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EMPLOYEE PARTICIPATION AND RETENTION IN A NOVEL BUSINESS.

SACHIN THAKRE
(Research scholar)

GUIDE: DR.VIKRAM VALMIKAM
(Assistant professor)

ABSTRACT

Managing employee engagement is a key factor in ensuring peak performance and excellent business outcomes. Employees that are invested in their work are more likely to stay with the organization, promote its values and offerings to others, and improve its financial performance. Engaged employees also generally perform better and are more driven. Profitability is closely related to the level of employee involvement. Employee engagement is vital to any firm that wishes not just to retain prized personnel, but also raise its level of performance.

KEYWORDS:-Employee engagement,organization,employees, hrmanagement,hrm

I. INTRODUCTION

In today's highly competitive market, employee engagement and retention have emerged as crucial factors in the success of businesses. Furthermore, employee involvement can be a game-changer for new businesses. There is a direct correlation between staff engagement and retention, productivity, and loyalty, as well as customer satisfaction, brand image, and

stakeholder value. Therefore, businesses are looking to HR to establish policies that will foster a culture of dedication and enthusiasm among workers. The term "employee engagement" refers to "the level to which employees are invested in, enthusiastic about, and dedicated to their job for, and the business as a whole."

Department of Business management

**OPJS UNIVERSITY
CHURU,RAJASTHAN**

The most significant factor in determining whether or not an employee is invested in his or her work is whether or not they perceive a link between their work and the performance of the organisation as a whole. Engagement is linked to organisational performance, as shown by the fact that highly engaged workers are 20% more productive and 87% less likely to leave their current employer.

NEED OF THE STUDY

Employee engagement is a multifaceted notion with numerous factors that might affect it. As a result, increasing employee participation can be accomplished in numerous ways; there is no universal "engagement toolkit." While each company may define employee engagement differently, ultimately, the key to effective engagement will be rooted in the flexibility of approach most appropriate for each individual firm. If the organisation is thinking about implementing a "best practise" in the workplace, for instance, it will first want to know what kind of results they can expect to see. The purpose of this Research Quarterly is to provide human resources professionals and other business leaders with a thorough grounding in the numerous facets

and concepts of employee engagement, as well as suggestions on how to best encourage this important and valuable trait within their workforce.

II. OBJECTIVES OF THE STUDY

Primary Objective:

- To study the Employee engagement Practices in startups

Secondary Objective:

- i. To learn about the many determinants of employee engagement and loyalty. The goal of this section is twofold: ii) to pinpoint the hierarchy that most effectively motivates and retains workers, and iii) to describe the nature of that hierarchy. Iii)To gauge how contented workers are generally with their jobs. Purpose:
- ii. iv) propose actions for boosting morale and dedication within the workforce.

III. REVIEW OF LITERATURE

AnusuyaYadav, (2022) . The purpose of this research is to investigate the connection between a healthy work-life balance, job satisfaction, and committed staff members. Previous research conducted in India

between 2005 and 2021 provide fragmentary evidence for the idea that work-life balance (WLB) rules have a negative impact on employee engagement. The goal is to present a unified body of research on work-life integration policies, job satisfaction, and organisational performance, all of which had previously only been available in isolated studies. Furthermore, the purpose of this research is to create a theoretical framework about the efficiency of organisations in terms of work-life balance, job satisfaction, and employee engagement by employing Dubin's technique.

Halid Hasan, (2021) . Despite the fact that many businesses are embracing the future by making the most of available technologies, human resource management is still a hot topic, especially in environments where workers are actively involved in the development of company policies, procedures, and overall business strategies. It is challenging for an organisation to maintain a highly engaged workforce. Therefore, it is always worthwhile to talk about what makes workers feel engaged. The purpose of this research is to dissect Khan's (HRM) explanation of employee engagement as it relates to the state of human psychology and to trace the

subsequent evolution of this perspective among other scholars. This study employs qualitative approaches typical of literature reviews in order to provide a narrative account of the findings that could prove useful for future studies. According to the findings, interest in the main study topic rose. This demonstrates how crucial it is for organisations to manage their human resources in a way that gives employees a voice and respects their rights. If the lines of communication and connections between management and staff are kept open and productive, employees will feel positively disposed toward their work. Motivated workers are a valuable asset in the quest for sustainable competitive advantage.

