

ROLE OF EMPLOYEE ENGAGEMENT & MENTORING OF SALES PERSONNEL: AN EMPIRICAL STUDY

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ABSTRACT

Organizations look at ways to create a positive work environment where employees can look at continuous growth and expansion of knowledge.

The research attempts to find whether being a part of the mentoring relationship enables employee engagement. The study involved surveying a sample of 170 sales / marketing professionals at different levels in the organizational hierarchy from Mumbai region. A questionnaire was developed to assess the level of engagement and whether the respondents were a part of mentoring relationship. The questionnaire consisted of 21 statements which had to be rated on a five point scale ranging from 1 strongly disagree to 5 strongly agree. Cronbach Alpha reliability of 0.784 was established for the questionnaire.

Use of independent samples t-test found that there was a significant difference in the employee engagement scores of respondents who were a part of mentoring relationship (t-value was found to be -4.300 which was significant at .01 level). Thus, indicating that organizations who plan to invest their resources in establishing a mentoring program will see a significant effect on the employee engagement levels of their workforce.

KEY WORDS: Sales professionals, Employee Engagement, Mentoring, Retention, Disengagement, Development.