

## A Study on Employee Engagement Practices at Midbrains Technologies Pune

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### Abstract

**Problem:** The main objective of the project is to study the existing process of Employee Engagement in a well reputed company, to explore the current trends in the industry in Employee Engagement practices.

**Approach:** Detailed and exhaustive exploratory research is done over the net through relevant websites to delineate appropriate Employee Engagement methods to understand the current trends in the industry and to know the company profile. **Findings:** The overall satisfaction score for Midbrains is 94% according to the researcher. Therefore, it can be said that about majority of employees are actively engaged and like their work.

**Conclusion:** Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of the business context and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values. The paper concludes that the employee engagement is an antecedent of job involvement and the company should undertake various initiatives to make the employees engaged.

**Keywords:** commitment, employee engagement, involvement, motivational level

### Introduction

Employee Engagement is a workplace approach resulting in the right conditions for all members of an organization to give their best each day. Employee Engagement is based on trust, integrity, a two-way commitment and communication between an organization and its members. It is an approach that increases the chances of business success, contributing to organizational and individual performance, productivity and well-being.

From an employer's point of view, employee engagement is concerned with using new measures and initiatives to increase the positive emotional attachment felt and therefore productivity and overall business success. An engaged workforce produces better business results, does not hop jobs and more importantly, is an ambassador of the organization at all points of time.

This paper investigates the satisfaction level of the employees with current employee engagement with the help of the survey research method. After studying this the whole data can be collected & analyzed using various tools such as Microsoft Excel & Google Forms to assess the level of employee engagement

Engaged employees are perceived to form a part of an organization's brand and an engaged, happy workforce can have a knock-on effect on customer retention, recruitment of key talent and the ability to attract new customers in a world where a company's values are crucial to the consumers.

No organization can develop by ignoring employee engagement. Employee engagement is a widely used term in the current business scenario and there are very few studies have been done in academics when compared to practitioners and consulting firms.

Employee engagement involves the following aspects–

- The nature of the job itself.
- Whether the employee feels mentally stimulated.
- Trust and communication between the employees and the management.
- The ability of an employee to see how their own work contributes to the overall company performance.
- The opportunity for growth within the organization.
- The level of pride an employee has about working or being associated with the company.

There is a clear link between organizational performance and employee engagement, every organization seeking sustenance and growth in the ever-changing world of work quickly responds to the needs of the employees along with designing and implementing a customized process to increase the levels of employee engagement.

We can segregate the entire process of Employee Engagement into the following five categories–



Prepare and Design - The first step in the process is about discovering the specific requirements of your organization and deciding the priorities. After that, a customized design of carrying the whole process can be designed. It is recommended to seek the advice of an expert management consultant to increase the chances of getting it done right at the first attempt.

Employee Engagement Survey - Design the questions of the employee engagement survey and deploy it with the help of an appropriate media. It can be either in printed form or set online depending on the comfort level of the employees and your

questionnaire evaluation process.

**Result Analysis** -It is the most important step in the entire process. It is the time when reports are to be analyzed to find out what exactly motivates employees to perform their best and what disengages and compels them to leave the organization. The results and information can then be delivered through presentations.

**Action Planning**- 'How to turn the results of the survey into an action' is a challenging question that organizations need to deal with utmost care. Coaching line managers as well as HR professionals is very important to tell them how to take appropriate actions to engage employees. They should also be told about the dos and don'ts, so that they can successfully implement the changes.

**Action Follow-up** -Action follow up is necessary to find out if the action has been taken in the right direction or not and if it is producing the desired results. Communication and project management processes are the backbone of the entire Employee Engagement Process. Communication involves plan follow-up, providing timely information and involvement of each level of organizational hierarchy.

Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, disengaged employees may range from someone doing the bare minimum at work up to an employee who is actively damaging the company's work output and reputation. An organization with "high" employee engagement might therefore be expected to outperform those with "low" employee engagement.

Major industries in Recruitment Business. The major industries being served by Recruitment industry include:

- IT/ITES
- Retail Industry
- Manufacturing
- Public Administration & Education sector.

Midbrains Technologies, a company for practical training in IT services, Pune. Midbrains Technologies is a Pune based IT service company. Midbrains technologies is the global IT solution provider and currently at the forefront of digital transformation serving customers across the world.

## **Review of Literature**

Employee Engagement is the level of commitment & involvement an employee has towards his organization & its values. An engaged employee is aware of the business context & works with colleagues to improve performance within the job for the benefit of the organization. Thus, a barometer determines the association of a person within the organization.

The literature indicates that employee engagement is closely linked with organizational performance outcomes. Employee engagement is a continuous process of learning, improvement, measurement & action. The relationship between employee engagement & organizational outcomes would be stronger if better measures were used.

Advantages of Outsourcing - Companies can save up on operational costs. In fact, most companies can cut their operating

costs by half by outsourcing. Get access to cheaper and more efficient labor. Cut up on labor training cost. Get access to better technologies at a cheaper cost. Increase productivity. Concentrate on core competencies.

Karen Kelly Wollard, Brad Shuck in their research paper titled Antecedents to Employee Engagement: A Structured Review of the Literature concluded that Employee engagement is an emerging concept in the Human Resource Department literature, with demonstrated organizational benefits; yet little is known about its antecedents. The purpose of this article is to explore conceptual and empirically driven antecedents as well as differentiate the two perspectives.

Bijaya Kumar Sundaray in paper titled as Employee Engagement: A Driver of Organizational Effectiveness analyzed that Employee engagement has emerged as a popular organizational concept in recent years. It is the level of commitment and involvement of an employee towards the organization and its values. An engaged employee is aware of the business context and works with colleagues to improve performance within the job for the benefit of the organization. Employee engagement develops a positive attitude among the employees towards the organization. This paper focuses on various factors which lead to employee engagement and what should company do to make the employees engaged. Proper attention on engagement strategies will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, employee retention and increased adaptability.

