A STUDY ON EMPLOYEE ENGAGEMENT AND THE IMPACT OF COVID-19

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ABSTRACT

Employee engagement is involvement and commitment of an employee towards his work and organization it also shows the positive and negative behaviour towards his work if they are emotionally attached to their job so this might also enhance in productivity of work and better performance of organization if they have willingness to work. The employees also can meet their personal goals as well as fulfil the organizational goals only if they are committed and loyal to their work.

In the present days especially during the pandemic situation the employee engagement has become one of the most prominences in an organization employee engagement are the tell of employee commitment and participation and due to pandemic lockdown, the employees have to work from home and it is also a challenging task which has both advantages and disadvantages

This research is mainly focuses on relevance of engaged employee for growth and development of an organization. The paper helps us to study different dimensions of employee engagement through the help of primary data and secondary data

This report contains several features like:

☐ *The language and concept used to explain is very simple and easy to understand*

☐ *Visual representation of tables and graphs for better understanding*

☐ *Added certain website for reference which might help to understand better*

INTRODUCTION

India holds the international top spot for workplace resilience, with 32% of workers feeling highly resilient to their work environment, compared to the global average of just 15%. Running a business involves ensuring that the employees are engaged with the business so that it is beneficial to both the employees and the organization. Today's Unemployment rates are growing at a fast pace and it is at times like this, that employee engagement must be looked into with utmost importance more than ever and in this report, we've covered important aspects of employee engagement and its importance for the organization.

During the pandemic situation organizations are evolving with many engagement activities like appreciation sessions, social interaction in a virtual office, communication exercises, live sessions, for new skill training. Employees should feel committed to organisation, work and stay motivated during their work will impact on the productivity of organisation as well as the progress of employee will increase, he becomes trained and experienced. Human resource managers are persistently evolving innovative, creative, and effective ways to engage the employees in a healthier way during this difficult time. Organization to give of their excellence every day, committed toward their organization's goals and values. Organizations always remember that employees who are well engaged in an organization will lead to productivity in the place of work, and this generates a higher customer satisfaction and, absolutely, developments in sales and profit in the company. Employee engagement can be enhanced by different HR practices comprising job design, recruitment, selection, compensation, training, and performance management Career development prospects, encouragement, communication, recognition, the flexibility of employee's hours, fair pay structure, transparent and open work environment, and participation in decision· making are the factors contributing to employee engagement at the workplace they always desire to feel that their determinations and hard work could make a difference. Engaged employees lead to productivity in the workplace, and this generates higher customer satisfaction and positive rises in sales and also profit in the organizations. Human resource managers are persistently evolving innovative, creative, and effective ways to engage the employees in a healthier way during this difficult time.

Employee engagement is a workplace attitude that is ensuing all adherents of an organization to give of their excellence every day, committed toward their organization's goals and values. Engaged employees support the organization to attain its mission, execute its strategy, and generate significant business results. Employee engagement can be enhanced by different HR practices comprising job design, recruitment, selection, compensation, training, and performance management Organizations that support employee engagement, intelligently manage talent, and communicate with employees honestly, accurately, and at the right time will ride the current market turbulence and be successful in the future Organizations and employees are both dependent on each other to fulfil their goals and objectives. Employee engagement should not be a one- time implementation, but it should be integrated into the culture of the company.

METHODS:

As an employer, you'd have to be compelled to realize ways in which to enhance worker engagement within the workplace. These ways found should be tailored to the distinctive desires and motivations of every individual employee. to assist you increase employee engagement, we tend to set to share a few of our secrets on a way to increase employee engagement at the workplace.

ENCOURAGE FLEXIBILITY: One of the techniques on a way to boom worker engagement with inside the place of job is through giving flexibility for your personnel. This offers your personnel the liberty to regulate their paintings schedules or area to higher in shape their needs. Not many employers accept as true with their personnel in getting the paintings achieved without their managers' watchful eyes however you will be surprise.

When given the bendy hours in preference to the inflexible $8 - $ five timings, human beings have a tendency to be extra productive, happier and extra engaged on the place of job.

VOLUNTEER AS A TEAM: Employers need to aid charitable corporation and get worried with the community. Encourage your personnel to participate in volunteer initiatives as a crew. Working collectively to assist others demonstrates that the business enterprise isn't pretty much making money, however approximately creating a distinction with inside the community. Let's begin creating a distinction with inside the world, one crew at a time. You should always understand your teem give you suggestions or take

any feedbacks work in team coordinate as it leads you to do great things together.

ALWAYS BE AUTHENTIC: Being authentic is a major key factor that any employee should develop and always don't forget that a honest dating among personnel and the control motivates consider and builds teamwork. As an employer, strive your high-quality now no longer to falsify relationships and increase a trusting place of business environment. When personnel comprehend that the place of business is an open idea without a sugar-coating, they'll then experience as though they do now no longer want to cover matters from their friends or colleagues and could constantly be honest.

PROMOTE TAKING BREAK: You also can encourage and remind yourself to take breaks at regular interval as it will not notice your stress. Your personnel to take a brief five-minute break from table and stretch. Allow them to spend five mins on a pleasant espresso or on Solitaire Bliss wherein they are able to play on-line video games like Solitaire, FreeCell, and plenty of more. It is a first-rate manner to take your thoughts off paintings for some time after specializing in a demanding inspiration or documentation that calls for your complete attention. There are multiple programs that you could set to your computers, which reminds you to take breaks and relaxation your eyes from the computers. When personnel see which you take care of their nicely being in place of simply getting the sales, the use of inspiration software program or making ready paperwork, they generally tend to paintings more difficult for you or the company.

