

# **Analysis of Employee Engagement and Work Life Balance Impact on Employee Productivity at Hirezy HR Solution**

**SUBMITTED BY**

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## **Abstract**

This study investigates the dual influence of employee engagement and work-life balance on productivity at Hirezy HR Solution, a prominent HR consultancy in Noida, India. Through the lens of established motivational and organizational behavior theories, and based on primary research involving 50 employees, the findings indicate a strong positive correlation between engagement practices, work- life balance policies, and enhanced employee productivity. Recommendations are provided for improving HR strategies by emphasizing personalization, stress management, and supervisory consistency.

## **Introduction**

Employee engagement and work-life balance are essential elements of a healthy and productive organizational environment. Engagement includes emotional and behavioral investment in one's work, while work-life balance ensures harmony between personal and professional commitments. The lack of these can lead to disengagement, burnout, and attrition.

Hirezy HR Solution, established in 2021, offers recruitment, staffing, and HR training. The research addresses the following core questions:

- How effective are employee engagement initiatives in motivating employees?
- How do work-life balance policies affect productivity?

## **Theoretical Framework**

- Self-Determination Theory (Deci & Ryan, 1985): Proposes that autonomy, competence, and relatedness enhance intrinsic motivation. Engagement strategies that meet these needs boost performance.
- Job Demands-Resources Model (Bakker & Demerouti, 2007): Balances job demands with resources (e.g., flexible hours, supervisory support) to prevent burnout and sustain productivity.
- Kahn's Engagement Theory (1990): Highlights psychological safety, availability, and meaningfulness as key engagement conditions, promoting energy investment in work.

## **Case Study: Hirezy HR Solution**

Founded in Noida, Hirezy provides tailored HR solutions across industries. It emphasizes innovation, skill alignment, and high-performing teams. The company values reliability, teamwork, and respect. A SWOT analysis revealed:

- Strengths: HR expertise, advanced tech

- Weaknesses: High workloads
- Opportunities: AI-driven HR tools
- Threats: Industry competition, data risks

### Methodology

A descriptive research design was used. Data was collected via questionnaires from 55 employees of Hirezy's Noida branch, supported by interviews and observations. Convenience sampling was used.

- Primary Data: Employee questionnaires, HR manager interviews
- Secondary Data: Policy documents, websites, journals

### Data Analysis and Interpretation

Key findings:

- 78% satisfied with engagement initiatives
- 75% motivated by engagement activities
- 82% found work-life balance improves productivity
- 80% acknowledged supervisory support
- 85% stated work-life balance helps achieve goals
- Bias and communication issues identified in 25% of responses
- Team-building (45%) and recognition (30%) were most effective motivators

These results align with theoretical models, showing that psychological safety, support, and autonomy are critical to engagement and productivity.

### Conclusion

Engagement and work-life balance significantly influence motivation and productivity. While Hirezy shows strong results, challenges such as inconsistent implementation, stress, and communication gaps remain. Enhancing diversity of programs, supervisory training, and workload management will further strengthen outcomes.

### Recommendations

- Personalize engagement initiatives
- Implement stress management programs
- Use feedback and HR analytics
- Train supervisors for policy consistency
- Expand flexible work arrangements

### References

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