

# **A STUDY ON EMPLOYEE ENGAGEMENT IN CONSTRUCTION FIRMS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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## **ABSTRACT**

For past several years, 'Employee Engagement' has been a hot topic in the corporate circles. It is a buzz word that employers think they understand, but face difficulties and challenges while practicing. The purpose of this study is to examine and gain a better understanding of the factors that influence the employee engagement in construction sector. Today India is the second fastest growing economy in the world. The Indian construction industry is an integral part of the economy. The study conducted among the various Builders in the Coimbatore city. Data were gathered through questionnaires and was being analyzed by using Statistical Package for Social Science (SPSS) version 16. The results confirm that there is a significant relationship between the five factors namely Organization's Culture, Leadership, Career Development, Compensation benefits, and Quality of work life balance with the Employee Engagement. Among all five factors three factors **Compensation benefit, Leadership and Organization's Culture** are found to be the most influencing factors to employee engagement in among the employee working in construction sector.

**KEYWORDS:** Employee Engagement, Organization's Culture, Career Development, Compensation Benefits, Quality of Work Life Balance, Commitment towards Job