

# **Amity Management Analyst**



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## From the Desk of Editor-in-Chief

'Employee Engagement' which is one of the latest and fast catching terms in Human Resource Management, refers to the level of commitment and involvement an employee has towards his/her organization and its values, Employee engagement is important because it leads to better quality, higher output, lower cost of production, enhancement in the rate of productivity, increased financial returns, higher morale, lower attrition, greater emotional engagement, and so on. Thus the real success in business lies in recognizing and practising the culture based on willingness of the organization to capitalize the linkage between employee engagement and productivity. The organization whose employees feel engaged enjoys an edge over its competitors. The examples of global companies which exhibit higher level of employee engagement may include ABN, HSBC, AMRO, and the like.

Employee engagement is one step ahead of employee satisfaction. Employee is not only satisfied with the management decisions, salary or any other thing in monetary terms but there are several other factors that lead to employee satisfaction which leads to employee engagement. A fully engaged employee is intellectually and emotionally bound with his organization and speaks positively about the work and the organization. He gives 100% and goes beyond the basic job responsibility to drive the business forward. As a matter of fact, engagement is the energy, passion or fire in the belly employees have for their organization,

Though the three terms, viz., 'Employee Engagement', 'Employee Effectiveness', 'Employee Satisfaction', are interchangeably used by many but they are not the same as there is a minor difference between these three terms. In case an employee is satisfied with his job that does not mean that he is effective or engaged. There may be an employee who is both effective and satisfied but not fully engaged. It is also possible that an employee can be both engaged and satisfied and yet not effective. The matter of the fact is all these three work together to create an environment conducive to make the employee highly motivated and committed for giving his best work performance.

Employee engagement may involve three levels, viz., 'engaged employees' who work more passionately, have a strong involvement with the organization, are more innovative and help the organization move towards success; 'not engaged employees' who work just for sake of doing it, are not passionate, do not take lead, are not active in their work, and do not appear to be energetic in their work; and 'actively disengaged employees' who are not happy with their work, spread negative vibes in the company and try to undermine the 'engaged employees'

In view of above, an organization should keep its employees engaged, involved and committed, For this, an organization should create a conducive work climate, ensure free flow of communication, create friendly environment, treat the employees fairly, take due measures for ensuring health care, compensate and reward fairly, extend benefits, create culture of respect for outstanding work, ensure constructive feedback, provide opportunities for advancement and professional development, create learning environment, define roles, provide effective leadership, encourage, motivate and boost morale. The organizations must know their employees, focus on them, listen to them, feel proud of them, respect their values, care for them, challenge them, develop them, trust them, and so on. The list is endless. What matters most is the intention of the organization in the positive direction because engagement means reach the heart and win the employees.

**Prof (Dr) R C Sharma**  
*Editor-in-Chief*  
*Amity Management Analyst*



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