

Employee Engagement Practices in XTGLOBAL During Covid-19

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Abstract - In the present business situation during the covid-19 pandemic, Employee Engagement has become one of the outmost important properties for human resources managers and a person actively engaged in his organizations. Due to this pandemic the organizations are adversely affected. The corporate world is observing several corporate crises from the full or partial shutdown of businesses to layoffs and resignations. HR Managers are struggling to keep in check this course of action of employees and wrestle with reduced employee engagement. Organizations are constantly developing innovative and effective means to engage the employees during this tough times. Covid-19 has only accelerated this transformation, grounded in human experience principles and which, in turn, can drive sustainable change on a behavioural, cultural, and organization level. During this pandemic situation, organizations are evolving many engagement activities like online family engagement practices, virtual learning and development, online team building activities, webinars with industry experts, online conduct weekly alignment sessions, team-meets ups over video conference for lunch, short online game sessions, virtual challenges and competitions, online courses, appreciation sessions, targets on work, communication exercises, live sessions for new-skill training, online counselling sessions, recognition and acknowledgement sessions, and webinars are dealing with stress relax and anxiety. Providing online guidance for exercise and meditation and many more creative sessions. Work from home varying contrasts abound such as being alone and having lot off disturbances. Employees are feeling committed tom the organization and stay motivated during this tough time of pandemic situation in IT sector.

Index Terms – Employee Engagement, IT sectors, Covid-19, Engaging Employees, Pandemic Crisis.

INTRODUCTION

Today, the business setup is changing in relation to the global pandemic of COVID-19. For the past several

years, Employee Engagement has been a hot topic and the buzz word in Human Resource Study and also in the corporate circles. A review of recent history helps to clarify why it is so popular today. Before 1980's employers expected loyalty in exchange of commitment of employees and they offer lifetime employment. Then in 1980's revolution had started regarding flexibility in all issues because of globalization. Organizations were closed where wages were lower. Leaders in business initiated the evolution. The workforce had changed, employers wanted it to change. In this situation high quality talent left the organization and productivity suffered, skilled employees were not willing to work overtime and do not want to invest extra effort which leads to decrease in productivity. This situation motivated companies to explore some new initiatives to increase productivity and improve employee performance. Then Employee Engagement movement arrived to solve employee and employer problems.

The term Employee Engagement was introduced by Gallup Organization from past 30 years they are continuously surveying employees, and the employers and results are fascinating. According to Gallup report, Employee Engagement has direct relationship with productivity, profitability and employee retention , but there are no relationships with other elements like Job Satisfaction. By using Gallup research most of the companies found Employee Engagement. After a huge research, Gallup organization published a book” “First, break all the Rules and initiated some standards 2002questions to find the level of Employee engagement.

Gallup research has also published second book “Follow This Path” concluded that engagement is how employee feel but not how employee think. According to this second book, employees who are engaged in the organization are fuel and increase productivity and

profitability. They divided employees into three categories, they are:

1.ENGAGED – Employees who are engaged work with zeal and enthusiasm, they go extra mile for the organizational growth.

2.ACTIVELY DISENGAGED – Employees who are actively disengaged are unhappy at work and transfer the same to other employees too.

3.HIGHLY ENGAGED- They are the active ambassadors of the company.

4.MODERATELY ENGAGED- These employees like their company and have a favourable outlook towards the mission.

5. SOMEWHAT DISENGAGED-This set of employees is primarily indifferent towards the company.

It is a fundamental concept which describes or helps us to understand both quantitative and qualitative aspects and the nature of the relationship between an organization and the employees. An engaged employee is the one who fully absorbed and enthusiastic about their work and have positive attitude towards the organization and its values.

Employee engagement as the harnessing of organization members themselves to their work roles; in engagement people employ and express themselves physically, cognitively and emotionally during role performances.

