A STUDY ON THE IMPACT OF TOTAL QUALITY HUMAN RESOURCE
FACTORS ON ORGANIZATIONAL ENGAGEMENT
IN RELIANCE JIO, CHENNAI
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ABSTRACT
Employee engagement is one of the key factors that is needed for a dynamic industry like telecommunication in India. The attrition rate of the sector is a high post Jio impact. Hence the alternate of human resource practices, total quality human resource management variable are taken up for the study. TQHRM is the addition of TQM concepts in HRM practices. Therefore, TQHRM practices and employee engagement are key latent variables considered for the study. The present research involved an investigation on a sample of 159 employees Reliance Jio Company using questionnaires. All the data were analysed applying appropriate statistical tools by using SPSS 24.0. In our study it is found that there is a significant influence of TQHRM practices (p-value less than 0.05) on organizational engagement.