

# An Empirical Study on Employees Employee Engagement in IT Industry, Chennai

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**Abstract:** *Employee Engagement has been emerged as an enticing variable towards Organization's Objectives achievement. The aggregation and benefit of any Organization depends absolutely upon their laborers. Employee Engagement is the level of responsibility and contribution of a representative towards the association objectives. To accomplish the association targets the association needs to use the Human assets by Employee Engagement. The study aimed to find out the relationship between determining factor of employee engagement in IT industry. The variables namely Career Development Opportunities, Cultural Diversity, Communication, Employee Recognition, Transparency & Honesty were considered for the study. A sample of 101 was collected from the IT professionals. SPSS v23 is used to analyze the data. Correlation and regression test were applied to analyze the data. The correlation result revealed all the variables are positively correlated with employee engagement and there is significant relationship employee engagement. To assess the influential factors of Employee Engagement Log-Linear Regression model is adopted. The regression result shows that the co-efficient of multiple determination (Adjusted R<sup>2</sup>) is found to be 0.535, which indicates that 53.50 per cent of variations in the dependent variable explained by the independent variables and positive relationship with the employee engagement. The study suggests that in order to increase employee engagement, the company must concentrate on these variables in order to achieve the organization's goals.*

**Keywords:** *Employee Engagement, Career Development, Cultural Diversity, Communication*

## 1. INTRODUCTION

Today most of the company recognizes that a 'satisfied' worker isn't always the 'paramount' worker in phrases of reliability and efficiency. Only 'Engaged worker', who's rationally and psychologically hurdles with the company, feels obsessive approximately its intention and is devoted toward its values. Engaged personnel are extra devoted and carry out his obligations to achievement and to attain the goals of the business. Engagement is ready motivating personnel to do their best. The quality of output and competitive advantage of a company depend on the quality of its people.

The Employee Engagement became originate with the aid of using the Gallup organization, consequent to twenty-five years of interviewing and surveying personnel and managers, each year and the outcomes are appealing for 2 reasons: According to the survey, “Employee Engagement has a statistical dating with productivity, profitability, worker retention, safety, and client satisfaction” (Buckingham & Coffman, 1999).

Engaged - “Engaged employees work with passion and they feel a profound connection to their company. They drive innovation and move the organization forward.”

Non- Engaged - “Non - Engaged employees are essentially ‘checked out’; they are sleepwalking through their day, putting time – but not energy and passion- into their work.”

Actively disengaged- “The ‘actively disengaged’ employees are just not unhappy at work; they are busy acting out their unhappiness.”

Because of constructive activity market place and the awe some charge of attrition the IT zone in India are going through foremost impact of the surroundings of the agency at the ranges of Employee Engagement. By presenting time and fee benefits to the worldwide customers internationally the Indian IT enterprise has emerged and been ordinary as one of the key gamers with inside the worldwide marketplace. While this interprets in excessive income applications and increase possibilities for the employees, which additionally results in excessive costs of attrition – in a market place this is developing too speedy for the increase in human sources to capture up. In this situation, it became anticipated that excessive ranges of Employee Engagement will increase dedication and decreases attrition. Hence this have a look at is taken up to spotlight the quantity of Employee Engagement, the causative elements for Engagement to discover the determinants of worker engagement in IT Industry, Chennai.

## 2. REVIEW OF LITERATURE:

**GantasalaPrabhakar & Swetha Reddy (2016)** aimed to study the extent of worker engagement in IT Industry in India. The end result suggests that demographic profile of personnel had a vast impact on worker engagement. The take a look at cautioned that the business enterprise has to put in force retention techniques to beautify the extent of worker engagement.

**Manjunath (2018)** explored the demanding situations for powerful engagement mechanisms in IT Sector. The take a look at concluded that the company has to design &put into effect programme to stand the challenged and changes.

**Binita Tiwari, Usha Lenka (2018)** aimed to discover the worker engagement practices and to analyze its affiliation with company branding in IT/ ITES companies. The have a look at discovered that “inner company conversation, know-how sharing, non-stop learning, intrapreneurship and perceived conversation pleasure are definitely related to worker engagement. It additionally discovered that worker engagement is definitely related to company branding.

**Abdulwahab S.Bin Shmailan (2016)** the observe become to discover the elements influencing Employee delight and process overall performance and to decide the connection among process delight and overall performance and Employee Engagement. Methodology become primarily based totally at the evaluate of literature. The findings show case that worker delight will decorate the profession and growth the productiveness of business. The disengagement of personnel will bring about decrease earnings margin, bad client service, and excessive worker turnover and reduced aggressive part to the organization.

**Objectives of the study:**

1. To examine the factors influencing the employees employee engagement in IT Industry.
2. To find out the relationship among the factors influencing employee engagement in IT Industry.

**3. RESEARCH METHODOLOGY**

The data used in this analysis is primary data obtained from Chennai-based IT professionals. A sample of 101 IT professionals was approached for this analysis and their answers were obtained to the study related questions. The questionnaire includes 3 segments: first segment pertains to demographic variables, second segment pertains to Employee engagement and Third segment pertains to determinants of worker engagement.