ASKING FOR FEEDBACK: taking feedbacks on your work at regular basis is very necessary for your growth as they help you to identify your mistakes and correct and also can identify if the topic is conveyed in right manner and this has the majority score and should be taken positive and utilise it in a right way Employers are regularly the only giving comments to personnel, approximately their operating styles, workplace environment, workload and others. However, this time round strive inquiring for a number of your personnel' enter on a sure inspiration or a layout concept. By asking your personnel for comments, it makes them sense that their opinion subjects and it performs an vital element with inside the company.

CLARIFY GOALS: Goals can be basically classified in two types that is long-term and short term so every employee should have a specific goal that can be achieved in a period of time so this will help the employee to work hard towards their goals and they do so they get motivated and try to set new goals and accomplish them. Everyone has a

hard and fast of dreams and duties they want to awareness or paintings on. There are instances whilst personnel honestly get blended up or harassed with what their function is with inside the organisation, which may be very common. Clarifying dreams and duties is crucial in case you intend to boom worker engagement inside your organisation. There also are instances whilst personnel experience mentally exhausted whilst looking to gain the aim that they had been assigned to. This can be because of loss of management and help or honestly due to the fact they experience that they're now no longer suitable sufficient or simply now no longer assured on the paintings they have got completed. A super chief is one who's there to assist their personnel putting dreams and help them whilst troubles arise. We agree that control can't be there all of the time on the subject of guiding personnel of their paintings or the troubles they're facing. However, in case you need to enhance engagement degrees for your organisation, you want to expose your personnel which you are there to assist. In today's international wherein the sky's the limit, there are numerous folks that placed a super deal of attempt into advancing their profession as a long way as viable via education, workshops and different enrichment courses. Encourage personnel to wait workshops and meetings or maybe invite visitor audio system referring to your enterprise to present your group a talk. This now no longer best will increase the productiveness degree amongst your personnel however additionally it boosts the morale of the group.

HOLD REGULS SOCIAL GATHERINGS: socialising is very important as it will build up new contacts and get connected with others easily and you can even try to understand others better and there is always a line between personal and professional life so a person behaviour also will change according to where he is Weekly accumulating with colleagues and friends are a notable manner to get to realize every different on a private level. Having a laugh collectively now no longer simplest breaks up the ordinary however additionally encourages creativity and collaboration. You do now no longer have to plot an in depth occasion each week, however a weekly BYO lunches or cease of the painting's week consultation on the neighbourhood tavern facilitates with the winding down from a hectic painting's week easily.

PROVIDE A NICE ENVIRONMENT: work environment should be friendly and pleasant as this will relay on employees and their work will be dependent based on this Heading to paintings each day may be a tiresome revel in after a while, particularly if the

surroundings on the place of job isn't absolutely comforting. Employers must try and do something they are able to to create a place of job surroundings this is unique, snug and that displays branding of your company. Start solving that darkish spots with inside the workplace or that air situation that isn't running in summer, or maybe that bizarre scent with inside the workplace. Making the place of job surroundings conducive is clearly a short manner to growth worker engagement.

DEVELOP A PEOPLE FOCUSED CULTURE: you should be professional interact with colleges should be able to give and take feedbacks and you should try encouraging your peers that will give them motivation to perform better t is time to begin encouraging your personnel to exercise a balanced life-style among paintings and their non-public existence. All paintings and no play make Jack (or Jane!) a stupid worker. Find out the obligations of your personnel and bear in mind projects that allow them to stability paintings and domestic existence greater easily. Create a place of job surroundings that makes human beings experience valued, heard and a experience of camaraderie is critical to worker engagement.

ENCOURAGE COLLABORATION: Collaboration is one of the maximum crucial factors for any true corporations to recognition on improving. This is due to the fact while participating on paintings or initiatives can assist to expand higher thoughts or even enhance worker engagement through encouraging teamwork. The simplest businesses make smart use of worker collaboration attempt to lessen organisation expenses and enhance performance the various crew. Collaboration paintings now no longer best creates a happier workplace, it's far frequently signified as an knowledgeable one. This is as it evidently motivates a experience of crew bonding inside your organisation. This can also end up one in every of your company cultures. Do take be aware that during any collaboration paintings, personnel get to research from their colleagues, friends or even their bosses.

PROMOTE HONESTY: Honesty isn't always simplest the first-rate coverage mainly on the workplace; it's far the simplest coverage in constructing a hit business. The ultimate element in nailing worker engagement is having sincere communique amongst your team. When personnel recognize that telling the fact comes without a principal consequence, small troubles that arise may be diagnosed early and might be solved earlier than it blows out of proportion. It can also additionally sound like fundamental

not unusual place experience on the subject of being sincere and admitting to faults, personnel usually are scared of dropping their jobs. Management ought to undertake surroundings in which respectful and sincere communique is relatively valued and personnel are recommended to take possession in their disasters in addition to their successes.

FACTORS

CAREER DEVELOPMENT OPPORTUNITIES: Career development opportunities are one among the factor's contributory to worker engagement at the workplace. Once employers endlessly invest each time and cash in their staff' development at the workplace, employees can realise that the corporate is additionally inquisitive about the progress in their career.

