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## **AN ANALYSIS OF EMPLOYEE ENGAGEMENT AND ITS RELATIONSHIP WITH DEMOGRAPHIC PROFILES IN INFORMATION TECHNOLOGY COMPANIES**

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### **ABSTRACT**

Particularly in the fast-paced world of IT firms, employee engagement has become a critical component of productivity, retention, and overall organizational success. The purpose of this study is to assess employee engagement levels in IT organizations in the designated region and provide insights into the elements affecting employees' motivation and commitment. The association between employee engagement strategies and their age, gender, experience, and educational background is also investigated in this study. Employee interviews and structured surveys from different IT organizations were used to gather data. The results demonstrate how demographic traits influence engagement practices by revealing notable trends in engagement levels. The study's conclusions offer insightful advice on how IT businesses should modify their approaches to encourage a more diverse and engaged staff.

### **INTRODUCTION**

Employee engagement has emerged as a critical factor in organizational success, with numerous studies highlighting its impact on productivity, performance, and overall business outcomes. Research across various industries and contexts has consistently demonstrated the positive correlation between high levels of employee engagement and improved organizational performance (Motyka, 2018; Schneider et al., 2017; Zawawi et al., 2024). Key drivers of employee engagement have been identified through multiple studies. These include organizational factors such as commitment, satisfaction, recognition, reward, and organizational justice (Zawawi et al., 2024). Other research has emphasized the importance of non-financial drivers, particularly those resulting from well-aligned HR practices (Trajkova, 2016). Interestingly, a study based on Maslow's hierarchy of needs found a strong

relationship between employee engagement and self-actualization, identifying nine key elements: Expectations, Materials, Recognition, Care, Development, Quality, Team, Progress, and Learn & Grow (Taş, 2024). The impact of employee engagement extends beyond individual performance to affect various organizational metrics. Studies have shown that workforce engagement significantly predicts financial outcomes (such as Return on Assets and Net Margin) and customer metrics (like customer satisfaction and reputation) up to two years after engagement data collection (Schneider et al., 2017). Moreover, engaged employees demonstrate increased work efficiency, improved work quality, higher job satisfaction, and better stress management (Salmah et al., 2024). In conclusion, the literature consistently emphasizes the crucial role of employee engagement in driving organizational success. While various factors contribute to engagement, the importance of creating a supportive work environment, providing opportunities for growth and development, and maintaining fair practices are recurring themes across studies. As organizations continue to navigate the challenges of the modern workplace, fostering employee engagement remains a key strategy for achieving sustainable success and competitive advantage.

### **OBJECTIVES OF THE STUDY**

- To evaluate employee engagement levels in IT companies within the specified region.
- To examine the link between employee engagement practices and the demographic profiles of employees in IT companies.

### **SCOPE OF THE STUDY**

This study focuses on evaluating employee engagement levels within IT companies in the specified region, with the aim of identifying key factors that influence engagement among employees. The research explores the relationship between engagement practices and demographic profiles, including age, gender, work experience, educational background, and job roles. By examining these variables, the study seeks to provide a comprehensive understanding of how demographic characteristics impact employee engagement in the IT sector.

The scope includes collecting data from employees across different IT companies in the region through surveys and interviews, allowing for an in-depth analysis of engagement practices. The findings will help in identifying trends and patterns, offering actionable

insights that can assist IT companies in designing and implementing more effective employee engagement strategies tailored to their diverse workforce. While the study is region-specific, the insights gained can be valuable for IT companies in similar settings, providing a foundation for further research on employee engagement in the technology sector.

## **LIMITATIONS**

1. Limited geographical scope: Focusing on a specific region may limit the generalizability of findings to other areas or countries.
2. Sample size constraints: Depending on the number of IT companies in the region, the sample size may be limited, affecting statistical power.
3. Industry-specific focus: Results may not be applicable to other sectors beyond the IT industry.
4. Time constraints: The study may provide only a snapshot of employee engagement at a particular point in time, missing long-term trends.
5. Self-reporting bias: Reliance on self-reported data from employees may introduce bias in the responses.

