



**AN ANALYTICAL STUDY: TE WORK AND EMPLOYEE ENGAGEMENT PRACTICES OF
EMPROTO TECHNOLOGIES PRIVATE LIMITED, BANGALORE**

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ABSTRACT

Employee disengagement has become a big concern for retail companies to increase productivity. In the United States, retail companies lose at least \$96 billion in revenue every year. Using transformational leadership theory, the purpose of this qualitative multiple case study was to explore strategies needed by retail companies to improve employee engagement and increase workforce productivity. From data collected using face-to-face open-ended interview questions with 4 retail business leaders located in the eastern region of the United States and who have experienced this phenomenon; three major themes emerged. The primary themes that emerged were professional development, collaboration, and work-life balance. Based on the tenets of transformational leadership, the findings indicated that the 3 major themes were strategic to promote employee engagement, improve workforce productivity and financial stability. The findings also reveal that potential leaders could use transformational leadership strategy to improve workforce productivity and financial stability, thereby improving the quality of life for the employees, economic independence, and wellbeing in the local community.

Keywords: Job Satisfaction, Workforce Engagement, Business Productivity, Professional Development.

INTRODUCTION

The study on remote work and employee engagement practices explores key considerations for companies aiming to maintain employee engagement in a remote work setting. Remote work has become increasingly popular due to benefits like flexibility and cost savings but also presents challenges such as feelings of isolation and disconnection. Strategies for maintaining employee engagement include regular communication, virtual team building, flexibility, autonomy, career development opportunities, and recognition and rewards.

Technology plays a crucial role in facilitating communication and collaboration among remote teams. Effective management of remote employees involves clear guidelines, collaboration tools, progress tracking, and regular feedback. The impact of remote working on employee productivity varies, with factors like work-life balance, workload, and technology use influencing outcomes. The study aims to provide insights into how virtual work affects employee engagement, drawing on a holistic review of academic and practitioner literature during this current scenario.

According to U.S. Office of Personnel Management (OPM), remote work is defined as a flexible work arrangement in which an employee, under a written remote work agreement, is scheduled to perform work at an alternative worksite and is not expected to perform work at an agency worksite on a regular and recurring basis.

Kevin Kruse, author of “Employee Engagement 2.0”, defines employee engagement as the “harmonious relationship between an organization and its employees, where employees are fully absorbed by and enthusiastic about their work, and take positive action to further the organization’s reputation and interests.”

William Kahn, a pioneer in the field of employee engagement, defines it as “the

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

How the company engage the employees in the remote work

To engage remote employees, companies can use various strategies. One approach is to recognize and acknowledge their everyday contributions to the organization. This can be done through regular check-ins, virtual rewards, and public recognition. Another strategy is to foster open communication by encouraging employees to share their thoughts, ideas, and concerns. This can be achieved through regular virtual meetings, online feedback mechanisms, and anonymous feedback channels.

Companies can also use technology to facilitate remote employee engagement. For example, they can use video conferencing tools to hold virtual team-building activities, virtual happy hours, or virtual social events. Additionally, they can use collaboration software to promote teamwork and encourage remote employees to work together on projects.

It’s also important to prioritize employee well-being and provide resources to support remote workers. This can include access to mental health resources, wellness programs, and employee assistance programs. By prioritizing employee well-being, companies can help remote employees feel more connected and engaged.

Finally, companies can use data and analytics to measure employee engagement and identify areas for improvement. This can help them tailor their engagement strategies to the specific needs of their remote workforce

OBJECTIVE OF THE STUDY:

- To investigate the impact of remote work on employee engagement.
- To identify the impact of productivity and job satisfaction at Emproto

Technologies Private Limited, Bangalore.

- To identify the challenges faced by employees and the organization in implementing remote work policies and strategies.
- To analyze the role of technology in facilitating remote work at Emproto Technologies Private Limited, Bangalore.
- To assess the skillsets that need to be developed for WFH during (and after) the crisis, including the ability to work independently, enhance personal accountability, self-motivation, collaboration, and the mindset to learn continuously.
- To understand the various online engagement activities being conducted in the IT and Finance sector during Covid-19 and their impact on employee engagement, productivity, and job satisfaction.

