



# IMPACT OF EMPLOYEE ENGAGEMENT IN AUTOMOTIVE INDUSTRY CHENNAI

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## ABSTRACT

Employee engagement is the involvement and commitment which the employees have towards their organization and values. The engaged employee is aware of business perspective. This study aims to find the impact of employee engagement in automotive industry. Employee engagement is one of the most important functions for organizations. This study specializes how the employee engagement is an ancestor. The sample size is 146 with the descriptive study. The sampling design used for the study by the employees is Convenient sampling. 25 questions were given to the employees in the automotive industry. Study shows that facilities which the organization provides the employees is the major factor which influences the employees to work in the organization. The result shows that employee engagement is effective in their organization.

## I INTRODUCTION

Employee engagement is all about how the individual understands the role in the organization, how sincerely the individual works towards that role to achieve the organization's objectives and goals. Employee engagement is engaging the employee toward the organization. Employee engagement is the relationship between the employee and the organization to achieve the organization's goals. It is also the emotion bonding the employees have toward the organization. Employee engagement is how the employee engages to the organization. How they are committed toward their work, how involved they are toward their work, how they are motivated to do their job. There are many factors which will influence the employees to engage with their work. More they like the job, more they

involve to their work. Engaged employees will fully involves in their work with team to achieve the organization goal. Engaged employee will feels provide and loyalty to the organization.

## II NEED FOR STUDY

- To make sure that current employee engagement within the organization is effectively motivating the workers or not.
- To find out what motivates its employees so that it can plan a suitable employee engagement and gain better results.

## III OBJECTIVE OF THE STUDY

- To understand the impact of employee engagement in Automotive Industry.
- To study the major factors influencing the employee engagement.
- To study the effectiveness of employee engagement.
- To offer suggestion for employees based on the study.

## IV STATEMENT OF THE PROBLEM

The intention of the study is to find the impact of employee engagement to determine the improvement of employee's performance. The study is also to find the improvement of employee's performance toward their job. Based on the respondent's perception impact of employee engagement will be determined and implemented.

## V REVIEW OF LITERATURE

### **Neha Gupta, Vandana Sharma (2016),**

Due to Globalization of organization there is a drastic change in job description as well as in work force diversity. So now, Employee engagement has emerged as an important management-focused activity in order to compete and perform in a dynamic and competitive environment that create a linkage with the organization's goals and objectives. Confidential C This article aims to provide an exploratory study on employee engagement, with its concepts and definitions, factors or drivers affecting it, also finds the measures to enhance it and importance for better business outcomes. The methodology used for this study includes selected literature reviews on employee engagement. As a result, Employee engagement is found to be a continuous process and its must for an organization. According to this study employee engagement is found to be an integration of varied behavioral components, like commitment, involvement, attachment, discretionary effort, energy,

positive attitude and psychological presence that leads the worker potential into employee performance which is positively linked with organization success.

### **Sapna Popli, Irfan A. Rizvi (2016),**

The primary objective of this research article is to review the drivers of employee engagement especially the influence of leadership style. So they used a multi-cross-sectional descriptive design i.e., Multi-factor Leadership Questionnaire (MLQ-5X Short Rater Form) for leadership style and E3 (Development Dimensions International [DDI]) to capture employee engagement. The empirical study is predicated on the info collected from 340 front-line employees from five organizations across the service sector within the Delhi. This study highlights the importance and the significant role of employee engagement and the role played by leadership styles in developing a culture of engagement. The results from this study reveal significant relationships between leadership styles and employee engagement. A moderating influence aged and education was also found within the relationship between leadership styles and employee engagement. Hence, it suggests ensuring an appropriate leadership styles and human resource (HR) practices to drive engagement that leads to performance.

### **V. Kumar and anita pansari 2015,**

It's documented that employees' attitudes toward the organization have a big effect on how they approach their jobs and the way they treat customers. But recent research also suggests that prime levels of employee engagement are related to higher rates of profitability growth. This research focuses on the most common and a very lead question that every company has, "Why should companies care about employee engagement?" the below are its findings that provide answer for the entire study. (1) Measuring employee engagement can reveal areas of employee development that need attention. (2) Employees personify the company's service philosophy. (3) Having highly engaged employees is associated with higher profit growth.

