



A Study On Effective Employee Engagement At Multivista Global Private Limited

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ABSTRACT: This study explores the effectiveness of employee engagement strategies at Multivista Global Private Limited. Using data collected from 137 employees, it examines engagement initiatives, welfare programs, and their impact on organizational effectiveness. Statistical tools such as Chi-square, ANOVA, and correlation analysis were employed to understand key factors influencing employee satisfaction and engagement. The findings highlight the importance of training programs, clear communication, and opportunities for career growth in fostering a positive workplace environment. Recommendations for enhancing engagement and sustaining a motivated workforce are discussed.

KEY WORDS: Employee Engagement, Organizational Effectiveness, Employee Welfare, Career Growth, Statistical Analysis

I. INTRODUCTION

Employee engagement is pivotal in determining organizational success, especially in industries requiring high levels of collaboration and innovation. Engaged employees demonstrate a strong commitment to their roles and align their efforts with organizational goals, which significantly enhances productivity and morale. Employee engagement fosters innovation, reduces turnover, and builds a cohesive work environment, thereby creating a strategic advantage in competitive markets. Multivista Global Private Limited operates in a dynamic industry where employee engagement is a key driver for achieving operational excellence. The company's strategies focus on enhancing job satisfaction, providing welfare programs, and cultivating a culture of mutual respect and collaboration. The importance of employee engagement extends beyond basic job satisfaction. Engaged employees are more likely to contribute innovative ideas, exhibit higher loyalty, and actively support organizational change initiatives. Moreover, companies with high engagement levels often report superior financial performance and customer satisfaction. The significance of employee engagement transcends traditional metrics of job satisfaction or workplace happiness. It directly impacts critical business outcomes, such as innovation, loyalty, adaptability, and customer satisfaction. Organizations with high engagement levels often report superior financial performance, as employees who are deeply invested in their roles contribute meaningfully to strategic goals and organizational change initiatives. By prioritizing employee engagement, Multivista Global Private Limited positions itself to achieve sustained growth and maintain a competitive edge in its industry.

II. REVIEW OF LITERATURE

Research on employee engagement has evolved over the decades from classical concepts of motivation and job satisfaction to more dynamic, interactional constructs. **James Harter (2000)** explored relationships between managerial talent, employee engagement, and business-unit performance, identifying critical factors that enhance success. **Ferguson and Carstairs (2005)** clarified the concept of employee engagement, linking it to organizational commitment and job satisfaction while emphasizing its growing role

as a competitive advantage. **Mehrzi and Sanjay Kumar (2006)** provided frameworks to understand and control engagement in the public sector. **Alan Saks (2006)** emphasized the rarity of academic studies on engagement and tested models based on social exchange theory. **Nancy and Eleannai (2008)** examined leadership practices, highlighting their impact on subordinate motivation and commitment. **Macey and Schneider (2008)** categorized engagement into psychological, behavioral, and trait dimensions, underscoring the importance of effective measurement. **Robertson and Cary Cooper (2010)** proposed that engagement is sustainable when employee well-being is prioritized. **Solomon Markos (2010)** linked engagement to broader constructs such as job satisfaction and organizational citizenship behavior, emphasizing its predictive value for performance. **Rich et al. (2010)** underscored the role of leadership styles in fostering engagement, while **Padmakumar and Prabhakar (2011)** explored its antecedents and consequences within Jordanian industries. **Arnold Bakker (2011)** highlighted vigor, dedication, and absorption as core aspects of work engagement, complemented by **Bakker and Albrecht's (2011)** focus on job crafting and organizational climate. **Vijaya Mani (2011)** studied engagement among executives, identifying its impact on retention and productivity. **Sundaray (2011)** connected engagement to organizational values, demonstrating its role in improving employee performance. **Malavika Desai and Bishakha Majumdar (2011)** compared engagement across industries, showing its effect on productivity. **Madhura Bedakar and Deepika Pandita (2013)** identified key drivers such as communication, leadership, and work-life balance that enhance employee performance and well-being.

III. OBJECTIVE OF THE STUDY

Primary objective

- A study on the effective employee engagement in Multivista Global Private Limited

Secondary objective:

- To examine the effort of engagement on individual outcomes.
- To evaluate the effectiveness of the employee welfare activities.
- To assess the employee satisfaction towards the workplace.
- To find the reasons for the impact of employee engagement on Organisational Effectiveness.

IV. RESEARCH METHODOLOGY

Research Design

This study adopts a **descriptive research design** to understand employee perceptions and experiences. It describes the data and characteristics about the population being studied. Descriptive research answers the questions who, what, when, where and how. The research design must contain a clear statement of the research problem, the procedures and techniques to be used for gathering information, the population to be studied and the methods to be used in processing and analysing data.