COVID-19 LOCKDOWN

The severe respiratory disease recently appeared in Wuhan, China. It affects different people in different ways. Control of diseases examinations have suggested that to control diseases was related to a sea food market in Wuhan in China. COVID-19 is a pandemic that has already reached 5,934,936 confirmed cases globally, with at least 367,166 deaths as reported by the World Health Organization. (WHO) as of May 31, 2020. In the European region, the total number of confirmed cases is 2,142,547 and 180,085 deaths reported. In regions of the America's, confirmed cases are 2,743,793 and 157,702deaths are confirmed. All over world this disease spread over very fastly and the WHO World Health Organization risk assessment report states that COVID19 is very high risk at the global level. Those people who are living with NCDs (noncommunicable disease) are

more susceptible to becoming seriously ill or dying from COVID-19.

Most of the countries are applying some form of restrictions to the public like lockdown, social distancing, and wearing a face mask when you step out of your home. As per need most of the organizations are started working online and initiated a Work from Home. Due to lockdown, most of the organizations provide the facility to their employees to work from home. But work from home is difficult to employees as they do not feel the organizational climate at home, as lack of concentration, due to family disturbances, work life conflict arises due to this. Even they do not have proper equipment and tools like computer, mouse, connection, headphones, webcam, and dedicated workspace a quiet place to work. They are not sure about their job security and salary. Due to this problems employee could not concentrate and focus on their specific work. So, they need an employee engagement. The prime responsibility of the organization is to take care of their employee's wellbeing and engage them properly. Those employees who are engaged well are giving 100% result. so, every employee in organization should engage so they do not feel stress about their job.

IMPORTANCE

Employee engagement is important for any employer which aims to retain its valued employees as an employer's capability to manage employee engagement is related to its ability to achieve enhance business gains and high performance.

It is very important to understand the value of an engaged employee as employee engagement indicates the intention of an employee to stay with an organization. Also, workplace with high level of arrangement indicate profitability, satisfied customers and financial gains.

OBJECTIVES

- 1) To study the factors affecting the Employee Engagement.
- 2) To know how employees are engaged in their work.

REVIEW OF LITERATURE

Bijaya kumar sundaray: a driver of organizational effectiveness

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 Employees is aware of business context and works with colleagues to improve performance within the job for the benefit of the organization. Employee engagement develops positive attitude among the employees towards the organization. This study 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.

Sia Joo Yee: A survey of factors influencing Employee Engagement

The study on the topic of employee engagement among the organizations has been carried out by many researchers in other countries. Several instruments to measure employee engagement or the factors analyses applied to this study included involvement and participation, recognitions and rewards, internal communication and work life balances. Researcher interest in study these four drivers which belief that it plays a significant impact to employee engagement across the organization. The topic of employee engagement may be linked to many other factors that contribute by the literature review that projected the framework of this study. Though the previous researchers those had studied about the areas of job satisfaction, organization commitment, involvement or working environment is a combination of those findings, analysis and comments.

Dharmendra Mehta: Employee Engagement

Motivated and engaged employees tend to contribute more in terms of organizational productivity and support in maintaining a higher commitment level leading to higher customer satisfaction. Employee's engagement permeates across the employee-customer boundary, where revenue, corporate goodwill, brand image is also at stake. This attempts to study the different dimensions of employee engagement with

the help of review of literature. This can be used to provide an overview and references on some of the conceptual and practical work undertaken in the areas of the employee engagement practice

Madhura Bedarkar, Deepika Pandita: a study on the drivers of employee engagement impacting employee performances

This article states that employee engagement is a concept gaining significant importance in the past ten years. Organization today use engaged employees as a tool for strategic partner in the business. This concept has gained even more importance, since many drivers has been identified, which impact employee performance and well-being at workplace. As companies across industries strive to survive and above the stiff competition, physical and mental well-being of employees will be one of the most important aspects that HR managers need to tend to focus on. The study explores the concept of Employees engagement and throws light on key drivers of employee engagement by analyzing specifically three drivers, namely communication, work life balance and leadership. The available literature on drivers of employee engagement indicates that there is a paucity of literature of these three drivers and their impact on employee engagement. Thus, we focused on these three specific and less researched drivers.

RESEARCH METHODOLOGY

Research methodology is a term made up of two words namely research and methodology.