Begin providing employees not solely with formal learning programs, however also with thechance to apply their fresh uninheritable skills and data on the job.

FLEXIBLE: Another issue causative to worker engagement is that the flexibility of employee's hours at work. Staff are given the flexibleness to either work round the regular workplace hours or work off from the office. Different decisions embody beginning work a later time and finishing off later or vice versa. This selection is beneficial particularly for operating oldsters who need to drop their youngsters off to high school or having to choose them up.

FARE PAY STRUCTURE: While earnings may be a sensitive issue to speak concerning, its one thing that no-one will avoid. Indicate to your staff how your company's pay structure works and what they give the impression of being for once a definite worker be a promotion.By being clear and educating your employees about this sensitive issue, employees can perceive higher and even work tougher to influence you that they deserve that promotion.

With that being aforementioned when the time involves promote someone, you'd got to use caution and explain to him or her, on why they're not prepared for that promotion simply nonetheless and show them what they may do to be higher next time around.

ADOPT A LEARNING CULTURE: One of the factors tributaries to worker interlacementis by making a corporation culture that encourages your workers to stay on learning and getting new knowledge all the time. the corporate may increase the knowledge sharing by encouraging the event of a knowledge base available for all its

employees. associate employee who understands that their leader isn't solely inquisitive about creating profits and sales, however also in up and educating all of their staff, will presently learn to understand the company's learning culture and can get engage within the company's goal

CULTURAL DIVERSITY: Now presently within the generation choked with philosophy folks and every with completely different ethnicity, so cultural diversity is quite necessary in an exceedingly company. Cultural diversity is once corporations are hospitable hiring staff from all styles of different backgrounds; in spite of ethnicity, faith and culture. once companies recruit and retain a various pool of people, it brings regarding different edges to the corporate in addition as its employees. Establish more about the benefits of cultural diversity in the workplace.

 TRANSPERANCY AND HONESTY: Nobody likes gossips and beating regarding the bush. one amongst the contribute factors to worker engagement has a clear and honest work environment, wherever staff are able to walk up to you and have a heavy discussion that has been bothering them for a while. This can be one of the factors contributing to employee engagement

AUTONOMY: No one likes to figure with their managers respiratory down their neck or forever having to envision with their supervisors for approval for each solution to a problem, particularly if it's the little ones. Provide staff the liberty to form their own selections and simply revisit to them to seek out the answer they opt for

INSPIRATION: Regardless of the business that you simply are in, individuals will continually want the inspiration at work. Inspiration doesn't necessary mean having creativity, it just suggests that being motivated at the workplace. Once your workers have the motivation or inspiration at work, they'll instinctively realize ways to resolve a retardant on a project or perhaps produce a quicker thanks to bring home the bacon a task.

COMMUNICATION: Communication is another issue that contributes to worker engagement. once there's miscommunication among you or your staff, there'll continually be issues either within the project or inside the company. Try and rate an everyday team meeting as a essential a part of company's communication, and employees ought to be abler to supply their views on the way to improve communications each within their departments and in the company. You'll be able to conjointly embrace the ways of human

activity in inductions method for brand new employees in order that the newbies are aware and doesn't seem lost intranslation.

EMPLOYEE RECOGNITION: Great corporations recognise that the personnel are the coronary heart of the business. Satisfied and engaged personnel could carry in now no longer simplest nice strength to the administrative canter however additionally growth the company's earnings and sales. Employees who experience they've a nice private rapport with their control are much more likely to be engaged. Not simplest that, personnel could experience favoured after they or their paintings receives observed and this encourages optimistic worker engagement.

BONUS FACTOR: MANAGER WORKING RELATIONSHIP: This issue may be a bonus and therefore the most significant tributary factor to worker engagement is that the managers they're operating type or under. Smart management is crucial to the success of holding and fascinating staff. Gone where the times wherever employees would stick with the corporate simply because of the pay. Everybody wants cash to survive, however folks would rather come to life happy to travel to figure than dragging their feet and enumeration right down to the time they will head home. Dangerous management is usually cited because the reasons why employees leave their job.

IMPACT OF COVID-19

COVID19 is an epidemic that has already led to 5,934,936 showed instances worldwide, with at the least 367,166 deaths as of May 31, 2020, in line with the World Health Organization (WHO). The typical range of showed instances in Europe is 2,142,547, with 180,1/2 deaths reported. There are 2,743,793 showed instances and 157,702 showed deaths for the duration of the Americas. The overall range of showed instances with inside the Eastern Mediterranean area is 505,001, with 12,353 deaths reported. The World Health Organization also gives some recommendations and advice for the public. According to the WHO, most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without special treatment. Medical problems such as cardiovascular disease, diabetes, cancer and chronic respiratory diseases are more likely to develop into serious illnesses. Most of the international locations are making use of a few shapes of restrict to the general public like lockdown, social distancing, and carrying a face mask whilst you step from your home. As in line with the want of the hour, maximum of the companies began out running on line and initiated a

work- from- home (WFH) regime. Due to lockdown, maximum of the companies offers the ability to their personnel to work at home. But work at home is tough for personnel as they do now no longer experience the organizational weather at home, as loss of attention because of common invasion of own circle of relative members; work–lifestyles battle rises up because of this. Even they do now no longer have right system and tools (computer, mouse, printers, scanners, headphones, webcam, net connection, and devoted workspace—a quiet vicinity to work). Most of the personnel experience burdened because of growing instances of COVID- 19 with inside the world. They aren't certain approximately their task safety and additionally approximately their salary. Due to those problems, personnel couldn't concentrate/attention on their work, so there may be a want for worker engagement. The high obligation of the agency is to attend to their personnel' properly- being and interact them properly. Those personnel who're engaged properly are giving 100% result. Leaders must offer a few motivational speak lectures, increase their morale, and offer safety and open surroundings so personnel can boost their voice if they're having a few issues. Leaders can use multimedia for communication. There must be obvious policy, so personnel do now no longer experience strain approximately their task and interact of their task properly mannered.

