

**A STUDY ON EMPLOYEE ENGAGEMENT IN INFORMATION TECHNOLOGY
SECTOR EMPLOYEES IN CHENNAI CITY**

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Introduction

Employee engagement is defined as believes in the mission, purpose and values of an organisation and demonstrates that commitment through their actions. Employee engagement is high when the statements and conversations held reflect a natural enthusiasm for the company, its employees and the products or services provided.”

‘An employee's optimistic attitude toward the organisation and its values add more benefit. An engaged employee understands the market context and collaborates with coworkers to enhance job performance for the good of the company. The company must strive to foster and improve employee engagement, which necessitates a two-way partnership between the employer and the employee. Corporate Executive Board defines engagement as “the extent to which employees commit to something or someone in the organization, and how long they stay as a result of that commitment.” Towers Perrin defines engagement as “The extent to which employees put discretionary effort into their work in the form of brainpower, extra time, and energy.” Academic researchers and professionals who use the term "employee involvement" in discussions with employers disagree about what it means. The author demonstrates that the word refers to psychological states, characteristics, and attitudes, as well as their antecedents (Macey, W. H., & Schneider, B. (2008). The IT sector makes a major contribution to the countries manufacturing IT service, jobs, and exports. IT sectors in India produce a variety of goods ranging from conventional to high-tech. After the agriculture sector, the IT sector is well known for providing the most opportunities for self-employment and job creation. Hence study conducting in the IT sector could be a great contribution for the academics and industry.

Review of literature

In today's dynamic marketplace, employee engagement has emerged as a key driver of business success. Employee commitment can also be a decisive factor in a company's performance. Not only does employee engagement have a direct impact on employee retention, efficiency, and loyalty, but it also has a direct impact on customer satisfaction, business credibility, and overall stakeholder value. Employee involvement in manufacturing IT Sectors in India was observed through this research. The study shows that an employee with more than 10 years of total work experience and more than 10 years of work experience in the current company, regardless of age or management level, has a higher level of employee engagement. Furthermore, regardless of age or management rank, an employee with less than 5 years or 5 years of total work experience and less than 5 years or 5 years of work experience in the current company, whether male or female, has the lowest level of employee engagement (1). Every organization aspires

to have a competitive advantage over the competition. Employee involvement is the most effective tool for doing this. Employee engagement is, indeed, essential. It is believed to be the most important factor in determining the strength of a company (Baumruk, 2004).

The aim of this research is to look into the impact of employee relations and human resource management (HRM) practices on a firm's commitment to sustainability in India's micro, small, and medium enterprises (IT sector). The solutions and activities implemented by IT sector are presented in this paper using a theoretical framework called "knowledge, action, comprehensiveness, and excellence. To understand and delineate the role of employee relations and HRM activities in driving their dedication to sustainability, the paper uses a cross-case approach to examine five food processing IT sector firms. The study fills a gap in the literature by examining the role of employee relations and HRM practices in developing "commitment to sustainability" in food processing IT sector firms in India's emerging economy. This paper contributes to the current literature on people management strategies and sustainability in small businesses (IT Sectors), which is biased against large corporations (Maheshwari, M., Samal, A. and Bhamoriya, V. 2020).

Pratima Sarangi., & Bhagirathi Nayak 2016, Conduct an study to determine the current level of employee engagement as well as the work-related factors that need to be changed in order to increase employee engagement. The primary data collection is through a questionnaire, and descriptive statistics methods are used to interpret the data. The researchers concluded that the present degree of employee involvement, as well as work-related aspects, should be changed for employee's engagement for more production. Vasani, J P., & Pillai, Vaisahali Vishwanathan. (2019) conducted a study with the aim to know the employees engagement. This research is to look into the effect of employee engagement on employee success, as well as the factors that influence employee engagement. Pay and benefits, health and safety, performance assessment, company performance, communication, training, leadership, grievance process, career growth, and other benefits are all considerations to consider. The study's analysis design is causal analytic. Employees were very pleased with the organization's overall pay. Employees are often praised and rewarded for their hard work. Workplace health and safety are regarded as essential as production and efficiency. After a performance review, employees are given a pay raise to involve more in service and manufacturing sector. According to V.S, VidyaSree, & M, Lucas. (2019), Employee involvement, as a result, should be a never-ending cycle of learning, development, measurement, and intervention. As a result, I would conclude that an organization's ability to increase and sustain employee engagement is in its hands, and that creating a successful organisation needs a perfect blend of time, effort, dedication, efficiency, and investment. Employee engagement is a key concept in attempting to comprehend and quantify the nature of an organization's relationship with its employees. An "engaged employee" is someone who is completely absorbed in and enthusiastic about their work, and as a result, takes positive steps to advance the company's reputation and interests

Objectives of the study

The specific objective of the study focuses on factors that affect employee engagement

- To identify the effect of job characteristics on employee engagement among the IT sector employees
- To measure the age factor and employees engagement with IT sector employers
- To examine the effect of employee engagement employees involved in IT sectormanufacturing and service area

Research Methodology

Convenience sampling was adopted as units had to be approached after getting the approval of the top management and the HR department. Primary and secondary data was used for the study to facilitate better analyses of the objectives. Primary data was collected from employees through structured questionnaire. It includes personal details regarding gender, age, total work experience, experience in the present organisation, position in the organisation and type of industry was obtained. Information was collected from journals, newspapers, websites, books and articles to get an insight into theoretical background on employee engagement. A total of 200 questionnaires were distributed after translating the questions in the native language for the convenience of the employees after obtaining the consent of the owners/HR department officials. Completed questionnaires received were 180, which represents 90% response rate and only 178 questionnaires were used and the remaining were discarded as they were incomplete and could not be used for statistical purposes.

