

Employee Engagement At Datamatics Global Services Ltd

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ABSTRACT

Employee engagement is a nature of relationship between an organization and its employees. An “engaged employee” is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization’s reputation and interests. This study aims at examining the engagement of employees towards their work and organization. Research design adopted for the study is descriptive in nature. A sampling survey was conducted among 170 employees of DATAMATICS which is located in Puducherry region, who have been selected by Simple Random Sampling method using questionnaire. The tools used for analysis are correlation, chi square and weighted average which is done manually to examine the engagement of employees in DATAMATICS. Through analysis it was identified that the existing awareness programs for employees followed by the company are effective and the employees are highly motivated and appreciated for their quality work. Thus, it can be understood that the employees in the company are highly engaged in their job and organization. The suggestions can help the company to have better engagement between employees and employers.

KEYWORDS: commitment, employee engagement, involvement, motivational level

1. INTRODUCTION

Employee engagement can be defined as an employee putting forth extra efforts towards the organization, as well as the likelihood of the employee being loyal and remains with the organization over a long period of time. Employee engagement is also called work engagement or worker engagement. An "engaged employee" is one who is fully involved in, and enthusiastic about his or her work, and thus will act in a way that promotes their organization's interests. A highly engaged employee will consistently deliver beyond expectations. In the workplace, researchers on employee engagement (Harter, Schmidt & Hayes, 2002) have repeatedly asked employees 'whether they have the opportunity to do what they do best everyday', While one in five employees strongly agree with this statement. Those work units scoring higher on this perception have substantially higher performance.

Employee engagement satisfaction survey determines the current level of employee engagement. A well-administered satisfaction survey shows at what level of engagement the employees are operating. Customizable employee survey will provide with a starting point towards the efforts to optimize employee engagement. The key to successful employee satisfaction survey is to pay close attention to the feedback from the staff. It is important that employee engagement is not viewed as one time action. Employee engagement should be a continuous process of measuring, analyzing, defining and implementing. Mackey and Schneider consider that employee engagement refers to positive feelings held by employees about their jobs and also the motivation and effort they put into work. Engagement tends to possess positive employee behaviors that lead to organizational success. Employee engagement needs to be measured at regular intervals in order to track its contribution to the success of the organization. But measuring the engagement (feedback through surveys) without planning how to handle the result can lead employees to disengage. It is therefore not enough to feel the pulse—the action plan is just as essential.

2. REVIEW OF LITERATURE

Priya Shanmugam, R. Krishnaveni, (2008) "Employee Engagement: An Introspection into Its Conceptualization" is one of the latest terminologies that have gained enough attention from

business organizations in the process of implementing new employee productivity strategies. Its popularity has caught up so fast that even in the absence of a universal definition and concrete conceptualization; business houses have begun framing strategies to induce employee engagement.

Bijaya Kumar Sundaray, (2007) A Driver of Organizational Effectiveness has emerged as a popular organizational concept in recent years. It is the level of commitment and involvement of an employee towards the organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization.

Brad Shuck (2011) An Integrative Literature Review has garnered attention in both practitioner and academic communities and several approaches for understanding engagement have developed. Whereas many authors have taken their own approach to understand employee engagement, others have offered reinterpretations by the concept wrapped in well-researched and documented organizational variables. Fortunately, distinct streams of literature have emerged but are widely disparate, surfacing intermittently in the fields of psychology, sociology, management, human resource development (HRD), human resource management, and health care.

Mamta Mohapatra, Baldev R. Sharma (2010) A Study of Employee Engagement and its Predictors in an Indian Public Sector Undertaking is an article which presents an assessment of the level of employee engagement among managers of a public sector undertaking in India. Besides highlighting the level of engagement, the study has identified the predictors of organizational commitment, which was used as an important manifestation of employee engagement. The study is based on primary data collected from 84 managerial employees on a number of parameters relating to employee engagement and its potential predictors. James R. Jones (2005) "Race Effects on the Employee Engagement-Turnover Intention Relationship" in this paper the author reviews extant research findings on employee engagement. We then outline and test potential differences in the relationship between engagement and intent to remain with the organization, based upon variations in the racial composition of the supervisor-employee dyad.

Temkin Group (2012) Employee Engagement Benchmark has been one of the core competencies that we have stressed with companies for a long time and now we have quantitative evidence to make the case that it's critically important." Employee Engagement Benchmark Study, found a link between the level of employee engagement and the effort and commitment of employees to their company.

3. OBJECTIVES OF THE STUDY

1. To analyze the employee engagement in the company.
2. To evaluate the effectiveness of the employee engagement.
3. To analyze the motivation level of the employees in the existing system.

