



EMPLOYEE ENGAGEMENT AND ITS INFLUENCES ON ORGANIZATIONAL SUCCESS – A STUDY IN INFORMATION TECHNOLOGY (IT) COMPANY, BANGALORE

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ABSTRACT:

Employee engagement is the emergent subject for all type of business in the globalized period. Involved employees will add more to organizational productivity. Engaging always support in maintaining a higher level of commitment. Achieving organizational goals requires broad thinking and combined action. In order to achieve increased and sustainable business results, organizations must execute strategy and engage employees. The success of every organization depends on employee's involvement towards productivity which is speeded through employee's commitment to organization growth.

This paper makes an experiment to education the dissimilar magnitudes of engaging employee with the help of previous research reviews. This research can be used for references on some of the conceptual and practical work undertaken in the area of the employee engagement practices at information technology (IT) Company in Bangalore. By using the primary data & secondary data this study is directed for IT Company to apprehend the factors which contribute to efficiency and its overall influence on the organization is measured through the data collected by way of a questionnaire. The study uses 10Cs defined by George Ambler (2007) to measure employee engagement with suggestive conclusions.

Keywords: Employee Engagement, Relationships. 10Cs

I. INTRODUCTION

Current business presentation challenges are greater than ever. To build organizational effectiveness, business leaders need to focus on promoting and engaging their people, the people administration systems, the structure and capabilities to the strategy. Employee always treated to be asset of the organization; if employee is treated appropriately by the employer, organization will reach its target and targets its objectives in accurate manner. Engaging an employee by the leader or manager is not an easy job, providing

importance to them and making them to satisfy is a challenging task for the organization. Performance of an employee in organizational success is significant part. Today, IT companies are facing major problem for engaging their employees. There are different factors which effect employee engagement, they are namely: employee behavior, employee contribution and stay in the organization, employee personality, and organizational culture. Various studies have been conducted to analyze employee engagement which link with productivity, and organizational performance. So in this research, our focus was primarily on employee engagement in Information Technology (IT) Company in Bengaluru.

Employee engagement is the hope towards the growth of any organization. Leaders have to motivate in such a way they will contribute ethically and legally towards their organization and its standards. An employee who is engaged with his/her work will work with co-workers and contributes to the individual development and also organizational development.

Over 7.7 percent of contribution to the economy provided by IT sector in India and the survey tells it will be more than 10% by 2025. This IT sector is having its own challenges in the global market that needs to be addressed. Holding employees within the organization for long run is one of the challenging task to HR department. Leaders in organization have to hold their human resource by making them to participate with management activities, considering their self-confidence, belongingness and making their comfort zone activated. Engagement will be very easy if leaders or managers follow with latest acceptances methodology in there organization.

i. 10 Cs of Employee Engagement

Analysis of the article created on the 10 C's for employee engagement by the author, **George Ambler** (2007) dragged the facts and highlights from the full story in the Ivey Business Journal and also potted the explanation of the 10 C's as follows:

1. Connect: Top management always value employees for the work which they perform. Employee engagement will be positive when employees feel positive and strong about their relationship with their immediate supervisor. But, if employee have a negative feedback towards their immediate supervisor or feel that the immediate supervisor has a negative feedback towards them, employee engagement will not happen.

2. Career: Employee has to be given a challenging task by the management at the same time which is use full for their career too. If the career of the employees developed by the management, it will be impacting positively for the growth of the organization. Creating and motivating the challenging task to employee will create a positive vibration in the work environment.

3. Clarity: Providing clear instruction towards the assignment to the employees by the leader will influence positivity to work towards vision of the organization. Leaders have to communicate to their subordinates properly to have healthy relationship among themselves. What is the expectation of a leader form managers

for what work to be done & how the job affects the company will make clear communication. There will not be any confusion of the company vision if leader and manager communicate properly.

4. Convey: The message have to be conveyed in such a way it will provide constructive feedback on the functioning of the organization. Leaders have to clarify their expectations about employees and their fitness with organization.

