A Study on Effect of Reward Management on Employee Engagement

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ABSTRACT

This research examines employee engagement strategies at Sai Techno Solution and their effectiveness in enhancing organizational performance and employee satisfaction. Utilizing a quantitative approach, data was collected from 50 employees through structured questionnaires. The study identifies critical factors influencing engagement, including managerial relationships, career development, and recognition. Findings suggest that effective engagement strategies significantly contribute to higher employee satisfaction and organizational success. Recommendations focus on improving communication, recognition programs, and professional development opportunities. This research highlights the crucial role of employee engagement in achieving superior business outcomes and enhancing workforce motivation and loyalty.

INTRODUCTION

Information technology (IT) is the use of computer systems or devices to access information. Information technology is responsible for such a large portion of our workforce, business operations and personal access to information that it comprises much of our daily activities. Whether you are storing, retrieving, accessing or manipulating information, IT greatly impacts our everyday lives. Information technology is used by everyone from enterprise companies all the way down to one-person businesses and local operations. Global companies use it to manage data and innovate their processes. Even market seller use smart phone credit card readers to collect payments and street performers give out a technology. Fortunately, IT professionals are in fairly high demand. Some IT fields are easier than others to enter. Other fields can be very competitive or require highly specialized skills.

Here are some of the easiest fields to enter in information technology, most of which can be accomplished without a bachelor's degree and will have readily available job openings.

- Technical support
- Computer repair/technician
- Desktop support
- Network support

An entry level IT certification, is the industry standard for establishing a career in IT and covers the foundational skills needed to get there first IT job and build a successful IT career.

Companies understand that they need to market themselves online. However, they often cannot fully grasp the opportunity on their own. Not all businesses have the resources to handle all of their marketing

in-house. Companies that lack the in-house resources may hire a digital marketing agency with wholistic expertise in all things digital marketing or expertise in specific niches they wish to target

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Some niches that fit under the digital marketing umbrella include SEO, social media, pay-per-click ads, email marketing, video marketing, influencer marketing, content marketing, and website design.

HUMAN RESOURCE MANAGEMENT

HRM is the strategic approach to the effective management of the people in a company or organization such that they help their business gain a competitive advantage. It is designed to maximize employee performance in services of an employer strategic objectives. Human resource management is primarily concerned with the management of people with organization, focusing on policies and systems. HR department are responsible for overseeing employee benefits design employee recruitment, training and development, performance appraisal, and reward management, such as managing pay and benefits system. HR also concerns itself with organization change and industrial relations, or the balancing of organizational practices with requirements arising from collective bargaining and government laws. Human resource department responsibilities can be subdivided into three areas; individual, organizational, career individual management entails helping employee identify their strengths and weaknesses correct their shortcoming, and make their best contribution to the enterprise. These duties are carried out through a variety of activities such as performance review, training and testing organizational development, meanwhile focuses on fostering a successful system that maximizes human resources as part of large business strategies. This important duty also includes the creation and maintenance of a change program, which allows the organization to respond to evolving outside and internal influences. Finally, there is the responsibility of managing career development. This entails matching individual with the most suitable jobs and career paths within the organization.

Online Digital Marketing Overview

The 2 main pillars of digital marketing are online marketing and offline marketing. That said, since I'll talk about online marketing in a separate guide, I'll only mention the different areas of online marketing here for the sake of completeness.

The 7 big categories of online marketing are:

1. Search engine optimization (SEO)
2. Search engine marketing (SEM)
3. Content marketing
4. Social Media Marketing (SMM)
5. Pay-per-click advertising (PPC)
6. Affiliate marketing
7. Email marketing

Inbound marketing versus digital marketing

Digital marketing and inbound marketing are easily confused, and for good reason. Digital marketing uses many of the same tools as inbound marketing email and online content, to name a few. Both exist to capture the attention of prospects through the buyer's journey and turn them into customers. But the 2 approaches take different views of the relationship between the tool and the goal.

Digital marketing considers how individual tools or digital channels can convert prospects. A brand's digital marketing strategy may use multiple platforms or focus all of its efforts on 1 platform. Digital marketing avenues.

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COMPANY PROFILE

Established in the year 2019 at Coimbatore, Tamil Nadu. "Sai Techno Solutions" is a Proprietor based firm, engaged as the foremost Service Provider of Website Designing, Digital Marketing Services, Web Page Development Services, Bulk SMS Service, and many more. Our services are high in demand due to their premium quality and affordable prices. Furthermore, we ensure to timely deliver these products to our clients, through this we have gained a huge clients base in the market.

