_____

EMPLOYEE ENGAGEMENT INITIATIVES AT INFORMATION TECHNOLOGIES COMPANIES IN BENGALURU

A. Arunraj[1] and Dr. V. Joseph Paulraj[2]
[1]Ph. D., Research Scholar in Management, Bharathiar University, Coimbatore .
[2]Research Supervisor, Research and Development Centre, Bharathiar University, Coimbatore .
Professor and Head, Department Management Studies, Anna University Regional Campus, Madurai.

_____

ABSTRACT :
   Worker commitment is simply the outfitting of association individuals' to their work jobs; in commitment, individuals utilize and convey what needs be physically, psychologically, and sincerely amid job exhibitions.

KEYWORDS : *Employee engagement , organization's goal , physically, psychologically.*

INTRODUCTION
   Representative Engagement is a quantifiable level of a worker's certain or negative passionate connection to their activity, partners and association that significantly impacts their ability to learn and perform at work. Engaged employees care about the future of the company and are willing to invest discretionary effort. Representative commitment is the enthusiastic duty the worker has to the association and its objectives. This emotional commitment means engaged employees actually care about their work and their company. They don't work just for a pay cheque, or just for the next promotion, but work on behalf of the organization's goal.
   Employee Engagement is the means or strategy by which an organization seeks to build a partnership between the organization and its employees. Worker commitment makes more prominent inspiration inside representatives for the work they do and expands their responsibility to the association. A drew in representative works with associates to enhance execution inside the activity to help the association. When employees are effectively and positively engaged with their organization, they form an emotional connection with the company. It is tied in with making an eagerness for their jobs, their work and the association, and guaranteeing they are lined up with the estimations of the association, very much educated and all around incorporated with their partners and the texture or culture of the association.

NEED FOR THE STUDY
   In recent years, there has been a great deal of interest in employee engagement. Many have claimed that employee engagement predicts employee outcomes, organizational success, and financial performance. But surprisingly there has been little research have been done on this topic which has become so very popular. An engaged employee is willing and able to contribute to company success. That is commitment is the degree to which a worker puts optional exertion into his or her work, past the expected least to take care of business, as additional time, intellectual competence or vitality.
   So a fully engaged employee is a win-win situation. Engaged employees stay longer and contribute in a more meaningful way. The term ''employee engagement'' may sound new, but it has long existed as a core

_____

management practice. In todays competitive environ, companies need to ensure that, in philosophy and practice, they acknowledge the importance of the manager in retaining employees.

This study will give new insight to the IT companies in Bengaluru to have a highly engaged workforce.

MODEL OF ANTECEDENTS AND CONSEQUENCES OF EMPLOYEE ENGAGEMENT

Alan M. Saks, has proposed the following model. According to this model antecedent of employee engagement are job characteristics, perceived organizational support, rewards and recognition, procedural justice and distributive justice. The result of representative commitment incorporates work fulfillment, hierarchical responsibility, goal to stop, authoritative citizenship and conduct.

OBJECTIVES OF THE STUDY
1. To analyse the socio economic profile of the respondents
2. To study Employee Engagement initiatives at IT Companies in Bengaluru
3. To measures the engagement level of employees at IT Companies in Bengaluru
4. To study the impact of engagement level of employees on organisational commitment, job satisfaction and withdrawal cognition

Organisations Covered for the Study
A study was conducted among a small of 45 respondents working in the following IT companies in Bengaluru.
1. Infosys Technologies
2. Wipro Technologies
3. Tata Consultancy Service

FINDINGS OF THE PILOT STUDY
1. 66.67 per cent of the respondents were male and the rest 33.33 per cent were female
2. 40 per cent of the respondents were programmers, 31.11 per cent of the respondents were team leaders and the rest 28.89 per cent were managers.
3. 26.67 per cent of the respondents were below the age of 25 years, 62.22 per cent of the respondents were in the age group of 25 to 30 years and the rest 11.11 per cent
4. Regarding marital status 46.67 per cent of the respondents were unmarried, 48.89 per cent of the respondents were married and the rest 4.44 per cent belong to others category (others category include divorcee, widower, widow and separated).
5. Educational qualification of 46.47 per cent is B.E.. 31.11 per cent of the respondents were MBA graduates and 22.22 per cent were M.E., graduates.
6. For 22.22 per cent of the respondents total work experience is below three years. For 48.89 per cent of the respondents total work experience is between 3 to 7 years and for the rest 28.89 total work experience is between 8 to 12 years.

_____

_____

7. Regarding employee engagement practices celebrating birthdays, promotions, retirements, newcomers, etc., internal magazine and recognising and encouraging innovation are the regularly practiced employee engagement practices in the company where the respondents were working.

REFERENCES

Employee Engagement is definitely an energy that drives every organization and has invited the attention of business practitioners, academic researchers and even government concerned. It is a level of indication reflecting employee's dedication through emotional and rational for the accomplishment of mission as well as the vision of the organization. In other words, it is the employee value, enjoyment and believes in with the organization where they make them engaged with more interest.

REFERENCES

1. Alan M. Saks, (2006),"Antecedents and consequences of employee engagement", **Journal of Managerial Psychology**, Vol. 21, No. 7 pp. 600 – 619
2. Bates, S. (2004), "Getting engaged", **HR Magazine**, Vol. 49 No. 2, pp. 44-51.
3. Baumruk, R. (2004), "The missing link: the role of employee engagement in business success", **Worlkspan**, Vol. 47, pp. 48-52.
4. Clapon, P. (2014, February 20) **25 Employee Engagement Ideas** Retrieved from http://www.gethppy.com/:
   http://www.gethppy.com/employee-engagement/25-employee-engagement-ideas
5. Harter, J.K., Schmidt, F.L. and Hayes, T.L. (2002), "Business-unit level relationship between employee satisfaction, employee engagement, and business outcomes: a meta-analysis", **Journal of Applied Psychology,** Vol. 87, pp. 268-79.
6. Iyer, S and Israel, D (2012) "Structural Equation Modeling for Testing the Impact of Organization Communication Satisfaction on Employee Engagement", **South Asian Journal of Management**, Vol. 19, No.1, pp 51 – 81
7. Kumar, V (2013) "**Employee Engagement: A Study of Select Organizations",** Unpublished Ph. D., thesis submitted to University of Delhi, Retrieved from http://shodhganga.inflibnet.ac.in/handle/10603/26533
8. Pati, S.P (2012) "Development of a Measure of Employee Engagement", **The Indian Journal of Industrial Relations**, Vol. 48, No. 1, pp 84 - 104
9. Rama Devi, V (2009),"Employee engagement is a two-way street", **Human Resource Management International Digest,** Vol. 17, No. 2, pp. 3 – 4
10. Richman, A. (2006), "Everyone wants an engaged workforce how can you create it?", **Workspan**, Vol. 49, pp. 36-9.
11. Robinson, D., Perryman, S. and Hayday, S. (2004), The Drivers of Employee Engagement, **Institute for Employment Studies**, Brighton.

A. Arunraj
Ph. D., Research Scholar in Management, Bharathiar University, Coimbatore .

Dr. V. Joseph Paulraj
Research Supervisor, Research and Development Centre, Bharathiar University, Coimbatore .
Professor and Head, Department Management Studies, Anna University Regional Campus, Madurai.

_____