Michelle R. Simpson in his paper Engagement at work: A review of the literature concluded that engagement at work has emerged as a potentially important employee performance and organizational management topic, however, the definition and measurement of engagement at work, and more specifically, nurse engagement, is poorly understood. The objective of this paper is to examine the current state of knowledge about engagement at work through a review of the literature. This review highlights the four lines of engagement research and focuses on the determinants and consequences of engagement at work. Methodological issues, as identified in the current research, and recommendations for future nurse-based engagement research are provided.

Priya Shanmugam, R. Krishnaveni, in their paper on "Employee Engagement: An Introspection into Its Conceptualization" is one of the latest terminologies that have gained enough attention from business organizations in the process of implementing new employee productivity strategies. Its popularity has caught up so fast that even in the absence of a universal definition and concrete conceptualization, business houses have begun framing strategies to induce employee engagement. Temkin Group Employee Engagement Benchmark has been one of the core competencies that we have stressed with companies for a long time and now we have quantitative evidence to make the case that it's critically important." Employee Engagement Benchmark Study found a link between the level of employee engagement and the effort and commitment of employees to their company.

## Research Methodology

Field work has been conducted by using Survey Research Method and by which the opinion and thoughts of employees and management have been recorded. Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. It offers the theoretical underpinning for understanding which method, set of methods or best practices which can be applied to specific cases, for example, to calculate a specific result. The survey research was conducted for the project. The Sampling frame consists of the employees of Midbrains.

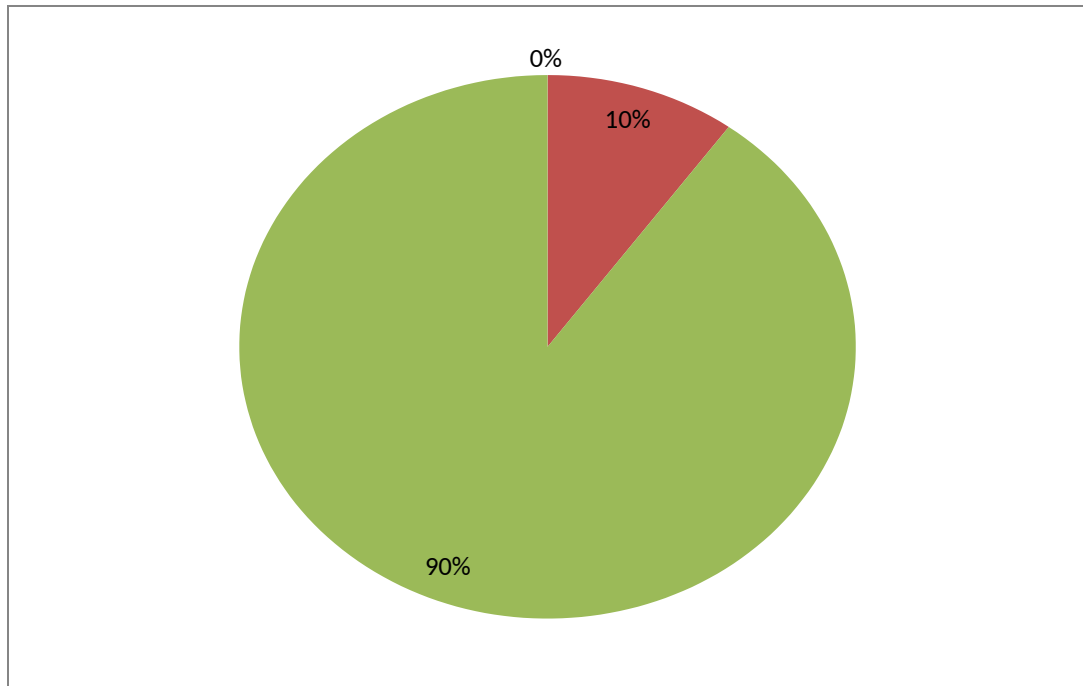
## Objectives

- To study the work culture of the organization towards employees to achieve the organization's goals & values.

- To improve the safety & security of workplace that drives engagement.
- To understand the attitudes of employees towards the management

**Data Analysis**

1) Does your team participate and encourage you to complete your tasks?



**Figure No. 1**

<b><u>Parameters</u></b>	<b><u>No. Of Respondent</u></b>
90%	24
10%	3
0%	0

**Interpretation -**

From the above figure 1, we can see the ratio that 90% people are agree that their team encourages to complete their respective tasks.

2) Is there is a strong feeling of teamwork and participation in the organization?