5. Congratulate: Employees are the asset of the organization, treating employee with positive note will create a positive vibration in the organization environment. Congratulating the employee who works towards organizational growth will motivate each and every employee.

Congratulate employee for their contribution.

6. Contribute: Identifying employee's contribution for the growth of the organization will make employee to engage towards their job. Employee has to understand how much they all are contributing for the organizational growth. Managers have to understand each and every employee's contribution and assess them accordingly.

7. Control: Employees participation in organizational decision making will creates a hope of positivity in the mind of employee. Mangers need to give opportunity to participate in management activity so that it will reduce stress in employee and peacefully they will work by not creating any problem. It is also one type of creating trust in the mind of employee for the organization.

8. Collaborate: Working together will make organization to earn its expectations. Employees who work in teams considering each and every one will have trust of cooperation among themselves. Individuals will grow if they work collaboratively, which will strengthen work relationship.

9. Credibility: Ethical standards plays a major role in individual and organizational growth.

Organizations must have trustworthiness towards their clients and build confidence for survival in the market for long run. Leaders have to build a strong employee who can dedicate ethically for the growth of the organization. It is not so easy to build trust in the mind of employer and the society.

10. Confidence: Building a confidence in the mind of employee is quite challenging task. If employee trust their leader or manager who contribute ethically and legally towards organizational growth, they will keep them in their good books and they will always fallow them. Leaders have to create self confidence in the mind of employees so that they will always aim for organizational growth

Sources: George Ambler (2007) Ivey Business Journal

II. LITERATURE REVIEW

Paluku Kazimoto (2016) explained there is a relationship between employee engagement and organizational performance, fair rewards for job satisfaction & availability of instruments and the sources available in the organization will have a strong relationship.

Elifongel (2014) argues a strong belief in & acceptance of the organization, eagerness to work hard for the organization & desire to remain as a member of the organization will make an employee commit towards organization development.

Saloni Devi (in 2017) discussed how the organization should recognize employees more than any other variables, as employees are the asset & power contributor to its modest position.

According to **Dr Pratima Sarangi (in 2016)** on the basis of 10 Cs the 6 Cs like clarity, confidence, connect, convey, credibility & carrier to measure employee engagement at their workplace were success by following the concept.

Suchrita Osborne (2016) feels leaders in the organization has to develop a training program which build employee performance & engagement like rewards & recognition, empowering employee bond between leaders & employees. Engagement of employee will have a direct positive effect on organization profit.

According to the research conducted by **Preethi Thakur (2014)** on employee & job satisfaction in IT sector for officers and clerical level, she found that rewards & sanctions are significantly associated with job involvement of clerks to be satisfied, whereas an increase in job authority & accountability will improve engaging officer's level work.

III. ABOUT THE STUDY

The survey has been piloted for spotting the present level of an engaged employee with respect to information technology (IT) company & analyzing how the employee will involve in the work to complete the task. This particular survey helps & improves in HRM & leaders of the organization to pay attention to the areas in which they are weak. From this study, the employer will get the clarity of employee towards his/her carrier, the contribution of his/her knowledge, control over the work and confidence to build the organization towards positive growth. It also helps to know the employee involvement to set new values for revolution & growth.

IV. RESEARCH METHODOLOGY

There are 236 samples which is been used for conducting the research by distributing the questionnaire as the tool for data collection. Each participant fills the questionnaire as a self-assessment to collection data. Both primary & secondary data collected for the. The main objective of this study is to analyze employee engagement and its impact in IT sectors with special reference to Bengaluru city. Likert five-point scale has been applied for data collection.

