

A STUDY ON EMPLOYEE ENGAGEMENT TRENDS IN RESPECT OF CAREER GROWTH WITH REFERENCE TO PRIVATE COLLEGE PROFESSOR IN CHENNAI CITY

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ABSTRACT

Employee engagement isn't a new organizational strategy, however, every few years new employee engagement trends set the ball rolling. The last few years have seen a focused shift towards employee engagement because of the transformations in the workplace. This study is completed by collecting primary data through questionnaire from professors at various colleges from Chennai city. The employee can be engaged by facilitating career growth by training, certification courses and recognition events to employees

KEY WORDS: Employee engagement trend, Career Growth, Training, Certification Courses, recognition events

INDRODUCTION

According to Flippo Human resource management is the "planning, organising, directing, and controlling of procurement, development, compensation, integration, maintenance, and reproduction of human resource to the end that individual, organisational and societal objectives are accomplished. Human resources (HR) is the division of a business that is charged with finding, recruiting, screening, and training job applicants. It also administers employee benefit programs. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees.

DEFINITION

- Human resource as "the effective process of planning and directing and application, development and utilization of human resource in employment". – Dale Yoder
- "It is basically a method of developing potentialities of employees so that they feel maximum satisfaction of their work and give their best efforts to the organization". – Pigors and Mayers

- “HR as the total knowledge, skills, creative abilities, talents, and aptitudes of an organization's workforce, as well as the value, attitudes, and beliefs of the individuals involved.” – Leon C. Meggison

OBJECTIVES OF HR

1. Work culture.

When it is about managing human resources efficiently and following goals, employees, and the environment in which they work are important factors. The HR managers must be active in creating strategies to facilitate enhanced work culture.

2. Training and development

With effective training and offering future opportunities, employees are more organized, and they feel comfortable and safe. Effective employment is greatly associated with training practices. Therefore, offering such opportunities will be a good step for the management of the workforce.

3. Employee motivation

A major aim of HR is to keep things in the correct direction and keep diversions and negativity away. For this to happen the employees must be encouraged and motivated the whole time.

4. Empowering employees

To motivate employees, there is nothing better than workforce empowerment. This can be done with the help of tools such as a portal of employee self-service that will also save HR efforts also.

DUTIES OF HR MANAGER

- Hiring and recruiting
- Onboarding and training
- Developing workplace atmosphere
- Conflict resolution
- Ensuring employee health and safety
- Positive reinforcement

EMPLOYEE ENGAGEMENT – MEANING

Employee engagement is a human resource (HR) concept that describes the level of enthusiasm and dedication a worker feels toward their job. Engaged employees care about their work and about the performance of the company and feel that their efforts make a difference. Employers

can foster employee engagement through effective communication, offering rewards, and discussing career development.

OBJECTIVES OF EMPLOYEE ENGAGEMENT

1. Increased productivity

Engaged employees are more motivated, focused, and committed to their work. They go extra mile consistently putting discretionary effort, resulting in increased productivity levels. Engaged employees take ownership of their tasks, strive for excellence, and actively contribute to achieving organizational goals.

2. Employee retention

Engaging employees significantly reduces the risk of turnover. When employees feel valued, supported, and connected to the organization, they are more likely to stay committed for the long term. This reduces recruitment and training costs while promoting stability within the workforce.

3. Growth opportunities

Employees are more engaged when they see a clear path for growth and have access to learning and development opportunities. Organizations that invest in employee training, provide career advancement prospects, and encourage continuous learning foster higher levels of engagement.

4. Improved employee satisfaction

Employees are more engaged when they see a clear path for growth and have access to learning and development opportunities. Organizations that invest in employee training, provide career advancement prospects, and encourage continuous learning foster higher levels of engagement.

5. Employee motivation

Employee motivation is one of the most substantial aspects of employee engagement. Motivated employees tend to perform better and are more productive in their jobs. Motivated employees feel a sense of commitment to the organization's goals and objectives. They can lead to increased productivity and allow an organization to achieve higher levels of output. In contrast, demotivated employees spent most of the working hours surfing the internet for fun or looking for other job opportunities.

TYPES OF EMPLOYEE ENGAGEMENT

- Emotional engagement
- Actively engaged.
- Cognitive engagement
- Career development
- Recognition

INCREASED EMPLOYEE ENGAGEMENT

The power of employee engagement is hard to understate, and it's been top-of-mind for HR professionals for the past few years. Companies have been facing difficulties hiring and retaining employees and navigating trends that indicate a lack of engagement, like quiet quitting and the Great Resignation. Luckily, engagement comes much more naturally with an HRM strategy. By fostering a culture of collaboration and encouraging open communication, you can help improve employee engagement and drive better outcomes for your business. Encouraging open dialogue can be a powerful way to improve employee engagement and foster a positive work culture.