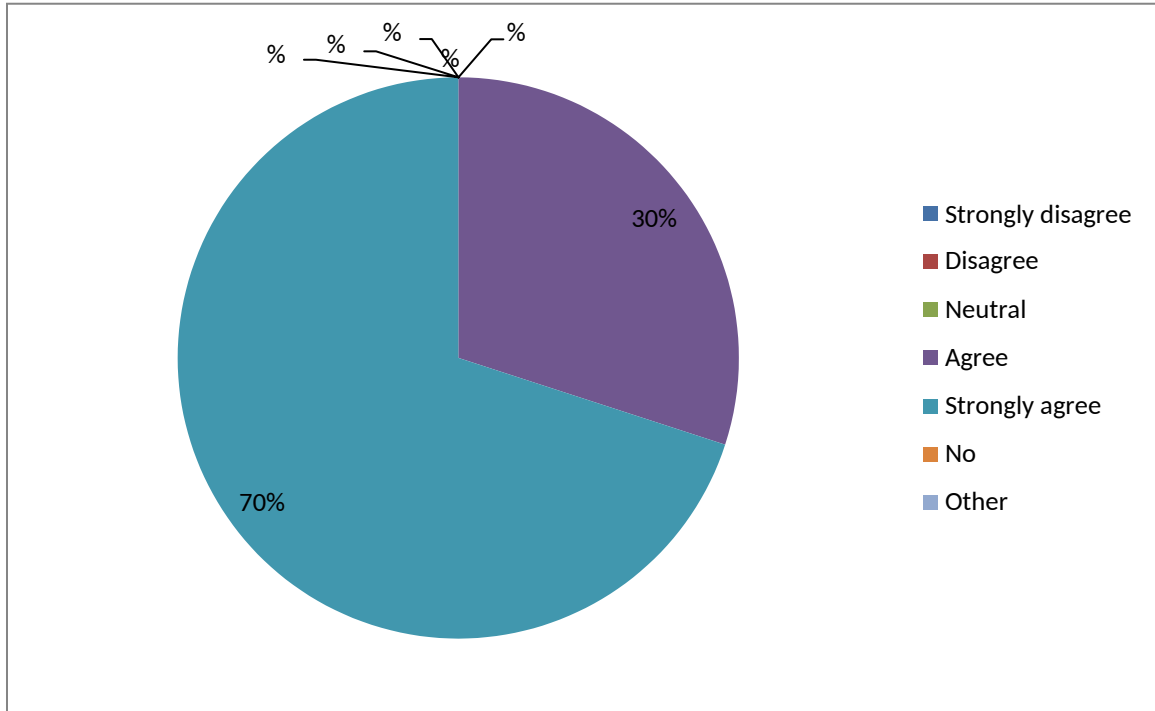


Figure No. 2

<u>Parameters</u>	<u>No. Of Respondent</u>
Strongly Disagree	0
Disagree	0
Neutral	0
Agree	9
Strongly Agree	18
No	0
Other	0

**Interpretation-**

From the above figure 2, there is total 70% teamwork & participation in the organization.

3) Do your team members contribute to your success?

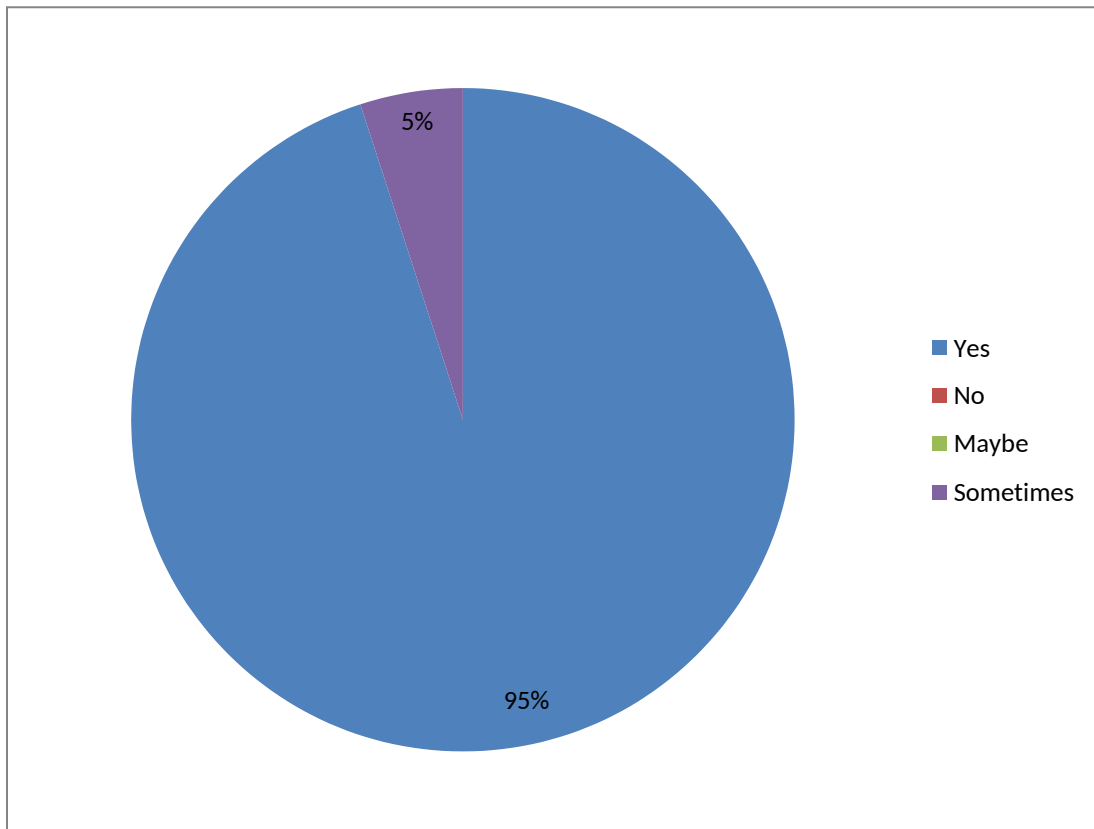


Figure No. 3

<u>Parameters</u>	<u>No. Of Respondent</u>
Yes	25
No	0
Maybe	0
sometimes	5
Other	0

**Interpretation -**

As we can see in figure 3, 95% team members contribute to each other's success.

4) Are your team members receptive to your suggestions?