LIMITATIONS OF THE STUDY

The present study has the following limitations:

1. The main objective of the study is to examine the perceptions of the employees on their levels of engagement in the micro, small and medium enterprises. Hence, this study did not concentrate on individual organisations.
2. There are many variables that influence engagement, but the study is confined to five selected variables only.
3. Social and religious settings of the employees have not been considered for the study.

ANALYSIS AND DISCUSSION

DEMOGRAPHIC VAIABLES OF THE RESPONDENTS

No.	Particulars	No. of respondents	Percentages
1.	GENDER		
	Male	132	74.15
	Female	46	25.85
	Total	178	100
2.	TOTAL WORK EXPERIENCE		
	0 – 5 years	63	35.39
	5 – 10 years	79	44.38
	More than 10 years	36	20.22
	Total	178	100

3.	AGE		
	Below 25	32	17.97
	25 – 40	86	48.31
	40 – 50	43	24.15
	More than 50	17	9.55
	Total	178	100
4.	TYPE OF INDUSTRY		
	Manufacturing	96	53.93
	Service	82	46.06
	Total	178	100

Source : Primary data

Important demographic characteristics based on the sample survey of employees as shown in the above table are presented below.

1. Sample population reveals that 74.15% of the employees were male and 24.85% were female.
2. Total work experience of the employees considered was – 79.77% had less than ten years total work experience and 20.23% had more than ten years experience.
3. Age of the employees was 66% were below 40 years, 24.15% were between 40 and 50 years and 9.55% were more than 50 years.
4. The sample included 53.93% employees involved in manufacturing activities, 46.06% in service related jobs.

Hypothesis

Null hypothesis

There is no significantly differ in their perceptions towards major components of employee engagement and gender categories of employee

Alternative hypothesis

There is significantly differ in their perceptions towards major components of employee engagement and gender categories of employee

TABLE SHOWING THE GENDER AND ENGAGEMENT OF THE RESPONDENTS

Particulars	Mean	F – Value	P – Value	Level of significance
Male	72.68	3.258	0.127	Not significant
Female	70.58			

Source: Primary data. ** Significant at 1% level, * Significant at 5% level.

The table shows that the sample population do not significantly differ in their perceptions towards major components of engagement when classified on gender basis. It reveals that small and medium enterprises employees whether male or female view the affective characteristics of their perceived commitment to the organization equally with

positive engagement perceptions, which is supported by the high mean values. Therefore the null hypothesis is not rejected.

Hypothesis

Null hypothesis

There is no significantly differ in their perceptions towards major components of employee engagement and work experience categories of employee

Alternative hypothesis

There is significantly differ in their perceptions towards major components of employee engagement and work experience categories of employee

Hypothesis

Null hypothesis

There is no significantly differ in their perceptions towards major components of employee engagement and work experience categories of employee

Alternative hypothesis

There is significantly differ in their perceptions towards major components of employee engagement and work experience categories of employee

TABLE SHOWING THE TOTAL WORK EXPERIENCE AN ENGAGEMENT OF THE RESPONDENTS

Particulars	Mean	F – Value	P – Value	Level of significance
0 – 5 years	72.21			
5 – 10 years	76.38	3.611	0.036*	Significant
More than 10 years	78.69			

Source: Primary data

** Significant at 1% level, * Significant at 5% level.

The above tables reveal that there is a high level of significance with regard to the perceptions of employees towards engagement based on total work experience and also experience in the same organisation. However, those with more than ten years’ experience seem to be more committed towards the achievement of organisational goals. Therefore the null hypothesis is rejected

Hypothesis

Null hypothesis

There is no significantly differ in their perceptions towards major components of employee engagement and age categories of employee

Alternative hypothesis

There is significantly differ in their perceptions towards major components of employee engagement and age categories of employee

TABLE SHOWING THE AGE AND ENGAGEMENT OF THE RESPONDENTS

Particulars	Mean	F – Value	P – Value	Level of significance
Below 25	73.21	0.956	0.174	Not significant
25 – 40 years	74.63			
40 – 50 years	74.96			
More than 50 years	75.54			

Source: Primary data

** Significant at 1% level, * Significant at 5% level.

The above results reveal that with advancement of age the employees' perception towards the organisation shows a positive and higher level of engagement and also that there are no significant differences in their engagement levels based on age. Therefore the null hypothesis is not rejected

TABLE SHOWING THE TYPE OF INDUSRY AND ENGAGEMENT OF THE RESPONDENTS

Particulars	Mean	F – Value	P – Value	Level of significance
Manufacturing	83.69	3.154	0.013*	Significant
Service	82.61			

Source: Primary data

** Significant at 1% level, * Significant at 5% level.

The above table reveals significant differences in the engagement levels based on the type of industry /department the employee is working in. Employees working in the service sector are more engaged than those in the manufacturing sector, as they are directly in contact with the customer. Therefore the null hypothesis is rejected

CONCLUSION

Based on the detailed analyses of the data collected an attempt is made to present a profile of engaged employees. The results highlight that there are significant differences in the engagement level of employees based on total work experience, experience in the present organisation and type of industry. There was no significant variation in the engagement level of employees based on gender, position in the organisation and age.

Employee engagement has emerged as a critical driver of business success in today's competitive marketplace. Further, employee engagement can be a deciding factor in organizational success. Not only does engagement have the potential to significantly affect employee retention, productivity and loyalty, it is also a key link to customer satisfaction, company reputation and overall stakeholder value. Thus, to gain a competitive edge, organizations are turning to HR to set the agenda for employee engagement and commitment.

“The challenge today is not just retaining talented people, but fully engaging them, capturing their minds and hearts at each stage of their work lives”.

Reference

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