



## A STUDY ON EMPLOYEE ENGAGEMENT AND THEIR IMPACT ON WORK OUTCOMES DURING COVID19 WITH REFERENCE TO IT COMPANIES IN CHENNAI REGION

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**Abstract:** *The worldwide sourcing market place in India keeps to develop at a better tempo as compared to the IT & BPM industry. India is the main sourcing vacation spot throughout the world, accounting for about fifty-five in step with cent marketplace proportion of the US\$ 200-250billion worldwide offerings sourcing enterprise in 2019-20. As technology becomes extra sophisticated and cheaper, the range of services that are provided also rises our life style, business, educational system and our political and social values. The Covid-19 environment has brought plenty of innovation to check on an outsized scale. engaging from home location has definitely emerged because the new normal. this example has spread out plenty of recent dimensions for the longer-term Workplace. The IT Industry provide a learning marketplace as a mechanism to have interaction with employees and build their skills even while they work remotely. Employees are given access to an unlimited array of free digital learning content, which helps employees in upskilling themselves. The descriptive research design was employed and also the survey was collected from 73 employees from IT Companies in chennai city to live the engagement level. The finding of the research study shows there's a positive relationship between the worker engagement and employee performance.*

*Keywords: Work Environment, Role clarity, Performance Management and Work outcomes.*

### Introduction

The IT Industry is that the largest employer in the non public sector, employing 3.9 mn people and India is remodeling right into a virtual economic system with over 450 mn plus internet subscribers solely second to China. Indian IT industry has over 17,000 companies, of which over thousand are large multinationals companies with over fifty delivery places in India. The country's cost competitiveness in providing IT services, which is approximately 3-4 times more cost effective than the US, continues to be its unique selling proposition within the global sourcing market. Due to the destructive effect of COVID-19, the annual boom of the India IT & commercial enterprise offerings marketplace is predicted to develop 6.five according to cent to reach \$14 billion through December 2020 and it's also predicted that consulting offerings, present day collaborative applications, controlled protection offerings, network control offerings and web website hosting offerings will constitute higher revenue-producing opportunities. The COVID-19 crisis has discontinuous the business world with a radical impact cutting across industries associated organizations ar navigating associate

unprecedented and difficult time and ar conjointly at tier enjoying ground as none had a favorable position of being higher ready or equipped to touch upon the crisis. seventy-five per cent of organizations have re-defined their communication strategy to extend engagement of staff, virtual team conferences seventy per cent and making known for workers by leadership two per cent being the highest two leading engagement practices. The foremost objective of the research study is to investigate the factors of employee engagement and its work outcome during Covid19 crisis in IT companies in chennai City.

### Review of Literature

**Kanimozhi. R, (2014)** in her research study made a trial to check the effectiveness of employee engagement activities in EFD organization and also evaluate the effectiveness of the worker welfare activities. The results of the research paper illustrates that the associates of EFD-efunds Corporation Ltd are a great deal impressed about their Company and that they must incorporate the less changes in existing engagement activities such they will satisfy their associates. The finding of the study depicts that the foremost of the associates are

highly engaged with the corporate both intellectually & emotionally.

**Brad Shuck & Reio, (2016)** in their research article studied the links between commitment, organizational climate, job security and employee engagement. The results of hierarchical multivariate analysis results suggested that the workers who reported experiencing a positive organizational climate were more likely to report higher levels of discretionary effort. As for the intention to turnover model, the hierarchical multivariate analysis results revealed that affective commitment and employee engagement predicted lower levels of employees' intention to turnover.

**Halbesleben et al., (2017)** in their research paper identified a big and positive relationship between behavior, strain, engagement and time-based work-family conflict. They suggested that employees with higher levels of conscientious tend to own less work-family conflict. Hence, while the past literature has typically demonstrated a negative relationship between work-family conflict and engagement, there's an emerging avenue for examining the positive relationship between these two constructs.

### Need for The Study

The COVID-19 pandemic has put an unprecedented strain on the power of organizations to stay their employees engaged during these times as they face stress and anxiety given the uncertainty surrounding things. Most organizations during Covid19 realize that a 'satisfied' employee isn't certainly the 'best' employee in terms of loyalty and productivity. it's only an 'engaged employee' who intellectually and emotionally connects with the organization, senses passionately about its goals and is committed towards its value. They goes a further mile beyond the fundamental job requirements and is related to the actions that drive the business. For survival, growth and excellence the businesses need to specialize in engaging employees to drive success. The HR challenge today isn't just retaining talented people, but also fully engaging them, capturing their minds and Hearts at each stage of their work lives. The study will help the organization to understand this level of engagement of their employees, and can allow them to require necessary actions to motivate them

to perform better and enhance their satisfaction and intention to remain within the organization.

### Statement of the Problem

The growth of the IT industry has been an outstanding success when measured against standard indicators like growth in sales, generation of employment and exports, and particularly when contrasted with the performance of other industrial sectors in Chennai. The challenges for HR professionals in IT sector are numerous, right from maintenance of productivity and ensuring profitability to attracting the talented employees, engaging them, and at last retaining them within the organization itself. For sustaining challenges within the dynamic and competitive IT sector it's imperative to own engaged employees. The study will address the subsequent questions:

- What are the assorted aspects of Employee Engagement and work outcomes at IT companies in chennai? •
- What are the assorted dimensions that compose employee engagement activities at IT companies in Chennai?

