

EMPLOYEE ENGAGEMENT – A CONTENT ANALYSIS

G. PURUSHOTHAMAN¹ & K. KRISHNAMURTHY²

¹Research Scholar, Thiruvalluvar University, Serkkadu Vellore, Tamil Nadu, India

²Research Supervisor & Guide, Department of Commerce, Rajeswari Vedachalam
Government Arts College, Chengalpattu, Tamil Nadu, India

ABSTRACT

The organizations today are facing daunting and dynamic situations in business, the challenges posed to them are becoming increasingly difficult to gauge and face. The challenges are numerous, right from maintenance of productivity and ensuring profitability to attracting the talented employees, engaging them, and finally retaining them in the organization itself. The situations of the organization and their managements have become complicated, fragile, and tedious in such circumstances. The supervisors and senior level management need to capitalize on the potentials of the employees and maximize their creative abilities and talents.

Organizations cannot afford to ignore those benefits that may prove a major differentiating component between themselves and the competitors in today's competitive environment.

The intent of this study has been to add to the existing body of knowledge of EE. Understanding the different facets of EE viz., the antecedents and the consequences of EE through exploratory means and employing the literature to gauge the previous work on EE.

KEYWORDS: Talented Employees, Complicated, Fragile and Tedious