



A Study On Employee Engagement And Its Impact On Organisational Effectiveness

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ABSTRACT

Employee engagement plays a crucial role in determining the success and effectiveness of organizations, especially in dynamic and labor-intensive industries like construction. Successful organizations know that employee performance and employee engagement are crucial. This study explores the impact of employee engagement on organizational effectiveness within construction companies. Employee engagement is basically a level of commitment and involvement that an employees has towards their organization and its values. It examines key engagement factors such as job satisfaction, motivation, leadership, workplace culture, and communication, assessing their influence on productivity, project performance, and employee retention. The research highlights the correlation between highly engaged employees and improved efficiency. Using qualitative and quantitative analysis, the study provides insights into best practices for fostering engagement in the construction sector. The findings suggest that investing in employee engagement strategies leads to enhanced organizational performance, reduced turnover, and increased profitability. The study concludes with recommendations for construction firms to improve engagement levels, thereby driving overall effectiveness and sustainable growth.

Keywords: Employee engagement, job satisfaction, organizational performance, leadership.

INTRODUCTION

Employee engagement explores the crucial relationship between employee engagement and organizational effectiveness, investigating how engaged employees contribute to improved performance, productivity, and overall business success. Engaged employees are more likely to be motivated and dedicated, leading to higher levels of productivity and output.

NEED OF THE STUDY

1. Employee engagement is crucial for organizations aiming to enhance productivity, improve workplace culture and achieve long term success.
2. The engaged employees are more committed, motivated and aligned with organizational goals directly influencing overall effectiveness.
3. The organizational effectiveness improves through optimized workflows and proactive problem solving.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study the employee engagement and its impact on organizational effectiveness.

SECONDARY OBJECTIVES

- 1.To identify the perception level of employee towards employee engagement within a selected organization.
- 2.To find out the key factors influencing employee engagement within the organization.
- 3.To analyze the relationship between employee engagement and organizational effectiveness.

SCOPE OF THE STUDY

- 1.The engaged employees understand and contribute to the company's vision, mission and long term objectives.
- 2.Analysing the regular assessments help the organization to track engagement levels and make necessary improvements.
- 3.The study helps to provide learning opportunities that fosters career growth, increasing engagement and organizational effectiveness.

LIMITATION OF THE STUDY

- 1.Employee engagement is subjective and difficult to quantify in a standardized way.
- 2.Engagement surveys may suffer from biased responses or survey fatigue among employees.
- 3.The direct correlation between engagement and organizational effectiveness is complex, making it hard to attribute business success solely to engagement initiatives.
- 4.Lack of transparency in decision-making may lead to disengagement.

REVIEW OF LITERATURE

(Sakshi Ahlawat 2025) This paper examines and empirically validates the artificial intelligence-enabled human resource management (AI-enabled HRM) dimensions and sustainable organisational performance relationship. It also examines the mediation and moderation of employee engagement and fusion skills.

(Pooja Malik 2024) This paper analysis the impact of the perceived ability motivation opportunity framework on talent retention via employee engagement, which act as a mediator. Moreover, the study also explores

the moderating role of transformational leadership between employee engagement and talent retention. The moderating effect of transformational leadership on the relationship between employee engagement and talent retention showed a significant interaction effect.

RESEARCH METHODOLOGY

RESEARCH

According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

SAMPLING TECHNIQUE

The sampling technique used in this study is non probability sampling.

SAMPLE SIZE: 196

NON PROBABILITY SAMPLING

Non probability sampling refers to the selection of a sample from a population, when this selection is based on the principle of randomization, that is, random selection or chance. Non probability sampling is more complex, more time-consuming and usually more costly than probability sampling.

POPULATION AND SAMPLE

The sample size for this Study is based on Morgon's sampling table which specifies the sample size is 196 when the population is 400. So, the optimal Sample Size is 196 employees at various levels. The number of samples taken for the study is 196. The sample size was determined by using formula

$$n = z^2 p (1-p) N / e^2 (N-1) + z^2 p (1-p)$$

RESEARCH TOOLS

- Percentage analysis
- Correlation analysis
- Chi-square test
- Mann Whitney U test
- Regression analysis

TABLE SHOWING THE GENDER OF THE RESPONDENTS

SL.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1.	Male	133	67.9
2.	Female	63	32.1
	TOTAL	196	100