NEED OF THE STUDY

- Assess the effectiveness of various communication tools (e.g., video conferencing, instant messaging, project management software) in facilitating remote work and fostering team collaboration and engagement.
- Investigate the impact of remote work on employees' sense of isolation and their ability to maintain social connections with colleagues, and explore strategies to mitigate potential negative effects.
- Examine the challenges and opportunities of remote work in terms of work-life balance, including factors such as flexible schedules, reduced commuting time, and potential blurring of boundaries between work and personal life.

- Evaluate the effectiveness of performance management and feedback processes in a remote work environment, and identify best practices for setting goals, providing constructive feedback, and recognizing achievements.
- Explore how organizations can cultivate a strong organizational culture, promote employee engagement, and foster a sense of belonging and commitment among remote workers, potentially through virtual team-building activities, recognition programs, or other initiatives.

SCOPE OF THE STUDY:

- Investigating the impact of remote work dynamics on employee engagement levels.
- Discerning the relationship between remote work practices and key aspects of employee engagement, such as motivation, satisfaction, and commitment.
- Employing a mixed-methods approach, including surveys and interviews with remote workers, to collect comprehensive data.
- Analyzing how different work arrangements (remote vs. traditional office) influence employee engagement.
- Contributing to the understanding of how remote work affects organizational dynamics and employee engagement.
- Providing insights to help organizations adapt to remote work trends and foster a highly engaged remote workforce.
- Addressing the gaps in existing literature on remote work cultures and employee engagement.

HYPOTHESIS OF THE STUDY:

A hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the

research questions into prediction. It includes components like variables, population and the relation between the variables. A research hypothesis that is used to test the relationship between two or more variables.

Characteristics of hypothesis

Following are the characteristics of hypothesis

- The hypothesis should be clear and precise to consider it to be reliable
- If the hypothesis is a relational hypothesis then it should be stating the relationship Between variables
- The hypothesis must be specific and should have scope for conducting more tests
- The way of explanation of the hypothesis must be very simple and it should be understood that the simplicity of the hypothesis is not related to its significance.

Sources of hypothesis:

- The resemblance between the phenomenon
- Observation from past studies present day experience and from the competitors
- Scientific theories

Null hypothesis

A null hypothesis purposes no relationship between two variables denoted by H_0 it is a negative statement like “attending physiotherapy sessions have no effect oh on field performance”. Here the another claims physiotherapy sessions have no effect on on-field performance even if there is its only coincidence

Alternate hypothesis

Considered to be the opposite of a null hypothesis is an alternative hypothesis is denoted as H_1 or H_a . It explicitly sates that the dependent variables affects the independent variable. A 8 good alternative hypothesis example is “attending physiotherapy session improve athletes, on field performance” or “water evaporation at 100c”.

Directional hypothesis a hypothesis that states the result would be either positive or

negative is called directional hypothesis. It accompanies H_1 with either $<$ or $>$ sign.

Non directional hypothesis nano directional hypothesis only claims an effect on the dependent variable it does not clarify whether the result would be positive or negative.

H_0 (The null hypothesis) = There is correlation between remote working and productivity

H_1 (The alternative hypothesis) = There is correlation between Job satisfaction and remote working

Hypothesis of research result

A research hypothesis is a specific, clear, and testable proposition or predictive statement about the possible outcomes of a scientific study based on a particular property of a population, such as presumed difference between group on a particular variable or employees between variable.

RESEARCH DESIGN:

This study involves the descriptive research design. It includes surveys and fact findings of different kinds, which is one of the most suitable ways to carry out projects.

The main purpose of this research design is it has no control over the variables. It gives report only what has happened or what is happening.

The study was conducted for a period of 3 months. The type of research conducted was descriptive, because the employee’s opinions are qualitative in nature. It can only be analyzed and described.

RESEARCH METHODOLOGY:

Research methodology is the road map or itinerary used by this researcher to accomplish the goals of this research. This chapter describes the research design which has been used in this study, the various procedures and processes employed to collect and analyze data.

