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Employee engagement impact on job satisfaction and employee retention

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Abstract

This study is to know how employee engagement impacts job satisfaction and employee retention in organization. The more the employee is engaged in his job, the more employee's will be emotionally connected with his job and brings the feeling of belongingness towards his organization and the more happily he works or more satisfied he will be. The key to job satisfaction is its employee's engagement in their job. Job engagement is a employee psychological presence along with absorption and attention. Employee engagement is a very essential tool that brings job satisfaction and retain employees for long run in an organization. The aim of the study is to know about the concept of employee engagement, and Human resource strategies opted by companies to bring job satisfaction is organisation. To conduct this study data has been collected from secondary data including journals, books and websites.

Keywords: Employee engagement, organization, human resources strategies

Introductions

Employee Engagement

The study demonstrates how an engaged worker makes a greater contribution to the growth and effectiveness of the organization. Indeed, the most committed workers outperform their colleagues and are less likely to quit, suggesting a relationship between engagement and productivity within the company. Conversely, employment

Employee satisfaction, which is frequently used synonymously with employee engagement, is the state in which an employee perceives their work, compensation, benefits, and other aspects of their position. People are considered to be more contented when they are happy in their jobs. One crucial factor that administration frequently assesses is job satisfaction. Employees report their reactions to their employment using rating scales, which is the most often used method of measuring.

Companies gain significant competitive advantages from having engaged and dedicated workers, such as increased production and less employee turnover. It follows that companies of all shapes and sizes have made significant investments in procedures and policies that encourage dedication and involvement among their employees. Therefore, it should come as no surprise that businesses of all shapes and sizes have made significant investments in procedures and policies that encourage dedication and involvement among their employees. Therefore, it should come as no surprise that businesses of all shapes and sizes have made significant investments in procedures and guidelines that encourage dedication and involvement among their employees. The relationship between employees and employers has seen a notable change in the past few years. Organizations encounter tough obstacles in their quest for corporate success due to factors like globalization, intense competition in marketplaces, unstable economic conditions, expectations for constant change, and the talent war. Nowadays, many people do not have a job for life, and redundancy is a very real possibility. As a result, the psychological contract is not what it once was. Empirical data suggests that contemporary workplace norms and employee expectations have changed. So, for companies looking for long-term success in more difficult times, involvement can be the "deal-breaker".

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Numerous studies have shown the benefits of employee engagement for the organization. Employees that are engaged will put in more effort for the company, work harder than other employees, and perform with passion. They'll be proactive and deliver optimal outcomes for the company. Therefore, it is crucial to research the variables that affect employee engagement. Thereby accelerating industrial advancement. Enhanced employee engagement can be achieved through fostering a culture of effective communication, providing positive reinforcement, allocating sufficient resources, fostering innovation, fostering trust in senior management, skill development, teamwork, and autonomy. In many firms, the implementation of new technologies, trained labor, benchmark practices, and technical education has contributed to increased efficiencies.

Due to the global corporate climate and growing competition, having motivated and contented personnel is insufficient to produce the required business results. Contented workers might just fulfil their responsibilities; yet, this might not necessarily translate into improved output. Employers encourage their staff to apply their full potential and competencies to their work in order for the company to compete effectively; otherwise, they risk losing some of their most important people. Organizations must focus on more than just employee pleasure. As a result, contemporary companies want their workers to be passionate, excited, and creative at work. They also want them to take on challenges for their own personal growth, aim for excellence in both performance and quality, and be vivacious and committed to their profession. People become engaged when they believe that their employer values their work, that their efforts advance the objectives of the company, and-above all-when their own ambitions of advancement, recognition, and compensation are realized. People become engaged when they believe that their employer values their work, that their efforts advance the objectives of the company, and-above all-when their own ambitions of advancement, recognition, and compensation are realized.

Objectives of the study

1. The employee engagement conceptual framework.
2. Determining the different elements that impact worker engagement.
3. The advantages of employee involvement for the organization's employee satisfaction.
4. The impact of employee engagement on employee retention in organisation.