V. DATA ANALYSIS

Table 1. Attempts to capture the respondents profile in term of gender, Age and Year of experience

Demographic Variables		Frequency	Percentage
Gender	Male	148	62.7
	Female	88	37.3
Age	20-30	84	35.5
	30-40	112	47.5
	Above 40	40	17
Year of Experience	0-5 years	118	50
	5-10 years	94	39.8
	10-15 years	12	5.1
	Above 15 years	12	5.1

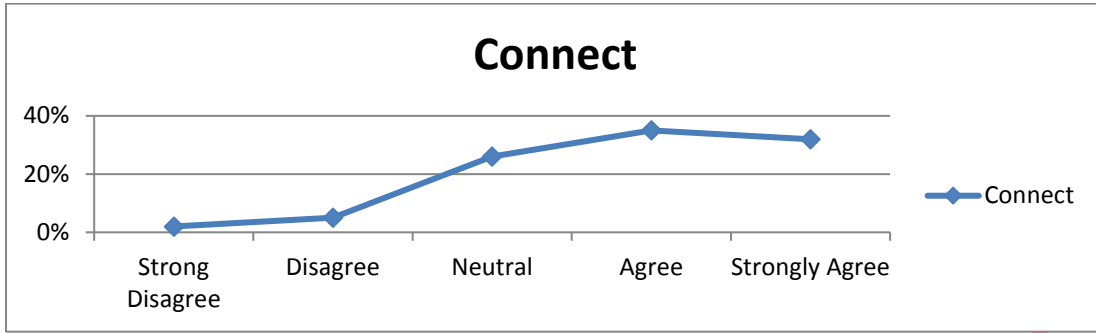
The respondents comprised of 62.7 % Male and 37.5% female, 35.5 % with age group 20-30, 47.5% with age group 30-40 and 17% above 40 years. The respondents have different level of experience with 0-5 years (50 %), 5-10 years (39.8%), 10-15 years (5.1%) and above 15 years (5.1%).

Table 2. Showing response of employee with respect to 10 'C

S.No	Particulars	Strong Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
1	Connect	2%	5%	26%	35%	32%	3.90
2	Career	1%	7%	32%	45%	15%	3.66
3	Clarity	14%	23%	15%	25%	23%	3.20
4	Convey	7%	11%	16%	45%	21%	3.62
5	Congratulate	12%	21%	45%	16%	6%	2.83
6	Contribute	7%	13%	23%	45%	12%	3.29
7	Control	13%	21%	25%	29%	12%	2.99
8	Collaborate	7%	26%	29%	18%	20%	3.18
9	Credibility	2%	5%	23%	39%	31%	2.55
10	Confidence	9%	21%	12%	48%	10%	3.29

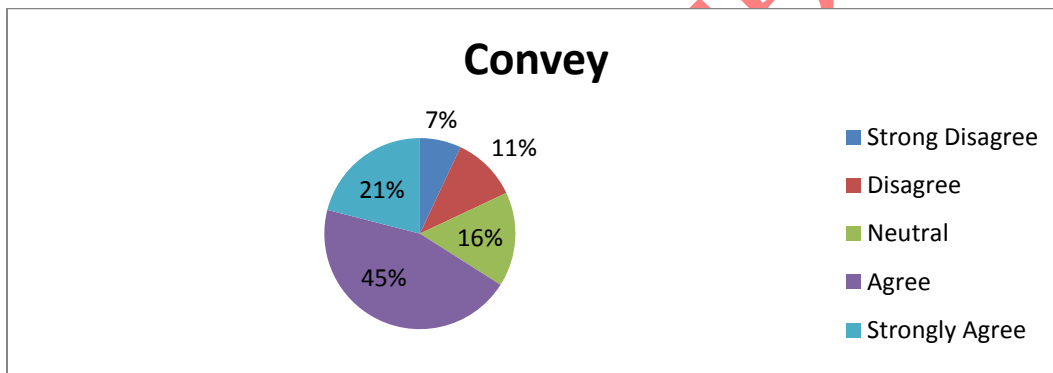
The above table imply respondent are high agreeable that Connect, Career and convey plays an important role in employee engagement with mean 3.90,3.66 and 3.62. Tha table also implies that IT industry has given least importance to Credibility, Congratulate and control with a least mean of 2.55,2.83 and 2.99.