ANALYTICAL TOOLS FOR THE STUDY

1. Percentage Analysis

- 2. Chi- square test
- 3. Correlation Analysis

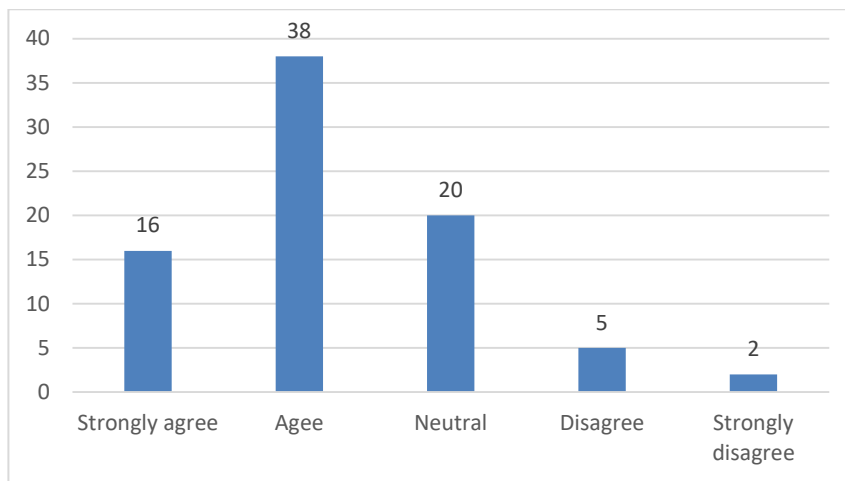
LIMITATIONS OF THE STUDY

- The study was restricted to the limited employees.

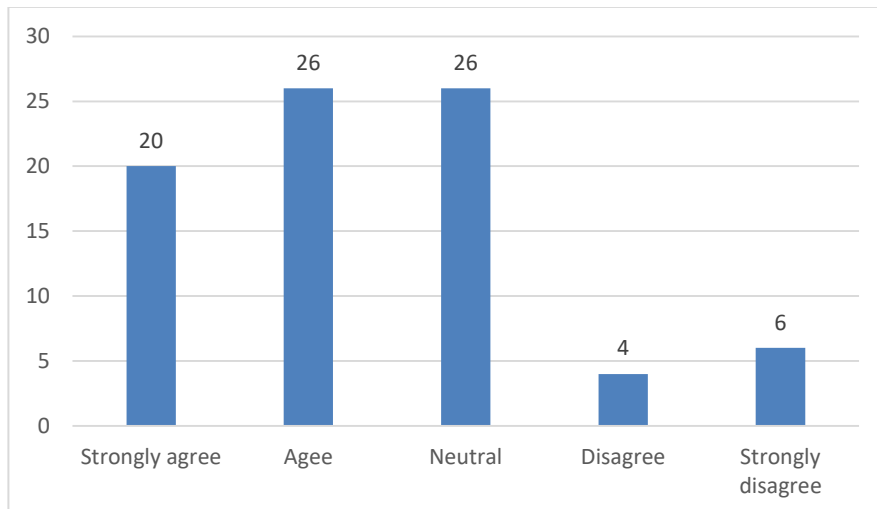
- The response from the people may be biased.
- The sample size limited to respondents.
- The study has the time restrictions