RESEARCH METHODOLOGY

MEANING

Research methodology is the specific procedure or technique used to identify, select, process and analyse information about the topic. In a research paper the methodology section allows the reader to critically evaluate a study's overall validity and reliability. It defines the means and modes of data collection or sometimes how specific can be a result calculated.

RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The research problem determines the type of design you should use.

RESEARCH DESIGN TYPE

For obtaining complete and accurate information, Descriptive research is chosen.

Descriptive research includes Survey and fact-finding enquiries of different kind. In contrast analytical research is concerned with determining validity of hypothesis based on analytical facts collected.

OBJECTIVE OF THE STUDY

- Importance of employee engagement
- The impact of employee engagement on organization
- Methods and factors of employee engagement
- Employee's experience, performance and satisfaction according to primary data
- Impact of covid-19 on employees and organization

DATA

Data is a set of values of qualitative and quantitative variables. Data is measured, collected and reported and analysed whereupon it can be visualized using graphs, images or other analyticaltools. The data used for the study is Primary data as well as Secondary data. The Primary datais the data collected for the purpose of the study by the samples taken.

PRIMARY DATA:

The Primary data was collected from the employees by conducting survey with the help of questionnaire.

SECONDARY DATA:

The Secondary data was collected from the books, reports and certain investment related websites.

SAMPLE SIZE: The Sample Size of Research is limited to 60 participants.

TOOLS AND TECHNIQUES OF DATA COLLECTION

Questionnaire was the important tool used to collect data from the employees for analysis. Data collection from various employees was carefully computed, classified, tabulated analysed using Google sheet and Google doc.
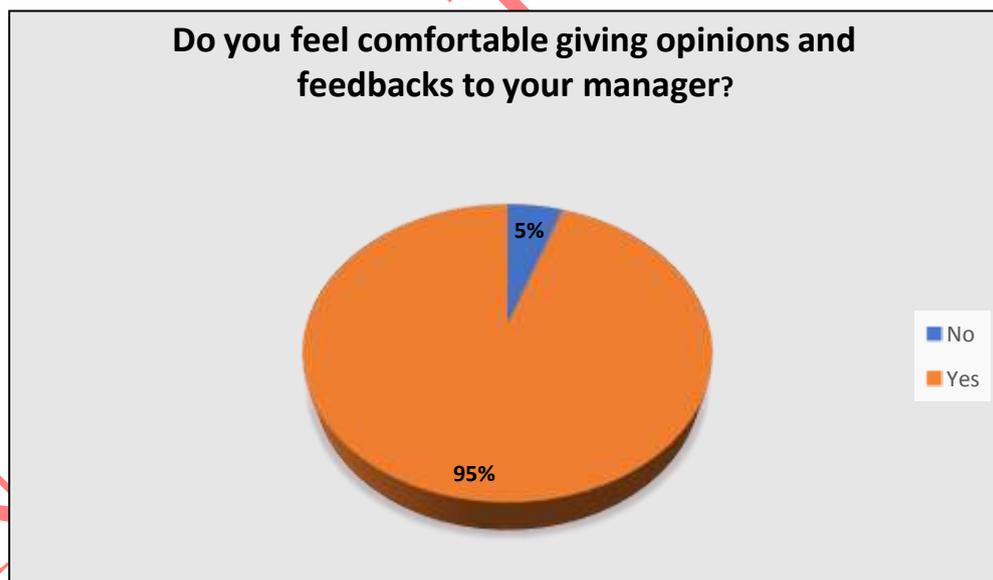
GRAPHICAL REPRESENTATION AND INTERPRETATION

1. **CHART SHOWING W ORK SATISFACTION**

How do you feel about work?

INTERPRETATION: Out of 57 Respondents, majority of them were Just Feeling Good about their work.

