

EMPLOYEE ENGAGEMENT: A REAL BUSINESS BOOSTER

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ABSTRACT

Over the years one of the toughest challenges confronting the CEO's, HR managers and business leaders of many organisations, is to retain the employees. A solution to this crucial problem is that to make the employees feel themselves towards the organisations in a way in which they never stay apart with the firm. "Employee Engagement" is a beautiful term which explains this concept. The present study gives an insight into the various employee engagement practices which is followed in some of the corporates, which really boosted them to the world. Of course this is possible for them only through their backbone, ie; the Human Resource. Each and every employee should be made happy and engaged in order to retain them for longer term. Not only that, good employees will have a more direct and significant impact on the overall business development. It is not only the monetary benefits that make the employee's happy, but also the other social activities like collecting goods for less fortunate, to help a non-profit with yard work, environment cleaning, monetary donations, holiday gifts for orphans etc..., which makes the employees feel pride towards their firm. This research study focuses on to similar employee engagement activities undertaken by Dubai Ports World, Kent Constructions And Boeing Company.

Key Words: Employee Engagement, Human Resource, Dubai Ports World, Kent Constructions and Boeing Company.

INTRODUCTION

As soon as we hear the word engagement we might think of a long commitment, marriage, family etc... However, today the word engagement is related with one of the blistering topics in Human Resource Management. The concept of the welfare state has now been viewed only in the past literatures, with some fewer exceptions. Today's young employees are expected by organization, to skip on to another job without any value for the same. As event around us shows that this new construct between employees and employers is irreversible. Dr. Santript Misra of the Aditya Birla Group says that in this radically changed times for the HR managers; employee engagement is the ultimate leadership challenge. Organisation must strive to develop a special bond between the employees which will go a long way in ensuring that they put in more "discretionary" effort into their jobs. That creates a sense of belonging among ones workforce.