Tri Widarmanti ,(2022) . Employee engagement increases productivity, and employees, as the company's most valuable asset, accurately represent the business's success in terms of sales and profit. This research aims to determine if and how the perception of organisational support can moderate the relationship between HRM practises and employee commitment. This study employed a causal descriptive quantitative strategy, sending out 240 questionnaires to workers at four different organisations in Bandung, Indonesia. A path

analysis method was used to quantify and clarify the data. The results of the study show that HR practises have an indirect effect on EE, which can be explained by the moderating role played by POS in fostering higher levels of EE. The degree to which current employees are supported and interact with the organisation is directly related to the success of POS, thus it's important for businesses to take this into account when developing new HR policies.

NishaChanana ,(2020) . Organizational lockdown as a result of the current COVID-19 pandemic has made employee engagement one of the top priorities for human resource managers and practitioners. The purpose of this article is to analyse the level of employee participation across industries during the recent coronavirus outbreak. Organizations in the modern day are always innovating new and better ways to keep their staff interested and motivated despite the difficult economic climate. Several scholarly works, articles, blogs, online newspapers, and reports from the World Health Organization served as the basis for this conceptual study. Online family engagement practises, virtual learning and development, online team building activities, webinars with industry experts, online conduct weekly alignment

sessions, team meet-ups over video conference for lunch, short online game sessions, virtual challenges and competitions, online courses, appreciation sessions, communication exercises, and live sessions for new-skill training are just some of the engagement activities that companies are developing in response to the current pandemic. Activities that encourage participation in the work-from-home regime are beneficial for employers and workers alike. Companies who invest in employee growth and development by holding events like these benefit from the knowledge gained and applied by their staff. Despite the challenges posed by the widespread spread of COVID-19, employees maintain their dedication to the company and their motivation to work hard.

María-Carmen De-la-Calle-Durán ,(2021) . The economic toll of the COVID-19 epidemic is extraordinary. Employees' mental health has suffered as a result of the stress and uncertainty brought on by the rapid transformation of the modern workplace. In view of the unprecedented circumstances under which workers across all industries throughout the world now find themselves, this study seeks to identify the main drivers of employee engagement that

can lead to employee wellbeing in the present setting.

Robert Egessa ,(2022) . Organizational fairness and employee participation in the hotel sector in Kenya's North Rift region were the foci of this research. To better understand the motivations of those working in the hospitality industry in the North Rift region, a study was conducted using an explanatory research approach with a sample size of 234. We employed interviews and questionnaires to collect data. Both descriptive and inferential statistics in SPSS version 25.0 were utilised to examine the information.

Omar Mohammed Ali Ababneh ,(2022) . This study suggests a novel progress in the change journey toward sustainability by empirically investigating the mediation role of employee engagement with environmental initiatives between green HRM practises and individual green behavior. In addition, the study used the traditional idea of person-organization-fit to investigate how individuals' individual characteristics mediated links between HRM policies and employees' participation in green programmes. Three hundred and seventy-six staff from four and five-star hotels in Jordan were surveyed using a quantitative research method and a

purposeful-sampling technique. The study contributes new knowledge by revealing an indirect link between green HRM practises and individual green behaviour, with employee engagement serving as a partial mediator. Additionally, this study emphasises the importance of organization-person interaction in fostering employee engagement with environmental initiatives.

Noor RochimArief m,(2021) . In this study, we look at how employees feel when they have a good work-life balance and how it relates to their level of job satisfaction. This research lends credence to the idea that (a) the quality of work-life variable significantly and positively affects job satisfaction. It demonstrates that an improvement in employees' perceptions of their work-life balance leads to greater job satisfaction. Having a positive and statistically significant effect on employee engagement is the quality of work-life balance. It's conclusive evidence that improving workers' quality of life outside of work leads to more invested workers. Having a good work-life balance is correlated with happier workers. This demonstrates that a better work-life balance leads to happier workers. (d) There is a statistically significant positive relationship between employee engagement and work-

life balance. Conclusions If a healthy work-life balance boosts employee engagement, and

INDUSTRY PROFILE

Startup India is a government-sponsored programme. The initiative was first mentioned by Indian Prime Minister NarendraModi in a speech he delivered on August 15, 2015.

In addition to the elimination of License Raj, Land Permissions, Foreign Investment Proposals, and Environmental Clearances, this programme also entails the elimination of other restrictive government restrictions in this industry, such as Foreign Investment Proposals and Environmental Clearances. The Department of Promotion of Industry

and Internal Trade (DPI&IT) organised the event (DPI&IT).