### **Karanges et al (2015),**

Internal communication is an important concept for internal public relation to create a positive organizational environment that leads to employee engagement. This paper is made to Confidential C understand the relationship between internal communication and employee engagement empirically. So, surveys and regression analysis were used to complete this study. After analyzing the data obtained through Surveys(online) and results gained from regression analysis the following three results were found. (1) The internal supervisor communication and internal organizational communication and the need to support these functions are strategically contributes to the overall

internal communication function. (2) The research contributes to social exchange theory by providing evidence that internal communication facilitates interactions between an organization, supervisors, and employees which create workplace relationships. (3) This study acknowledges the importance of internal communication to express values and goals, that pave the way for favorable organization employee relationship.

### ManiamKaliannan, Samuel NarhAdjovu(2015),

Employee engagement is considered as an “engine” in talent management that drives its gain from effectiveness of various environmental factors that are both internal and external to the organization. Employee engagement done by implementing various strategies. It supports organizational branding and reputation among employees. This paper explores the strengths and weakness of employee engagement strategies implemented by a telecommunications organization in Ghana. To Do this research Quantitative research approach was adopted and 137 responses were recorded. The findings of this research reveal that the engagement strategies implemented by the organization has achieved a great level of satisfactory.

### VI Result and Discussion

#### Null Hypothesis:

There is no significant different between experience and improvement in work

#### Alternative Hypothesis:

There is significant different between experience and improvement in work

Experience of the respondents* The employee engagement is helpful in improving your work Crosstabulation							
Count		The employee engagement is improving your work					Total
		Agree	Disagree	Neither Agree	Strongly Agree	Strongly Disagree	
Experience of the respondent	11 to 15 years	31	0	9	11	0	51
	3 to 6Years	20	2	6	5	1	34
	7 to 10 years	33	2	5	7	2	49
	Above 15 years	2	0	0	0	0	2
	Up to 2 Years	6	0	2	2	0	10
Total		92	4	22	25	3	146

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.341 <sup>a</sup>	16	.899
Likelihood Ratio	12.390	16	.717
N of Valid Cases	146		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .04.

## Result

Since the significant value is less than 0.05. Hence, we accept the alternative hypothesis. Therefore, there is the significance different between experience and employee engagement is helpful in improving employee work.

## CHI- SQUARE TEST II

### Null Hypothesis:

There is no significant different between age and effectiveness of employee engagement.

### Alternative Hypothesis:

There is significant different between age and effectiveness of employee engagement.

Age of the respondents * effectiveness of employee engagement Crosstabulation						
Count						
		effectiveness of employee engagement				Total
		Effective	Highly effective	Highly Ineffective	Moderate	
Age of the respondents	20 to 25	12	2	3	1	18
	26 to 35	34	9	0	19	62
	36 to 45	22	4	2	12	40
	46 to 55	10	5	0	11	26
Total		78	20	5	43	146

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.324 <sup>a</sup>	9	.016
Likelihood Ratio	20.470	9	.015
N of Valid Cases	146		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .62.

## Result

Since the significant value is less than 0.05. Hence, we accept the alternative hypothesis. Therefore, there is the significance different between age and age and effectiveness of employee engagement.

## VII SUGGESTIONS

- Employee engagement program are good but still the organizations need to enhance it more to improve employee engagement standard.
- Employee need more appreciation toward their work success.
- Employees need to participate in various activities which is happening in the organizations.
- Employees need more opportunities to learn and grow in the organizations.
- Employee engagement should be effective.
- Make the employee to participate in various activities that would help them to grow and engage better.
- Special focus is needed on unengaged and actively disengaged employees to raise the engagement levels of those employees.

## VIII CONCLUSION

The study includes the worker Engagement policies of the industry and the way they will be improved or modified to extend the extent of Employee Engagement within the organization. The main objective of the study is to seek out the Impact of Employee Engagement in Chennai. The priority must concentrate more on increasing the entertainment programs & recognize. The study explores the worker engagement activities within the company infers that the workers have an honest will within the organization and therefore the concern has got to specialize in the key areas where the respondent's needs has got to be satisfied to lower the rate of attrition , to supply a high-energy working environment and to enhance the general organizational effectiveness.

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