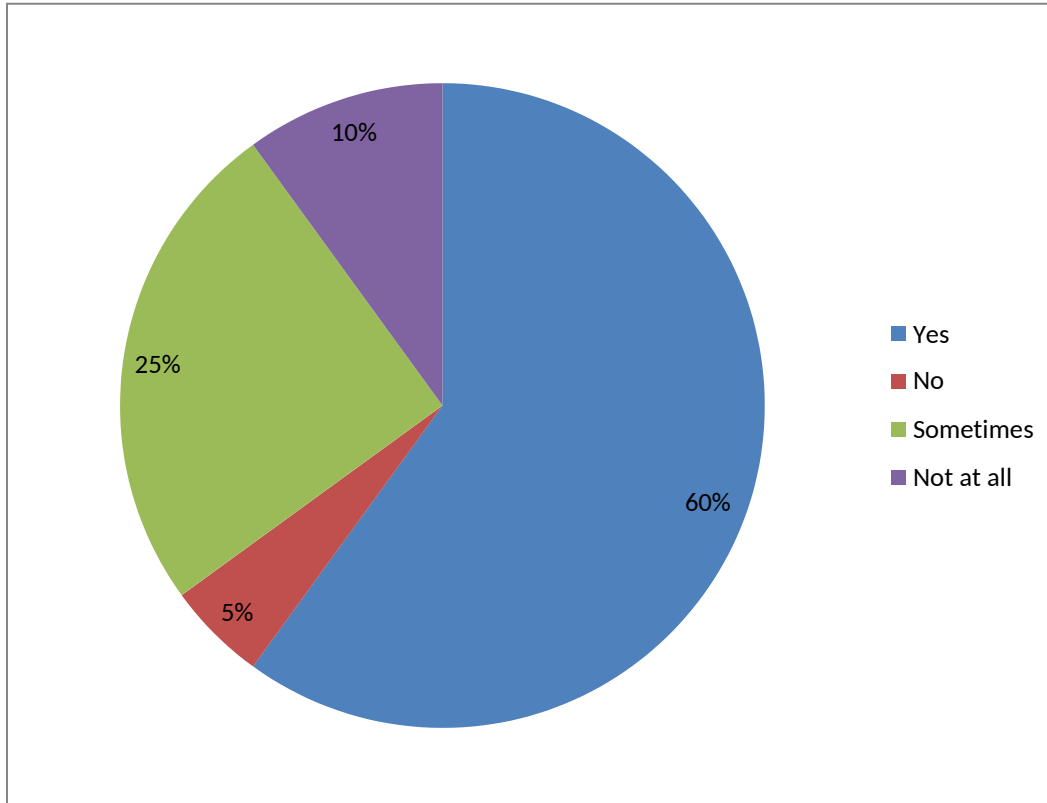


Figure No. 4

<u>Parameters</u>	<u>No. Of Respondent</u>
Yes	16
No	2
Sometimes	6
Not at all	3
Other	0

**Interpretation -**

From the above figure 4, 60% of employees are saying that the organization is receptive to their



suggestions.

5) Do you see positive career growth in this organization?

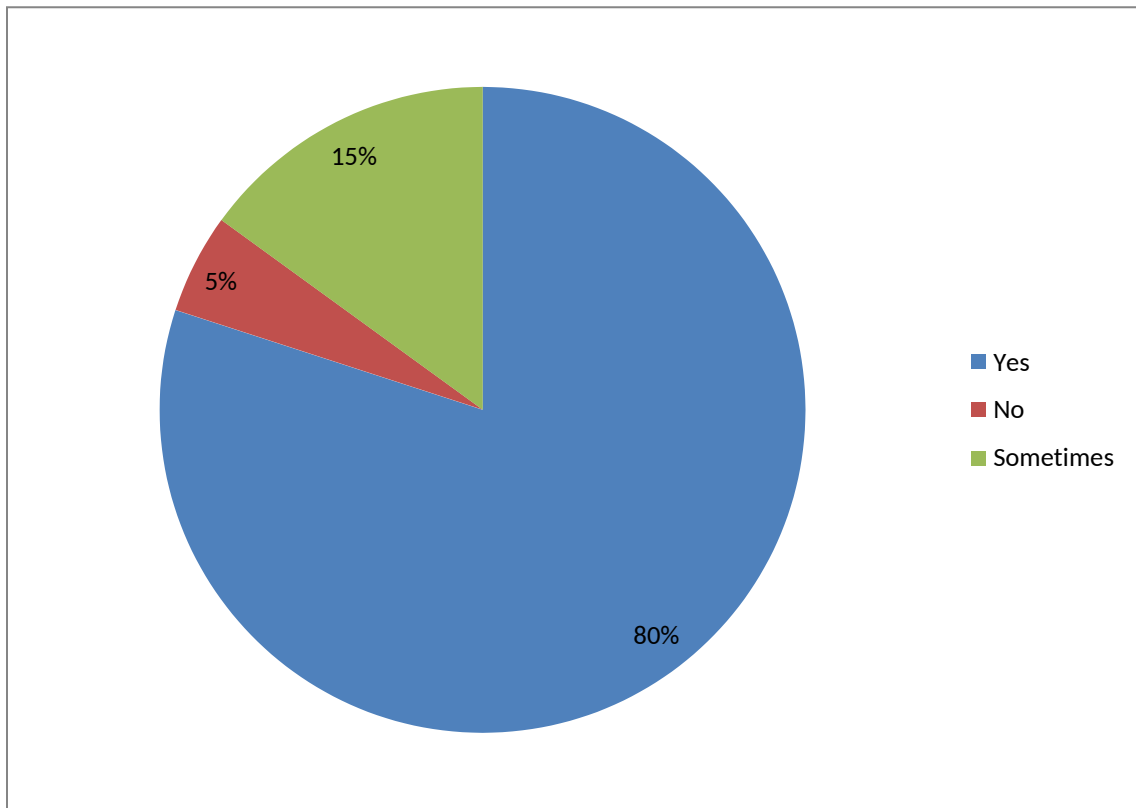


Figure No. 5

<u>Parameters</u>	<u>No. Of Respondent</u>
Yes	21
No	2
Sometimes	4

**Interpretation -**

As we can see from Figure 5, 80% career growth available in the organization on the basis of their performance.

6) Are you provided with the right training when new systems/software are introduced?

