



FACTORS INFLUENCING EMPLOYEE ENGAGEMENT IN AKASHWANI MYSURU.

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Abstract

The utilization of employee engagement had acquired parcel of consideration in organization. Employee engagement has additionally been spread to different Businesses moreover. Keeping employee full drawn in is a lot of fundamental need. Connecting with worker will be more useful, compelling and productive. In this paper factors influencing employee engagement in Akashwani is taken for the study. Hundred samples were taken for the review. Threety seven attributes investigation. Just nine factors have solid impact on employee engagement. Salary, Development and Growth, Job Resources, Communication, Work life Balance, Decision making, Unity in Teams, Freedom and Manager

Key words: Employee engagement, salary, communication, Job Resources, Growth and Development.

Employee Engagement is an idea which turns out to be more famous during 1990s .In the year 1990s it was in early stage over the timeframe the idea has become much more significant and pertinent. The relevance of Employee Engagement began to infiltrate all the business. The master in the business comprehended that the Employee Engagement isn't only one time action. It is a ceaseless interaction which should be done routinely. In the association to get the greatest advantages of Employee Engagement.

As per Scarlett Studies

Employee Engagement is estimated with the assistance of connection an employee has towards work that is positive or pessimistic profound connection. The employee with high sure profound connection will prompt readiness to learn and act in work. They impact uplifting tones to partners and association.

Employee Engagement is an enthusiasm, good inclination and relationship of a person towards the job. The association generally needs to create the gain. Conceivable just when you the worker are working in the association are locked in. The connected with representatives are resources for the association. They will actually want to create loads of gain, efficiency and high measure of contribution in the job is tracked down in the connected with workers

All sort of association like government and private association pay special attention to the better ways of keeping the representative participated in the association. In the majority of the confidential association have taken bunches of interest in leading the employee engagement projects, exercises and reviews. when contrasted with private association less drives are taken by government association. However, both the public authority and private association are extremely intrigued to comprehend what are the elements which impact employee engagement.

To know about the factors influencing employee engagement All India Radio Akashvani Mysore Branch is taken for study. (AIR), also known as Akashvani or Akashbani (lit. 'Voice from the sky'), is an Indian state-owned public radio broadcaster founded by the Government of India, owned by the Ministry of Information and Broadcasting and one of Prasar Bharati's two divisions. It was established in 1936. It is the sister service of Prasar Bharati's Doordarshan, an Indian television broadcaster. Headquartered in the Akashvani Bhavan building in New Delhi, it houses the Drama Section, the FM Section, and the National Service, and is also home to the Indian television station Doordarshan Kendra.

LITERATURE REVIEW.

Solehudin, S. et al. (2024), in his empirical paper 251 samples were taken for the study. The about the revolution 4.0. if the personal resources and job resources are matched then there will be better employee engagement.

Salmah et al. (2024), in recent time gig economy has become more prefer job among the young employees. All employees in the organization like to work in gig economy. so what are the factors influencing employee engagement in gig economy was the major objective. the result reveals that flexibility, organizational support, and work-life balance, were identified as important determinants

M. Saqib Nawaz et al. (2024), In this paper, the association of attrition is discussed with absenteeism . what are the parameters which influence attrition . If they are having long absenteeism it will lead to attrition. To avoid attrition employee engagement must be given more importance.

Abdullah Emre Caglar et.al (2024), in this paper author has taken European Union economies and sustainability management .How it has trying to improve the quality over the period of time. In the name of economic growth, trade openness, and competitiveness the sustainability is not given much importance. The EU, which has 2030 and 2050 targets, can eliminate the disadvantages of competitiveness by expanding the environmental quality enhancing feature of renewable energy ,human capital and employee engagement.

Fang Lee Cooke et .al (2019), the author has taken 2040 employees in the Chinese banking industry. The growing interest in employee resilience in the organizational context and its contribution to organizational performance. However, little is known the extent to which high-performance work systems (HPWS) contributes towards enhancing employee's resilience as well as their levels of engagement. After the investigation it is found that if skills and attributes of employee are increased it leads to development of individuals and the organization.

Hussein Nabil Ismail et.al 2019 , In this paper is to explore the relationship between employee engagement and job performance in the country of Lebanon, and to test whether creativity mediates the relationship between engagement and performance. The research sample consisted of 186 respondents working in Lebanese firms. The questionnaire included established measures relating to employee engagement, job performance and

creativity – in addition to various demographic questions. Stepwise multiple regression and bootstrapping methods were employed in the analysis of the data. The findings showed a significant positive effect of employee engagement on job performance. However, mediation analysis using bootstrapping methods has shown that creativity has fully mediated the relationship between engagement and performance.

Mitika Nangia et.al (2020), the author has taken the volatile, uncertain complex and ambiguous (VUCA) scale. Which was introduced by U.S people in 1980. They have used both primary and secondary data to explain about employee engagement and talent management in IT industry. Providing up skilling platforms, taking Employee life cycle virtual, virtual leader support programs will lead to employee engagement.

Meenakshi Kaushik et.alia (2020), the author opines that employee connection special social gathering became problem. The physical and vocal relationship and friendship were lost during lockdown time. It is conceptual paper were author has used secondary data to discuss the positive and negative impacts of employee relationship and engagement.

Kevin M. Kniffin et.al. (2020), It is an working paper, were the authors have highlighted the changing needs of employees during covid 19 . The impact of the working from home, virtual teams, unemployment and mental well-being on a gender, family status, personality, and cultural are studied. They suggest that based on above mentioned parameters employees need to be given flexibility to increase employee engagement.

