

EMPLOYEE ENGAGEMENT PARAMETERS FOLLOWED IN SELECTED LOGISTICS CONCERNS OF COIMBATORE DISTRICT

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INTRODUCTION

Employee engagement refers to the emotional commitment and dedication employees have towards their organization's goals. It involves fostering a positive work environment, open communication, and providing opportunities for professional growth. Engaged employees are more likely to be productive, innovative, and contribute to the overall success of the company. Employee engagement is thus the level of commitment and involvement an employee has towards their organization and its values. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee. Thus Employee engagement is a barometer that determines the association of a person with the organization. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization.

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LITERATURE REVIEW

Nkosinathi Emanuel Mdletshe, (2023) has examined “Unraveling career Development practices and employee engagement in south India logistics companies”. In his study analysis of a different perspective, it is difficult to gauge the present district of knowledge regarding employee involvement due to the range of definitions that exist. Employee engagement cannot be managed or evaluated for effectiveness without being consistently defined and measured.

Dian Bagus Mitreka Satata, (2021) has examined “Employee Engagement as An Effort to improve work Performance. In this study, Employees feel genuinely engaged and enthusiastic about their work and organization. Engagement is the willingness to contribute to the company’s success through employees’ willingness to complete their work passionately and even work overtime. In addition, the involvement of owners, particularly in small and medium enterprises, in enhancing the employee engagement rate is also essential. This fact was proven by a research finding which shows that 90.9% of SME owners think that ethical company culture contributes to employee loyalty.

Robbins & Judge (2009) has examined “Culture and employee Engagement on employees”. Has analysis engagement which may be argued to be more than simply an attitude and instead allude to how focused and committed a person is in doing their job, organizational commitment refers to a person’s attitude and connection towards their firm. Absorption is characterized by being fully concentrated and happily engrossed in one’s work, where by time passes quickly and one has difficulties and detaching oneself from work.

Mantra (2009) has examined “Employee engagement-HRM” has analysis an organization’s productivity is not only measured in terms of profit. New products, and customer satisfaction, employee satisfaction, but also terms of employee engagement. This articles focus on the challenges faced by the human resources managers to improve employee engagement for an organizational survival.it is also throws light on the perspective other aspects of employee engagement like benefits, key indicators and the factors influencing employee engagement. And its critical part in running of the organization and we undertake many initiatives to enable that. We find out the employees think about engagement and based on the feedback, we analysis each input received and take action.

STATEMENT OF THE PROBLEM

The study seeks to investigate the Impact of Employee Engagement of workers of Coimbatore city, specifically though logistic industry. When employees purposely withhold information or ideas in response to behaviors, to protect themselves from negative consequences

such as job loss, or damaged relationship with supervisors. Effective communication, collaboration, and knowledge sharing are crucial in the industry for providing high-quality care. As a part of International Business, I was much interested to select my project in the field of logistics area clubbed with human resources, that Impulse me to study on Employee Engagement parameters in logistics industry.

OBJECTIVES

- To identify the key factors that influences the employee engagement in the logistics concern.
- To explore the relationship between the employee and organsational performance in the logistic industry.
- To examine the awareness level of employee engagement in a logistics company.

RESEARCH METHODOLOGY

This study is conducted in Coimbatore district, it is the third largest city of the State, one of the most industrialized cities in Tamilnadu, and it’s also ‘Manchester of south India. It is a thriving hub for manufacturing particularly in a Textiles, Engineering, and automobile industries and also shared with large number largest companies. There are Stratified Random Sampling method was adapted and the primary data forms the base for the study with well-structure questionnaire was framed and filled by the respondents. The data were sourced from 62 employees working in logistic company, during the period of December 2023 - January 2024.The simple percentage method and Chi-square method has been too used to analyze the collected data.

ANALYSIS AND INTERPRETATION

Table 1 Personal Profile of the Respondents:

RES. NO	VARIABLES	NUMBER OF RESPONDENTS	PERCENTAGE
01	Gender	Number	Percentage
	Male	49	79
	Female	13	21
	Total	62	100
02	Age	Number	Percentage
	Below 20	03	05
	21-35	44	71
	36-50	14	23
	Above 51	01	02
	Total	62	100
03	Qualification	Number	Percentage
	+2\Diploma	05	10
	Graduate	28	45
	Post Graduate	27	44
	Others	01	01
	Total	62	100
04	Income(monthly)	Number	Percentage
	Below 25000	28	45.1
	25001-50000	18	29.0
	50001-75000	13	20.9

	75001 Above	03	05
	Total	61	100
06	Experience	Number	Percentage
	Below 5 years	29	46.7
	06-10 years	20	32.2
	11-15 years	10	16.3
	Above 15 years	03	4.8
	Total	62	100
07	Current Destination	Number	Percentage
	Top level	05	8.06
	Supervisory	04	06.4
	Managerial	17	27.4
	Executives	36	58.06
	Total	62	100
08	Job Profile	Number	Percentage
	Enthusiastic	16	25.8
	Entertaining	07	11.2
	Energetic	37	59.8
	No comments	02	3.2
	Total	62	100

Source: Primary Data

Table 1 shows that out of 62 respondents, majority of respondents were Male and age group us between 21-35 years. And most of respondents were Post Graduate and they are with Married Marital status.

The Monthly Income of the respondents was below 25000 and holds the experiences as below 5 years with the designation level as Executives. And Majority of the respondents were Energetic towards their work.