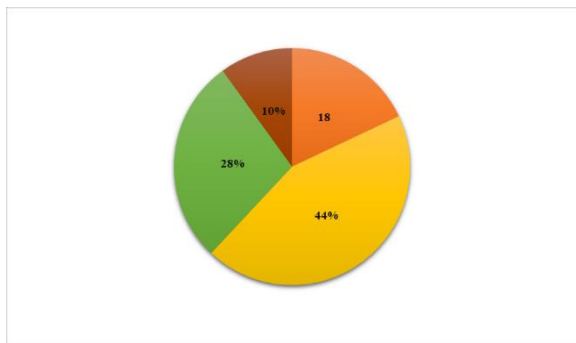
Research means a careful investigation or inquiry specifically through search for new facts in any nay branch of knowledge it is an original contribution to existing stock of knowledge making for its advancement. It can simply define as a task of searching from available data to modify a certain result or theory.

Methodology means it is the systematic, theoretical analysis of methods applied to a field of study. It comprises the theoretical analysis of the study of methods and principles associated with a branch of knowledge. It means it is a way of doing something based on principles and methods. There are two types of methodological approaches are used such as quantitative and qualitative analysis.

DATA ANALYSIS AND INTERPRETATION

1. Table Showing how job stress effect on employee engagement during covid19.

S. No	Opinion	Respondents	Percentages (%)
1.	Engaging in there works	18	18%
2	Low work stress	44	44%
3	Interaction each other	28	28%
4	None of d above	10	10%
--	TOTAL	100	100%

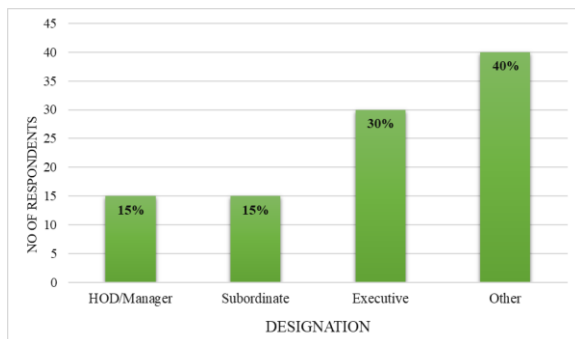


Interpretation

The above pie chart illustrates that majority of the respondents i.e., 44% of people are in low work stress group. 28% are in interaction each other. And 10% of the respondents are from none of the above and 18% respondents are from Engaging in their works.

2. Table Showing Designation of Respondents

S. No	Designation	Respondents	Percentages (%)
1	Manager	15	15%
2	Subordinate	15	15%
3	Executives	30	30%
4	Other	40	40%
-	Total	100	100%

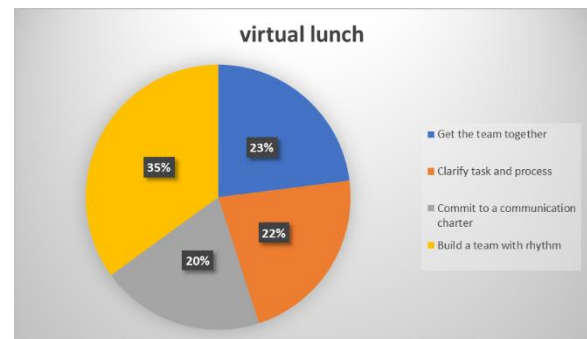


Interpretation

The above data emphasizes that 40% of the employees belongs to other categories, 30% of the respondents belongs to executives and 15% of the respondents belongs to subordinates as well as head of the departments or the managers. Therefore, it can be interpreted that majority of the respondents are belongs to other designations.

3. Table Showing how employees engaged to make a virtual team lunch

S. No	Opinion	Respondents	Percentages (%)
1	Get the team together	23	23%
2	Clarify task and process	22	22%
3	Commit to a communication charter	20	20%
4	Build a team with rhythm	35	35%
	Total	100	100%

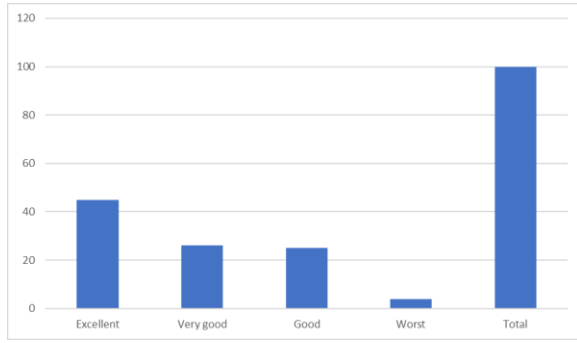


Interpretation

The above data emphasizes that 35% of the respondents are from Build a team with rhythm and 23% of the employees belongs to Get the team together and 22% respondents belongs to Clarify task and process and at last 20% of the respondents belongs to Commit to a communication charter.

