

# **A Study on Employee Engagement Strategies During Organizational Change**

**Dr. R. Blessie Pathmu<sup>1</sup>, Ms. M. Roshni<sup>2</sup>**

<sup>1</sup>Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology

<sup>2</sup>MBA, School of Management Studies, Sathyabama Institute of Science and Technology

## **ABSTRACT:**

In the dynamic and fast-evolving world of business, change within organizations has become an unavoidable reality. Whether driven by technology, competition, or market demands, companies must adapt continuously. This study explores how employee engagement can be maintained during such transitions. Key objectives include assessing current engagement levels, understanding the role of organizational culture and its impact on retention, and evaluating employee openness to engagement strategies. Data was collected through structured questionnaires distributed across various departments and roles. The findings aim to identify effective practices that keep employees motivated and involved during change, offering valuable insights for organizations seeking to enhance engagement during periods of transformation.

## **KEYWORDS:**

- Employee Engagement
- Organizational change
- Organizational Performance
- Employee Retention
- Engagement Strategies
- Engagement Initiatives

## **INTRODUCTION:**

Organizational change has become a regular feature in today's ever-changing business environment. Companies must adapt to evolving technologies, market trends, and customer expectations to remain competitive. During such transitions, employee engagement becomes a key factor in ensuring smooth implementation and long-term success. Employee engagement represents how emotionally invested and dedicated individuals are to both their roles and the organization they work for. This study examines the impact of organizational culture and communication on employee engagement during periods of change. It also examines the relationship between engagement and employee retention, aiming to identify effective strategies that keep employees motivated, involved, and committed throughout periods of transformation.

## **OBJECTIVES:**

The objective of this study is to explore effective employee engagement strategies during organizational change and understand their impact on organizational performance. It seeks to assess the current

engagement levels of employees experiencing change and examine how factors like leadership style, communication, and organizational culture influence their motivation and commitment. The study also aims to evaluate the relationship between employee engagement and retention during transitions. Additionally, it investigates how open employees are to adopting new engagement initiatives.

### RESEARCH METHODOLOGY:

The research methodology outlines the approach used to study employee engagement during organizational change. The study employed a descriptive research design to assess employee engagement levels and identify the key factors influencing them. Primary data was gathered using a well-structured questionnaire distributed to employees through convenient sampling. The questionnaire included a mix of open-ended questions to capture both quantitative and qualitative insights. To enhance the study, secondary data was also collected from books, scholarly articles, and credible online sources. This combination of data sources helped provide a deeper understanding of the strategies that support employee engagement and retention during periods of organizational transition.

### HYPOTHESIS:

$H_0$  (Null Hypothesis): There is no significant level of employee engagement strategies and impact on employee retention in the organization.

$H_1$  (Alternative Hypothesis): Employees show a significant willingness to adopt engagement strategies and impact on employee retention in the organization.

### INTERPRETATION AND ANALYSIS OF THE STUDY:

The null hypothesis ( $H_0$ ) suggests that there is no significant connection between employee engagement strategies and employee retention during organizational change. This means that the strategies intended to boost engagement would not affect whether employees choose to stay with the organization during periods of transition. On the other hand, the alternative hypothesis ( $H_1$ ) argues that engagement strategies do have a significant impact on retention. If this hypothesis is supported, it would imply that strategies like open communication, recognition, and involving employees in decision-making positively influence their commitment, leading to higher retention rates during change.

### FINDINGS AND SUGGESTIONS:

The study revealed that effective employee engagement strategies are crucial for retaining employees during organizational change. Transparent communication, employee recognition, and involvement in decision-making significantly improved engagement levels. Employees who experienced a sense of appreciation and inclusion tended to show greater commitment to the organization and its transformation efforts. Often, resistance stemmed not from the change itself but from a lack of engagement in the process. Based on these findings, it is recommended that organizations invest in clear communication, offer regular feedback sessions, and provide opportunities for employee involvement. Additionally, leadership development programs should be prioritized to create a supportive and inclusive work environment.

### LIMITATIONS:

This study faced several limitations, including a small sample size of 115 respondents, with some employees hesitant to participate due to confidentiality concerns. Time constraints also restricted the scope

of data collection and analysis. Additionally, participant responses may have been influenced by social desirability bias or assumptions, which could affect the accuracy of the findings. Despite these challenges, the study provides valuable insights into employee engagement during organizational change. Future research should consider a larger, more diverse sample and a longer data collection period to enhance the reliability and generalizability of the findings, offering a more comprehensive understanding.

## **CONCLUSION:**

In conclusion, employee engagement plays a crucial role in organizational success, especially during periods of change. The findings emphasize that clear communication, acknowledgment of contributions, and active employee participation play a crucial role in boosting engagement and improving retention. A supportive culture, where employees feel valued and included, fosters commitment and helps reduce resistance to change. Organizations that prioritize engagement strategies are better equipped to retain talent and navigate transitions effectively. For sustained success, organizations must invest in clear communication, leadership development, and personalized engagement efforts. By doing so, they can cultivate a motivated workforce that drives growth and adaptation during times of organizational change.

## **REFERENCES**

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