OTHER FINDINGS

- Majority of the respondents were strongly agreed with the firm's training facilities.
- Most of respondents were very satisfied with training and development facilities, working environment and monetary benefits provided by the firm.
- Respondents are very satisfied with intrinsic interest & innovation, creativity, empowerment, autonomy, factors of recognition and sense of achievement and satisfaction level with factors of work life balance.
- The training that in turn determines the efficiency was agreed by most of the respondents.
- Respondents implied that there is open and transparent communication is conveyed for their work improvement.
- Job in logistics entertains a healthy work-life balance and abundant career development opportunities were available in the logistics industry.
- Opportunities are given for employees to their career development.

TABLE 2: Cross tabulation of Chi Square test analysis with Monthly Income and Career growth and Development

Ho = There is no association between Monthly Income and Career growth and Development.

Monthly Income	Career growth and Development			Total	Chi Square
	Low	Medium	High		

Below 25000	2	23	3	28	17.424 017(S)
25001 – 50000	1	13	4	18	
50001 – 75000	1	12	0	13	
75001 Above	2	0	1	03	
Total	6	48	8	62	

Source: Primary Data S/NS: Significant/ Not Significant

Table 2 depicts cross tabulation of during the study period. From the Monthly Income and Career growth and Development above table it is found that the calculated $P = .17$ which is statistically significant and lesser than the 0.05 level. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that there is an association between monthly income and Career growth and Development.

TABLE 3: Cross tabulation of Chi Square test analysis with Experience and Compensation and benefits.

Ho = There is no signification between Experience and Compensation and benefits.

Experience	Compensation and Benefits.			Total	Chi Square
	Low	Medium	High		
Below 5 years	2	25	2	29	13.217 13(S)
6-10 years	6	13	1	20	
11-15 years	0	7	3	10	
Above 15 years	0	3	0	3	
Total	8	48	6	62	

Source: Primary Data S/NS: Significant/ Not Significant

Table 3 depicts cross tabulation of Experience and Compensation and benefits of the firm during the study period. From the above table it is found that the calculated $P = 13$. Which is statistically significant and lesser than the 0.05 level. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that there is an association between Experience and Compensation and benefits.

TABLE 4: Cross tabulation of Chi Square test analysis with Current Destination and Employee safety

Ho = There is no significance between Current Destination and Employee safety.

Current Destination	Employee Safety			Total	Chi square
	Low	Medium	High		
Top level	2	3	0	5	16.154 016(S)
Supervisory	0	2	2	4	
Managerial	3	12	2	17	
Executives	3	32	1	36	
Total	8	49	5	62	

Source: Primary Data S/NS: Significant/ Not Significant

Table 4 depicts cross tabulation of Current Destination and Employee safety during the study period. From the above table it is found that the calculated $P = .16$ which is statistically significant and lesser than the 0.05 level. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that there is an association between current destination and employee safety.

TABLE 5: Cross tabulation of Chi Square test analysis with Current destination and Culture of the firm.

Ho = There is no signification between Current destination and Culture of the firm.

Current Destination	Culture of the firm			TOTAL	Chi Square
	Low	Medium	High		
Top Level	3	2	0	5	18.832 .18(S)
Supervisory	0	2	2	4	
Managerial	3	12	2	17	
Executives	2	31	3	36	
Total	8	47	7	62	

Source: Primary Data S/NS: Significant/ Not Significant

Table 5 depicts cross tabulation of Current Destination and Culture of the firm during the study period. From the above table it is found that the calculated $P = .18$ which is statistically significant and lesser than the 0.05 level. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that there is an association between Current Destination and Culture of the firm.

RESEARCH GAP

This study on employee engagement parameters in the logistics industry could be the lack of research specifically focusing on the role of leadership in engaging employees. While there is existing research on employee engagement in the logistics industry, there may be a gap in understanding how leadership behaviors and styles can employee engagement. Understanding how the values, norms, and beliefs within an organization can employee engage could provide valuable insights for managers and leaders in the industry. Employee engagement with in logistic industry often revolved around impact of technological advancement on employee satisfaction ,the effectiveness of communication strategies in teams and mainly focus on employee safety, compensation ,benefits ,employee career growth and development need to be explored in the context of logistics to employee engagement. The entire research only examines what engaged an employees, and there is lack of research regarding what should engage employees or how to determine an appropriate level of engagement. The specific features of engagement should be decided by employees, employers or both.

SCOPE OF FURTHER RESEARCH

The logistics is undergoing significant transformations driven by emerging trends reshaping the industry. Hence the following areas shall be better scope,

- ✓ A comparative study on employee engagement in the logistics industry across Coimbatore regions, including urban and rural areas.
- ✓ Investigate the impact of leadership styles on employee engagement within logistics companies
- ✓ Examine the role of technology in employee engagement.

SUGGESTIONS&RECOMMENDATIONS

- ✓ Be open and transparent with employees about company goals, plans, and challenges. This can help build trust a sense of collaboration and teamwork
- ✓ Create a culture, were it is safe for employees to share their ideas, concerns, and feedback.
- ✓ Implement carrier development programs.
- ✓ Build strong relationship with employees.
- ✓ A positive work culture not only enhances job employee engagement but also boost employee morale.

- ✓ Encouraging a culture of collaboration and teamwork by recognize team Contribution and success.

CONCLUSION

Employees Engagement result to the ability of the company to interact more closely with employees, adopt more management style and develop positive organizational cultures. It is more likely to be motivated, productive, and committed to their work, leading to improved performance and ultimately, organizational success. Addressing the key parameters identified in this study, logistics companies can create a more engaged workforce, leading to increased job satisfaction, retention, and overall business performance. Engaged employees care about the future of the company and are willing invest the discretionary effort. Ultimately, a focus on employee engagement can help organizations in the logistics industry to attract and retain top talent, drive innovation, and achieve sustainable growth in an increasingly competitive market.

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