

Navigating Workforce Through Employee Engagement

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Abstract

Employee disengagement has become a big concern for retail companies to increase productivity. In the United States, retail companies lose at least \$96 billion in revenue every year. Using transformational leadership theory, the purpose of this qualitative multiple case study was to explore strategies needed by retail companies to improve employee engagement and increase workforce productivity. From data collected using face-to-face open-ended interview questions with 4 retail business leaders located in the eastern region of the United States and who have experienced this phenomenon; three major themes emerged. The primary themes that emerged were professional development, collaboration, and work-life balance. Based on the tenets of transformational leadership, the findings indicated that the 3 major themes were strategic to promote employee engagement, improve workforce productivity and financial stability. The findings also reveal that potential leaders could use transformational leadership strategy to improve workforce productivity and financial stability, thereby improving the quality of life for the employees, economic independence, and wellbeing in the local community.

Keywords: Communication, Collaboration, Recognition, Feedback, Motivation, Performance management, Employee satisfaction, continuous improvement

1. Introduction

Human resource professionals in India are still facing challenges related to talent management, specifically in relation to retention. HR experts have explored ideas like employee reviews, employee happiness, and employee pleasure in their effort to determine the most effective strategy for keeping employees [1]. According to the newest theory, "Employee Engagement," what matters most is how much a worker is emotionally invested in his company and enthusiastic about his work. Encouraging workers to give their all is the essence of engagement [2]. An engaged worker offers his employer their all. A company's ability to compete and produce high-quality work is largely dependent on the calibre of its workforce. It has been established that there is a fundamental connection between profitability, client loyalty, and staff engagement [3]. Employees develop an emotional bond with the company when they are actively and successfully involved with it. This affects how they

treat the company's customers, which raises customer satisfaction and service standards. Nowadays, most businesses understand that an employee that is happy at work may not be the most productive or loyal [4]. An employee may only be considered engaged if they are emotionally and intellectually connected to the company, have a strong sense of purpose for its objectives, and are devoted to its principles [5]. Motivation and assess their relationship with performance.

1.1. Purpose

An organization's capacity to manage employee engagement is closely related to its ability to achieve high performance levels and superior business results. Engaged employees will stay with the company, be an advocate of the company and its products and services, and contribute to bottom line business success. Engaged employees also normally perform better and are more motivated. There is a significant link between employee

engagement and profitability. Employee engagement is critical to any organization that seeks not only to retain valued employees, but also increase its level of performance

1.2. Objectives

- To understand key driving forces of employee engagement in organization.
- To evaluate effectiveness of employee engagement, enhance employee satisfaction [6].
- To assess employee well-being with reference to employee engagement.
- To identify the challenges of the target engagement initiative with in the work force

2. Methodology

To find out what the employees think of the current system, a research is being undertaken. Employee attitude is determined by using a structured questionnaire to gather data. There are multiple choice, open-ended, and dichromatic items on the questionnaire.

2.1 Sample Size

A 100-person sample is selected, with respondents being the company's employees.

2.2 Tools for Collecting Data

- **Primary data:** First-hand information is gathered and referred to as primary data.
- **Secondary data:** This type of data is derived from sources rather than being created from scratch. Published references.

3. Summary Output 1

[Ho] There is no meaningful correlation between employee engagement and well-being Show in Table 1-2

Table 1 Employee Engagement and Well-Being

Employee Engagement	Employee Wellbeing
75	60
25	40

2.3 Correlation Analysis

Table 2 Correlation Analysis

	employee engagement	employee wellbeing
employee engagement	1	
employee wellbeing	1	1

Interpretation: A perfect positive correlation, or one in which both variables rise linearly with an increase in one, is indicated by a correlation value of 1. The findings point to a substantial correlation between worker wellbeing and worker engagement, with higher worker wellbeing levels being linked to higher worker engagement levels and vice versa. This is a promising conclusion since it suggests that initiatives to enhance one element (like engagement) may benefit another (like wellness) in the workplace in Table 3-4.

2.4 Regression Analysis

Table 3 Regression Analysis

Regression Statistics	
Multiple R	1
R Square	1
Adjusted R Square	0.605072
Standard Error	1
Observations	4

Table 4 ANOVA

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	625	1536.545	625	0.075696
Residual	0	0	215.5517		
Total	1	625			

Interpretation: This analysis suggests that the linear regression model might not be statistically significant at the conventional significance level of

0.05. However, interpreting this result should also consider the context of the study, the research question, and any theoretical considerations. Additionally, it's essential to verify the calculations and ensure the correctness of the degrees of freedom and the residual Mean Squares.

4. Findings

- Employee engagement is a crucial aspect of workforce management since it has a direct impact on retention, productivity, and satisfaction.
- As a result of more engagement, current research has shed light on useful strategies for negotiating the workforce.
- The findings demonstrate that providing opportunities for skill growth, fostering an environment of appreciation and acknowledgment, and promoting open channels of communication are critical elements that impact employee engagement. Additionally, programmers who prioritize work-life balance, flexibility, and a sense of purpose significantly increase levels of overall engagement.
- Establishing career advancement pathways and providing funds for leadership development programs can also enhance employee engagement with the business and their work.

By giving these factors high importance, organizations may cultivate a more engaged staff, which will enhance performance, raise retention rates, and promote a better organizational culture.

Conclusion

In the current fast-paced business environment, managing the workforce through employee engagement is a crucial strategic imperative for businesses hoping to succeed over the long haul. By fostering an engaged culture, businesses can unleash the potential of their workforces, foster creativity, raise productivity, and improve employee satisfaction and retention rates. Through an emphasis on work-life balance, opportunities for growth and development, meaningful recognition, and effective communication, organizations may

create a culture where employees feel valued, motivated, and committed to achieving common goals. Ultimately, prioritizing employee engagement positively impacts individual employees as well as the organization's long-term profitability and competitiveness. Employee engagement is a critical element of effective workforce navigation. By fostering an engaged culture, organizations may enhance overall performance, retention, and productivity.

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