**Data Analysis and Interpretation**

- (i) The demographic characteristic illustrates the distribution of respondent’s categories in relation to Gender, Age, Educational Qualification and Organizational Hierarchy as described in Table 1

Table 1: Distribution of respondents according to Gender, Age, Educational Qualification and Organizational Hierarchy

Demographic factors		Frequency	Percentage
Gender	Male	55	54.6
	Female	46	45.5
Age	21-30 years	57	56.5
	31-40 years	25	24.8
	41-50 years	19	18.8
Educational Qualification	Graduate	54	53.7
	Post Graduate	24	23.7
	Professional	23	22.7
Organizational Hierarchy	Top level	17	16.8
	Middle level	31	30.8
	Operational level	53	52.5

From the Table 1, male are 54.6% and female 48.5% of the total respondent. Employees age group 21-30 years are in majority with 57.5%, 31-40 years with 24.7 %, and age 41-50 years is 17.8%. Majority of the respondents are Graduates with 53.4%, post graduates 23.7%, and professional 22.7%. It is observed that most of respondents are from Operational level with 53%.

**(ii) Correlation**

To find out the relationship between variables, Pearson correlation analysis is adopted and the result are displayed in the below table.

Table 2: Correlation analysis between variable of employee engagement

EE	Pearson Correlation	1	.619**	.530**	.558**	.709**	.649**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	101	101	101	101	101	101
CDO	Pearson Correlation	.619**	1	.688**	.623**	.544**	.437**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	101	101	101	101	101	101
CD	Pearson Correlation	.530**	.688**	1	.756**	.567**	.327**
	Sig. (2-tailed)	.000	.000		.000	.000	.001
	N	101	101	101	101	101	101
C	Pearson Correlation	.558**	.623**	.756**	1	.559**	.341**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	101	101	101	101	101	101
ER	Pearson Correlation	.709**	.544**	.567**	.559**	1	.210*
	Sig. (2-tailed)	.000	.000	.000	.000		.035
	N	101	101	101	101	101	101
T&H		.649**	.437**	.327**	.341**	.210*	
	Sig. (2-tailed)	.000	.000	.001	.000	.035	
	N	101	101	101	101	101	101

\*\* . Correlation is significant at the 0.01 level (2-tailed)

\* . Correlation is significant at the 0.05 level (2-tailed)

CDO= Career Development Opportunities, CD=Cultural Diversity; C=Communication; ER=Employee Recognition; T&H= Transparency& Honesty

It is inferred from the Table2 that there is strongest positive correlation between employee engagement and Career Development Opportunities (CDO) at 0.619, correlation between Cultural Diversity (CD) and employee engagement at 0.530, correlation between Communication (C) and employee engagement at 0.558, correlation between Employee Recognition (ER) and employee engagement at 0.709 and correlation of 0.649 between employee engagement and Transparency& Honesty (T& H). The result shows that all the variables are positively correlated with employee engagement and there is significant relationship employee engagement.

**(iii) To assess the factors influencing Employees in Employee Engagement**

To assess the influential factors of Employee Engagement Log-Linear Regression model is adopted and the results are displayed in below table:

**Log Linear Regression**

Table 3: Definition of Variable to assess the influential factors of Employee Engagement

Variable	Definition
X1	Career Development Opportunities (1=Strongly Disagree;5= Strongly Agree)
X2	Cultural Diversity (1=Strongly Disagree;5= Strongly Agree)
X3	Communication (1=Strongly Disagree;5= Strongly Agree)
X4	Employee Recognition (1=Strongly Disagree;5= Strongly Agree)
X5	Transparency& Honesty (1=Strongly Disagree;5= Strongly Agree)

$$\ln(Y) = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots\dots\dots\beta_5X_5 + \mu$$

Where,

Ln (Y) = Natural logarithm value of employees engagement

$\beta_0$  = Intercept

$\beta_i$ 's = Regression coefficients

$\mu$  = Random disturbance term; ( $\mu_i \sim 0, \sigma_i^2$ )

Table 4: Factors influencing employee engagement

S.No	Variables	Regression Co-efficient	't' Value
1	Career Development Opportunities	0.857**	9.615
2	Cultural Diversity	0.117**	2.106
3	Communication	0.365**	4.545
4	Employee Recognition	0.077**	2.358
5	Transparency& Honesty	0.376**	5.714
	Constant	4.765**	25.452
	Dependent Variable	Employee Engagement	
	$R^2$	0.525	
	Adjusted $R^2$	0.535	
	F-Statistics	25.255**	
	N	101	

Semi-log regression model was postulated with five influential factors related to Employee Engagement such as Career Development, Cultural Diversity, Communication, Employee Recognition; Transparency & Honesty are treated as Independent Variable.

The Semi-log multiple linear regression technique is applied to assess the influential factors of Employee engagement and the results are presented in Table4. The co-efficient of multiple determination (Adjusted  $R^2$ ) is found to be 0.535, which indicates that 53.50 per cent of variations in the dependent variable explained by the independent variables.

The F value was 25.255 which are also found to be significant at 1 percent level. The variable Career Development, Cultural Diversity, Communication, Employee Recognition, Transparency & Honesty had a significant at 1 percent level and positive relationship with the

employee engagement. Further, the five important factors of employee engagement play vital role to improve employee engagement in their Jobs.

#### 4. CONCLUSION

Engaged employees are dynamic resource for the organization. So the company has to explore potential ways to make them engaged. A company has to provide good working environment, career development programmes, relationship with supervisor, succession planning for engagement of employees and for the achievement of Organizational Objectives.

Human resource is a unique resource for every Organization. Effective use of Human resource leads towards the achieving organizational objectives and personal goal. Employee engagement is one of the motivational factors for an organization to achieve the objectives. This study has identified some factors such as, Career Development, Cultural Diversity, Communication, Employee Recognition, Transparency & Honesty as key drivers of Employee Engagement in IT industry.

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