

EMPLOYEE ENGAGEMENT: A STUDY ON FACTORS AFFECTING EMPLOYEE ENGAGEMENT

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ABSTRACT

Today most of the organizations realize that each employee is not necessarily the 'best' employee in terms of loyalty, commitment and productivity. It is only an 'occupied employee' who is rationally and expressively bound with the organization, feels passionate about its ambition and is committed towards its values. commitment at occupation was explained by Kahn as the 'harnessing of organizational members' selves to their work roles but it has apposite impact on employee satisfaction and performance. Engaged employee always willing to put maximum effort to achieve organization targets and becomes a great contributor in organizational success. This study encompasses factors affecting employee engagement for the organizations and provides guidelines to the managers to maximum utilize their employees by engaging them in best possible manner.

KEYWORDS: Employee Engagement, Occupied Employee, Harnessing of Organizational Members