A startup is a company with an Indian headquarters that was founded less than ten years ago and has an annual revenue of less than 100 crore (US\$13 million).

[3] Under this initiative, the government has already launched the I-MADE programme to help Indian entrepreneurs build 10 lakh (1 million) mobile app start-ups and the MUDRA Bank's scheme (Pradhan Mantri Mudra Yojana), which aims to provide microloans with low interest rates to entrepreneurs from low socioeconomic backgrounds. [4] This project has been allocated 20,000 crore (equal to 240 billion or \$3 billion in 2020) in initial funding.

IV. DATA ANALYSIS AND INTERPREATION

Table 1feel the changes needed in your present engagement practices

15. Do you feel the changes needed in your present engagement practices ?	Frequency	Percentage
Maybe	18	36%
No	22	44%
Yes	10	20%
Total	50	100

Figure 1-feel the changes needed in your present engagement practices

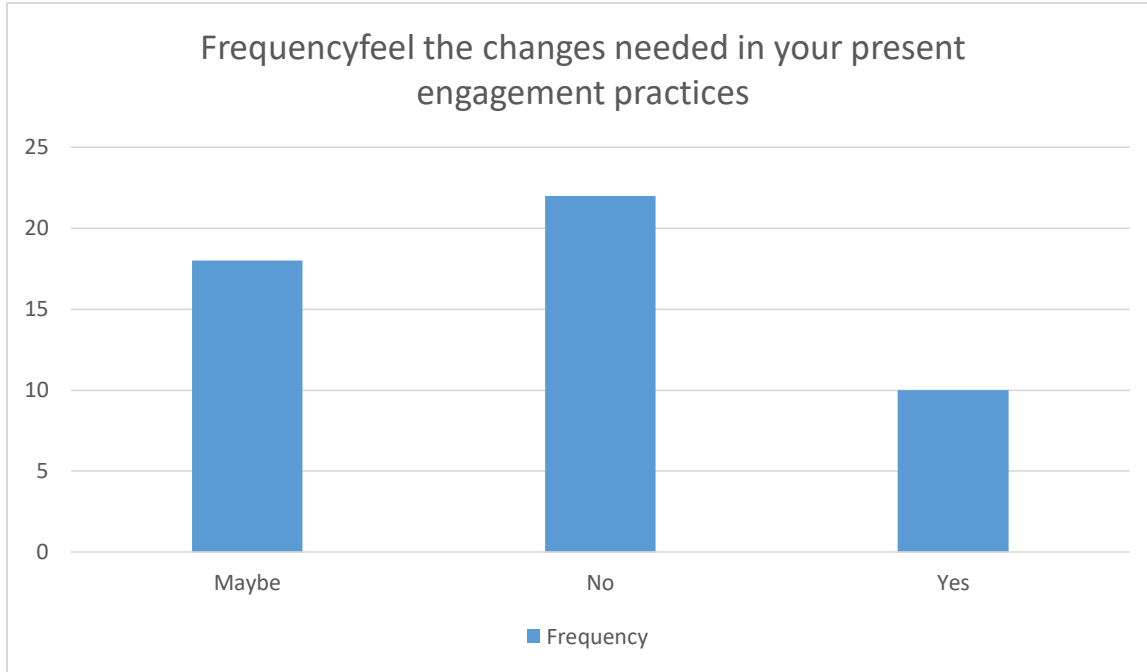


Figure 2survey

INTERPRETATION:

Based on the data above, 36% of employees believe that changes are needed in the current employee engagement methods, 44% of employees believe that no changes are necessary, and 20% of employees believe that changes are necessary.