4. Table Showing the opinion of employees on engagement activities conducted by the organizations

S.NO	Opinion	Respondents
1.	Excellent	45
2.	Very good	26
3.	Good	25
4.	Worst	04
	Total	100

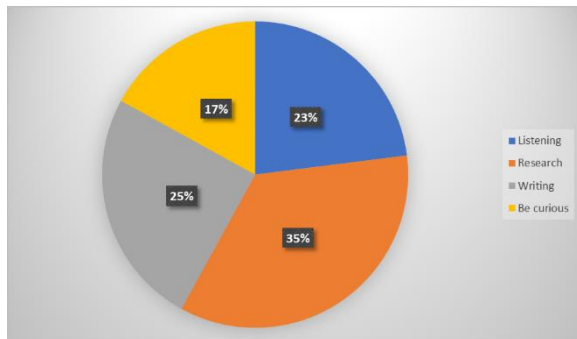


Interpretation:

The above data emphasizes that 45% of the respondents are of Excellent and 26% of the employees are very good and 25% respondents are good and at last 04% of the respondents completed their worst. Therefore, it can be interpreted that most of the respondents completed their excellent.

5. How much knowledge gained by the employees by engagement activities

S.NO	Opinion	Respondents	Percentage
1.	Listening	23	23%
2.	Research	35	35%
3.	Writing	25	25%
4.	Be curious	17	17%
	Total	100	100%

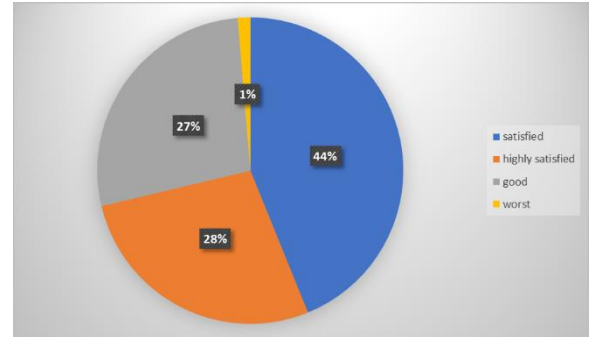


Interpretation: The above data emphasizes that 23% of the respondents are of listening of the employees are research and 25% respondents are writing and at last 17% of the respondents completed their be curious. Therefore, it can be interpreted that most of the respondents are listening.

6. In this employee engagement we want to collect the employee feedback

S.no	Opinion	Respondents	Percentage
1.	satisfied	40	40%

2.	Highly satisfied	25	25%
3.	Good	25	25%
4.	Worst	10	10%
	Total	100	100%

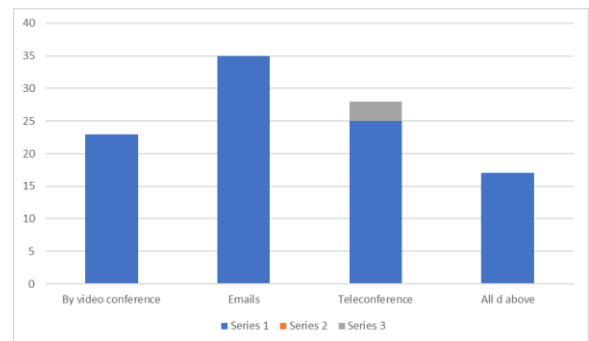


Interpretation:

The above data emphasizes that 40% of the respondents are satisfied of the employees and 25% respondents are Highly satisfied and at last 10% of the respondents completed their worsts. Therefore, it can be interpreted that most of the respondents are satisfied.

