

An evaluation of employee engagement rate and employee engagement strategies on deriving organizational success

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Abstract - This study evaluates the employee engagement rate and employee engagement strategies in achieving organizational success. Primary data were collected through a structured questionnaire, and secondary data were obtained from books and journals. The findings indicate a strong positive relationship between employee engagement and organizational success. The study concludes that effective engagement strategies improve employee satisfaction, performance, commitment, and overall organizational growth.

Keywords: *Employee Engagement, Engagement Strategies, Organizational Success, Employee Performance.*

1. Introduction

Employee engagement really helps improve team performance and company results. It's how dedicated you are in the involvement, motivation, and how connected employees feel to where they work and work. People feel connected at work when they have communication, recognition, leadership support, teamwork, career growth opportunities, work culture, and employee welfare practices. A positive employee engagement strategy helps employees feel valued, motivated, and like their work, which increases their productivity and contribution towards organizational goals.

It operates in the fashion and retail industry, where employee involvement, customer service, creativity, and teamwork help keep customers happy and organizational growth. This study aims to evaluate employee involvement rate and ideas to get employees involved in deriving organizational success at Aditya Birla Fashion and Retail Limited. From the study will help to build a great place to work and achieve better organizational performance.

2. Problem Statement

Employee engagement plays a vital role in improving employee performance and contributing to an organization's overall success. However, factors such as excessive work pressure, lack of recognition, and limited opportunities for

career growth can reduce employee engagement. Employees who are motivated, committed, and focused on their work are more likely to achieve organizational goals and enhance customer satisfaction. It operates in a retail space where everyone's fighting for customers and employee involvement, teamwork, and taking care of customers are very important. Therefore, this study checks out employee engagement rate and analyzing how engaged employees are strategies adopted by the company in deriving organizational success.

3. Objectives

- To evaluate the level of employee engagement in the organization.
- To examine the employee engagement strategies adopted by the organization.

4. Literature review

1. William A. Kahn (1990)

In our research titled "Psychological Why people feel into it or tuned out at Work", introduced employee involvement as the integration of emotional, cognitive, and physical energies into work roles. He explained that engagement reflects how much employees express their true selves during their tasks.

2. Gallup Organization (2017)

The "State of the Global Workplace" report by Gallup Organization provided global insights into how engaged employees are and their impact on organizational success. The research said employee engagement is not only an HR measure but also something that affects overall business performance.

3. Alan M. Saks (2006)

The data shows "Antecedents and Consequences of Employee Engagement", Alan M. Saks examined employee engagement through mutual support Theory. It's the idea that relationship between employees and organizations is based on mutual obligations. The study provided a structured explanation of how engagement develops within organizations.

4. Harter, Schmidt, and Hayes (2002)

In our research “Business-Unit-Level Link Between Employee Satisfaction, Engagement and Business Outcomes”, looked at how employee attitudes and how well the company performs. We emphasized that engagement influences both individual and business-unit performance. The problem highlighted was that organizations require reliable evidence to figure out how people who feel connected do better work and drive better results customer satisfaction, and employee retention.

5. Research Gap

In the case of Aditya Birla Fashion and Retail Limited, there’s not much detailed studies examining how engagement initiatives influence employee motivation, productivity, teamwork, and overall organizational effectiveness. The changing nature of the retail industry, increasing customer expectations, and competitive business environment make employee engagement more important than before. Hence, this study looks to close the research gap by analyzing if employee engagement makes a difference strategies and their role in deriving organizational success at Aditya Birla Fashion and Retail Limited.

6. Hypotheses

6.1 Hypothesis 1: Relationship between employee engagement rate and organizational success

H₀: There is no significant impact on employee engagement rate and organizational success

H₁: There is a significant impact on employee engagement rate and organizational success

6.2 Hypothesis 2: Relationship between employee engagement strategies and organizational success

H₀: There is no significant relationship between employee engagement strategies and organizational success

H₁: There is a significant relationship between employee engagement strategies and organizational success.

