Effect of Employee Engagement Practices on the Overall Development of Employee Working in Telecome Industry

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Abstract— The Telecom Industry in India is more than a century old. It has immersed as third largest network in the world and second largest among the emerging economies of Asia. The growth of the industry prompted the government to allow more telecom players on the field leading to an intense price war in an attempt to gather market share. The increased number of market players also led to fast technical advancement and new and innovative marketing strategies, also to achieve all these, the organisation needs more skilled and enthusiastic man power with them. Thus Managing employee turnover has become a major challenge for the Telecom industry, especially in India. To get rid of this problem organizations are now focusing on methods and techniques to increase employee engagement and reduce attrition. The main objective of providing training and development opportunities is to improve employee knowledge and the skills for their better performance and knowledge up gradation. These performances are measured in terms of the improvement in Productivity, Absenteeism and the Employee Job Satisfaction .Employee Engagement is a measurable degree of an employee's emotional attachment to their job and job environment. It intensely influences their willingness to learn and perform at work efficiently and effectively. Purpose of the study: The purpose of this study is to find out the effect of Employee Engagement practices on the overall development of employee working in Telecom Industry.
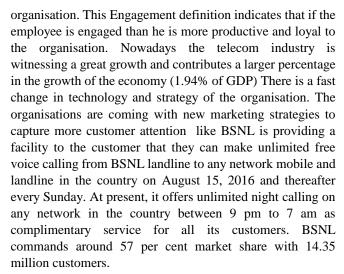
Research Methodology:This research is a descriptive Research. The data is been collected through questionnaire, The data was collected from both public Sector and private sector telecom. The data collected was further analysed by applying correlation and regression as a tool. Analysis:The Research shows that Employee Engagement and Employee overall Development is positively correlated. Development process is a continuous process .It acts as an important solution of the problems that arises on regular basis in front of management. If training and development process is designed properly that always result into positive Engagement to the Employees but these programmes need to be designed properly and very carefully and on per employee basis because it include so much of cost and time too.

Index Terms—Telecom Industry, Employee development practices, Employee Engagement, Employee satisfaction, Employee Engagement Prct.

I. INTRODUCTION

Employee Engagement means the commitment and the energy that an employee brings to work and is also act as a key indicator of their dedication and involvement to the

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organisation. This Engagement definition indicates that if the employee is engaged than he is more productive and loyal to the organisation. Nowadays the telecom industry is witnessing a great growth and contributes a larger percentage in the growth of the economy (1.94% of GDP) There is a fast change in technology and strategy of the organisation. The organisations are coming with new marketing strategies to capture more customer attention like BSNL is providing a facility to the customer that they can make unlimited free voice calling from BSNL landline to any network mobile and landline in the country on August 15, 2016 and thereafter every Sunday. At present, it offers unlimited night calling on any network in the country between 9 pm to 7 am as complimentary service for all its customers. BSNL commands around 57 per cent market share with 14.35 million customers.

A latest report by Dale Carnegie Training indicates that Indian employees feel more engaged than their global counterparts. That report states that the number of fully engaged working professionals in the Indian workforce stands at 46% while the global average for the same is 34% and that of the US is at 30%. While these numbers do present a relatively good picture in India, the fact remains that 54% of the Indian workforce is somewhat dissatisfied with their job.

According to a study by the Indian Council for Research on International Economic Relations, India's "rapid economic expansion has boosted corporate profits and employee incomes, but has also sparked a surge in workplace stress"; and stress has been known to impact employee engagement and productivity levels.

II. MEANING OF DEVELOPMENT

Development strategies help employees to develop their personal and organizational skills, knowledge, and abilities. Development is not only confined to training but it also includes employee career development, performance Management , coaching, mentoring, carrier planning, key employee identification, tuition assistance etc. The focus of management needs to be on developing the most superior workforce so the individual and the organisation both can achieve their goals in service to customers. Organization can provide development opportunities to the employees both within and outside of the workplace. Formal development can be performed by formal class room training. Identifying the development need is the most complex process for HR Executive, Senior executive and the most important involvement is of current Superior or departmental head and

even the employee himself.

III. REVIEW OF LITERATURE

Development is considered as an important factor that increase a sense of succession and reason that leads to organizational commitment. Through analysing the research model it was identified that training and development practices always positively affect productivity of an employee, which can directly affect higher level of customer satisfaction and employee satisfaction .These studies shows that employee development needs to be an imprtant part of an organisational objective and its role is to provide employees meet organizational goals through the achievement of their personal goals.

IV. RESEARCH METHODOLOGY

Employee Engagement has become top of the mind priority for HR Personnel and Senior managers, To make employee more satisfied the organization need to provide employee healthy and safe atmosphere. Providing opportunities will again include lots of efforts, the job need to be evaluated properly not every one of same department should be treated the same, the employee's qualification ,work stress level, superior subordinate relationship, Teamwork etc also need to be taken in mind. In this Research to collect the information about the Effect of Employee Engagement practices on the overall development Of Employee working in Telecom the data has been collected from 436 employees from both Public sector and Private sector companies. The data is collected through questionnaire. the survey was conducted under BSNL,AIRTEL, and RELIANCE employee working on both managerial and non managerial profile.

The research focuses on few Employee Engagement Practices to analyse its effect on employees overall development. Those practices are providing opportunities for innovation and change, Supervision (Supervisors role ,their involvement in work, behaviour etc), Teamwork and the level of communication

To identify the significance of data normality test has been done, the results indicates that the data is normally distributed.

Table 1: Normality Table

Tests of Normality						
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Development/opportunity	.265	436	.000	.863	436	.000
Innovation and change	.167	436	.000	.926	436	.000
My Supervisor	.158	436	.000	.905	436	.000
Teamwork	.257	436	.000	.807	436	.000
Communication	.189	436	.000	.920	436	.000

Employees who are engaged are more productive, content and more likely to be loyal to an organization. When organizations put sound HR practices in place, they are more likely to discover that employees feel satisfied, safe and will work to their full potential and that means they are more likely to stay. Employee Engagement is a top of the mind issue for senior executives, and especially HR, for some time now. Given today's dynamic, competitive and complex business environment, organizations have realized that in order to stay relevant they need highly engaged employee.

Table2: Correlation in BSNL employees

Correlations- Public sector					
		Employee Engagement			
Spearman's rho		Innovation and change	Supervision	Teamwork	Communication
Development/opportunity	r value	.584	.507	.294	.577
	P value	.000	.000	.000	.000
	N	174	174	174	174

The table is representing that employee working in Public sector telecom are positively correlated the correlations coefficient for variable innovation and change, supervision and communication are showing the value more than .5 that means they are highly correlated but only one factor that is Teamwork is indicating weak correlation with Employee Engagement.

Table 3: Correlation Table among private sector Telecom

Correlations- Private sector					
		Employee Engagement			
Spearman's rho		Innovation and change	Supervision	Teamwork	Communication
Development/opportunity	r value	.470	.566	.440	.573
	P value	.000	.000	.000	.000
	N	262	262	262	262

The table here is representing that all the factors of Employee Engagement are positive and moderately correlated with Development opportunities, this means that Employee engagement plays an important role in Employees Development.

V. ANALYSIS & CONCLUSION

Today world is changing ,industries are changing their style of working ,preferences' of employees are changing only increase in salary providing incentives is not sufficient the employees are looking for more and more facilities the organizations are offering .These All the variables are indicating sufficient correlation among the employee so this means that increase in Employee Engagement practices like increase in involvement of Employees ,superior Subordinate relationship, Teamwork and communication (vertical and horizontal) results into positive overall development of the Employee working in public and private telecom .

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