Research Methodology

This study is based on secondary data which is collected through referring journals, Books and websites.

Literature Review

Employee engagement

The interpersonal and professional relationships that workers have with their employers, coworkers, and workplace are referred to as employee engagement. A better overall work experience is indicated by high levels of engagement, which are linked to greater job satisfaction, performance, and employee retention.

An employee's level of engagement is mostly determined by the significance of their work, their interactions with

management and coworkers, and the possibilities for growth, support, and acknowledgment that their company provides. A company's commitment to employee satisfaction is demonstrated by really engaged staff, which can lead to increased business and a higher return on investment from prospective hires.

(Vipul Saxena & Rachana Srivastava, 2015) ^[12] According to this study, an employee's level of involvement and dedication to their firm and its principles is measured by their level of engagement. It gauges an employee's attitude toward their work, their coworkers, and the organization, all of which have an impact on how willing they are to learn and perform at work. Productivity, loyalty, commitment, and lower turnover are all directly impacted by employee engagement.

(Parent JD, & Lovelace KJ, 2015) ^[13] This research proposes that human resilience to change can be enhanced by an organizational culture that is supportive. Leaders and management have a big impact on culture. Positive psychology has a lot of data to support its claims about improving employee engagement and altering organizational culture. Positive psychology has advantages for management, employees, and businesses.

(V Siva Kumar 2015) ^[14] According to this study, an organization's growth is accelerated and its retention strategy is strengthened by highly engaged employees. This study shows that there is insufficient staff engagement in private banks.

(Mahendru *et al.*, 2006) ^[15] This study shows outlined the degree to which workers find satisfaction and meaning in their work, as well as a sense of worth, is known as employee engagement. What matters is the level of dedication a person has to the hub and the duration of their stay with the organization as a result of that dedication.

(Robinson *et al.* 2004) ^[16] An optimistic outlook that workers have for the company and its principles is known as employee engagement. An engaged worker responds to the work environment and collaborates with coworkers to enhance job performance for the benefit of the company. Engagement needs a two-way interaction between the employer and the employee, which the company must work to create and foster.

(M. Gupta, 2018) ^[17] a model developed by M. Gupta (2018) ^[17] that explains how employee engagement influences retention. Psychological capital (PsyCap) was the means by which the original model connected involvement with control at work (CAW) and general wellbeing (GWB). Osteraker (1999) ^[20], an organization's ability to retain and satisfy its workforce is crucial to its success. The three main dimensions of the retention factor are social, mental, and physical. Employees always prefer flexible work projects where they can utilize their knowledge and see the consequences of their efforts, which in turn assists in retaining the precious resources. This is part of the mental dimension of retention. The interactions that employees experience with both internal and external persons make up the social dimension.

Elements that have an impact on employee engagement levels.

1. Professional Growth

Employers that have a high level of employee engagement give their staff member's lots of chances to grow as individuals, acquire new skills, expand their knowledge

bases, and realize their full potential. Career development strategies not only assist companies retain exceptional personnel, but they also present chances for individual growth. Workers are more likely to make investments in organizations that support their professional growth. Additionally, a sufficient degree of training, skill development, and learning can lead to increased employee engagement with the company and their employment.

2. Efficient Talent Management

Employee engagement-friendly cultures encourage employees to strive for and realize the future vision by valuing the diversity of talents and abilities that they bring to the table. High engagement and lower attrition rates inside the company can be achieved by implementing a personnel management strategy that includes career planning, organizational support, and incentives. Effective management is considered to be one of the variables that has the biggest impact on employee engagement.

3. Treating Workers with Respect

Employee engagement is higher in a culture that values respect. Respect and fair treatment of employees by managers is reflected in their willingness to hear their opinions and suggestions, in their ability to make them feel important, and in their ability to interact with them in a constructive manner.