### Objective of the study

- To determine the most influencing factors influencing employee engagement at IT companies in chennai.
- To analyse employee engagement and intention to Stay in relation to their personal and work-related factors.
- To evaluate whether drivers of employee engagement significantly predicts the work outcomes at IT companies in chennai.
- To study the influence of demographic variables on employee engagement and Work Outcomes at IT companies in chennai.

### Scope of the study

The study is confined to the workers belongs thereto sector in Chennai City. The study will help the organization to grasp the present levels of engagement of their employees, and can allow them to adopt required actions to have interaction them to perform better, enhance their citizenship

behavior and satisfaction and there by decrease their turnover intention. The study help to seek out out the link between employee engagement and employee job satisfaction, organization commitment, organization citizenship behaviour, turnover intentions and employee performance are preoccupied for examination.

### Research Methodology

The present study used descriptive research design and the data were collected through random sampling from 73 employees working in IT companies in chennai city. The researcher developed a structured Questionnaire along with five-point Likert scale stating from strongly agree to strongly disagree and research hypothesis were tested using statistical tools.

### Data Analysis and Results

#### Reliability Test

Cronbach's Alpha	0.903
No of Items	56
Total Size	15

Inference: The result of Cronbach's alpha value is 0.903 which indicate that there is high internal consistency among the items.

#### Chi Square Test

Ha<sub>1</sub>: There is no association between the gender of the employee and their engagement level towards the work environment at IT companies in chennai.

Chi-Square Analysis			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.743 <sup>a</sup>	4	.783
Likelihood Ratio	1.731	4	.785
Linear-by-Linear Association	.954	1	.329
N of Valid Cases	73		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 1.27.

Inference: It is found that the pearson chi square value is 0.783 which is greater than 0.05. Hence null hypothesis is accepted and there is no association between the employee engagement towards their work and their gender.

#### Friedman Test

Ha<sub>2</sub>: There is no significant difference between mean ranks towards the factors influencing employee engagement at IT companies in chennai

Factors influencing Employee Engagement	Mean Rank Value
I have a clear idea of my role	3.55
I feel a strong sense of belonging to my organization.	3.42
There is good communication between people in different areas of the company	3.27
I am encouraged to develop new skills.	3.84
My supervisor praises good work.	3.46
My supervisor encourages employees to participate in important decisions.	3.47
Chi-Square	6.125
Asymp. Sig.	0.294

Inference: It is revealed that p value is greater than 0.05 and hence null hypothesis is accepted at 5% level of significance. Therefore, the result of Friedman test concluded that there is no significant difference between mean ranks towards the factors influencing employee engagement at IT companies in chennai.

#### Correlation Analysis

Ha<sub>3</sub>: There is no relationship between the employee engagement and employee performance towards their work at IT companies in chennai.

Relationship between employee engagement and performance towards their work
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		My organization Strongly considers my goals and values.	I get timely feedback for my performance
My organization Strongly considers my goals and values.	Pearson Correlation	1	.201
	Sig. (2-tailed)		.088
	N	73	73
I get timely feedback for my performance	Pearson Correlation	.201	1
	Sig. (2-tailed)	.088	
	N	73	73

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

Inference: It is indicated that the Pearson correlation coefficient  $r$  is 0.201 which implies there is a positive relationship between the employee engagement and employee performance towards their work. Therefore, there is a positive direction between the two variables.

### Suggestion and Recommendation

The following are the suggestions, which if implemented might be helpful to the organization to make the existing Employee Engagement Level a more successful one.

- It is suggested that IT companies should have regular conversations with team members go a long way in picking up early signs of anxiety and make more space for taking and giving feedback during this time. moreover, the companies should Host regular video or audio calls, in addition to emails, is an effective way of staying connected with colleagues. It is also good to focus conversations on health and safety, while gradually trickling down to work and business.

- It is suggested that the companies should improve the wellbeing of employees and provide upskilling opportunities to employees via online courses and webinars, announce wellness initiatives focusing on mental health and fitness of employees, provide additional leaves for employees to use for their own care or the care of their loved ones. Such initiatives build trust and resilience among the employees helping them meet the demands of the changing environment and make organizations future-ready.
- It is suggested that the organization have to create an Executive Oversight team to regulate the organizational change goals, set metrics for evaluating change success, and allocate responsibility for specific duties and activities.

### Conclusion

Nowadays employee engagement is taken into account as a critical factor for the success of organisation. The enhancement, raising and improvement of employee engagement are within the hands of organizations. Hence it must be frequently examined by the organization. So there exists a better need for the studies associated with employee engagement and its significance, to spot the engagement level of the staff, identification of variables contributing to the engagement level, and identification of the advantages that Merit Software private limited or a private might get because of engagement .From the study it's concluded that rewards and recognition and leadership behaviours has its influence on employee engagement. Fair rewards, participative management and consideration of employees' ideas and suggestions play a significant role in engaging employees. Recognition and appreciation for the work done motivates the workers and helps in engaging them

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