4. RESEARCH METHODOLOGY

The task of data collection begins after research problems have been defined and research design chalked out. The research design is the basic framework or plan for a study that guides the collection of data and analysis of data. In this survey the design used is Descriptive Research type. The main purpose of the descriptive research is description of state of affairs, as it exists at present. Data is the foundation for all organizational culture research. The researchers can obtain a data form. Questionnaires are prepared and informal personal interview has been conducted. Most of the questions were of multiple choices. Proper care was taken to frame the questionnaire in such a manner that it should be easily understood in view of educational level of the employees. In order to test to the data, percentage analysis, correlation analysis, chi-square analysis and weighted average method were carried out by the researcher.

5. RESULTS AND DISCUSSIONS

The demographic profile of the respondents is as follows: Out of 170 employees, 59% of the respondents are male and 41% of the respondents are female. Majority of the respondents (59%) belong to the Age category of less than 25 years and 50% of the respondents possess 1 to 5 years of experience.

The present study is carried out to ascertain the employee engagement in the company. To fulfill their objective, data were collected from the respondents to know their engagement between work and organization. The table given below shows the employee engagement of the respondents.

5.1 Correlation Analysis**Table 5.1 Correlation between Positive Attachment and Current Salary**

Sl. No.	X	y	Xy	(xy) ²	(x) ²	(y) ²
1.	133	117	15561	242144721	17689	13689
2.	4	9	36	1296	16	81
3.	20	26	520	270400	400	676
4.	8	13	104	10816	64	169
5.	5	5	25	625	25	25
Total	170	170	16646	242427858	18194	14640

According to correlation if the calculated value is -1 then it is negatively correlated, if it is +1 then the attributes are positively correlated and if the value is equal to zero then there is no association between the attributes. From this table the co-efficient of correlation (r) is calculated and i.e. 1. It means both the variables are strongly positively correlated. Hence the employees have a high positive attachment in their job and they are also performing their current job better.

5.2 Weighted Average Method**Table 5.4 Ranking of Motivational Factors of Respondents**

Factors	1	2	3	4	5	Total	Rank
Weight (w)	5	4	3	2	1		
Reward System W (x1)	10 50	11 44	31 93	14 28	104 104	170 319	4
Quality Work W (x2)	11 55	7 28	73 219	6 9	73 73	170 387	1
Ideas/Opinions W (x3)	13 65	13 52	39 117	9 18	96 96	170 348	3
Needs W (x4)	8 40	16 64	49 147	12 24	85 85	170 360	2

From the above table it is inferred that the respondents rank quality work at first, followed by needs as second, ideas and opinions as third and then last as a reward system.

5.3 Chi-Square Analysis**Table 5.5 Computation of Chi - Square**

Observed	Expected	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
104	101.5	2.5	6.25	0.00615
8	10	-2	4	0.4
35	36.5	-1.5	2.25	0.06164
18	14	4	16	1.1428
5	8	-3	9	1.125
99	101.5	-2.5	6.25	0.0615
12	10	2	4	0.4
38	36.5	1.5	2.25	0.06164
10	14	4	16	1.1428
11	8	3	9	1.125
Total				5.58188

From the above table, it is inferred that the calculated value is 5.58188 and the tabulated value is 3.84. By comparing the calculated value and the tabulated value, it shows that the calculated value is more than the tabulated value. Hence the null hypothesis is rejected and the alternative hypothesis is accepted. Hence, there is a significant difference between effective leadership and effective commitment.

6. FINDINGS FROM THE STUDY

From the correlation analysis, it is inferred that the employees are highly engaged in their work and they are also performing their current job better. To evaluate the effectiveness of employee engagement, chi-square analysis is used. From that the employees are highly committed to their job. So they do not require any supervision for their work. Thus the employees are properly engaged in their work. From the weighted average method, the motivation level of employees is identified by ranking their preferences. The respondents are highly motivated and appreciated for their quality work, which in turn increases the motivation level of employees.

7. SUGGESTIONS

The company may give equal opportunities and fair treatment to the employees. The organization may encourage the teamwork of the employees which makes them to engage highly towards their work. The benefits which are offered by the company can reach all the employees in the organization. The company may always support the employees with effective engagement schemes during difficult times, both financially and emotionally. The company may motivate

lower performing employees by providing incentive awards and recognition. The company may also increase the present salary of employees.

8. CONCLUSION

From the study on the employee engagement activities at Datamatics Global Services Limited, Puducherry, it was found that the most of the Employees are highly engaged with the company both intellectually and emotionally. The respondents are highly motivated and appreciated for their quality work, which in turn increases the motivation level of employees. Also the study infers, employees are satisfied with their work commitment and they are utilizing their potential as a whole for the development of the organization which develops measures of engagement programs

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