Table 2given adequate and fair compensation for the work

16. I am given adequate and fair compensation for the work I do.	Frequency	Percentage
Agree	18	36%
Disagree	2	4%
Neutral	14	28%
Strongly Agree	13	26%
Strongly Disagree	3	6%
Total	50	100

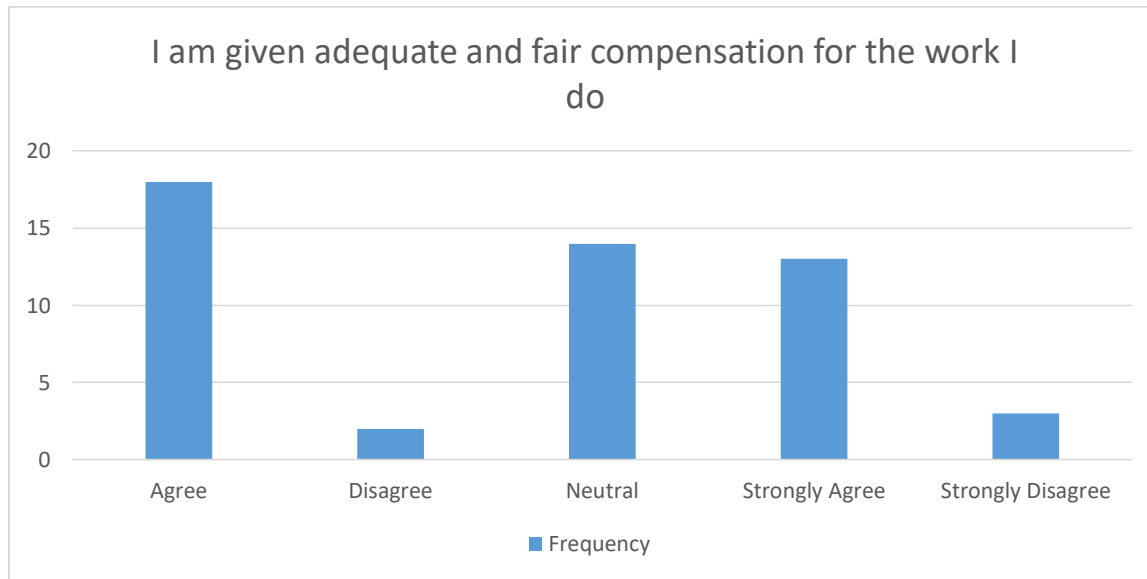


Figure 3 given adequate and fair compensation for the work I do

INTERPRETATION:

36% of employees agree with given adequate and fair compensation for the work, 4% of employees disagree, 28% of employees are neutral, 26% of employees strongly agree with given adequate and fair

compensation for the work, and 6% of employees strongly disagree with given adequate and fair compensation for the work. Table 3 does a good job of linking rewards to job performance

17. does a good job of linking rewards to job performance.	Frequency	Percentage
Agree	18	36%
Disagree	3	6%
Neutral	10	20%
Strongly Agree	19	38%
Total	50	100%

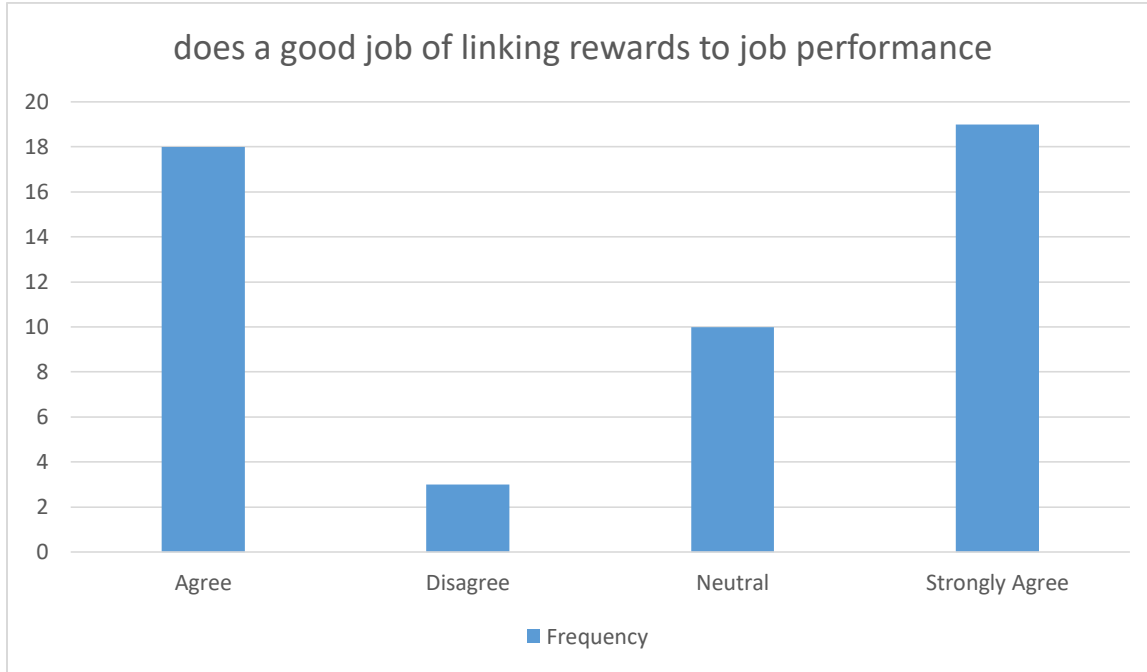


Figure 4 does a good job of linking rewards to job performance

INTERPRETATION:

