

Impact of Employee Engagements on Productivity at Glauben Technologies

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Abstract

This study examines the impact of employee engagement on productivity with reference to Glauben Technologies, Chennai. Employee engagement is considered a critical factor influencing organizational performance, especially in service-based industries where human resources are key assets. The research focuses on identifying major engagement drivers such as leadership support, communication, recognition, career development, and work-life balance, and evaluates their influence on employee productivity and performance.

A descriptive research design was adopted, and primary data was collected through structured questionnaires from 105 employees using simple random sampling. Statistical tools such as percentage analysis, correlation, regression, and chi-square tests were applied to analyze the data. The findings reveal that while employees exhibit varying levels of engagement, the statistical relationship between engagement and productivity is weak and not significant in this study.

Despite the limited statistical significance, the study highlights the importance of fostering employee engagement to improve efficiency, reduce turnover, and support organizational growth. The research provides valuable insights and recommendations for enhancing engagement strategies within organizations, contributing to better workforce management and long-term sustainability.

Keywords: Employee Engagement, Employee Productivity, Organizational Performance, HR Analytics, Work-Life Balance, Leadership Support, Employee Satisfaction, Correlation Analysis, Regression Analysis, Service Industry

I. INTRODUCTION

In the modern business environment, organizations operate in a highly competitive, fast-changing, and dynamic marketplace where achieving sustained success depends largely on the effective utilization of human resources. Among all organizational assets, employees are considered the most valuable, as their skills, knowledge, and commitment directly influence productivity and overall performance. In this context, employee engagement has emerged as a crucial factor that determines how effectively employees contribute toward organizational goals.

Employee engagement refers to the level of emotional commitment, involvement, and enthusiasm an employee has toward their work and organization. Engaged employees are not only dedicated to their roles but are also willing to go the extra mile to ensure organizational success. They demonstrate higher levels of motivation, better job performance, and stronger alignment with company objectives. In contrast, disengaged employees may lack interest, show reduced productivity, and negatively impact the work environment. Therefore, fostering employee engagement has become a strategic priority for organizations across industries.

Several factors influence employee engagement within an organization. Leadership support plays a significant role, as effective leaders inspire, guide, and motivate employees to perform better. Clear and transparent communication helps build trust and ensures that employees understand their roles and responsibilities. Recognition and rewards for good performance boost morale and encourage employees to maintain high standards of work. Opportunities for career development and training enable employees to enhance their skills and feel valued within the organization. Additionally, maintaining a healthy work-life balance is essential to prevent burnout and improve overall job satisfaction.

In service-based industries, where employee performance directly affects customer satisfaction and business outcomes, the importance of employee engagement becomes even more critical. Organizations in this sector rely heavily on their workforce to deliver quality services, maintain client relationships, and drive business growth. As a result, companies are increasingly adopting innovative HR practices and data-driven approaches to monitor and improve engagement levels. Tools such as employee surveys, performance dashboards, and HR analytics are commonly used to assess engagement and productivity.

Overall, employee engagement is not just a human resource concept but a key driver of organizational success. By creating a positive work environment and addressing the needs and expectations of employees, organizations can achieve higher productivity, reduce employee turnover, and ensure long-term growth and sustainability.

II. OBJECTIVES:

Primary Objective:

To find out the impact of employee engagement on productivity at Glauben Technologies, Chennai.

Secondary objectives:

- To measure the level of employee engagement among employees.
- To identify the key factors influencing employee engagement in the organization.
- To examine the relationship between employee engagement and individual performance.
- To suggest measures for improving employee engagement to enhance productivity.

III. REVIEW OF LITERATURE:

Gallup inc. (2004, 2013)

Gallup's research shows that highly engaged employees are more productive, profitable, and customer-focused.

Organizations with high engagement levels experience lower absenteeism and turnover. Their reports indicate a strong positive relationship between employee engagement and organizational performance.

Saks (2006)

Saks identified that organizational support, job characteristics, and rewards are strong predictors of employee engagement. His research also confirmed that engagement leads to higher job satisfaction and reduced intention to quit.