7. How the organizations engage employees during Covid19

S.no	opinion	Respondents	Percentage
1.	By video conference	23	23%
2.	E-mails	35	35%
3.	Teleconference	25	25%
4.	All the above	17	17%
	Total	100	100%



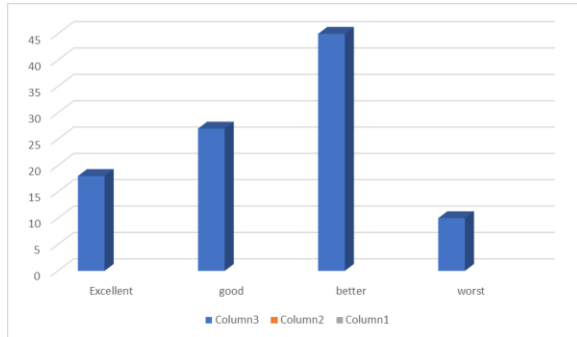
Interpretation:

The above data emphasizes that 23% of the respondents are by video conference of the employees and 35% respondents are by emails and at 25% of the respondents completed their Tele conference.

Therefore, it can be interpreted that most of the respondents are using by emails.

8.How much an employees satisfied with work from home facility

S.no	opinion	Respondents	Percentage
1.	Excellent	18	18%
2.	Good	27	27%
3.	Better	45	45%
4.	Worst	10	10%
	Total	100	100%



Interpretation:

The above data emphasizes that 18% of the respondents are excellent of the employees and 27% respondents are good and at last 10% of the respondents completed their worsts. Therefore, it can be interpreted that most of the respondents are better.

FINDINGS

- 33% of the respondents are experienced more than three years and 55% of them are having experience of 1-3 years which is very good because most of the people are experienced and can understand their which leads to employee engagement.
- 52% of the people are feeling valued at their workplace and 26% of them are feeling occasionally. 12% of the respondents are not feeling valued at their workplace.
- 32% of the respondents feel that employee engagement important because it helps in increasing profitability.
- Whereas 46% of the respondents think that it is important because it help decrease turnover and increase profitability. Therefore, employee engagement is very important.

- 60% of the respondents think that fair pay structure and employee recognition are the two factors which help in employee engagement.
- 96% of the employees said that their organization is engaged and committed.

SUGGESTIONS

In most of the findings we got majority of positive responses. Along with the positive response we also got negative response as well, for which organization should concentrate on few things which are mentioned below:

- Recognition is the important key driver and factor. Employees feel motivated when they are recognized therefore the management should focus on employee recognition in IT sectors.
- As employee engagement is important so the management should provide engagement awareness training or awareness programs.
- There should be transparency in every organization so that the employee can know what is going on which make employees feel committed to organization.
- The management should give more tasks to employees to work in teams which automatically leads to employee engagement and strong teamwork environment.
- Good communication should be there between top level to lower level.
- The employees should be given freedom to complete their work in their own way or method.
- Employees must be encouraged for their creativity and innovation towards their job assigned from IT Sectors.

CONCLUSION

According to the study I conclude that employees are satisfied with their organization in this pandemic situation. Employee Engagement is very important in every organization. It is a positive attitude held by the employee towards the organization with the trademark value. It is a long-term process as its success is linked to core aspects of business such as, values, culture and managerial philosophy. To change core aspects of business will takes time effort and commitment

employees as well as senior management team. The engaged employees care about the future of the company and are willing to invest the discretionary effort. Engaged employees feel strong emotional bond to the organization that employees them. Every organization wants to be ahead in this competitive market and for the same organization needs to have the well engaged employees. This study shows that employees who demonstrate higher level of engagement would much contribute to their organizations. As employee engagement is a multifunctional concept comprising three interacting elements (cognitive, physical, emotional). Therefore, manager cannot force an employee to be engaged. Employees they themselves need to immense in the working environment of an organization. Therefore, in order to make employees work efficiently and produce beneficial results and their loyalty towards the organization. The management should conduct certain programs to bring awareness among the employees about employee engagement and how much they are the big asset of the organization. And they also should invest in understanding, measuring and developing solutions to engagement challenges. employee engagement is hard to achieve but if sustained, it gives an unmatched competitive advantage.

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