2. **CHART SHOWING THE EMPLOYEE COMFORTABILITY**

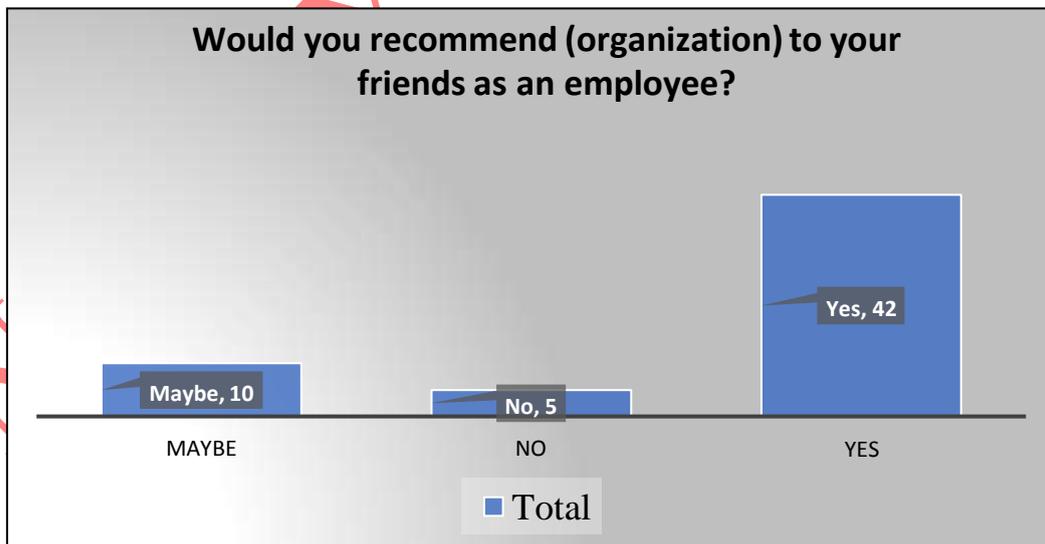**Do you feel comfortable giving opinions and feedbacks to your manager?**

INTERPRETATION: 95% of the employees state that they are comfortable in giving their opinions and feedbacks whereas the remaining 5% does not want to tell their opinion.

3. CHART SHOWING THE HYBRID MODE PREFERENCE

WOULD YOU PREFER TO WORK FROM HOME OR OFFICE

- Both — 30, 53%
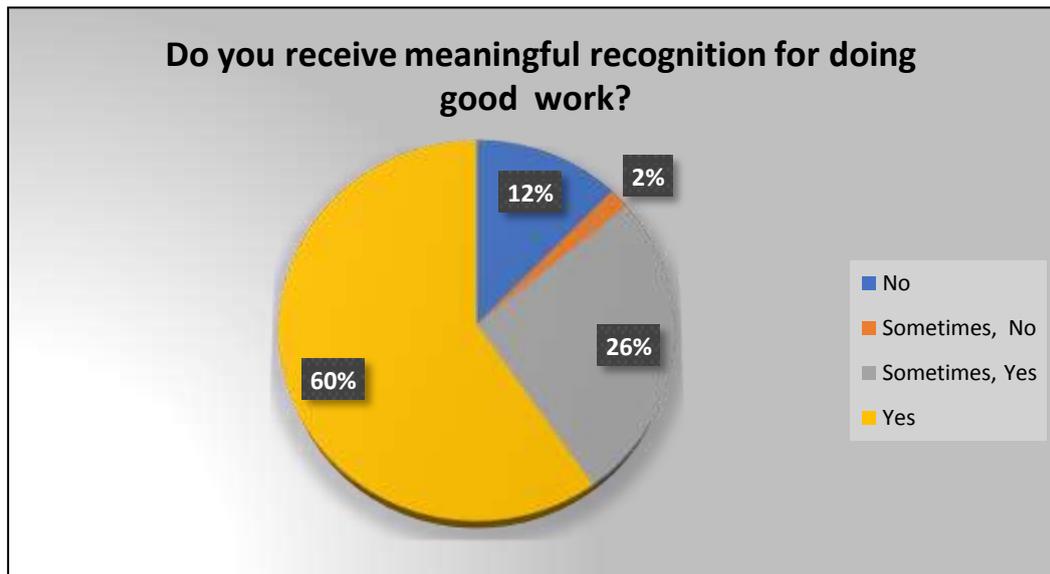- Home — 10, 17%
- Office — 17, 30%
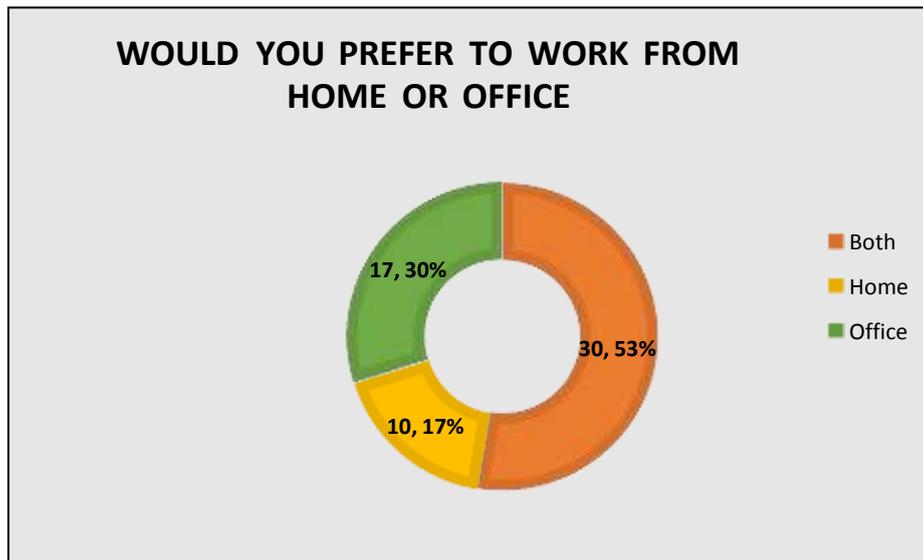
INTERPRETATION: From the above chart it shows that 30% would like to work in office and 17% at home and 53% on a hybrid mode, which shows that majority of themprefer Hybrid mode.