Robinson et al. (2004)

They suggested that engagement is influenced by factors such as leadership, communication, involvement in decision-making, and opportunities for growth. Effective communication and strong managerial support increase engagement levels.

Harter, Schmidt & Hayes (2002)

Their meta-analysis found a significant relationship between employee satisfaction, engagement, and business-unit outcomes such as productivity, profitability, employee retention, and customer satisfaction.

IV. RESEARCH METHODOLOGY:

Research Design

The study uses a descriptive research design to analyze employee engagement and its impact on productivity. This approach helps in understanding the current level of engagement among employees and how it influences their performance. It focuses on observing and describing relationships between variables such as leadership, communication, recognition, and work environment without manipulating them.

The design enables the collection of structured data and supports the use of statistical tools for analysis. By identifying patterns and trends, the descriptive research design provides clear insights into employee behavior and productivity, helping to draw meaningful conclusions within the organizational context

V. DATA COLLECTION METHOD:

Primary Data:

Primary data for the study is collected directly from employees using a structured questionnaire. The questionnaire includes closed-ended and scaled questions designed to measure employee engagement factors such as leadership support, communication, recognition, and work environment, along with their impact on productivity. This method ensures uniformity in responses and allows for easy analysis of data. The responses gathered reflect the actual perceptions and experiences of employees, making the data reliable and relevant for the study.

Secondary Data:

Secondary data is collected from existing sources such as research journals, articles, company reports, books, and online resources related to employee engagement and productivity. This data helps in building the theoretical foundation of the study, understanding previous research findings, and supporting the analysis. It also provides background information and context, making the research more comprehensive and well-supported.

Sample Size

The total sample size for the study is 105 respondents. Data was collected from 105 employees to analyze the relationship between employee engagement and productivity.

VI. TOOLS FOR ANALYSIS:

Percentage Analysis:

This method shows the proportion or distribution of responses in percentage terms, helping to understand trends and patterns among variables.

Regression Analysis:

This technique examines the influence of one or more independent variables on a dependent variable to predict outcomes or relationships.

Chi-Square Test:

The Chi-square test is a statistical tool used to determine whether there is a significant association between two categorical variables.

Correlation:

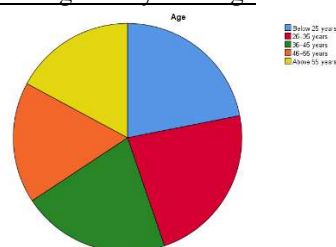
Correlation is a statistical technique used to measure the strength and direction of the relationship between two variables.

VII. DATA ANALYSIS INTERPRETATION

Percentage Analysis:

Percentage analysis is a simple and widely used statistical tool in research studies to interpret and present data in a clear and meaningful manner. It involves converting numerical data into percentages to show the proportion or distribution of responses within a dataset. This method helps researchers easily understand patterns, trends, and the relative importance of different variables in the study. In this research, percentage analysis is used to examine the responses of retail mutual fund investors regarding factors such as occupation, portfolio review practices, factors influencing mutual fund selection, and overall investment satisfaction. By presenting the data in percentage form, the analysis provides a clear picture of investor behaviour and helps in drawing meaningful interpretations about their investment patterns.

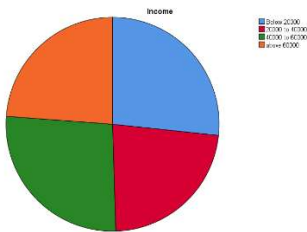
Percentage Analysis of age



INFERENCE:

The age distribution of respondents is fairly balanced across all groups. The highest proportion (22.9%) falls in the 26–35 years category, closely followed by below 25 years (21.9%) and 36–45 years (21.0%). The least representation is seen in the 46–55 years and above 55 years groups, each with 17.1%. Overall, the sample includes participants from all age groups, with a slight concentration in the younger and middle-aged categories, indicating a diverse age representation.