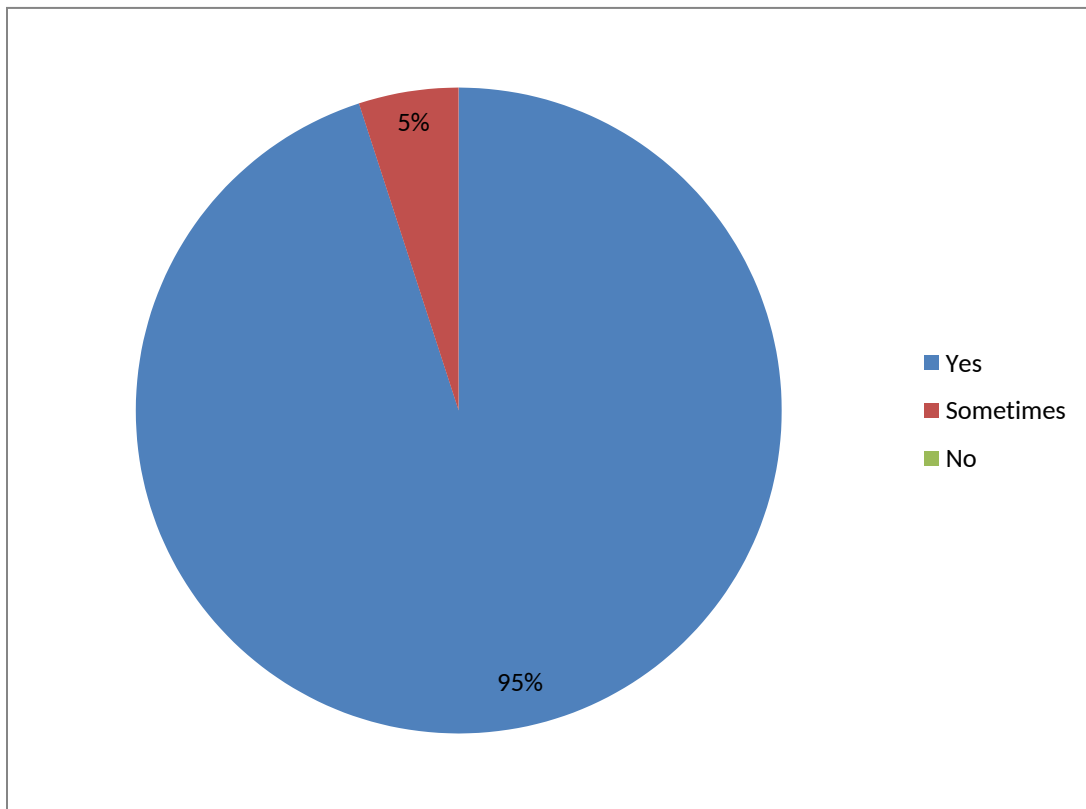


Figure No. 6

<u>Parameters</u>	<u>No. Of Respondent</u>
Yes	25
Sometimes	5
No	0
Other	0

**Interpretation-**

From the above figure no. 6, most of the times training is provided by the organization when any new technologies are invented.

7) What is the nature of the feedback provided to you by your manager?

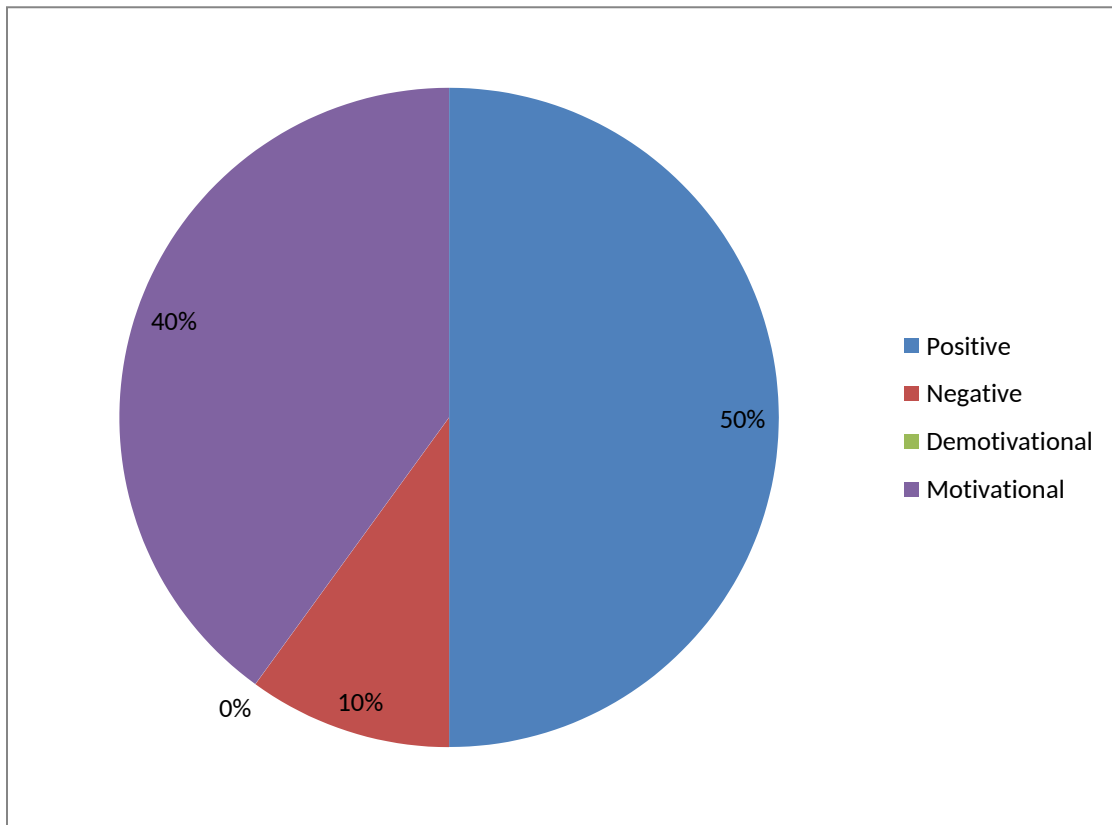


Figure No. 7

<u>Parameters</u>	<u>No. Of Respondent</u>
Positive	13
Negative	2
Demotivational	0
Motivational	12

**Interpretation -**

As we can see in figure 7, managers provide 50% positive & 40% motivational feedback to their employees. If the employee makes mistakes, then they get negative feedback from the manager.

