



A Study on Impact of Employee Engagement on Employee Productivity

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ABSTRACT

Employee engagement is attracting a great deal of interest from employers across numerous sectors. In some respects it is a very old aspiration – the desire by employers to find ways to increase employee motivation and to win more commitment to the job and the organization. The study mainly aimed at to study the concept of employee engagement and the employee productivity later on the study formulated firstly the hypothesis that there exists a positive correlation between the employee engagement and employee productivity. Secondly the hypothesis that there exist a positive impact of employee engagement on employee productivity. The study collected data using primary data collection methodology using stratified random sampling using an administered questionnaire were the sample frame was the each level of management employees with a sample size of 50 respondents. The study employed the descriptive statistics, t test, ANOVA, correlation and regression to arrive at a fruit full result. Finally the study proved that there exist a positive correlation between the employee engagement and employee productivity and there exist a positive impact of employee engagement on employee productivity.

The variation in the parameters of employee engagement has cause an change in the productivity of employees. Therefore it is advised to have a steady track on the recruitment and selection parameters to achieve a positive effect and earn maximum profits via through high employee productivity to the organization. The sample representation of the population is very true which is acknowledge by t test, by this it is advised to scrutinize in detail each parameter of employee engagement which truly can project the influential parameter to increase the employee productivity. The correlation acknowledges a positive correlation between employee engagement and employee productivity therefore the company should constantly watch and validate the success rate of appropriate employee engagement criteria's in the organization which will have a positive relation in increasing employee productivity. The employee engagement has been proven regressors in projecting a positive impact on employee productivity hence forth it is advised to monitor and trace its statistics to access the positive impact/ negative impact earlier and have control on transforming its negative effect to positive effect by certain making corrections in the dependent variables that is employee engagement criteria's

Introduction

The evolution of employee engagement over the past few decades reflects a paradigm shift in the way organizations perceive and interact with their workforce. The journey began in the 1970s and 1980s when the focus was predominantly on employee satisfaction. Back then, the emphasis was on providing a pleasant work environment and meeting the individual needs of employees. However, this approach lacked a direct connection to organizational performance and often centered more on the well-being of the employee than on their relationship with the company. The transition from satisfaction to commitment occurred as organizations sought loyalty from employees in exchange for job security, a concept prevalent during an era where lifelong employment with a single company was the norm. However, the landscape changed with increased global competition, the shift from manufacturing to service-based economies, and the realization that flexibility and competitiveness were essential for survival. Traditional job security diminished, prompting employees to become more adaptable and seek opportunities that matched their skills and aspirations.

The turning point for employee engagement came in 1990 with the publication of a pivotal paper by the Institute of Employment Studies titled 'From People to Profits, the HR link to the service-profit chain.' This paper demonstrated how employee attitudes and behavior could significantly impact customer retention and, consequently, sales performance. The linkage between engagement and organizational performance gained prominence, particularly in the context of a service-based economy, where employees' interactions with customers became a crucial aspect of business success. The maturation of the employee engagement concept was further reinforced by a 2002 study highlighting the connection between engaged employees and profitability. This shift from a primarily academic discussion to practical implementation within organizations marked a significant development.

Over time, employee engagement evolved from an HR-centric initiative to a strategic imperative owned and driven by CEOs and senior leadership teams. The realization that engagement was not just a human resources function but a core aspect embedded in an organization's DNA led to its integration into key performance indicators (KPIs) for managers. This shift in ownership also prompted the rise of roles like Head or Director of Engagement and emphasized the importance of engagement at the Board level. The impact of employee engagement is not limited to the private sector; it extends to the

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