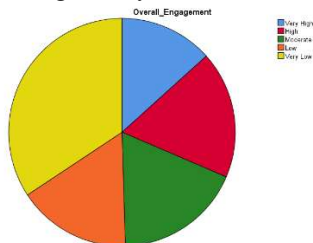
Percentage Analysis of income



INFERENCE:

The income distribution shows that respondents are fairly evenly spread across all income groups. The highest proportions are in the “Below 20000” and “40000 to 60000” categories (26.7% each), followed closely by “above 60000” (23.8%) and “20000 to 40000” (22.9%). This indicates a balanced representation with no extreme concentration in any single income group, suggesting diversity in income levels among the respondents.

Percentage Analysis of overall engagement



INFERENCE:

The data shows that a significant proportion of respondents have **low levels of engagement**, with the highest percentage (34.3%) falling under *Very Low engagement*. Only a small portion (13.3%) report *Very High engagement*. While some employees are in the *High* and *Moderate* categories (each 18.1%), the overall trend indicates that engagement is generally **skewed toward the lower side**. This suggests a need for organizations to improve strategies that enhance employee involvement, motivation, and satisfaction.

CHI SQUARE

The chi-square test is a way to check if two categorical variables are related. It works by comparing what we actually observe in data with what we would expect if there were no relationship. If the difference between observed and expected values is small, the variables are likely independent. If the difference is large, it suggests a possible association. Researchers use this test in areas like social science, business, and medicine to see if patterns in data are meaningful or just due to chance.

Null Hypothesis (H₀): Experience and emotional connection show no significant association with the compared variable.
 Alternative Hypothesis (H₁): Experience and emotional connection have a significant association with the compared variable.

Test Statistics			
Experience	Emotional_Connection		
	.867 ^a	1.019 ^a	
	3	3	
	.833	.797	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26.3.

INFERENCE

Since the p-values for Experience (0.833) and Emotional Connection (0.797) are greater than the significance level of

0.05, the results are not statistically significant. Therefore, the null hypothesis is accepted (not rejected). This indicates that there is no significant association between Experience, Emotional Connection, and the compared variable in the study. The variables are independent, and any observed differences are due to chance rather than a meaningful relationship.

REGRESSION

Regression is a statistical technique used to study the relationship between a dependent variable and one or more independent variables. It helps predict outcomes and measure how changes in predictors influence the response. In simple linear regression, a straight line is fitted to data showing how one factor affects another. Multiple regression extends this to several predictors at once. Researchers use regression to analyze trends, forecast results, and understand the strength and direction of associations in data.

Null Hypothesis (H₀): Quality Impact and Feel Valued have no significant relationship with Productivity When Engaged.
 Alternative Hypothesis (H₁): Quality Impact and/or Feel Valued have a significant relationship with Productivity When Engaged.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.649	2	2.824	1.568	.213 ^b
	Residual	183.741	102	1.801		
	Total	189.390	104			

a. Dependent Variable: Productivity_When_Engaged
 b. Predictors: (Constant), Quality_Impact, Feel_Valued

INFERENCE:

The ANOVA results show that the model is not statistically significant, as the p-value (0.213) is greater than the 0.05 level of significance. The calculated F value is 1.568, which indicates that the regression model does not provide a better fit than a model with no predictors. Therefore, we fail to reject the null hypothesis. This implies that there is no significant relationship between Quality Impact and Feel Valued with Productivity When Engaged. In other words, the independent variables do not significantly influence When Engaged based on the given data.

CORRELATIONS:

Correlation is a statistical concept that measures the strength and direction of the relationship between two variables. It indicates how changes in one variable are associated with changes in another. Correlation can be positive, negative, or zero. A positive correlation means both variables move in the same direction, while a negative correlation means they move in opposite directions. It is commonly measured using the correlation coefficient, which ranges from -1 to +1.