EMPLOYEE ENGAGEMENT TREND FACILITATING CAREER GROWTH AND DEVELOPMENT.

Career development and growth are the heart of employment engagement. 47% of today's workforce are primarily the highly educated, seek roles that offer personal and professional advancement. Visible career progression within the organization is crucial. Ensuring that promotion and recognition are fair, frequent, and timely is essential in keeping employees engaged and motivated. In an era where career mobility is highly valued, creating an environment where growth is not just possible but actively encouraged is vital to maintaining a committed and dynamic workforce.

EMPLOYEE ENGAGEMENT TRENDS

- Training
- Employee motivation
- Recognition events

1. Training

Training refers to the teaching and learning activities carried on for the primary purpose

of helping members of an organization acquire and apply the knowledge, skills, abilities, and attitudes needed by a particular job and organization.

2. Employee motivation

Employee Motivation means the drive or inspiration that an individual has to perform at work. When employees are motivated, they're more likely to be productive, creative, and engaged in their job. It improves overall job satisfaction for employees.

3. Recognition events

An employee recognition program is a method to recognize, appreciate, and motivate employees by rewarding them for their excellent work. These programs are designed to drive engagement, maintain high behavioural standards, and publicly applaud big wins.

1.2 STATEMENT OF PROBLEMS

Employees don't know what's happening within their organization, their engagement levels drop. Similarly, when they don't get to interact with their peers properly or when they don't receive recognition for their work, they'll be demotivated. Some factors lead to negative work environment are poor communication, high turnover, micromanagement, and burnout stress. Even highly engaged employees will lose their zest for work if these issues are allowed to persist, and eventually, they will leave your organization if improvements are not made. This research aims to address this gap by providing training for professional introducing new certification courses, providing workshop for employees which help to facilitate career according to current trend.

1.3 OBJECTIVES OF THIS STUDY

- To analyse the impacts of training of employee engagement trends.
- To identify the effectiveness of training programme to employee engagement trends.
- To analyse the impact of motivating the employee to complete certificate course to update their knowledge.
- To identify the impact of recognition events for employee.

1.4 REVIEW OF LITREATURE

1. The study reveals that Employee Engagement is a comprehensive task and cannot be accomplished by the effective training programs also. Organisations can improve engagement by opportunity thinking, enhancing employee decision making, and

commitment. Employee engagement results in reduced turnover intentions and increased innovative work-related behaviour.

2. This study describes that the high level of employee Engagement increases the growth of the organization and acts as a retention strategy. From this study it is observed that employee engagement in private banks is not satisfactory.
3. From the psychological perspective, engagement is a state-like phenomenon which is portrayed as an affective-cognitive state-like condition. It is not a temporary state such as mood nor as relatively non-malleable as fixed characteristics such as personality traits. It is deemed quite stable.
4. This study explains that Employee Engagement is the key factor for all organizations to sustain. Employee Engagement is positively influenced by job, Rewards and recognition, opportunities, teamwork and communication. It acts as a Retention tool.
5. The publication of the Conference Board of USA (2006) describes employee engagement as an intensified emotional association that an employee feels for his or her organization that influences him or her to utilize greater discretionary effort to his or her work.

1.5 NEED FOR STUDY

Employee engagement has become a key focus for HR management in the last decade, and for good reason. Employee engagement helps to improve work culture and job satisfaction. This study also aims to identify whether it is also achieved through the effectiveness of training programme to employees, motivating employees to update their knowledge through certificate courses and recognition events provided to employees. This study is proved the benefits of employee engagement and their trends facilitating career growth and development.

1.6 SCOPE OF STUDY

The main aim to study the explore the effectiveness of training and development of employees and thereby analysing the impact of motivation and recognition events provided to employees. This study helps to understand the importance of employee engaged with career growth and development.

1.7 LIMITATION OF STUDY

- This research study may not be applicable to all employees.
- It is crucial to be mindful that how many employees will understand the importance of training /certification course.

- Because some of the employees will not have interest in training or certification course
- This study focuses only one field.

1.8 RESEARCH METHODOLOGY

The purpose of this section is to complete the research work. The research work can be done and using survey method. A survey method is structured questionnaire which was used for collecting primary data from respondents because it offers more accurate for evaluating information about the sample and enables the researchers to draw conclusions about gathering and finding information from sample from professors.

1.9 RESEARCH DESIGN

Research design is the framework or blueprint for conducting the research project. It details the procedures necessary for obtaining the information needed to structure or solve the research problems.

A descriptive research design was carried out to study on employee engagement trends in respect of career growth with reference to private college professor in Chennai city. The primary data was collected in the form of structured questionnaire from the professors at various colleges from Chennai city.

