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A Study on Employee Engagement Practices at Webwalk Infosys, Madurai

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Abstract

This study focuses on analyzing the level of employee engagement practices at Web Walk Infosys. Employee engagement plays a vital role in improving productivity, job satisfaction, and organizational performance. The main objective of the study is to examine the factors influencing employee engagement and to measure the overall engagement level among employees. The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire distributed to the employees, while secondary data was gathered from books, journals, and company records. Convenience sampling method was used to select the respondents. The collected data was analyzed using percentage analysis, correlation, and chi-square tests with the help of SPSS Statistics. The findings of the study reveal that employees at Web Walk Infosys are generally satisfied and show a good level of engagement. The study concludes that employee engagement at Web Walk Infosys is at a satisfactory level, and by implementing suitable strategies, the organization can further enhance employee satisfaction and overall performance.

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1. Introduction

Employee engagement refers to the emotional commitment, involvement, and enthusiasm that employees have towards their work and organization. It is an important factor that influences employee performance, productivity, and job satisfaction. Engaged employees are more dedicated, motivated, and willing to contribute to the success of the organization. In the present competitive business environment, organizations focus on improving employee engagement through effective leadership, communication, training, recognition, and a supportive work culture. These factors help in building trust, improving morale, and reducing employee turnover.

Overview of Webwalk Infosys

Web Walk Infosys is an emerging company in the field of Information Technology and advertising media solutions, providing a wide range of digital and creative services. The organization specializes in services such as web designing, web development, online advertising, graphic designing,

branding, and promotional products. Over the years, it has expanded its services into print media, event management, and digital marketing, catering to a diverse range of clients including startups, small businesses, and corporate organizations. Web Walk Infosys focuses on delivering innovative and customized solutions by combining creativity with modern technology. The company emphasizes quality, professionalism, and customer satisfaction, ensuring that each project meets the specific needs of clients. Its team consists of skilled professionals who work collaboratively to provide efficient and effective solutions. Web Walk Infosys is committed to delivering high-quality digital and media solutions, helping businesses enhance their online presence and achieve sustainable growth in a competitive environment.

Statement of the Problem

- Employee engagement is essential for improving productivity and performance.
- Organizations face issues like low motivation among employees.

- Limited career growth opportunities affect employee satisfaction.
- Lack of recognition and rewards reduces employee morale.
- Challenges in maintaining work-life balance.
- Importance of analyzing factors influencing engagement.

2. Objective Of The Study

- To understand the level of employee engagement at Webwalk Infosys.
- To identify the factors influencing employee engagement.
- To know the relationship between employee engagement and job satisfaction.
- To study the impact of organizational policies on employee engagement.
- To identify the measure for improving employee engagement at Webwalk Infosys

Need of the Study

The need for this study arises from the importance of employee engagement in improving organizational performance and employee satisfaction. Understanding the level of engagement helps identify whether employees are motivated, committed, and satisfied with their work. Low engagement can lead to reduced productivity, absenteeism, and high employee turnover. Therefore, this study focuses on analyzing employee engagement at Web Walk Infosys and identifying factors that influence employee motivation and involvement, so that suitable measures can be taken to improve workplace environment and overall organizational effectiveness.

Scope of the Study

The scope of the study focuses on analyzing the level of employee engagement at Web Walk Infosys. It examines factors such as employee motivation, job satisfaction, work environment, communication, leadership support, and teamwork. The study is limited to employees of the organization and is based on data collected through questionnaires during the study period. The findings of the study help in understanding employee engagement levels and provide suggestions to improve employee satisfaction and organizational performance.

Hypothesis of the Study

- **H₀ (Null):** There is no significant between employee engagement and job satisfaction
- **H₁ (Alternate):** There is a significant between employee engagement and job satisfaction.

3. Research Design

The research design adopted for this study is descriptive research design. Descriptive research aims to describe the characteristics of a particular group or situation. In this study, the descriptive design is used to analyze the existing level of employee engagement at Web Walk Infosys and to identify the factors that influence employee engagement. This design is suitable as it helps in collecting detailed information regarding employees' opinions, attitudes, and perceptions without manipulating any variables.

4. Research Methodology

Research methodology refers to the systematic way in which a research study is planned, conducted, and analyzed in order to achieve the objectives of the study. It explains the methods

and techniques adopted for collecting, analyzing, and interpreting data. A well-defined research methodology ensures the reliability and validity of the research findings.

Population Frame

- This includes the list of 105 respondents from out of 300 Population.

Sampling Method

- Sampling method utilized was convenience sampling was adopted.

5. Method of Data Collection

Primary Data Collection

Primary data refers to the data collected directly from respondents for the specific purpose of the study. In this research, primary data was collected from employees of Web Walk Infosys through a structured questionnaire.

Secondary Data Collection

Secondary data refers to data that has already been collected and published by others. Secondary data for this study was collected from the following sources:

- Company records and internal documents
- Official website of Web Walk Infosys
- Books related to human resource management and employee engagement
- Research journals, articles, and published papers
- Online databases and academic websites
- Previous research studies and reports related to employee engagement

Analytical Tools for the Study

Tools used for the analysis are as follows:

- Percentage analysis
- Chi-square Test
- Correlation analysis

Data analysis and Interpretation

Table 1: Motivated To Get Better Effort

S. No	Particulars	No. of Respondents	Percentage
1	Always	28	27%
2	Often	40	38%
3	Sometimes	22	21%
4	Never	15	14%
	Total	105	100

Table 2: Workplace Culture Supports Engagement

S. No	Particulars	No. of Respondents	Percentage
1	Strongly Agree	32	32%
2	Agree	40	38%
3	Neutral	18	17%
4	Disagree	10	10%
5	Strongly disagree	5	5%
	Total	105	100

Table 3: Recognition for Performance

S. No	Particulars	No. of Respondents	Percentage
1	Always	28	27%
2	Often	35	33%
3	Sometimes	25	24%
4	Never	17	16%
	Total	105	100

Table 4: Healthy Work Life Balance

S. No	Particulars	No Of Respondents	Percentage
1	Always	30	29%
2	Often	35	33%
3	Sometimes	25	24%
4	Never	15	14%
	Total	105	100

Table 5: Satisfaction and Engagement Level

S. No	Particulars	No of Respondents	Percentage
1	Strongly Agree	37	36%
2	Agree	40	38%
3	Neutral	15	14%
4	Disagree	8	7%
5	Strongly disagree	5	5%
	TOTAL	105	100

6. Suggestions

- The company should get ensure regular and constructive feedback from supervisors.
- These must be a open communication between employees and management.
- Promote team-building activities to enhance collaboration.
- Better work-life balance can be motivated through flexible work policies.
- Through proper workload distribution work pressure may be reduced.

Conclusion

The study on employee engagement practices at Web Walk Infosys reveals that employees are generally satisfied and show a good level of commitment towards their work and organization. Most employees are enthusiastic, motivated, and maintain positive relationships with their colleagues, which contributes to a healthy work environment. The organization provides supportive leadership, effective teamwork, and useful training programs that enhance employee performance. However, certain areas such as career growth opportunities, recognition practices, and work-life balance require improvement. By focusing on these aspects, the organization can further strengthen employee engagement and overall productivity.

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