4. CHART SHOWING THE NUMBER OF EMPLOYEES WILLINGTO RECOMMENDATION OF THEIR ORGANISATION

Would you recommend (organization) to your friends as an employee?

- Maybe, 10 — MAYBE
- No, 5 — NO
- Yes, 42 — YES
- ■ Total

INTERPRETATION: This chart shows that 42% of them would prefer to recommend their organisation to their friends as an employee.

5. CHART SHOWING THE EMPLOYEE'S RECOGINITION

Do you receive meaningful recognition for doing good work?

- No — 12%
- Sometimes, No — 2%
- Sometimes, Yes — 26%
- Yes — 60%

INTERPRETATION: From the above chart it shows that 60% of them receive a meaningful recognition for their work whereas the rest 12%, 2%, 26% recognition keeps fluctuating.

6. CHART SHOWING EMPLOYEE COMPENSATION AND BENEFITS

**Are you satisfied with your current compensation and benefits?**

- YES — 37
- NO — 20
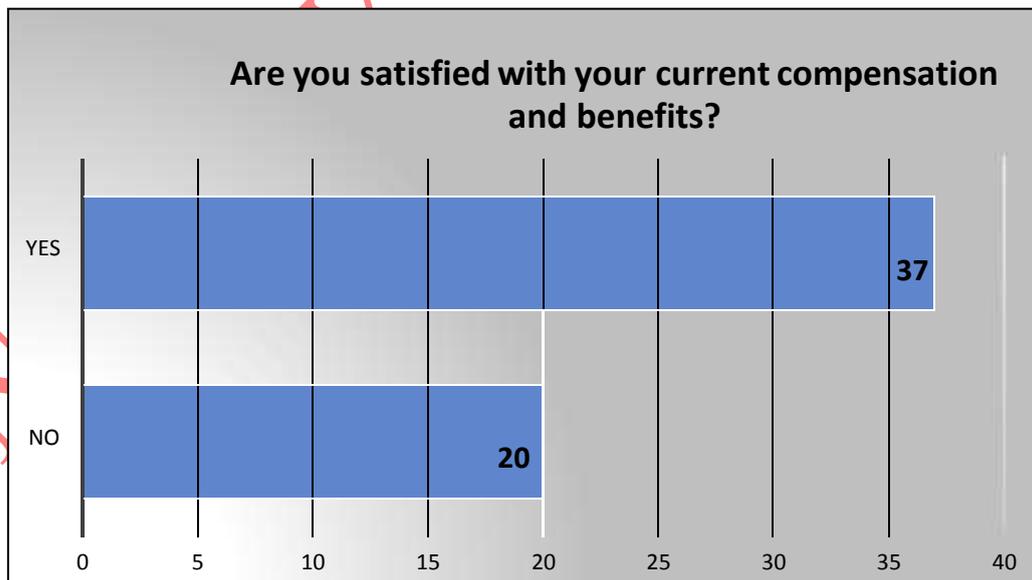
INTERPRETATION: 37% of the employees are satisfied with their current compensation and benefits in an organisation and 20% of them are not really satisfied.

7. CHART SHOWING EMPLOYEE PREFERENCE IN TEAM WORK
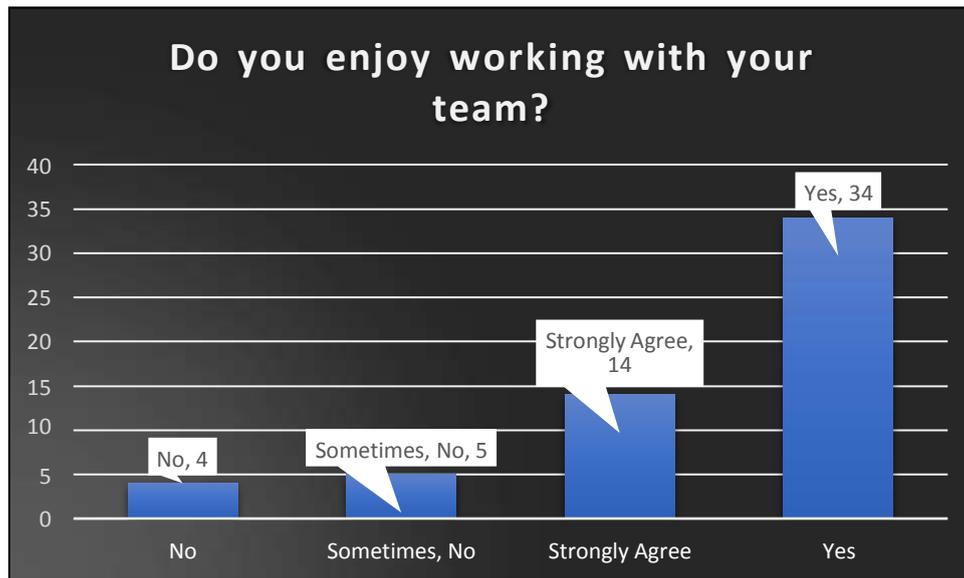
INTERPRETATION: The majority of the Employee's prefer working with their team inan organisation for a good team work.