1.10 DATA ANALYSIS

Data was analysed and evaluated by creating questionnaire using google sheets. The data was collected using primary and secondary data. Primary data is was collected using structured questions and secondary data was helpful in designing the questionnaire. The information pertaining to this study was collected to 50 respondents.

DATA ANALYSIS AND INTERPRETATION

4.0 INTRODUCTION

The chapter deals with the analysis of the data collected through primary source and interpretation of the same, as a presentation in the forms of description, tables and figures wherever necessary. The analysed tables are interpreted to reveal information about “Employees engagement trends for professors career growth for training, certificate certificates and recognition events”.

I. TRAINING PROGRAM

TABLE REPRESENTING TYPES OF TRAINING PROGRAM

The frequency distribution related to the type of training program available in institution to be shown of the respondents is given in the below table.

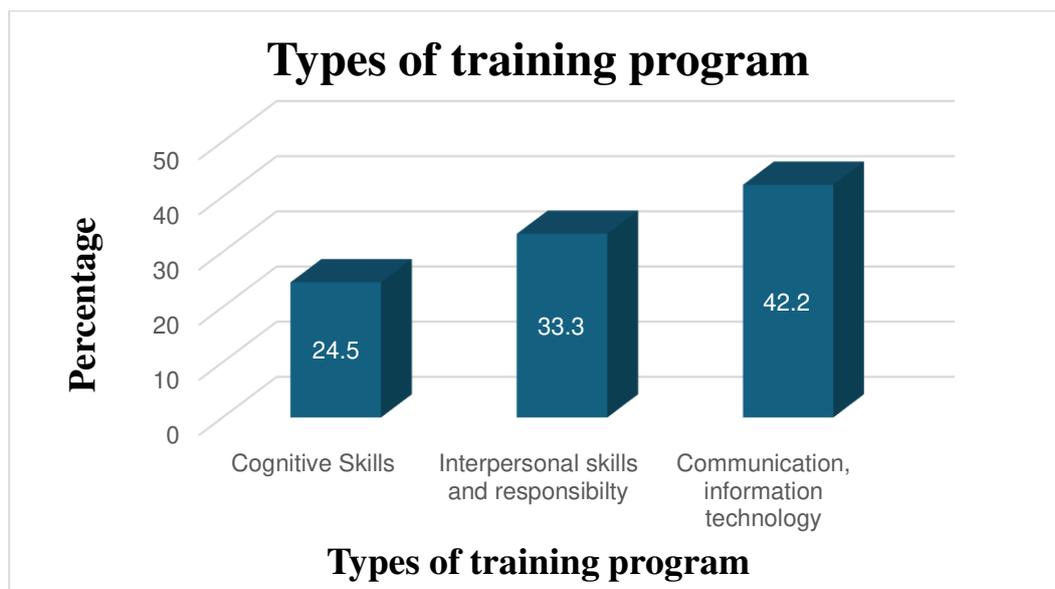
Types of training program	Frequency	Percentage
Cognitive skills	25	24.5
Interpersonal skills and responsibility	34	33.3
Communication, information technology	43	42.2
Total	102	100.0

Source: Primary data

Interpretation

From the above interpretation it is observed that 24.5% is trained with cognitive skills, 33.3% is trained with interpersonal skills and responsibility and 42.2% is trained with communication and information technology.

CHART REPRESENTING THE TYPES OF TRAINING PROGRAM



II. CERTIFICATE COURSES

TABLE REPRESENTING IMPACT IN PERFORMANCE APPRAISAL AFTER COMPLETING CERTIFICATE COURSE

The frequency distribution related to the impact in performance appraisal after completing certificate course of the respondents is given in the below table

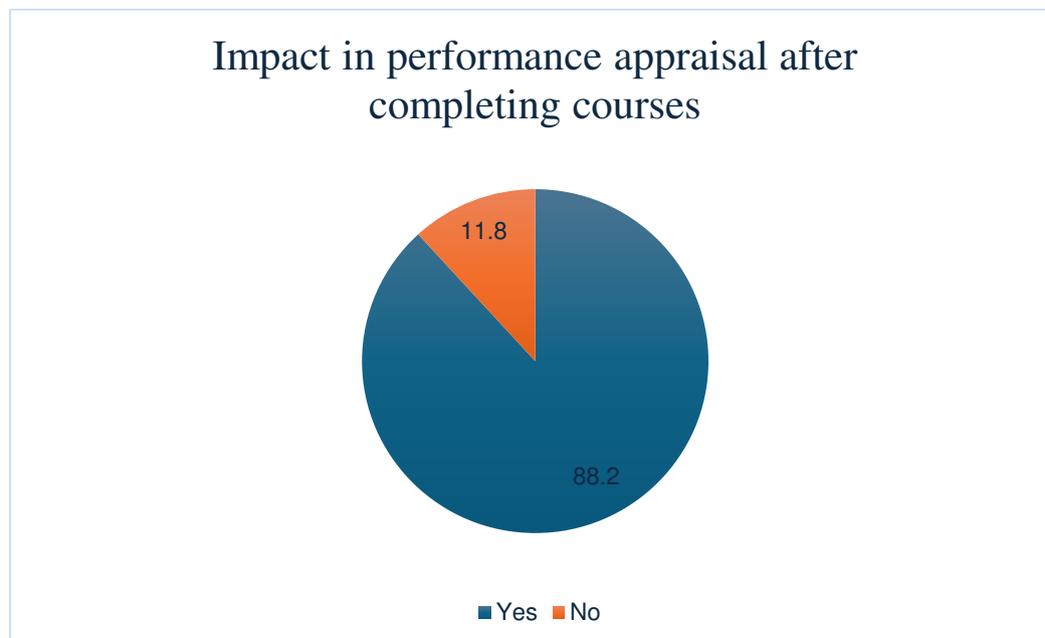
Category	Frequency	Percentage (%)
Yes	90	88.2
No	12	11.8
Total	102	100.0