## **RESEARCH METHADODOLOGY**

Research design is descriptive in nature based on Primary and Secondary Data. The primary data is collected through well well-structured questionnaire from 649respondents of Chennai city. Purposive sampling technique is applied for collection of data, Simple Percentage analysis and one sample T – Test, chi-square is applied to conclude the findings of the study.

## **DATA ANALYSIS AND INTERPRETATION**

### **Employees' Perception of Employee Engagement Practices Managed by the Select IT Companies in the Study Region**

#### **Hypothesis-1**

**The employees are significantly satisfied with the employee engagement practices managed by the select information technology companies in the study region.**

**Table**

**Results of one-sample t-test for Employee Satisfaction of Employee Engagement Practices Managed by the Select Information Technology Companies**

<b>Employee engagement Practices</b>	<b>Mean</b>	<b>SD</b>	<b>t</b>	<b>P</b>
Work Environment_ AS	3.49	0.861	12.354	<0.001**
Leadership_ AS	3.67	0.727	13.587	<0.001**
Team and Co-worker Relationship _ AS	3.85	0.723	11.254	<0.001**
Training and Career Development _ AS	3.56	0.741	15.362	<0.001**
Compensation _ AS	3.58	0.837	14.235	<0.001**
Organizational Policies _ AS	3.55	0.751	13.268	<0.001**
Work Place and Well-being _ AS	3.41	0.697	12.241	<0.001**

Table reveals the results of a one-sample t-test for employee satisfaction of employee engagement practices in select information technology companies in the study region. The study's outcome inferred that the p-value of whole factors of employee engagement practices is <0.01. Therefore, the study inferred that the employees are significantly satisfied with the employee engagement practices, namely work environment, leadership, Team and co-worker relationship, training and career development, compensation, organizational policies, and workplace and healthy being

The study also deduced that employee happiness is among several elements influencing employee engagement. Employment satisfaction is a metric that gauges an employee's level of contentment and joy with several aspects of their employment, including perks, compensation, work environment, schedule, duties, responsibilities, and relationships with colleagues and management.

**Association Between Level of Employee Engagement Practices and Demographic Profile of Employees Working in Information Technology Companies in the Study Region**

**Hypothesis-2**

There is a significant relationship between the level of employee engagement practices and the demographic profile of employees working in information technology companies in the study region.

H: 2e) Association between level of employee engagement practices and annual income of employees working in information technology companies in the study region

**Table 4.4.6**

**Results of chi-square results for the Association between the Level of Employee Engagement Practices and Annual Income of Employees**

Annual Income	Level of Employee Engagement Practices managed by the select IT companies			Total
	Low	Medium	High	
Up to Rs.3.0 Lakhs	38[24.1%] (22.5%)	85[53.8%] (29.1%)	35[22.2%] (18.6%)	158[100.0%] (24.3%)
3.1 – 6.00 Lakhs	59[27.6%] (34.9%)	105[49.1%] (36.0%)	50[23.4%] (26.6%)	214[100.0%] (33.0%)
Rs.6.1 - 9.0 Lakhs	49[25.4%] (29.0%)	67[34.7%] (22.9%)	77[39.9%] (41.0%)	193[100.0%] (29.7%)
> Rs.9.0 Lakhs	23[27.4%] (13.6%)	35[41.7%] (12.0%)	26[31.0%] (13.8%)	84[100.0%] (12.9%)
Total	169[26.0%] (100.0%)	292[45.0%] (100.0%)	188[29.0%] (100.0%)	649[100.0%] (100.0%)
<i>Chi-square value</i>	<b>21.696</b>			
<i>Df</i>	<b>6</b>			
<i>p-value</i>	<b>0.001**</b>			

Table 4.4.6 shows the chi-square test results for the association between the level of employee engagement practices managed by select IT companies and employees' annual income of employees. The computed chi-square and p-value for the association between the level of employee engagement practices and employees' yearly income is 21.696 & 0.001. The p-value is <0.01. Therefore, the proposed hypothesis is supported at the 1% level and confirms a significant association between the level of employee engagement practices managed by the select information technology companies and employees' annual income of employees.

**Inference**

The study found a significant association between the level of employee engagement practices managed by the selected information technology companies and the employees' annual income.