8. CHART SHOWING THE AFFECT OF PRODUCTIVITY OF EMPLOYEE'S WORKING FOROM HOME
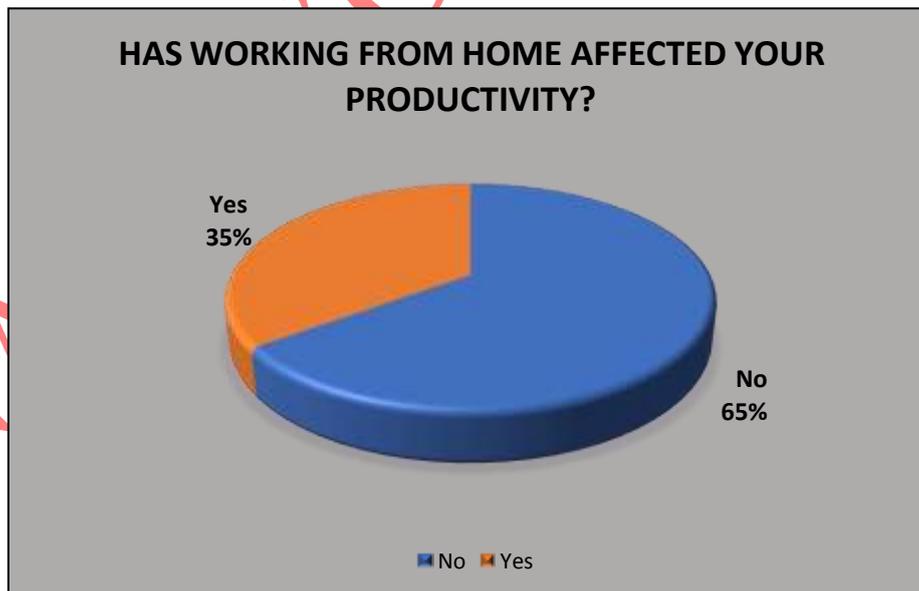
INTERPRETATION: Majority of them state that their productivity is not affected either ways because they do the same amount of work that was done in Office.

9. CHART SHOWING AVAILABILITY OF TOOLS REQUIREDFOR WORK FROM HOME

Do you have the tools needed to work effectively from home?
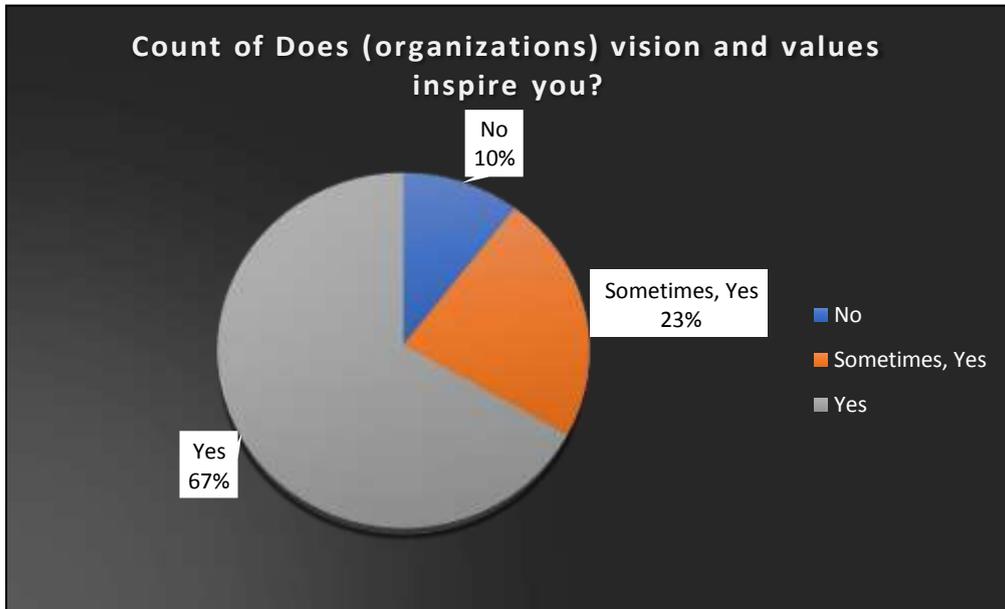
Yes, 35

No, 22

NO   YES
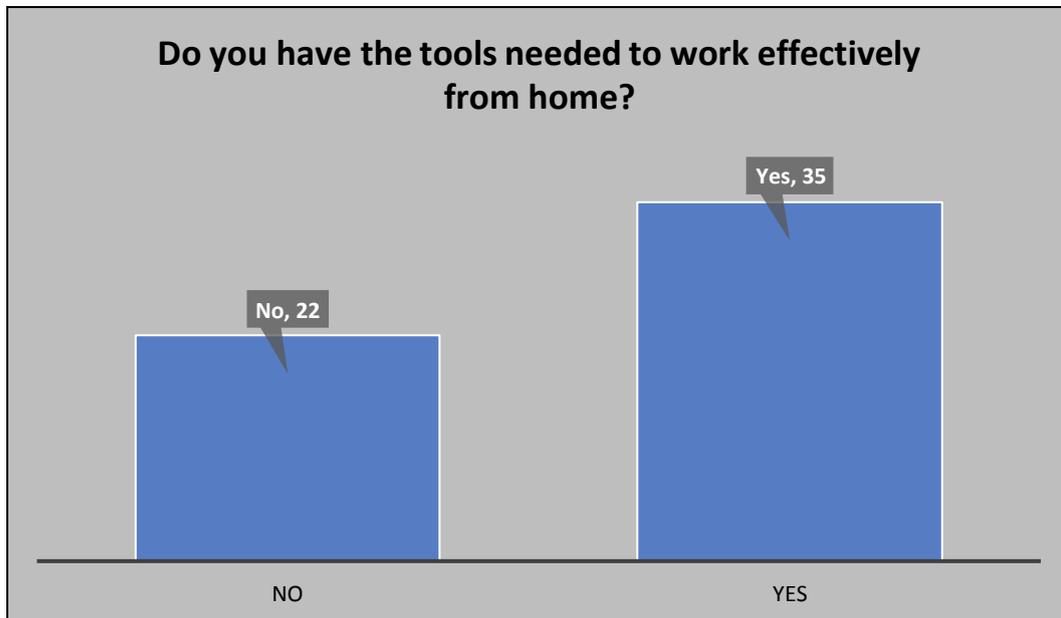
INTERPRETATION: From the chart it shows that tools are to be provided to the employee's as they work from home for the betterment of productivity in work.