OBJECTIVE OF THE STUDY.

To examine the factors influencing employee engagement.

RESEARCH METHODS

The need of the study was to identify employee engagement factors

Dependent variable: Employee engagement.

Independent variable: Hundred attributes were taken into studies

Data collection method : Both primary and secondary data are used in the paper.

RESEARCH DESIGN

The research design used in the paper is descriptive, using the survey method. Descriptive research accurately and systematically describes the characteristics or behaviour of an observed phenomenon or a particular population.

SAMPLE DESIGN

Non parametric is convenient sampling was used for the study.

SAMPLING UNIT

Akashwani Mysuru was the sampling units used in this study

SAMPLE SIZE

Hundred employees of were choosen from all the levels of department.

ANALYSIS AND INTERPRETATION

Table -1

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.702	28.923	28.923	10.702	28.923	28.923	5.391	14.569	24.569
2	5.439	14.699	43.623	5.439	14.699	43.623	5.167	13.966	28.535
3	3.584	9.686	53.309	3.584	9.686	53.309	4.799	12.970	38.505
4	3.091	8.355	61.664	3.091	8.355	61.664	2.994	8.091	50.596
5	2.423	6.548	68.211	2.423	6.548	68.211	2.979	8.052	58.647
6	2.300	6.217	74.428	2.300	6.217	74.428	2.923	7.901	69.548
7	1.804	4.876	79.305	1.804	4.876	79.305	2.843	7.685	75.233
8	1.323	3.575	82.880	1.323	3.575	82.880	2.713	7.331	84.564
9	1.036	2.800	85.679	1.036	2.800	85.679	1.893	5.115	90.679
10	.893	2.412	88.092						
11	.851	2.300	90.391						
12	.767	2.073	92.464						
13	.650	1.758	94.222						
14	.499	1.349	95.571						
15	.430	1.161	96.732						
16	.284	.767	97.499						
17	.240	.649	98.148						
18	.214	.578	98.726						
19	.178	.480	99.207						
20	.163	.441	99.647						

21	.097	.263	99.911						
22	.028	.077	99.988						
23	.005	.012	100.000						
24	1.433E-15	3.873E-15	100.000						
25	7.396E-16	1.999E-15	100.000						
26	5.692E-16	1.538E-15	100.000						
27	4.147E-16	1.121E-15	100.000						
28	1.891E-16	5.111E-16	100.000						
29	8.113E-17	2.193E-16	100.000						
30	5.811E-17	1.570E-16	100.000						
31	3.417E-17	9.235E-17	100.000						
32	-5.756E-17	-1.556E-16	100.000						
33	-1.536E-16	-4.152E-16	100.000						
34	-2.937E-16	-7.938E-16	100.000						
35	-4.015E-16	-1.085E-15	100.000						
36	-4.578E-16	-1.237E-15	100.000						
37	-5.615E-16	-1.517E-15	100.000						
Extraction Method: Principal Component Analysis.									

Source from primary data

The Table 1 shows the total variance between the components. Component Analysis table shows the factors which strongly influence employee engagement. Among the 37 items taken, 9 factors were extracted which have Eigen value of more than 1. The total variance explained by 9 factors was 90.67%. Factors are mention below.

- 1) Salary
- 2) Development and Growth
- 3) Job Resources
- 4) Communication
- 5) Work life Balance
- 6) Decision making
- 7) Unity in Teams
- 8) Freedom
- 9) Manager

1) We see that the cash is the most important and fundamental need of individuals. Every employee who have Experience or no experience. Any age they generally need a task which help them to fulfill their requirements it is just the remuneration (salary) which satisfies them.

2) Preparing and advancement will be the subsequent angles .Not long after the enrollment employee search for good measure of preparing and improvement. When we are living in 21 century it is a lot of fundamental that employee are given the innovation driven preparing and improvement program. Were they can adjust body and psyche.

3) Changes occur exceptionally quick outfitting the employee with required work gear will be the need of great importance. More often than not in government association change process happen gradually.

4) Communication the correspondence channel is the existence line of any work. employee consider great correspondence channel will prompt employee engagement.

5) Balance between fun and serious activities: All kinds of people need balance between fun and serious activities in the job. Ladies experience the test while taking care of work life balance.

6) Direction offering the chance to the workers to include will prompt increment in employee engagement.

- 7) Unity is a method for getting to a more helpful approach to cooperating. At the point when a group is appropriately joined together, workers can boost qualities and draw out the best in each colleague.
- 8) Opportunity implies having adaptability with my time. Like that, I can spend it on what I believe that should do and not generally what I need to do" "Opportunity implies picking where, when and how to work for me" "Opportunity is being able to invest my energy making every moment count, as opposed to what I must do.
- 9) Supervisors are liable for accomplishing the objectives and goals of an association through dealing with its assets (human, monetary, and functional). Administrative obligations incorporate, yet are not restricted to driving the group, setting goals, breaking down execution, simply deciding, and exploring.

Conclusion

At the point when we discuss the employee engagement in government embraced organizations. Pay is as yet the primary goal of the employee to keep them participated in the work. The organization might be government or private association employee post first and foremost for compensation. The workers in government organizations pay special attention to improvement and development by the assistance of execution evaluation. Work Assets accessibility make them more took part in the work. Employee likes to have correspondence. Balance between serious and fun activities is the need of the employee. Dynamic will likewise influence employee engagement on. Solidarity in groups, opportunity in the work and ultimately director assume a significant part in making employees locked in Job.

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