constructs affecting individual-level performance within South Korean IT firms. **Aziz, H. M., Othman, B. J., Gardi, B., Ahmed, S. A., Sabir, B. Y., Ismael, N. B., Hamza, P. A., Sorguli, S., Ali, B. J., Anwar, G. (2021):** The aim of the current study explore the nexus between employee commitment and job satisfaction within private universities in the Kurdistan region of Iraq. Utilizing a quantitative approach, the study investigates the correlation between organizational commitment and job satisfaction across three private universities. **Mr. Kibum Kwon, Mr. Teasung Kim. (2020):** The provide a comprehensive understanding of the relationship between employee engagement and innovative behavior. Drawing from 34 empirical studies and guided by the JD-R model, the review elucidates the nuanced interplay between demands, resources, engagement, and innovative behavior among employees.

RESEARCH METHODOLOGY

The research design adopted in this study is Descriptive Research. Descriptive research is are search method describing the characteristics of the population or phenomenon studied. The primary data collection techniques used in this study is QUESTIONNAIRE METHOD. In this study, the major questionnaire technique used is Close Ended Questions. The sampling method used in this study is PROBABILITY SAMPLING. Probability sampling is a sampling technique where a researcher selects a few criteria and chooses members of a population randomly. The sampling technique used in this study is Simple Random Sampling. The sample size for this study is 220, which is derived from the total number of employees in the organization, i.e., population(N) of 550. The collected data has been analyzed by the following statistical tool.

- 1) Mann-Whi-tney U Test
- 2) Kruskal Wallis H Test

TEST ANALYSIS

NON-PARAMETRIC TEST

➤ MANN -WHITNEY U TEST

Null hypothesis H0 : There is no significant difference between the mean ranks of men and women with respect to 'Leadership support and communication', 'Work environment and culture', 'Recognition and rewards', 'Professional Development and Training', 'Work life balance and well – being'.

Alternative hypothesis H1 : There is significant difference between the mean ranks of men and women with respect to ‘Leadership support and communication’, ‘Work environment and culture’, ‘Recognition and rewards’, ‘Professional Development and Training’, ‘Work life balance and well – being’.

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Leadership support and communication	1	117	107.83	12616.50
	2	103	113.53	11693.50
	Total	220		
Work environment and culture	1	117	114.91	13445.00
	2	103	105.49	10865.00
	Total	220		
Recognition and rewards	1	117	114.41	13386.00
	2	103	106.06	10924.00
	Total	220		
Professional Development and Training	1	117	108.38	12680.50
	2	103	112.91	11629.50
	Total	220		
Work life balance and well - being	1	117	110.89	12974.50
	2	103	110.05	11335.50
	Total	220		

a.Mann – Whitney Test cannot be performed on empty groups

Test Statistics

	Leadership support and communication	Work environment and culture	Recognition and rewards	Professional Development and Training	Work life balance and well - being
Mann-Whitney U	5713.500	5509.000	5568.000	5777.500	5979.500
Wilcoxon W	12616.500	10865.000	10924.000	12680.500	11335.500
Z	-.668	-1.107	-.991	-.536	-.100
Asymp. Sig. (2-tailed)	.504	.268	.322	.592	.920

INFERENCE:

Since P value > 0.05 for all 5 variables, therefore the test failed to reject the null hypothesis. There is no significant difference between the mean ranks of men and women with respect to 'Leadership support and communication', 'Work environment and culture', 'Recognition and rewards', 'Professional Development and Training', 'Work life balance and well – being'

➤ KRUSKAL – WALLIS H TEST

Null hypothesis H0 : There is no significant difference between the mean ranks of respondents age with respect to 'Leadership support and communication', 'Work environment and culture', 'Recognition and rewards', 'Professional Development and Training', 'Work life balance and well – being'.

Alternative hypothesis H1 : There is significant difference between the mean ranks of respondents age with respect to 'Leadership support and communication', 'Work environment and culture', 'Recognition and rewards', 'Professional Development and Training', 'Work life balance and well – being'.

Ranks

	Age	N	Mean Rank
Leadership support and communication	1	87	90.93
	2	71	127.88
	3	43	109.63
	4	19	137.16
	Total	220	
Work environment and culture	1	87	102.22
	2	71	112.58
	3	43	116.33
	4	19	127.47
	Total	220	
Recognition and rewards	1	87	98.30
	2	71	123.14
	3	43	113.60
	4	19	112.11
	Total	220	
Professional Development and Training	1	87	117.23
	2	71	107.08
	3	43	100.56
	4	19	114.95
	Total	220	
Work life balance and well - being	1	87	113.79
	2	71	105.10
	3	43	118.81
	4	19	96.82
	Total	220	

Test Statistics

	Dimension1	Dimension2	Dimension3	Dimension4	Dimension5
Chi-Square	17.175	3.322	6.369	2.401	2.490
df	3	3	3	3	3
Asymp. Sig.	.001	.345	.095	.493	.477

a. Kruskal Wallis Test

INFERENCE:

Since P value > 0.05 for the variable – Work environment and culture , therefore reject the null hypothesis.

There is significant difference between the mean ranks of respondents age with respect to ‘Leadership support and communication’, ‘Work environment and culture’, ‘Recognition and rewards’, ‘Professional Development and Training’, ‘Work life balance and well – being’

FINDINGS

It is found that 57.5% of the respondents are male. 28.3% of the respondents belong to the age group of 36-45 years. 61.1% of the respondents are unmarried. 27.9% of the respondents are UG. 29.6% of the respondents have experience of 10-15 years with the company. 28.3% of the respondents are aware of grievance handling policies and procedures of the organization are very much familiar to the employees. 31.4% of the respondents are Very Satisfied of speed at which their grievances are typically addressed. 52.2% of the employees agree that the organizational policies and procedures play a role in causing employee grievances. 52.7% of the respondents agree that they feel comfortable expressing their grievances to supervisor/manager. 31.9% of the respondents says that the organization treatment of employee grievances compared to other workplace issues are very fair. The Mann – Whitney U test is found that there is no statistically significant difference between the mean rank of male & female with respect to the variables

Awareness of Employees, Level of Satisfaction, Factors Influencing Grievances, Mutual Understanding Between Employees and the Organization and Perceived Fairness and Equity. The Kruskal Wallis H test is found that There is no significant difference between the age of the employees with respect to the variables Awareness of Employees, Level of Satisfaction, Factors Influencing Grievances, Mutual Understanding Between Employees and the Organization and Perceived Fairness and Equity.

SUGGESTIONS

Ensure of your study, such as understanding the current level of employee engagement, identifying key drivers of engagement, or evaluating the effectiveness of existing engagement initiatives. A research design that aligns with your objectives and allows you together relevant data effectively. Consider whether a quantitative, qualitative, or mixed-methods approach would be most suitable for your study. Ensure that your sample includes a diverse representation of IT professionals across different roles, levels of experience, and organizational contexts. Utilize validated measurement tools or develop reliable survey instruments to assess employee engagement accurately.

CONCLUSIONS

A employee engagement strategies in the information technology sector is essential for understanding how organizations can cultivate a motivated and productive workforce. Through this study, we have gained valuable insights into the factors influencing employee engagement in IT organizations and identified effective strategies for enhancing engagement levels. Transformational leadership styles that emphasize vision, support, and empathy emerged as particularly influential in driving employee engagement. A highlighted the importance of offering flexible work arrangements to support employees' work-life balance and encourage creativity and innovation. Investing in employee development programs and providing opportunities for continuous learning were also identified as key strategies for promoting engagement and retention within IT organizations.

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