**H: 2f) Association between level of employee engagement practices and experience of employees working in information technology companies in the study region**

**Table 4.4.7**

**Results of chi-square results for the Association between the Level of Employee Engagement Practices and Experience of Employees**

Experience	Level of Employee Engagement Practices managed by the select IT companies			Total
	<i>Low</i>	<i>Medium</i>	<i>High</i>	
Up to 3 years	65[24.4%] (38.5%)	130[48.9%] (44.5%)	71[26.7%] (37.8%)	266[100.0%] 41.0%
31 - 6.0 years	70[27.5%] (41.4%)	115[45.1%] 39.4%	70[27.5%] (37.2%)	255[100.0%] (39.3%)
6.1 - 9.0 years	19[23.8%] (11.2%)	32[40.0%] (11.0%)	29[36.3%] (15.4%)	80[100.0%] (12.3%)
>9.0 years	15[31.3%] (8.9%)	15[31.3%] (5.1%)	18[37.5%] (9.6%)	48[100.0%] (7.4%)
Total	169[26.0%] (100.0%)	292[45.0%] (100.0%)	188[29.0%] (100.0%)	649[100.0%] (100.0%)
<i>Chi-square value</i>	<b>12.697</b>			
<i>Df</i>	<b>6</b>			
<i>p-value</i>	<b>0.026*</b>			

Table 4.4.7 shows the chi-square test results for the association between the level of employee engagement practices managed by select IT companies and the experience of employees. The computed chi-square and p-value for the association between the level of employee engagement practices and the expertise of employees are 12.697 & 0.026. The p-value is <0.05. Therefore, the proposed hypothesis is significantly supported at the 5% level and confirms that there is a significant association between the level of employee engagement practices managed by the select information technology companies and the experience of employees

### **Inference**

The study found a significant association between the level of employee engagement practices managed by select information technology companies and the experience of employees.

### **FINDINGS**

- ❖ The research concluded that employees express considerable satisfaction with various aspects of employee engagement initiatives. These include the work atmosphere,

management style, relationships among team members and colleagues, opportunities for professional growth and skill enhancement, remuneration, company policies, and measures promoting workplace well-being and health.

- ❖ The research additionally concluded that worker contentment is one of several factors affecting employee engagement. Job satisfaction is a measure that assesses an employee's degree of happiness and fulfillment with various aspects of their position, such as benefits, salary, workplace atmosphere, working hours, tasks, obligations, and interactions with coworkers and supervisors.
- ❖ The investigation revealed a notable correlation between the extent of employee engagement practices implemented by the chosen information technology firms and the yearly earnings of their staff members.
- ❖ The research revealed a notable correlation between the employee engagement strategies implemented by certain IT firms and the workforce's experience.

## SUGGESTIONS

1. In IT companies, several key elements contribute to employee engagement. These include a supportive workplace atmosphere, compelling remuneration and benefits, ongoing professional development opportunities, empowering staff in decision processes, well-defined organizational guidelines, harmonious relationships among team members and leadership, and the company's reputation for ethical practices.
2. Employee engagement doesn't occur by chance; rather, it develops in organizations that genuinely value their workers' well-being and contentment. It is essential to accurately gauge and evaluate employee engagement. Equally crucial is for companies to understand the internal factors that influence employee engagement within their organization.
3. By recognizing the specific aspects that demand their focus, companies can obtain valuable insights into the key areas they need to address to improve employee engagement.
4. In the end, organizations can boost employee engagement by establishing a well-organized communication framework within the company. This approach will provide

staff members with a clear and precise understanding of the internal workings of the organization.

## CONCLUSION

Research findings indicate that multiple factors significantly impact employee engagement in certain IT firms within the examined region. These factors encompass the work environment, leadership quality, relationships with team members and colleagues, opportunities for training and career growth, compensation packages, company policies, and workplace health initiatives. The investigation uncovered robust positive associations among various compensation components, including base salary, bonuses, incentives, allowances, and additional benefits. Companies that implement effective compensation strategies and policies notably boost employee productivity, resulting in heightened commitment and reduced staff turnover. Additionally, the research identified a strong link between employee engagement levels and various demographic characteristics, such as gender, age, marital status, professional experience, and monthly income.

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