DATA ANALYSIS AND INTERPRETATION

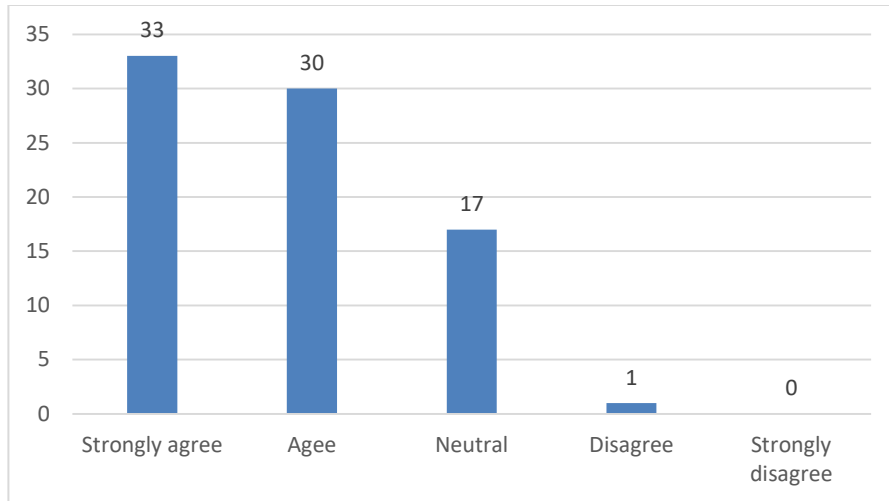
HEALTHY WORK-LIFE BALANCE



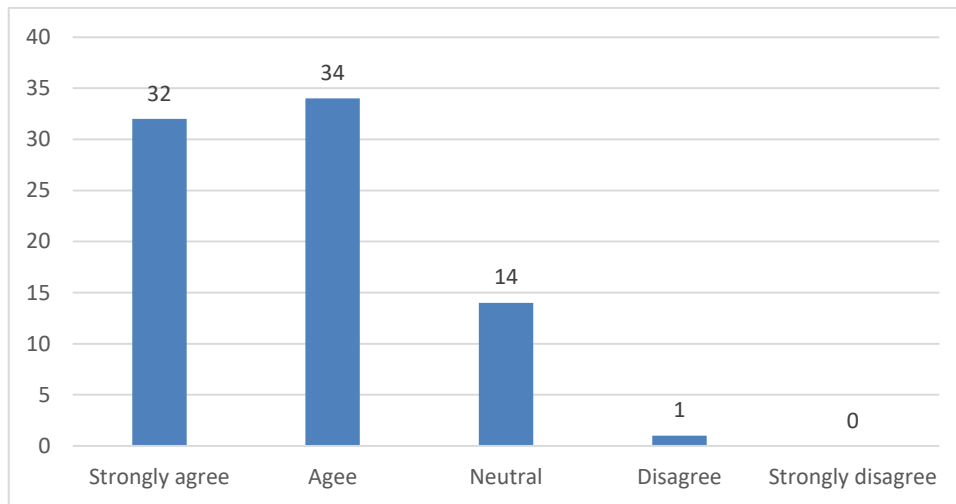
EFFECTIVENESS OF VIRTUAL COMMUNICATION TOOLS



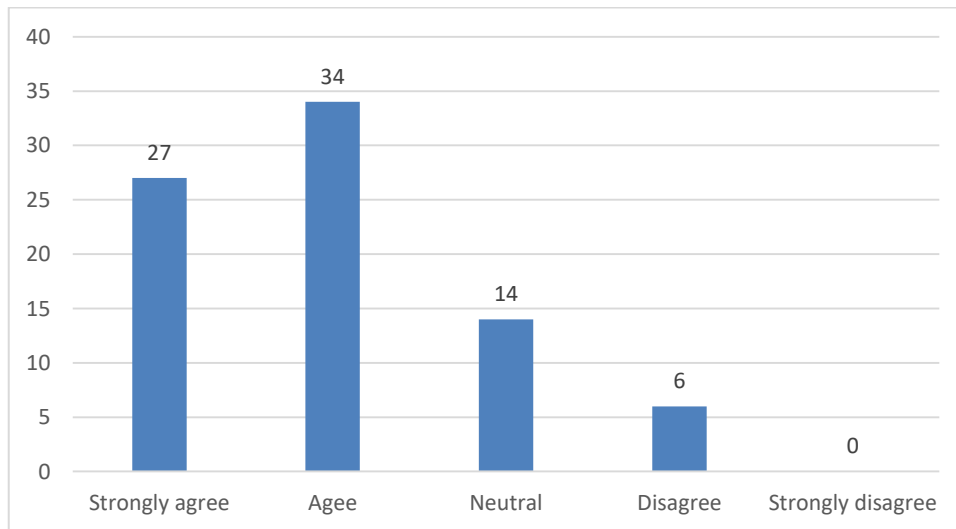
FLEXIBILITY TO MANAGE WORK SCHEDULE EFFECTIVELY

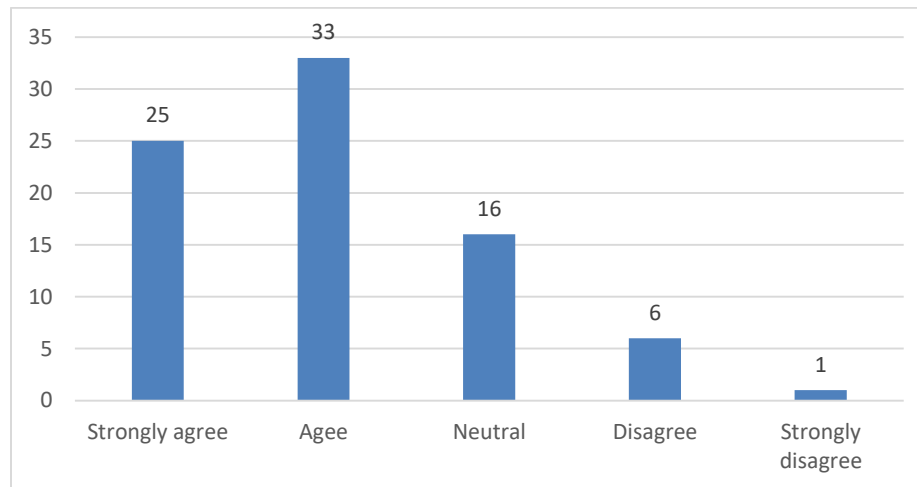


COMPLETION OF TASKS AND DEADLINES



FIND WORK INTERESTING AND CHALLENGING



WORK INTERESTING AND CHALLENGING**FINDINGS**

- Majority 59% of the respondents are Male.
- Most of the respondents are coming under the age group of 21-29 Years (80%).
- Most of the respondents are Unmarried (74%)
- Most of the respondents work for 0 To 2 Years (47%)
- According to majority of the respondents (52%) It is their first Organisation of their career.
- Most of the respondents are Under Graduate (83%).
- Most of the respondents are Strongly Agree with the remote work setup (e.g., workspace, equipment, internet connectivity) (32%)
- Most of the respondents agree with connection with their colleagues (59%)
- Most of the respondents agree with the adequate support and resources for remote work. (33%)
- Most of the respondents agree with healthy work-life balance (47%).
- Most of the respondents are agree and Neutral with the Effective virtual communication tools (32%).
- Most of the respondents strongly agree with the flexibility to manage my work schedule effectively while working remotely (33%).
- Most of the respondents agree with completion of tasks and meeting deadlines while working remotely. (42%).
- Most of the respondents agree with increased productivity compared to working in an office environment. (47%).
- Most of the respondents are strongly agree with maintain a healthy work-life balance while working remotely. (41%).
- Most of the respondents agrees that remote work has reduced their commuting time and related stress. (42%).
- Most of the respondents agree with the contribution of new ideas and perspectives to the team, despite working remotely. (42%).
- Most of the respondents are agrees that remote work has provided them opportunities for professional growth and development. (37%).
- Most of the respondents strongly agrees that they got motivated and engaged in their work, even when working remotely. (33%).
- Most of the respondents strongly agrees that remote work has increased their overall job satisfaction. (35%).
- Most of the respondents agrees that Remote work has improved their overall well-being and work-life balance. (59%).

- Most of the respondents agrees that they will recommend remote work to others in their field or industry. (53%).