7. Research Methodology

The study adopts descriptive and analytical research designs to evaluate employee engagement rates and engagement strategies at Aditya Birla Fashion and Retail Limited. Primary data were collected through a structured questionnaire from 100 employees selected from a population of 150 using simple random sampling, while secondary data were obtained from company reports, websites, books, journals, and previous studies. The research focuses on key engagement practices such as communication, leadership support, training, recognition, and teamwork, and analyses their impact on employee

commitment, productivity, and organizational success using statistical tools including Mean and Standard Deviation, Correlation Analysis, One-Way ANOVA, and the Chi-Square Test.

8. Limitations

1. The study is limited only to the employees of Fashion and Retail industry, and therefore the findings might not work for other industries.
2. The study comes from the responses collected from employees through questionnaires, so the accuracy in this research depends upon the honesty in replying by the respondents.

9. Hypothesis Testing

9.1 Hypothesis 1: Relationship between Employee - Engagement Rate and Organizational Success

H₀: There is no significant - relationship between employee engagement rate and organizational success.

H₁: There is a significant - relationship between employee engagement rate and organizational success.

The hypotheses were tested with **Spearman's Rank Correlation**.

This method is appropriate because the we used a to collect data Likert-scale questionnaire. Spearman's Rank Correlation is used for strength and direction of engagement’s relationship with rate and organizational success.

SPSS Output: Spearman’s Correlation

Correlations				
			Employee engagement Rate	Organizational Success
	Employee engagement Rate	Correlation Coefficient	1.000	0.798

		Sig. (2-tailed)		<0.001
		N	100	100
	Organizational Success	Correlation Coefficient	0.798	1.000
		Sig. (2-tailed)	<0.001	
		N	100	100

Interpretation:

- P-value = <0.001
- Level of Significance = 0.05 (5%)

The Spearman's Rank Correlation analysis shows a significant positive relationship between employee engagement and organizational success. Since the significance value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted.

The correlation coefficient of 0.798 indicates that higher employee engagement is associated with greater organizational success.

9.2 Hypothesis 2: Relationship between Employee Engagement Strategies and Organizational Success

Ho: There Exists no significant relationship between employee engagement strategies and organizational success.

H1: There Exists a significant relationship between employee engagement strategies and organizational success.

The above hypotheses were tested using **One-Way ANOVA**.

This test is suitable for determining whether employee engagement strategies significantly influence organizational success. It helps identify whether differences in engagement strategies lead to differences in organizational performance.

SPSS Outcome: One Way ANOVA

Source of variables	Sum of Squares	Degree of freedom	Mean square	F-value	Sig.
Between groups	28.416	4	7.104	10.925	0.001
Within groups	48.764	75	0.650	-	-
Total	77.180	79	-	-	-

Interpretation:

- P-value = <0.001
- Level of Significance = 0.05 (5%)

The One-Way ANOVA results show a significant relationship between employee engagement strategies and organizational success. Since the significance value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted.

The F-value of 10.925 indicates that effective employee engagement strategies, such as recognition, training, career development, welfare initiatives, and open communication, significantly contribute to organizational success. These strategies enhance employee satisfaction, productivity, retention, and overall organizational effectiveness.

10. Findings

1. The study revealed Most participants (54.00%) were female, while 46.00% were male, indicating balanced participation from both genders.
2. Most respondents belonged to the 25–35 years age group, representing the largest proportion of the study sample
3. The majority of respondents were graduates, indicating that the workforce is well educated.

11. Suggestions

1. The organization should continue strengthening employee engagement initiatives by encouraging greater employee participation in workplace activities and decision-making.
2. Training and development programs should be conducted regularly to improve employees' skills and professional competencies.
3. Communication between management and employees should be further enhanced to promote transparency and trust.

12. Conclusion

The study demonstrates that employee engagement plays a vital role in improving employee performance and overall organizational effectiveness. The findings also reveal that employees maintain positive views regarding leadership support, communication, recognition, teamwork, training and development, and opportunities for employee participation.



These factors foster a healthy workplace environment in which employees remain motivated, appreciated, and dedicated to accomplishing organizational objectives. The study further shows that organizations emphasizing employee involvement initiatives achieve higher employee commitment, greater productivity, and improved organizational performance.

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