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## EMPLOYEE ENGAGEMENT ACTIVITIES AND ITS EFFECT ON EMPLOYEE PERFORMANCE



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### ABSTRACT

For various companies to work with the global workforce there must be increased use of employee engagement activities .Organizations are in search of the employees who are enthusiastic and passionate about their work. . Employee Engagement has become a critical issue for almost every work place and top most priority for top management. In the current competitive world of business it is difficult to keep the employees engaged and committed to the organization. There are



various employee engagement activities which are conducted in various organizations. There is a strong relation between the employee benefits, compensation, employee upliftment with employee commitment, employee retention and employees productivity. This research paper analyzes various employee engagement activities conducted in various organizations and its effect on employees performance. This paper discuss the various factors of employee Engagement and its effect on employee at workplace. This paper also discusses the scope of Employee Engagement activities in improving the performance of the employees.

**KEYWORDS** :*Employee Engagement, Employee Benefits, Employee Performance and Employee retention.*

### INTRODUCTION :

#### EMPLOYEE ENGAGEMENT

In the area of Human Resource Management, one such word which came into elevation from 2000 onwards. The employee engagement has been evident concern nowadays. Employee Engagement is the level of dedication and involvement of the employees towards the organization. The positive attitude of the employees plays an important role towards any organization and its values.Employee engagement is nothing but the extent through which employees feel committed and

motivated in a workplace to achieve the organizational goals. When the employees have determined commitment towards their organization then they can achieve high profits and great heights for their organization. Higher commitment, higher productivity, initiatives to come up with new ideas, employee turnover, low absenteeism, focused and keen to take up challenges, problem solving attitudes are some of the characteristics of wholly engaged employees. Such characteristic acts as the factors influencing the level of employee engagement. In today's highly competitive world, such wholly engaged employees play as a valuable set for any organization. According to Meere (2005) there are three levels of engagement which are engaged, not engaged and disengaged which has different meaning as the name suggests. Therefore there is requirement for employee engagement activities or practices to be conducted and also there is a need to understand its effect on employee performance or productivity. (Nick Otto: Feb 2015), Employee Benefits News states that the career advancement opportunities, job satisfaction and the job securities that the employees get plays an important role for employees being connected with any organization. (Kunjal Sinha, 2014) concluded that extent through which employees are engaged in any organization is because of intrinsic and extrinsic rewards. (Matt Frock, 2014), 7 Keys to worker Engagement states that the employees who are motivated, valued, engaged and rewarded will lead to higher performance and not lead to employee turnover. (Bobby Medlin & Kenneth W.Green, 2014) derived that management process and practices directly has an impact on the employee engagement and hence employee engagement leads to better performance. (Jennifer Flynn, 2015) says that a healthy workforce culture plays an important role for the employees to be dedicated and creates an opportunity for the employees to engage themselves and the health, work and safety of the employees lead to build a strong organizational culture. (Olivia achrunnisa & Ardian Adhiatma, 2014) stated that commitment and engagement of the employees with organization will lead to its effect on job satisfaction and employee performance and also engagement with the leader by the employees leads to sharing information.

### Employee Engagement Activities

- Involving Employees in business planning
- Creating a knowledge system
- Show them the money
- Encourage and provide learning opportunities
- Creating opportunities
- Give back for whatever they contribute to organization

### Various Aspects of Employee Engagement

The employee engagement consists of various aspects like measuring, promoting and also implementation of it.

In order to measure the employee engagement the employer needs to conduct the opinion surveys of the employees which will help to determine which factors influence the employees productivity.

Promoting employee engagement is also important which takes place with help of three sources that is organization strategies, leaders and the employees.

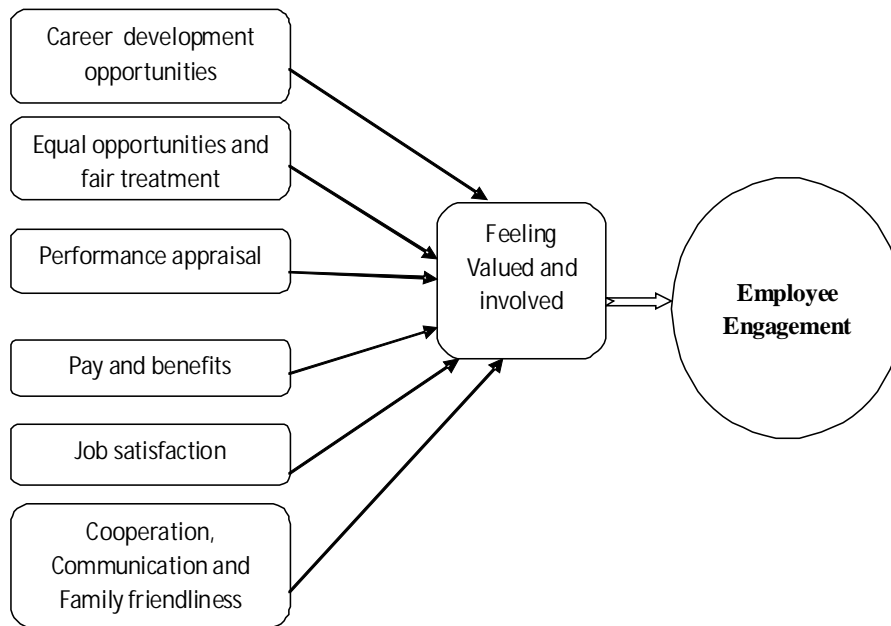
### Employee Engagement on Employee Performance

There are various factors or the aspects of employee engagement which influences the employee performance which includes:

- Creates a sense of loyalty and commitment
- Boosts morale of the employees and also increases productivity
- Improving organization effectiveness and efficiency.
- Valuable output for the organization
- Come up with innovative ideas for the growth of the firm
- Willingness to stay more with the organization

Hence employee engagement has significant impact on the employee performance.

### Factors Leading to Employee engagement



Hence there are various factors which leads to higher level of employee engagement. The organization has to look into such matters from time to time so that employees feel that they are valued and a part of the organization.

### FINDINGS

- + Employees feel motivated with the usage of employee engagement activities.
- + Employee engagement is directly linked with the employee performance
- + Not only the monetary benefits but the opportunities ,motivation, family friendliness makes the employees feel valued and satisfied with the job
- + Employees are the asset of the organization wherein they should be given their own space through which they can come out with effective output
- + Employee engagement is one of the tool for retention as the employees feel motivated to stay in organization.
- + Employee engagement is a process which is continuous, measured and implemented time to time.

### SUGGESTIONS

There are few suggestions in relation to employee engagement and for the organization to

make a better place to work:

- + Conducting regular employee engagement activities is required
- + Improving the quality of work life through various activities which includes their family.
- + Activities to develop culture of the organization
- + Fair rewards and recognition and being competitive with salary
- + Showing more concern for employees and their family well being as they would feel valued
- + Activities to enhance the culture of the organization and conducting team building activities.

### CONCLUSION

Organization should know the importance of the employees and hence make the valued and feel a part of the organization. There is correlation between employees and the organization where both are dependent on each other in order to achieve the goals effectively. The organization must have perfect mixture of time, efforts, commitment and also capital to make the employees productive and led to successful venture it. The employee performance is directly linked with employee engagement. The H.R Managers should focus on the plans for engaged workforce and also its effect on organization development and success. Thus a clear understanding should be maintained in consideration of the management pay and benefits, job satisfaction and its influence on employee performance.

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- [http://en.wikipedia.org/wiki/Employee\\_engagement](http://en.wikipedia.org/wiki/Employee_engagement)

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