4. Self-determination

Workers believe that they ought to have a voice in choices that could impact their roles. High-engagement workplace leadership creates a demanding and trustworthy atmosphere where workers are encouraged to defy accepted conventions, be creative, and support the organization's expansion. Engagement is also impacted by workers' capacity to voice their opinions to upper management.

5. Equitable Handling

When a manager or supervisor offers every employee the same opportunities for development and promotion, employee engagement typically increases. Equal pay plans have an effect on workers' participation as well position inside the company. Employees who exhibit higher levels of engagement with the organization are more likely to reciprocate a better sense of procedural justice. Increased levels of informational justice result in increased behavioral and cognitive engagement with work, accompanied by signs of increased motivation and dedication, pride in one's job, and excitement for it.

6. Evaluation of Performance

Higher levels of employee engagement are typically seen in organizations that use suitable appraisal techniques that are renowned for being objective and transparent. Manager and employee communication about Engagement levels are also raised by position clarity and performance goals for employees. Establishing goals has a good effect on worker involvement, which in turn has a beneficial effect on workplace optimism and, ultimately, on worker performance.

7. Salary and Perquisites

The three top-rated financial incentives are stock options, cash bonuses, and raises in basic pay. Employers should tie

remuneration to jobs, performance, special or personal projects in order to use it as an effective engager. fringe benefits, pensions, allowances, etc. Compared to elements like base salary and benefits, incentives, intangible rewards, and leadership calibre are more strongly correlated with the organization's capacity to generate highly engaged workers. When workers are aware of the policies, procedures, and compensation-related initiatives in place, their level of participation increases.

8. Safety and Health

The sense of security that one has when working is associated with the degrees of involvement. As a result, all firms need to have appropriate policies and procedures to ensure the health and safety of their workforce. Hours worked and well-being and safety, among other things, were discovered to be significant factors for employee engagement in the public sector as well.

9. Contentment

Since engagement begins with satisfaction, it is crucial for an organization to align job objectives with individual goals to ensure that a worker is content with his or her position. When it comes to work, employees who have higher levels of self-efficacy are more likely to be engaged since it results in a higher disposition to put in extra effort and energy to complete tasks, which increases absorption and participation.

10. Friendliness with Family

It speaks to the impact that a person's family has had on their creative output. When an employee has an emotional bond with the company due to benefits the company offers to his family, that's when engagement enters the picture.

11. Identification of Talent

After factors influencing job satisfaction and employee engagement were examined, it was discovered that few non-financial motivators are often successful in fostering employee engagement over the long run in the majority of industries. The Positive correlations have been found between antecedent rewards and recognition and organizational involvement. This means that top managers need to create occupations that fit the credentials and existing skill sets of their trained and developed staff members while also allowing people to take pride in their work by providing them with autonomy, identity, and meaningful tasks.

Findings

1. My study shows that workers those are highly satisfied at their workplace also demonstrate higher level of engagement.
2. The positive correlations have been found between rewards and recognition and organisational engagement.
3. Employee involvement, organizational communication, employee communication, transformational leadership, and transactional leadership are the elements that make up employee engagement. A corporation will increase employee job satisfaction by offering possibilities for employee engagement. A motivated workforce results in increased job satisfaction.

4. Establishing goals has a good effect on worker involvement, which in turn has a beneficial effect on workplace optimism and, ultimately, on worker performance.
5. The positive correlation between employee satisfaction and employee retention.

Conclusion

The study underscores the pivotal role of employee engagement in enhancing organizational productivity and reducing turnover. Engaged employees demonstrate superior performance, commitment, and job satisfaction, contributing significantly to the company's success. The research highlights that factors such as professional growth, effective talent management, respect, autonomy, equitable treatment, performance evaluation, compensation, health and safety, job contentment, family-friendliness, and talent recognition are crucial in fostering engagement. By investing in these areas, companies can cultivate a motivated and dedicated workforce, essential for thriving in a competitive global market. Ultimately, fostering a culture of engagement not only benefits employees but also drives organizational growth and long-term success.

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