10.CHART REPRESENTING A GOOD WORK LIFE BALANCE

The company enables me to enjoy a good work life balance?

Strongly disagree

Strongly Agree

Disagree

Agree

0   10   20   30   40   50

INTERPRETATION: The graph shows that majority of the company enables good work life balance to their employee's. So that the employee stay in an organisation for a longerperiod of time.

11. CHART SHOWING VISION AND VALUES THAT CAN INSPIRE EMPLOYEE'S BY THEIR ORGANISATION

Count of Does (organizations) vision and values inspire you?

- No 10%
- Sometimes, Yes 23%
- Yes 67%

Legend:
- No
- Sometimes, Yes
- Yes

INTERPRETATION: From the above chart it shows that 67% of the employees are been inspired by their organisation with certain visions and values, which leads in motivatingtheir employees individually.

12. CHART REPRESENTING WHETHER THE SUPERIOR IS INVOLVED INEMPLOYEE'S SUCCESS.

Do you feel like your superior is invested in your success?

- No, 12
- Yes, 45

INTERPRETATION: Yes, 45% of the employee's accept that their superior is involvedin the success whereas 12% of employee's disagree with above statement.

13. CHART REPRESENTING WORK CHALLENEGE WHICH CANAID THE DEVELOPMENT OF EMPLOYEE

Does your work challenge you and aid your development?

No
18%

Yes
82%

No
Yes
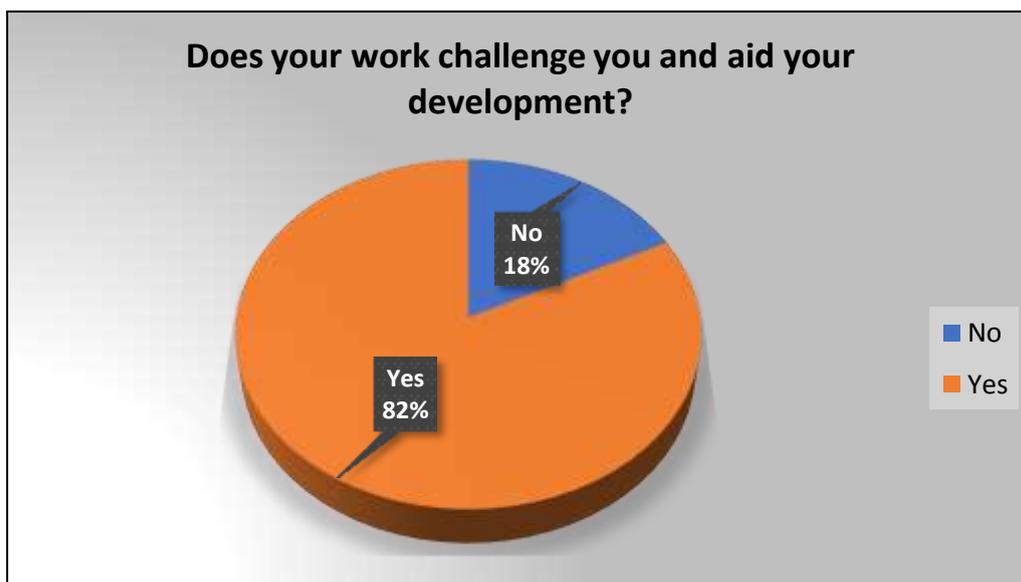
INTERPRETATION: 82% of employee accept that work is challenging and also aid their development in the organisation.

14. CHART REPRESENTING THE RATE OF EMPLOYEE-MANAGER RELATIONSHIP

Rate employee, manager relationship?

INTERPRETATION: There are employees who have very good relationship with manager and also some employees do not have good relationship.

CONCLUSION:

Employee engagement is regarding all about valuing your workers. Whereas the factors listed are a decent start, there's still way more to appear into once it involves perfecting your company's employee engagement. Bear in mind that an engaged employee is productive, active and disciplined. It's about time to take a position in engagement as an integral a part of the workplace. Engaging employees is very important factor and also you must know how to manage your employees but in pandemic situation it has become a tough task as but even thisthis tough situation as no one knows what the other person is going through until they tell so you must be kind to others respect and stay dignified and this will lead to the success and employee satisfaction should always adapt to the situation and new changes so that you will not let any factor effect you giving and taking feedback should be followed continuously as this will help you to think bigger and rectify your mistake spending some time by taking break and doing things which u like is important as most of them lead a stressful life and asking a break is much needed and always try to do work life balance so that u may lead a stable life.

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