Graph 1: Response of employees with regards Connect



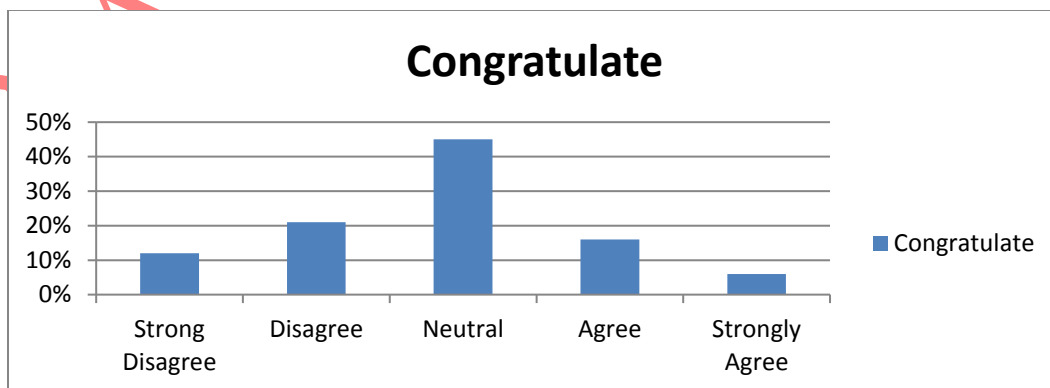
The analysis shows that 32% of respondent strongly agree that engaging an employee will impact on organizational success with respect to parameter Connect

Graph 2: Employee response with regards to Convey



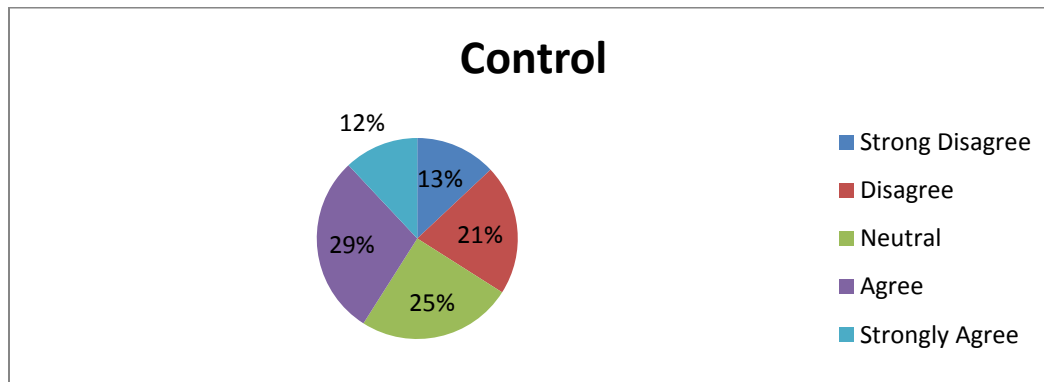
The analysis shows that 45% of respondent agree that engaging employee has impact on organizational success with respect to parameter Convey.

Graph 3: Response of employees with regards Congratulate



The analysis shows that 16 % of respondent agree that engaging an employee as an impact on organizational success with respect to parameter Congratulate.

Graph 4: Response of employees with regards Control



The analysis shows that 21 % of respondent disagree that engaging employee and its impact on organizational success with respect to parameter control

VI. CONCLUSION

This study is the response taken from the employees working in IT sector, Bengaluru. From the survey it is found that the employees are having different opinion and confidence level which will impact negatively on organizational growth. Further from the study it found that parameters Connect, Career and convey plays an important role in employee engagement in IT Sector, where as parameter Credibility, Congratulate and control plays a least role in employee engagement. Hence IT industry has to create a trustful, reward base and decentralized atmosphere to make employee strongly engaged.

VII. REFERENCES

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