



Certificate

International Multidisciplinary Recognized Research Journal
ISSN 2231-5063 Impact Factor 1.9508 (UIF)
RNI: MAHMUL 2011/38887

Golden Research Thoughts

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: C. Swarnalatha Topic:- Employee Engagement: Leadership And Creativity University:- Department of Management Studies , Anna University. The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of May Year 2014



Laxmi Book Publication
258/34, Raviwar Peth, Solapur-413005 Maharashtra India
Contact Detail: +91-0217-2372010 / 9595-359-435
e-Mail: ayisrj2011@gmail.com
Website: www.isrj.net


Authorized Signature

T. N. Shinde
Editor-in-Chief



Golden Research Thoughts

International Recognition Multidisciplinary Research Journal
ISSN 2231-5063 Impact Factor : 2.2052 (UIF)
DOI Prefix : 10.9780
Journal DOI : 10.9780/22307850

| ORIGINAL ARTICLE | Your Article QR Code |
|-------------------------------------------------------------------------------------------------|--------------------------------------|
| Received : 15 th April. 2014, | Published: 1 st May .2014 |
| Vol. – 3, Issue – 11, May. 2014 Employee Engagement: Leadership And Creativity | |
|  | |
| See your article on Mobile | |



| ==:Your article is deposited in:== | | | | | DRJI (India) |
|------------------------------------|------------------------------|------------------------------|-----------------------------------|-----------------------------|------------------------------------|
| GO ARTICLE (United States) | DOAJ (Sweden) | ZOTERO (United States) | GOOGLE SCHOLAR (United States) | CITULIKE (United States) | MY NET RESEARCH (United States) |
| DIGG (United States) | MENDALEY (United Kingdom) | DELECIOUS (United States) | FIGSHARE (United States) | ENDNOTE (Ireland) | Easybib.Com (United States) |

Correspondence to, C. Swarnalatha

Professor & Head , Department of Management Studies ,
Anna University.



How to Write Articles

Here are a few basic steps to take to craft an interesting, informative article.

Method 1 of 3: Come Up With An Idea

1. Get to know your audience. Decide who you need to write for before proceeding with planning or writing an article. Identify the needs of your readership. What do your readers need to know? How does your own knowledge matchup against the information they need? This will be the easiest way for you to find a topic to write about

2. Be unique. If you are writing an article about something that other people are also writing about, try to be unique in how you approach the material

3. Be passionate. You should care about the topic you choose to write about. Your enthusiasm will show in your writing and it will be much more engaging for your readers

Method 2 of 3: Research Your Idea

1. Learn the basics. Get the general explanation of whatever you are trying to write about. This will give you a basic framework for what to look for as you research.

2. Find reliable sources. Now that you know what to look for, research your topic. You can use the internet, a library, conduct interviews, watch documentaries, or whatever you feel is appropriate to teach you everything you need to know about your topic. Be an expert!

3. Get different types of material. During your research, look for material that isn't text. This can be used or altered to add to your article.

Method 3 of 3: Write Your Article

1. Decide your length. Does this article have a word count? Do you need to fill a certain number of pages? Consider what type of content you're writing about and how much space that can fill, as well as how much needs to be written in order to cover the topic adequately, before proceeding with writing your article.

2. Outline your article. Before you begin formal writing, you will want to outline your article.

3. Edit your work. Before you submit your work, you will want to do some editing and revision. If time allows, wait for a day or two before editing

4. Respect the rights of other writers. If you are using information from an external source, be sure to cite the source at the bottom of the article.

5. Submit your work. When you've finished, submit your work in the appropriate manner.

Contact Us:

Laxmi Book Publication
258/34m Raviwar Peth, Solapur-413005 India
Contact: +91-217-2372010 / 9595-359-435
e-Mail: ayisrj2011@gmail.com
Website: www.isrj.net

Authorized Signature


Rajani Kota
Review Editor

Happy Writing...

Happy Writing...

ABSTRACT:

Employee engagement is a key business driver for organizational success. High levels of engagement in domestic and global firms promote retention of talent, foster customer loyalty and improve organizational performance and stakeholder value. A complex concept, engagement is influenced by many factors—from workplace culture, organizational communication and managerial styles to trust and respect, leadership and company reputation. For today's different generations, access to training and career opportunities, work/life balance and empowerment to make decisions are important

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

Leadership has been described as “a process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task. Other in-depth definitions of leadership have also emerged. Leadership is "organizing a group of people to achieve a common goal". The leader may or may not have any formal authority. Studies of leadership have produced theories involving traits, situational interaction, function, behavior, power, vision and values, charisma, and intelligence, among others. Somebody whom people follow: somebody who guides or directs others.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

OVERVIEW

Leadership Styles
Engaging Style
Autocratic Or Authoritarian Style
Participative Or Democratic Style
Laissez-faire Or Free-rein Style
Narcissistic Leadership
Toxic Leadership
Task-oriented And Relationship-oriented Leadership
Sex Differences In Leadership Behaviour

Overview Report: Figures are Imported to Provide Explanation for Background Information. Conclusion of This Paper Clearly Supported Results.

CONCLUSION:

The level of engagement determines whether people are productive and stay with the organization— or move to the competition. Research highlights that the employee connection to the organizational strategy and goals, acknowledgment for work well done, and a culture of learning and development foster high levels of engagement. Without a workplace environment for employee engagement, turnover will increase and efficiency will decline, leading to low customer loyalty and decreased stakeholder value

Conclusion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

REFERENCES:

- Kaye, B., & Jordan-Evans, S. (2003, August). Engaging talent. Executive Excellence, 20, 8, 11.
- Corporate Leadership Council. (2004). Driving performance and retention through employee engagement. Washington, DC: Corporate Executive Board.
- Society for Human Resource Management. (2006). SHRM Special Expertise Panels 2006 trends report. Alexandria, VA: Author.
- Casner-Lotto, J., & Barrington, L. (2006). Are they really ready to work? Unites States: The Conference Board, Corporate Voices for Working Families, Partnership for 21st Century Skills and Society for Human Resource Management.

Reference Report: There are Places where the Author C. Swarnalatha Need to Cite a Reference, but Have Not

RECOMMENDATIONS:

Abstract Report: Introduce New Regular For Content & Communication.

SUMMARY OF ARTICLE:

| | Very | High | Average | Low | Very Low |
|-----------------------------------------------------------------------------|------|------|---------|-----|----------|
| 1. Interest of the topic to the readers | ✓ | | | | |
| 2. Originally & Novelty of the ideas | | | ✓ | | |
| 3. Importance of the proposed ideas | | | ✓ | | |
| 4. Timelines | ✓ | | | | |
| 5. Sufficient information to support the assertions made & conclusion drawn | | ✓ | | | |
| 6. Quality of writing(Organization, Clarity, Accuracy Grammer) | ✓ | | | | |
| 7. References & Citation(Up-to-date, Appropriate Sufficient) | | ✓ | | | |

This Article is Innovative & Original, No Plagiarism Detected

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC



Future Research Planning :

1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
3. Regarding Professor Promotion (<http://academicprofile.org/Professor/regardingPromotion.aspx>)
4. Fellowship for Post Doctoral (<http://academicprofile.org/Professor/FellowshipForPD.aspx>)
5. Online Course on Research (<http://onlineresearch.in/Default.aspx>)