Area of the study

The research was conducted at **MULTIVISTA GLOBAL PVT. LTD, Pudupakkam, Chennai** from **February to May 2025**.

Population and Sampling:

A research population is also a well-defined group of people or items recognized to share certain features. The population of the study consisted of all the 137 employees of **MULTIVISTA GLOBAL PVT LTD**.

- **Population Size:** 137 employees at Multivista Global Private Limited.
- **Sampling Technique:** Census survey

A "**census survey**" or simply "**census**" refers to a complete enumeration of a population, meaning data is collected from every individual or unit within the defined group, rather than a sample.

Sources of Data:

Data collection is the process of gathering information from all relevant sources in order to answer research questions, test hypotheses, and assess results. Data gathering methods are classified into two types;

- **Primary Data:** Collected through a structured questionnaire distributed among the employees of Multivista Global Pvt. Ltd
- **Secondary Data:** Gathered from relevant books, journals, company websites, previous project reports, and industry publications to support the theoretical framework and validate findings.

Tools Used for Analysis

Quantitative data collected from the survey was analyzed using SPSS software, applying the following statistical tools:

V. ANALYSIS AND INTERPRETATION

- **Correlation** - To examine the relationship between variables such as agile HRM practices will positively impact your organization's performance and HR team promotes collaboration and cross-functional teamwork
- **ANOVA (Analysis of Variance)** - To compare perceptions across groups like HRM practices will positively impact and willing to adapt Agile HRM.
- **Chi-Square Test** - To find association between variables like gender and satisfaction with current HRM practices.

S. No.	Tool Used	Variables Analyzed	Test Value	Significance (p-value)	Exact Inference
1	ANOVA	Job Level vs Satisfaction with Work Environment	F = 0.866	p = 0.461	No significant difference in satisfaction levels across job levels.
2	Chi-Square Test	Participation in Welfare Programs vs Work-Life Balance	$\chi^2 = 41.985$	p = 0.000	Significant relationship between participation frequency and work-life balance satisfaction.
3	Correlation	Comfort in Expressing Opinions vs Communication	r = 0.138	p = 0.108	No significant correlation between comfort in expressing opinions and

		Effectiveness			communication effectiveness.

VI. FINDINGS

- It is found that 37% of employees are aged between 25-35 years.
- It is found that 45% of employees belong to the mid-level job category.
- It is found that 45% of employees have 1-3 years of work experience.
- It is found that the Maintenance department has the highest representation, with 37% of employees.
- It is found that 50% of employees participate in team meetings Often.
- It is found that 46% of employees have a Very Clear understanding of their job roles and responsibilities.
- It is found that 56% of employees receive feedback from their managers on a Monthly basis.
- It is found that 61% of employees agree that their contributions are valued by the organization.
- It is found that 51% of employees Often receive opportunities for skill development and career growth.
- It is found that the most common welfare activity provided is Training & Development Programs, chosen by 63% of employees.
- It is found that 50% of employees Often participate in welfare programs.

VII. SUGGESTIONS

- From the data analysis, it is found that 45% of employees have only 1-3 years of work experience, indicating a relatively young workforce. So, the company should implement comprehensive onboarding and continuous skill development programs to support career growth and retention of these employees.
- With 63% of employees favouring training & development programs, continue to expand these initiatives but also diversify welfare activities to include more health, recreational, and employee assistance programs. This variety can help maintain engagement and satisfaction across different employee needs.
- From the data analysis, it is found that 58% of employees are satisfied with their current work environment, leaving a significant portion less satisfied. So, the company should regularly review and enhance workplace facilities, safety measures, and ergonomic conditions to increase overall employee satisfaction.
- From the data analysis, it is found that 55% of employees are satisfied with management support in resolving workplace concerns. So, the company should strengthen conflict resolution mechanisms and provide training to managers on empathetic leadership and employee relations.
- From the data analysis, it is found that 56% of employees receive feedback on a monthly basis, which is positive but could be improved. So, the company should encourage more frequent and constructive feedback sessions to foster continuous improvement and employee development.
- From the data analysis, it is found that 55% of employees are satisfied with management support in resolving workplace concerns. So, the company should strengthen conflict resolution mechanisms and provide training to managers on empathetic leadership and employee relations.

VIII. CONCLUSIONS

The study was conducted to examine the factors influencing effective employee engagement at Multivista Global Pvt. Ltd., Pudupakkam. It focused on employee demographics, participation in welfare programs, job clarity, and management support. The study was limited to current employees, and the findings may not represent external or future employees. Through this research, the company can identify areas for improvement in communication, work-life balance, and employee involvement. The insights gained may help Multivista enhance employee satisfaction, motivation, and overall organizational performance. I sincerely thank the company officials, HR department, faculty members, and all who supported and guided

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