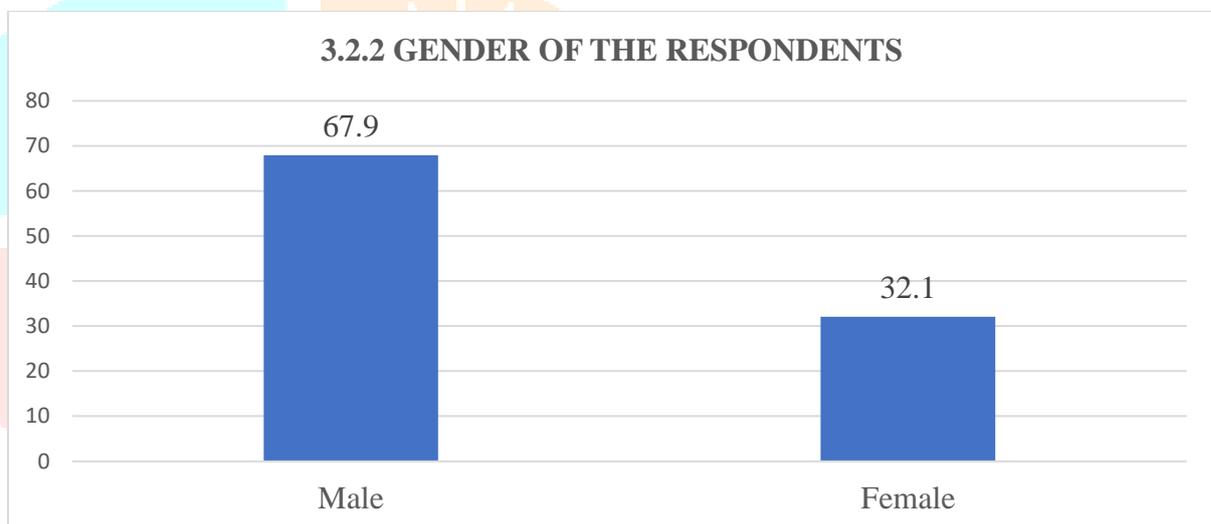
FINDINGS

From the above table it is found that 67.9% of the respondents belong to the gender of male and 32.1% of the respondents belong to the gender of female.

INFERENCE

It is inferred that 67.9% of the respondents belong to the gender of male.

3.2.2 CHART SHOWING THE GENDER OF THE RESPONDENTS



CHI SQUARE

NULL HYPOTHESIS: There is no significant difference between the work experience of the respondents and flexibility.

ALTERNATIVE HYPOTHESIS: There is significant difference between the work experience of the respondents and flexibility.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
WORK EXPERIENCE OF THE RESPONDENTS	196	2.24	.918	1	4
FLEXIBILITY OF THE RESPONDENTS	196	2.16	1.114	1	5

Test Statistics

	WORK EXPERIENCE OF THE RESPONDENTS	FLEXIBILITY OF THE RESPONDENTS
Chi-Square	35.429 ^a	82.010 ^c
Df	3	4
Asymp. Sig.	.000	.000
Monte Carlo Sig.	.000 ^b	.000 ^b
95% Confidence Interval	Lower Bound .000 Upper Bound .015	.000 .015

FINDINGS

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 49.0.

b. Based on 196 sampled tables with starting seed 1556559737.

c. The chi square test yields a chi square value of 35.429, with 3 degrees of freedom (df).

d. The asymptotic significance (p=value) is 0.000.

INFERENCE

It is inferred that p-value (0.000) is less than 0.05, the test fails to reject the null hypothesis. There is no significant difference in the mean rank of work experience with respect to the flexibility.

SUGGESTIONS

1. Develop site specific employment programs and promote strong safety communication on site.
2. Create opportunities for professional growth and implement performance based incentives and recognition programs.
3. Encourage leadership training focused on people management and regular training to upskill workers and improve job satisfaction.

CONCLUSION

The study clearly indicates that employee engagement plays a vital role in enhancing organisational effectiveness. Engaged employees are more motivated, productive, and aligned with the organisation's goals, which directly contributes to improved performance, innovation, and customer satisfaction. The research findings show a positive correlation between high levels of engagement and key organisational outcomes such as employee retention, efficiency, and profitability. It is evident that organisations that invest in strategies to foster engagement such as open communication, recognition, career development, and supportive leadership are more likely to achieve long-term success. Therefore, fostering a culture of engagement should be a strategic priority for any organisation seeking sustainable growth and competitive advantage.

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