- Most of the respondents agrees that their company values and supports remote work arrangements. (53%).

SUGGESTION

- Foster open and transparent communication channels. Utilize various tools like video conferencing, chat applications, and emails to ensure effective and inclusive communication with remote employees. Encourage regular check-ins, group meetings, and individual conversations to keep remote workers informed and connected.
- Create opportunities for social interaction and team bonding among remote employees. Virtual coffee breaks, team-building activities, and online happy hours can provide a sense of community and alleviate feelings of isolation.
- Clearly outline roles, responsibilities, and expectations for remote workers. Provide several remote or hybrid work options and clearly communicate the expectations for each type of position.
- Equip remote employees with the technology and resources needed to succeed, including access to collaboration platforms, secure network connections, instant messaging, video conferencing, cloud storage, and tools to manage group projects remotely. Ensure workers have appropriate hardware like laptops and phones.
- Acknowledge achievements and efforts of remote employees regularly. This can include public recognition during team meetings, as well as bonuses and promotions. Showing appreciation for their hard work fosters motivation and engagement.

CONCLUSION

The results from the study indicate that there are daily incidents that occur that have major impact on the workplace engagement of employees. These incidents are often more pronounced with remote workers because the manager and employee do not have the communication and “real-time” conveniences of the traditional face-to-face working environment. The workers felt their workplace engagement was strengthened and maintained when they were provided with tools to communicate with one another in real-time, when their leadership provided them with the authority to make decisions on their own, when they had the freedom and flexibility to set their own work schedule, and when they felt like their colleagues were more like friends and family than just co-workers.

While remote working presents unique challenges, it also offers significant opportunities for enhancing employee engagement. By adopting a thoughtful and proactive approach, organizations can leverage remote work to create a more engaged, productive, and satisfied workforce.

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