

## An Analysis on Comprehensive Approach to Enhance Employee Engagement Strategies at Samiya Group, Wandoor, Kerala

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### ABSTRACT

Both employee satisfaction and corporate performance depend heavily on employee engagement. This study examines Samiya Group's current engagement tactics and pinpoints important areas for development, such as career advancement, communication, and acknowledgment. The study uses a mixed-method approach that includes surveys and interviews to highlight issues like inconsistent feedback and restricted prospects for improvement. To promote diversity and increase participation, the study suggests a thorough framework that places a strong emphasis on technology-driven solutions, open feedback mechanisms, individualized growth plans, and leadership training. To analyze the research used a **t-test** and **correlation** as statistical tools by putting these tactics into practice, Samiya Group may become known as an employee-centric company while increasing employee happiness, lowering attrition, and fostering sustainable growth.

**Keywords:** *Employee Engagement, Communication, Career growth, Technology in engagement, Recognition.*

### 1. INTRODUCTION

A key component of business success, employee engagement affects innovation, productivity, and worker well-being. Employee engagement promotes an outstanding culture because engaged workers are more dedicated, driven, and in line with company objectives. Organizations are under more pressure than ever to draw in, keep, and empower talent in the fast-paced business world of today. Developing high levels of employee engagement is not only a human resources endeavor but also a strategic necessity for businesses such as Samiya Group, a leader in sector.

Many companies, like Samiya Group, struggle to achieve consistent and meaningful employee engagement despite large investments in engagement programs. Efforts to create a motivated and contented workforce are frequently hampered

by elements including poor communication, a lack of recognition, a lack of opportunity for professional advancement, and changing employee expectations. A proactive, all-encompassing strategy catered to the particular requirements of the company and its staff is needed to address these issues.

The purpose of this study is to evaluate Samiya Group's present employee engagement situation, pinpoint any gaps, and suggest workable solutions to raise engagement levels. This study looks at important factors that influence employee engagement and combines creative ideas with best practices to give Samiya Group a road map for developing a highly motivated and effective staff.

## 2. RESEARCH METHODOLOGY

To examine and improve Samiya Group's employee engagement tactics, this study uses a mixed-method approach that combines qualitative and quantitative techniques. Structured employee surveys and current engagement indicators are used to collect quantitative data, and focus groups and semi-structured interviews with managers, HR staff, and employees are used to obtain qualitative insights. To guarantee representation across different roles and hierarchical levels, a stratified random selection technique is used. While content analysis finds recurrent patterns in qualitative data, quantitative analysis uses statistical tools like SPSS. By comparing data from several sources, triangulation ensures the credibility of conclusions. Throughout the study, ethical principles such as informed consent, confidentiality, and anonymity are maintained. This thorough methodology aims to offer practical insights for enhancing engagement tactics at Samiya Group, notwithstanding possible obstacles like responder bias and time limits.

## 3. REVIEW OF LITERATURE

- Bailey et al. (2017):** According to the study, psychological safety and employee engagement are related, and workers are more involved when they feel free to voice their opinions and concerns. Argued for individualized and adaptable approaches to workplace dynamics by highlighting the effects of management practices and job design on engagement levels.
- Purcell (2019):** Investigated how HR procedures directly impact organizational policies and line manager conduct, and suggested that the matching of employee values with company goals influences employee engagement.
- Agarwal and Gupta (2020):** Centered on how businesses may maintain high levels of engagement as they move to digital channels, highlighted how crucial it is to upskill staff members and give them access to tools to promote involvement during times of transition.
- Schaufeli (2021):** Based on the Job Demands-Resources (JD-R) paradigm, which emphasizes the need to balance resources and difficulties. It has been discovered that when work expectations are satisfied with enough resources, including opportunity for growth, autonomy, and feedback, engagement is maximized.
- Saks and Kaur (2022):** Highlighted how crucial employee well-being is becoming in remote and hybrid work settings, and suggested tailored engagement tactics that anticipate and mitigate disengagement threats using data analytics.

## 3. OBJECTIVES OF THE STUDY

- To Determine the Present Levels of Employee Engagement.
- To Assess Communication, Job Resources, and Leadership.
- To Create Tailored Engagement Strategies.

## DATA ANALYSIS AND INTERPRETATION

### 4.1 Motivated to put in extra effort to help the company succeed

Particular	No. of Respondents	Percentage
Strongly Agree	22	22%
Agree	47	47%
Neutral	25	25%
Disagree	6	6%

**Table 4.1.1**

#### Analysis

According to the data, a significant majority of respondents (69%) expressed a positive opinion on the topic under consideration by either agreeing (47%) or strongly agreeing (22%) with the statement in question. The majority of employees support or agree with the statement, as evidenced by the mere 6% that disagree.

