

EMPLOYEE ENGAGEMENT STRATEGIES IN INFORMATION TECHNOLOGY COMPANIES

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ABSTRACT:-

Employee engagement is important in an organization to achieve its goals. Engagement is an employee involvement with an interest in organizational principles. in the company's business context. Employee engagement refers to working together with their colleagues to get effective tasks performance which leads to getting the productivity of an organization. Employees will perform with a positive attitude towards the organization Every employee will put effort into their work to get a good name for his organization. This research will explain how an employee will put effort into his work and complete their work on time. Employee engagement will help how employee engagement is associated with employee job satisfaction .this research results in many employees coming together and compliance with their organizations which will bring maximum involvement, and in turn, retaining is not impossible.

Keywords: Effective employee engagement, Challenges, New trends, IT sector Employee Engagement

I. INTRODUCTION

Employee engagement is a process where employees come towards to achieve their goals and increase their effects towards companies .it also plays a big role in keeping employees happy solving their mistakes and positively taking them. employee engagement is a relatively new concept in the academic community but has been heavily promoted by consulting companies. "The harnessing of organization members selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances ".Employees are recognized as assets to be utilized to their thorough, with no extent for own decision making. Because of these attitudes in the employment relationship, the attentiveness of the employee is interior to that of the employer.

II. OBJECTIVE

The objective of the article is to enhance and find out what motivates employees to have compassion for the job they do which motivates them to display mandatory resolution thus going to the further mile to do their job and give their best of their technique. Employee engagement plays a big role in keeping employees happy, solving their grievances, and engaging them in a positive manner that increases their happiness and satisfaction level with the company. information technology companies have long working hours where a high quality of work performance is a must.

- 1.To measure current level of employee engagement in I.T. Industry of A.P.
- 2.To examine the causative factors for Employee Engagement/ Disengagement.
3. To assess the impact of demographic profile of the employees on their Engagement.

4. To identify the influence of organizational inputs on the Engagement.
5. To identify interventions/Ways and means to enhance Employee Engagement in the organizations.

III. EMPLOYEE ENGAGEMENT METHODS

1. Employee Engagement Strategy Tips:-

- 1) Uphold your company's core values.
- 2) Carve out career paths.
- 3) Provide opportunities for growth
- 4) Recognize top performers
- 5) Promote transparency
- 6) Solicit and use feedback from your team
- 7) Hold employees accountable
- 8) Hold yourself accountable
- 9) Don't forget to assess

2. Employee Engagement Trends:

The idea of employee engagement is not going away and has only grown in value over time. Yet like anything else, with advances in technology and changes in how we work, there are a few employee engagement trends to pay attention to.

Here are a few trends your organization should monitor:

- More emphasis on employee experience. Meaning, more emphasis on creating the best possible work journey for employees, even if they move on their careers you want nothing but positive outcomes.
- >Flexibility is on employees minds more than ever, while remote work and the need for more flexible work has been growing, the pandemic got people thinking about it more as many were required to work digitally from home. While traditional 9-5 might still exist, employees will be better engaged with more flexibility to do their best work.
- Embracing technology that employees want to use. We all know there is a lot of platforms and apps on the market already for various uses. But your organization needs to adapt to the RIGHT technology that will better engage all your people. With more people working remotely and more of the work being done online.

3. Employee Engagement Software:

Employee engagement software can be pretty broad category. It can be argued that anything that helps your company and is used by employees. Could be some form of engagement.

Employee engagement Software is Commonly implemented in human resources, Communications, or a combo of departments for various use cases within employee engagement.

Few of Employee engagement Software:

- **Everyone Social** – Employee advocacy is a perfect complement to improve employee engagement. Besides keeping employees informed, creating, and sharing content wherever they are- we can highlight milestones, Collect insights and feedback from employees, and more.
- **Office vibe** – The Solution help Managers get information about how their teams are performing and get recommendations and tips to address any potential roadblocks.
- **Lattice** – The people management platform helps leaders increase employee engagement no matter when employees are located and working.

4. Factors Affecting Employee Engagement:-

Attitude:-

Happy employee are better at their work we popularly believe that hard work and success make us happy, yet hardward psychology reserve reveals that happiness brings us success. Employees are responsible for owning their own happiness. If aren't happy doing what are you are doing you may need to look internally and take control of your situation attitude .in many instances leaders are in prime position to lead by example. Exude the attitude you would want your employee to possess. Influence the attitude of those around you. Positivity is contagious.

Management:-

A leadership set the tone for company culture .leaders is able to influence produce change and motivates teams. The most effective leaders help employee see the value in their work and how it aligns with business goals and the direction of the company. According to a study conducted by cornerstone on demand and research firm Kelton,the top reason why employees stay in their current positions aside from compensation and benefits -is a good manager I enjoy working for positive attitude in management impact not only employee engagement ,but also retention numbers .

Health:-

Sickness and other health issues are a drain on employee productivity .sick employee tend to call out for fear of infecting co-workers or simply because they fell more comfortable at home .a remote workplace policy helps alleviate some of these concerns and encourages employee to work when and where they feel most effective .when implemented correctly, remote employees are likely to be as connected and engaged as those who work consistently in the office.

Technology:-

No matter how positive and engaged your employee are , they may remain unproductive without the right technology. The positive attributes of smart employee are enhanced by the right technology. Look into current processes and see how they might be improved through a technology upgrade.

Culture:-

Because employees feel more engaged when connected, collaboration has been linked to productivity and positivity. Employees who collaborate develop a better sense of how their input and roles play into the company structure .create a culture that values input from everyone.

5. Relationship Between Employee Engagement And Job Satisfaction

When an employee is engaged with his will and mind to work and he/she is readily participate that means that he/she is happy /satisfied with his his job and company. The Employee engagement is on the decline and there is a deepening disengagement among employees today. In the time of economic downturn, engaged employee with full workforce can make differences of survival or success of the organization .Employee engagement has been defined in many different ways and the definitions and measures often sound like other better known and established constructs like organizational commitment and organizational citizenship behaviour. The constructs and dimensions of the employee engagement are in the development stage. The specific employee engagement is unclear and there is no acceptable constructs .In the other words researchers and reviewers do not use the same components to describe employee engagement. The Objectives of the Study are to find the components of employee engagement, the components of job satisfaction and to study the relationships between employee engagement and job satisfaction.

IV.CONCLUSION AND DISCUSSION

Researcher was given opportunity to perform on boarding (certificate verification, documentation) and supporting help desk activities in web portal service. Based on the working environment and support services need the researcher has been given opportunity to explore the on hand job.

Researcher was given freedom to access web portal and allowed to handle situations with guidance and support of HR Team. Researcher was able to understand the importance and responsibilities of HR operation/practices towards employee engagement from induction to exit interview. In the interview about the employee engagement, interviewee explained being and an employee with job satisfaction was always engaged with company's activities which in turn increase in individual performance and productivity towards organizations growth.

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