8) Do you feel your manager is interested in your progress?

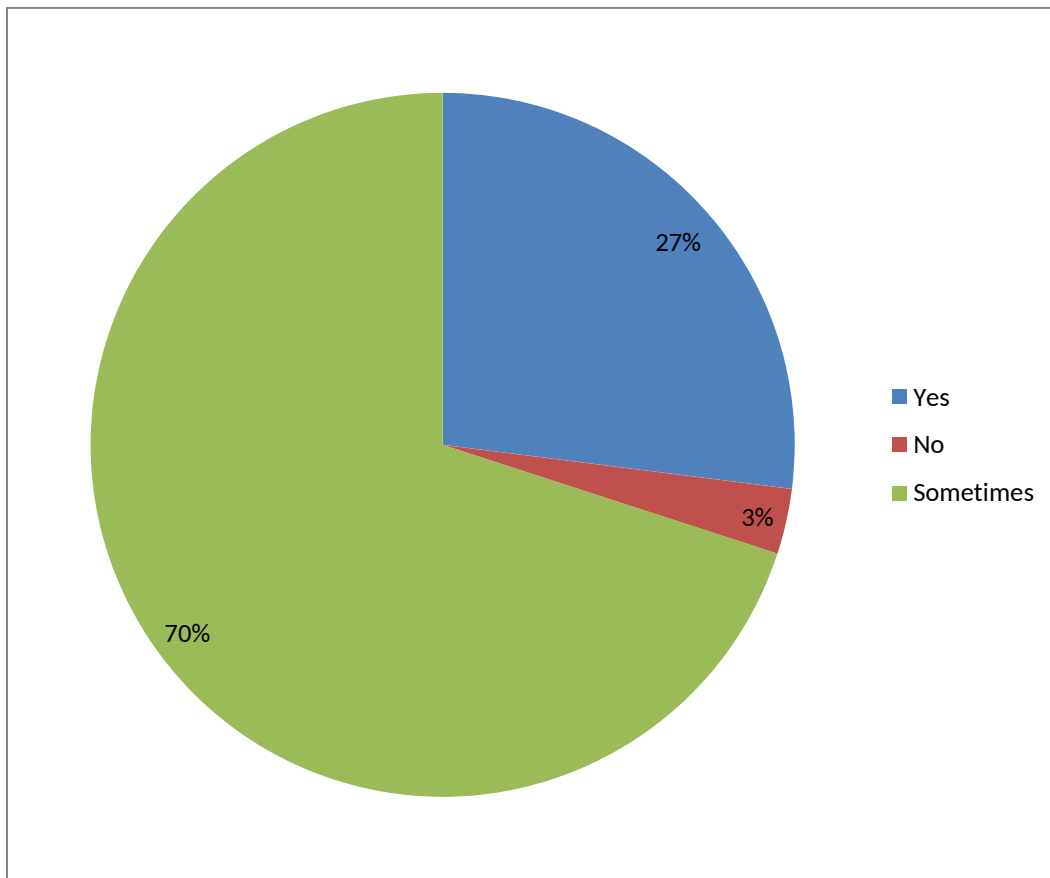


Figure No. 8

<u>Parameters</u>	<u>No. Of Respondent</u>
Yes	19
No	1
Sometimes	7

**Interpretation -**

From the above figure 8, the manager takes only 27% interest in the employee's progress. If the targets are there, then the manager takes 70% interest in the employee's progress.

9) Do you feel your organization is supportive of a healthy work-life balance?