### 4.2 Decision-making process in the organization

Particular	No. of Respondents	Percentage
Very Transparent	30	30%
Somewhat Transparent	45	45%
Neutral	22	22%
Not Transparent	3	3%

**Table 4.2.1 Decision-making process**

#### t-test

#### P value and statistical significance

The two-tailed P value equals 0.0647

By conventional criteria, this difference is considered to be not quite statistically significant.

#### Confidence interval

The hypothetical mean is 0.00

The actual mean is 25.00

The difference between these two values is 25.00

The 95% confidence interval of this difference:

From -2.84 to 52.84

#### Intermediate values used in calculations

$t = 2.8583$

$df = 3$

standard error of difference = 8.746

GraphPad's web site includes portions of the manual for GraphPad Prism that can help you learn statistics. First, review the meaning of P values and confidence intervals . Then learn how to interpret results from a one sample t test .

Review your data:

Mean 25.00  
SD 17.49  
SEM 8.75  
N 4

### Analysis

The notion that regular feedback improves well-being is supported if the t-test produces a p-value  $\leq 0.05$ , which shows a significant association between the frequency of constructive feedback and well-being. There is no meaningful proof of a relationship if the p-value is greater than 0.05. The sign and value of the t-statistic will reveal the correlation's strength and direction.

### 4.3 Table Constructive feedback

Options	Well-being	Constructive Feedback
Always	25	22
Often	46	51
Sometimes	25	22
Rarely	4	3

Table 4.3.1

### Hypothesis

**H<sub>1</sub>:** A significant positive correlation exists between well-being and receiving constructive feedback.

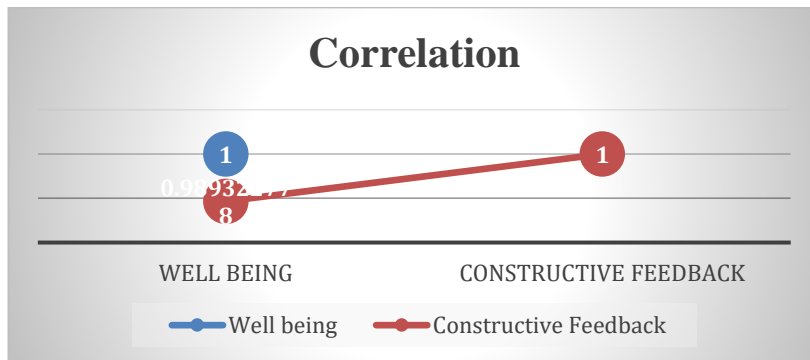
**H<sub>0</sub>:** There is no significant correlation between well-being and receiving constructive feedback.

### Data

Correlation	Well-being	Constructive Feedback
Well-being	1	
Constructive Feedback	0.989322778	1

Table 4.3.2

## Correlation



## Interpretation

The information points to a possible favourable relationship between the frequency of constructive criticism and well-being. Higher levels of well-being are reported by workers who "Always" or "Often" get constructive criticism, suggesting that regular feedback may promote understanding, encouragement, and personal development. On the other hand, receiving feedback seldom ("Rarely") is associated with poorer well-being scores, underscoring the significance of consistent, positive communication in raising employee well-being.

## 5. FINDINGS AND SUGGESTIONS

### 5.1 FINDINGS

- Employee Motivation (4.1): While 25% of respondents are neutral, 69% of respondents are driven to support the company's success, indicating potential for improving engagement tactics.
- Transparency in Decision-Making (4.2): 75% of respondents believe that decisions are transparent, while a t-test ( $p = 0.0647$ ) indicates that this difference is not statistically significant.
- Constructive Feedback and Well-Being (4.3): Regular constructive feedback greatly improves employee well-being, according to a substantial positive association ( $r = 0.99$ ).

### 5.2 SUGGESTIONS

- To keep managers and staff communicating consistently, provide frequent, organized feedback sessions.
- Managers should get training on how to properly provide constructive criticism, emphasizing encouragement and practical suggestions.
- Promote a feedback culture in which staff members may freely express their worries and experiences without worrying about facing consequences.
- To strengthen employee engagement, provide support mechanisms that go hand in hand with feedback, including mentorship programs or well-being initiatives.
- To make sure that feedback procedures are fulfilling employee requirements and promoting wellbeing, they should be routinely reviewed and modified.

## CONCLUSION

Samiya Group's performance in a cutthroat and quickly evolving business climate depends on increasing employee engagement. Key issues like uneven communication, little acknowledgment, constrained professional advancement, and insufficient use of technology in engagement practices are highlighted in this study. Samiya Group can cultivate a more

engaged, motivated, and productive workforce by addressing these gaps through focused strategies—like improving communication channels, putting recognition programs into place, establishing clear career progression pathways, encouraging work-life balance, and utilizing cutting-edge engagement tools.

The suggested strategy improves employees' sense of purpose and belonging in addition to bringing them into line with company objectives, both of which are critical for long-term viability and expansion. By funding these projects, Samiya Group can increase worker satisfaction, lower attrition, and create a vibrant workplace that fosters creativity and achievement.

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