Based on the information above, 36% of employees agree. 6% of employees disagree with the statement that Salesforce does a good job of tying rewards to job success; 20% of employees are neutral on this

statement. 38% of employees strongly agree with the statement that Salesforce does an excellent job of relating rewards to job performance.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.535	1.04911

a. Predictors: (Constant), 1 training programmes, 2 work timings, 3 career growth, 4 Coordination

R: ranges between -1 and 1 and reflects numerous correlation coefficients. Since the R value is 0.757, independent variable has a global impact. 1 training programme is the

dependent variable. 2 work schedule, 3 career development, 4 coordination

R square: reflects the coefficient of determination, which varies from 0 to 1. The

R square score of 0.57 indicates that 57% of the variation in the dependent variable is explained by the independent factors

Table -5 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	66.472	4	16.618	15.099	.000 ^b
Residual	49.528	45	1.101		
Total	116.000	49			

a. Dependent Variable: : PRODUCT PERFORMANCE

b. Predictors: (Constant), 1 training programmes, 2 work timings, 3 career growth, 4 Coordination

The ANOVA table reveals that the considered model was a good fit with a significance of 0.003 (0.005). Thus, the model was adopted and deemed suitable for the present study.

Table-6 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.824	.971		-3.940	.000
1 training programmes	.453	.224	.228	2.022	.049
2 work timings	.701	.301	.324	2.327	.025
3 career growth	.329	.221	.190	1.488	.144
4 Coordination	.426	.236	.239	1.802	.078

a. Dependent Variable: most influence factor on social media

1 training programmes, 2 work timings, 3 career growth, 4 Coordination

Y= a X+b

Product Performance = -3.824 + 0.453 (training programmes) + 0.701 (work timings) + .329 (career growth) + 0.426 (Coordination).

The employee engagement factors positively depending on features that explained on other factor and employees feedback followed by work timing.

V. FINDINGS

According to the data, employee engagement and organisational justice are strongly related. 71.8% of employee

engagement could be explained by organisational justice. The findings of the study support the need to enhance

organisational justice in order to boost employee engagement. The findings of this study can assist the government (at both the national and county levels) and key hotel industry stakeholders in recognising the need for developing organisational justice policies and practises in order to achieve employee engagement.

SUGGESTIONS FOR STARTUPS

Recruiting

The tone adopted by the company when advertising for new employees can have far-reaching effects on employee dedication and loyalty. Your focus should be on finding qualified candidates who are excited by the prospect of taking on a challenging and engaging role. Use recruiting messages that highlight positive aspects of the job to improve employee satisfaction and enable those who aren't a good fit for the position to voluntarily withdraw their application.

Selecting

Identify the candidates who are the best fit for the job and your organization's culture in order to increase employee engagement through the hiring process. Use candidate evaluation techniques that are obviously relevant to the position at hand, such as asking interviewees what they know about the position and requesting work samples.

Selection is the first step toward achievement. You will never be able to maximise employee engagement if you do not hire the right individuals.

Training & Development

Training can assist new and existing employees in acquiring the necessary information and abilities to execute their jobs. And employees whose skills are enhanced by training are more likely to be completely engaged in their work since they receive joy from mastering new responsibilities.

Compensation

Compensation can significantly impact employee engagement and dedication. Some compensation components encourage employer loyalty, while others motivate employee engagement. It is always necessary to care for both.

Performance Management

The proper performance management practises can also increase employee engagement and dedication. Encourage managers to involve employees in the process of goal-setting. This method ensures that employees comprehend the objectives.

CONCLUSIONS

The employee communication buzzword is employee engagement. It is the

favourable view that employees have of the organisation and its values. It is rising in popularity, usage, and significance in the workplace and has numerous effects on organisation. Employee engagement highlights the significance of communication to corporate success.

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