

Evaluating the Relationship Between Employee Engagement and Job Satisfaction as Key Drivers of Organizational Productivity at Electric Vehicle Industry

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Abstract - This study examines the relationship between employee engagement, job satisfaction, and organizational productivity at Electric Vehicle (EV) sector. A descriptive research design was adopted using primary data collected through a structured questionnaire. Statistical tools such as correlation, regression, and ANOVA were used. The findings reveal that employee engagement significantly impacts job satisfaction, and job satisfaction strongly influences productivity. Workplace communication and work environment also contribute to satisfaction, while age does not significantly affect engagement.

Key Words: Employee Engagement, Job Satisfaction, Organizational Productivity, Workplace Communication, Work Environment.

1. INTRODUCTION

In the contemporary business environment, organizations increasingly rely on human capital for competitive advantage. Employee engagement and job satisfaction are critical factors influencing productivity. This study examines their relationship within Electric Vehicle (EV) sector, focusing on how engagement initiatives influence satisfaction and productivity outcomes.

2. Body of Paper

2.1 Problem Statement

Organizations often face a gap between engagement initiatives and employee perception, leading to reduced satisfaction and productivity.

2.2 Objectives of the Study

To evaluate engagement, assess job satisfaction, analyze relationships, and identify influencing workplace factors.

2.3 Need of the Study

To provide insights into employee motivation, retention, and effectiveness of engagement strategies in a dynamic EV industry.

2.4 Scope of the Study

Focused on employees of Electric Vehicle (EV) industry, examining engagement, satisfaction, and productivity.

2.5 Limitations of the Study

Limited sample size, self-reported data, and focus on a single organization.

2.6 Review of Literature

Employee engagement is defined as the emotional commitment of employees toward their organization (Saks, 2006). Research indicates that engaged employees contribute more effectively to organizational goals (Gallup, 2004). According to Shmailan (2017), job satisfaction reflects employees' attitudes toward their work and influences productivity. Bhattacharya (2015) highlighted that productivity improves when employees are satisfied and motivated. Koopmans (2011) emphasized that

2.7 Research Methodology

Descriptive design, primary data, convenience sampling, 120 respondents, Likert scale questionnaire, SPSS tools.

2.8 Hypothesis and Tests

H1: Employee engagement has a significant impact on job satisfaction.

H2: Job satisfaction significantly influences employee productivity.

H3: There is a significant difference in employee engagement levels across different age groups.

H4: Workplace communication has a significant relationship with employees' job satisfaction.

H5: The work environment has a significant relationship with employees' job satisfaction.

H1 & H2: Regression; H3: ANOVA; H4 & H5: Correlation.

2.9 Data Analysis and Interpretation

H1 and H2 accepted with strong significance; H3 rejected; H4 accepted; H5 accepted.

2.10 Key Findings

Engagement improves satisfaction; satisfaction improves productivity; communication matters; age has no effect.

3. CONCLUSIONS

The study concludes that employee engagement significantly enhances job satisfaction and productivity. Organizations should focus on engagement strategies to improve performance.

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