Source: Primary data

Intpretation

From the above table 4.1.19 it is observed that 88.2% of the respondents have impact and 11.8% of the respondents not have impact in certificate courses

CHART REPRESENTING IMPACT IN PERFORMANCE APPRAISAL AFTER COMPLETING CERTIFICATE COURSE



III. RECOGNITION EVENTS

TABLE REPRESENTING RECEIVING RECOGNITION FOR YOUR WORK

The frequency distribution related to the often do you receive recognition for respondents are given in the above table.

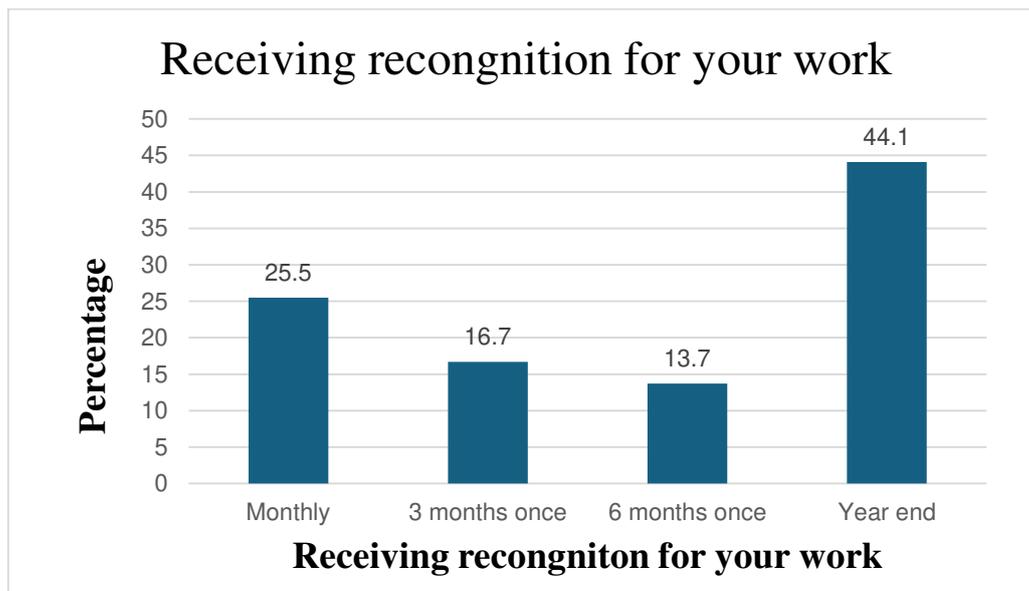
Category	Frequency	Percentage (%)
Monthly	26	25.5
3 months once	17	16.7
6 months once	14	13.7
Year end	45	44.1
Total	102	100.0

Source: Primary Data

Interpretation

From the above table 4.1.24 it is observed 25.5% of the respondents are events conducted monthly, 16.7% of the respondents are events conducted 3 months once, 13.7% of the respondents have 6 months once and 44.1% of the respondents have year end event.

CHART REPRESENTING RECEIVE RECOGNITION FOR YOUR WORK



SUGGESSTIONS

- Organisation can give training to improve more in cognitive skills and interpersonal skills and responsibilities
- It is good to know that certification course motivates the employees on basis of knowledge enrichment and salary increment and organisation can improve more in another two factors
- An organisation can conduct recognition events either 6 months once or year end
- An employers can give more opportunities to facilitating career growth and development

CONCLUSIONS

Overall employee engagement trends helps employees to improve more through training, certification courses and recongnition to facilitate career growth and development and helps in increasing speed of performance through training and innovative ideas through certification courses and motivation through recognition and awards

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