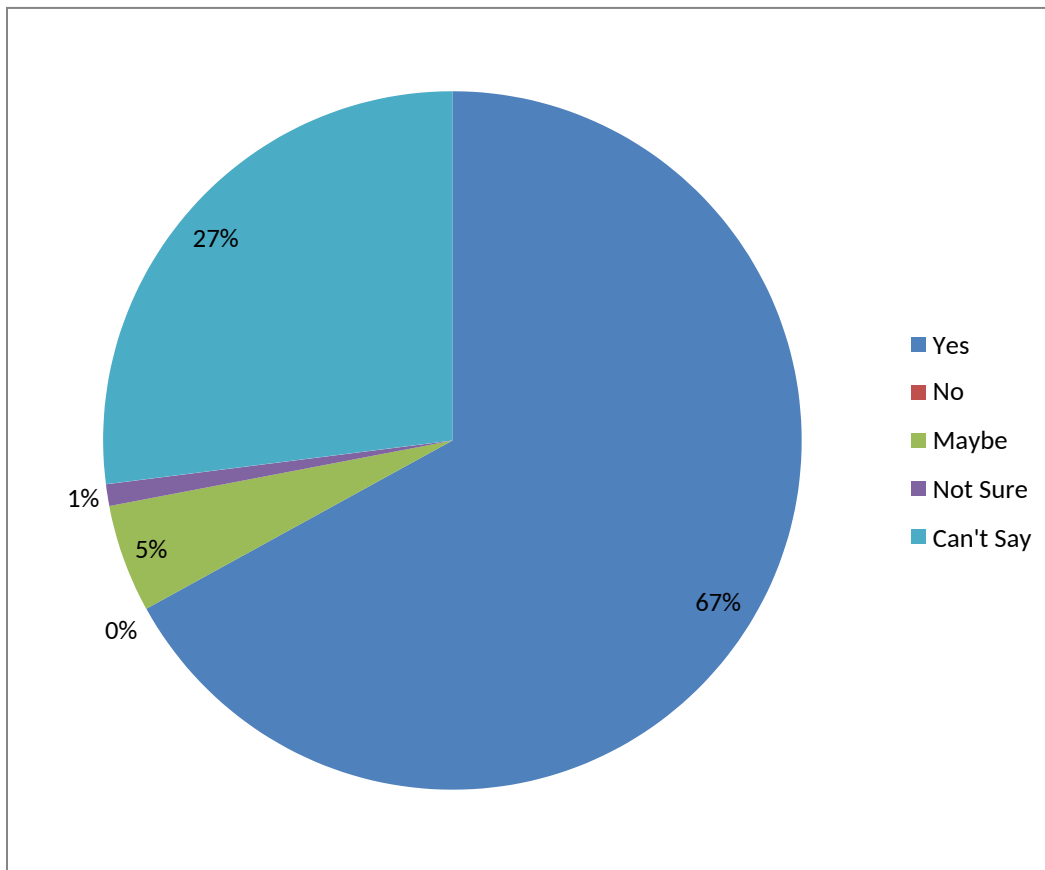


Figure No. 9

<b>Parameters</b>	<b>No. Of Respondent</b>
Yes	19
No	0
Maybe	2
Not Sure	1
Can't Say	5

**Interpretation -**

As we can see from the above figure 9, the organization is 67% supportive of a healthy work life balance.

10) Do you feel your work causes unwanted tensions in your personal life?

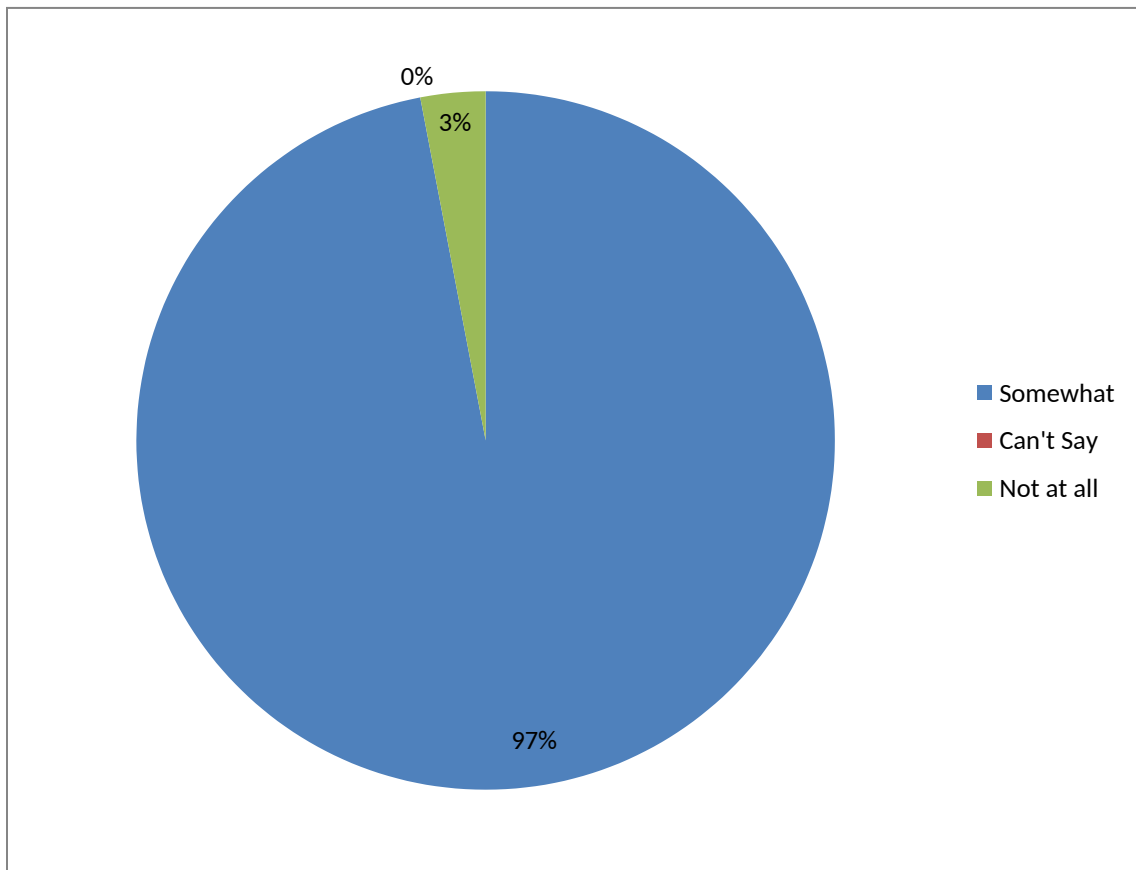


Figure No. 10

<b><u>Parameters</u></b>	<b><u>No. Of Respondent</u></b>
Somewhat	26
Can't Say	0
Not at All	1

**Interpretation -**

From the above figure 10, 97% of employees says that sometimes their work causes unwanted tensions in their personal life.

11) Are you satisfied with the organization’s policies on rewards and recognition?