Correlations				
		Overall_Engagement	Productivity_When_Engaged	Performance_Impact
<u>Overall_Engagement</u>	Pearson Correlation	1	.068	.127
	Sig. (2-tailed)		.492	.197
	N	105	105	105
<u>Productivity_When_Engaged</u>	Pearson Correlation	.068	1	.189
	Sig. (2-tailed)	.492		.054
	N	105	105	105
<u>Performance_Impact</u>	Pearson Correlation	.127	.189	1
	Sig. (2-tailed)	.197	.054	
	N	105	105	105

Null Hypothesis (H₀) H₀: There is no significant relationship between Overall Employee Engagement and Employee Productivity/Performance

Alternative Hypothesis (H_1) H_1 : There is a significant relationship between Overall Employee Engagement and Employee Productivity/Performance.

INFERENCE:

The correlation analysis was conducted to examine the relationship between overall employee engagement, productivity when engaged, and performance impact among employees. The results indicate that the correlation between overall engagement and productivity when engaged is 0.068, showing a very weak positive relationship, with a significance value of 0.492, which is greater than the 0.05 level and therefore not statistically significant. Similarly, the correlation between overall engagement and performance impact is 0.127 with a significance value of 0.197, indicating a weak positive relationship but not statistically significant. The relationship between productivity when engaged and performance impact shows a correlation value of 0.189 with a significance value of 0.054, which is slightly above 0.05. Hence, the relationships among the variables are weak and not statistically significant in this study.

VIII. FINDINGS OF STUDY:

Based on research studies and general analysis of employee engagement:

- Positive Relationship with Productivity Employee engagement has a direct but moderate impact on productivity. Engaged employees tend to perform better, show commitment, and contribute to organizational success.
- Not the Only Factor Influencing Productivity Some studies show that engagement alone does not fully determine productivity; other factors like leadership, communication, and work environment also play a major role.
- Communication is a Key Driver Clear and transparent communication improves engagement levels, which in turn enhances employee efficiency and coordination.
- Career Growth and Recognition Matter Employees who receive recognition and see growth opportunities are more motivated and productive in their roles.
- Engagement Improves Job Satisfaction Highly engaged employees show greater job satisfaction, reduced absenteeism, and lower turnover rates.
- Work Environment Influences Engagement A supportive and positive work environment increases employee morale and productivity levels.
- Technology and Flexibility Boost Engagement Modern tools, hybrid work models, and digital systems can improve engagement and productivity when effectively implemented

IX. SUGGESTIONS:

To improve employee engagement and productivity at Glaben Technologies:

1. Improve Internal Communication
 - Conduct regular meetings and feedback sessions

- Encourage open communication between employees and management
2. Provide Training and Development
 - Organize skill development programs
 - Offer career advancement opportunities
 3. Recognition and Reward System
 - Introduce employee appreciation programs
 - Provide incentives for high performance
 4. Enhance Work Environment
 - Maintain a positive and inclusive workplace culture
 - Ensure work-life balance
 5. Leadership Development
 - Train managers to motivate and support employees
 - Promote participative leadership style
 6. Use Employee Feedback Systems
 - Conduct surveys to understand employee needs
 - Act on feedback to improve engagement

X. CONCLUSION:

The study on the impact of employee engagement on productivity at Glaben Technologies highlights that employee engagement plays a crucial role in enhancing overall organizational performance. Engaged employees demonstrate higher levels of commitment, motivation, and job satisfaction, which positively influence their productivity and efficiency. The findings indicate that when employees feel valued, supported, and involved in organizational activities, they tend to contribute more effectively toward achieving business goals. However, the study also reveals that employee engagement alone is not the sole determinant of productivity. Other factors such as leadership style, organizational culture, communication practices, and opportunities for growth significantly influence employee performance. Therefore, a holistic approach is essential for organizations to maximize productivity. research further emphasizes the importance of effective communication, recognition programs, and a positive work environment in fostering employee engagement. Organizations that invest in employee development, encourage participation, and maintain transparency are more likely to achieve higher productivity levels and retain talented employees. In conclusion, it can be stated that employee engagement is a powerful tool for improving productivity, but it must be supported by strong managerial practices and organizational strategies. Glaben Technologies can enhance its performance by focusing on employee well-being, continuous feedback, and creating a supportive work culture. By doing so, the organization can ensure sustainable growth, improved employee satisfaction, and long-term success.

XI. REFERENCES:

You can include these in your project:

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