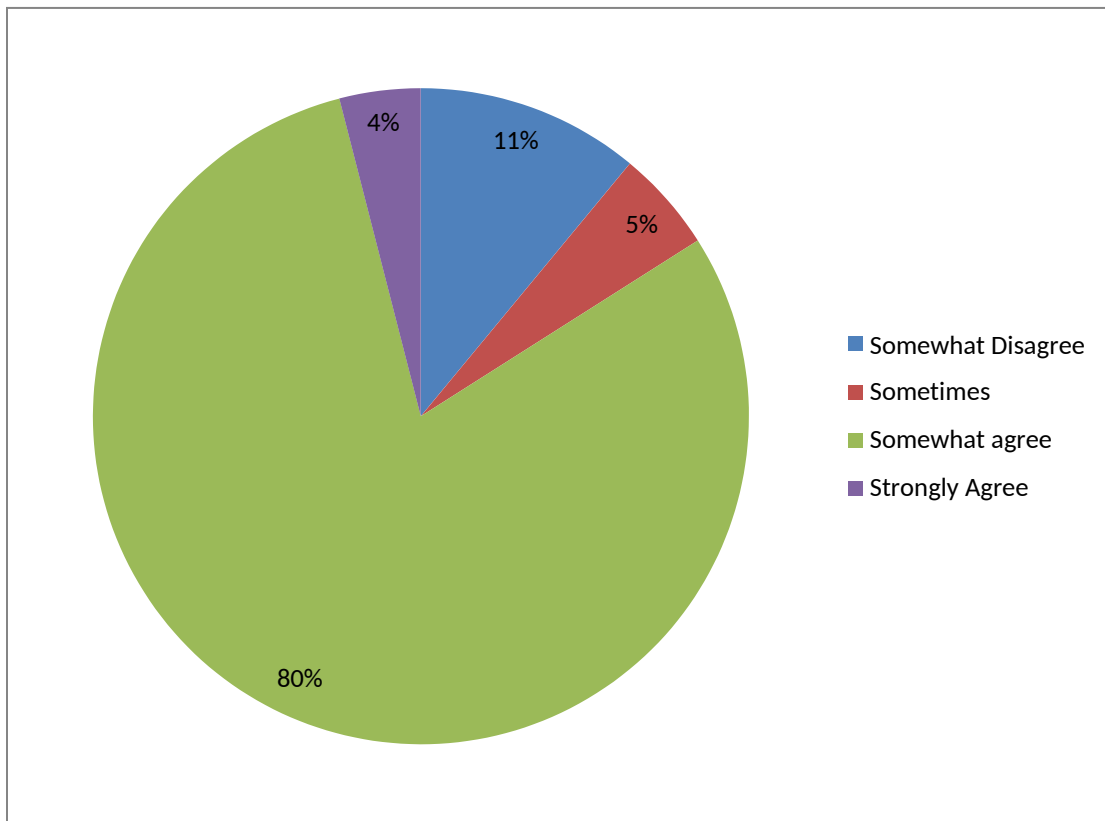


Figure No. 12

<u>Parameters</u>	<u>No. Of Respondent</u>
Somewhat Disagree	2
Sometimes	1
Somewhat agree	22
Strongly Agree	2

**Interpretation -**

From the above figure, 80% of employees somewhat agree with the organization’s policies on rewards & recognition, 11% employees somewhat disagree with the policies.

## Observation & Findings

The overall satisfaction score for Midbrains is 94% according to the researcher. Therefore, it can be said that about 94% of employees are actively engaged and love their work.

Most people agree that their team encourages them to complete their respective tasks.

Most team members contribute to each other's success.

Many employees are saying that the organization is receptive to their suggestions.

Many career growth options are available in the organization based on their performance.

Most of the times training is provided by the organization when any new technologies are invented

The manager provides positive & motivational feedback to their employees. If the employee makes mistakes, then they get negative feedback from the manager.

The manager takes less interest in the employee's progress. If the targets are there, then the manager takes more interest in the employee's progress.

The organization is supportive of a healthy work life balance. Most employees say that sometimes their work causes unwanted tensions in their personal life.

The majority of employees agree with the organization's policies on rewards & recognition.

The suggestions by the employees to the management are less receptive.

Some employees are not seen contributing in positive growth of theory.

Feedback provided by the manager is harsher in some situations.

All employees do not get an equal chance to get rewards & recognition.

Employees want more extra activities which can remove their stress.

## Conclusion and suggestions

The project helped the employer and employees to have a better insight into the engagement programs which are held in an organization. A maximum number of the employees find a healthy environment at the workplace. Employees are satisfied with the activities conducted for them.

The employee engagement helped in developing the skills of the employees. Team Leader must be more participative & encouraging to complete the tasks. Employees' involvement in decision making can be improved to an extent.

All employees should have a positive perspective towards the growth in the organization by having challenging tasks. The employees should get appropriate rewards & recognition based on their performance.

The organizations should arrange corporate events, parties, & weekend hangouts for the employees to improve the relations among the employees & enhance the corporate relations with various organizations.

## References

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## Annexure – Questionnaire

### Employee Engagement Survey Form

- 1) Does your team participate and encourage you to complete your tasks?
- 30%
  - 50%
  - 100%
  - Other:
- 2) Is there is a strong feeling of teamwork and participation in the organization?
- Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
  - No
  - Other:
- 3) Do your team members contribute to your success?
- Yes
  - No'
- 4) Are your team members receptive to your suggestions?
- Yes
  - No
  - Sometimes
  - Not at all
- 5) Do you see positive career growth in this organization?
- Yes
  - No

6) Are you provided with the right training when new systems/software are introduced?

- Yes
- No

7) What is the nature of the feedback provided to you by your manager?

- Positive
- Negative
- Demotivational
- Motivational

8) Do you feel your manager is interested in your progress?

- Yes
- No
- Sometimes

9) Do you feel your organization is supportive of a healthy work-life balance?

- Yes
- No
- Maybe
- Not Sure
- Can't Say

10) Do you feel your work causes unwanted tensions in your personal life?

- Somewhat
- Can't Say
- Not at all

11) Are you able to give a fair amount of time to your family?

- Yes
- No
- Not that much

12) Are you satisfied with the organization's policies on rewards and recognition?

- 30%
- 50%
- 80%
- 100%