BASIC INFORMATION

Name of Business : Service provider Company CEO   :

Venkidusamy K

Registered address : 3, forge factory, Kct Tech park athipalayam road,

chinnavedampatti, Coimbatore – 641 302 Legal status of firm : Individual –

proprietor

Annual turnover : upto RS 50 lakh

OBJECTIVE OF THE STUDY

- To measure the level of employee engagement strategy

- To provide suitable suggestion for improving employee engagement in organization

- To study the various factors that determines employee engagement in organization

- To measure the impact of engagement strategies in the minds of employees

PROBLEM STATEMENT OF THE STUDY

The productivity of an organization is largely dependent on the performance of its employees. Sai Techno Solution, like many organization, faces challenges in maintaining optimal levels of employee performance. The problem with employee engagement is that it is often low with many employees feeling disengaged or disconnected from their work and organization This can lead to decreased productivity, poor work quality, high turnover rates, and reduced job satisfaction among employees. The finding of this study will provide insights into the factors that need to be considered by the organization management to improve employee performance and performance and productivity.

REVIEW OF LITERATURE

Dow Scott (2010) A study an **"The Impact Of Reward Programs On Employee Engagement"** According to this study world at work is a global is a human resource association focused on compensation ,benefit ,work life and integrated total reward to attract, motivate and retain a talent workforce ,Founded in 1955 world at work provided network of nearly 30000 members in more than 100 countries with training certification , research, conference, and community .

Patricia Soldati (2008) A study an**" Employee Engagement"** According to this report, twelve major studies on employee engagement had been published over the prior four years by top research firms such as Gallup, Towers Perrin, Blessing White, the Corporate Leadership Council and others. Each of the studies used different definitions and, collectively, came up with 26 key drivers of engagement. For example, some studies emphasized the underlying cognitive issues, others on the underlying emotional issues.

RESEARCH METHODOLOGY

Research design

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question through the collection, interpretation, analysis, and discussion of data

Sampling

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the

researcher adopt in selecting items for the sample. Sample design is determined before the collection of data

Sampling size

The sample size taken for this survey is 50

METHOD OF DATA COLLECTION

Primary Data

Secondary Data

Primary Data

Primary data are those which are collected for the first time. Primary data were collected through questionnaire from the employees and also through personal interview

Secondary Data

Secondary data are those which have already been collected by someone else and which have already been

passed through the statistical process. Such sources used in this research include

Published printed

Journals/ periodicals

Magazines

Books

Published electronic source

Journals

General websites

TOOLS FOR DATA ANALYSIS

The researcher has used the following statistical tools

Plan of analysis

The study may face challenges in collection reliable and valid data, particularly if employees are hesitant to disclose personal information or if they do not respond

DATA ANALYSIS AND INTERPRETATION

TABLE SHOWING THE AGE OF RESPONDENTS

S.NO	AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
1	Below 25 years	22	44%
2	26-35 years	22	44%
3	36-45 years	6	12%
4	46-55 years	0	0%
5	Above 55 years	0	0%
		50	100%

INTERPRETATION:

The above table shows that 44% of the respondents are being the age group of below 25 years and 44% of the respondents are being the age group of 26-35 years and 12% of the respondents are being the age group of 36-45 years

TABLE SHOWING GENDER OF THE RESPONDENCTS

S NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	44	88 %
2	Female	18	36 %
3	Total	50	100 %

INTERPERTATION

The above table shows that the 88% of the respondents are Male and 36% of the respondents are female.

TABLE SHOWING THE MANAGEMENT LEVEL

| S.NO	MANAGEMENT LEVEL	NO OF RESPONDENTS	PRECENTAGE
1	Top level	8	16%
2	Middle level	27	54%
3	Lower level	15	30%
		50	100%
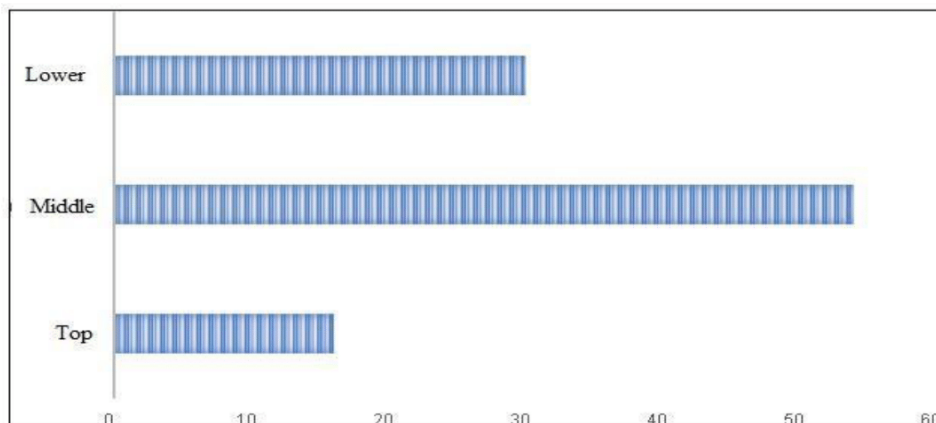
INTERPRETATION

In above table it measure the management level it shows that 16% of respondents are top level and 54% of respondents are middle level and 30% of respondents are lower level

MOTIVATION
TABLE SHOWING THE FACILITIES TO COMPLETE WORK RESPONSIBILITIES

S NO	WORK RESPONSIBILITIES	NO OF RESPONDENT	PERCENTAGE
1	Strongly disagree	5	10%
2	Disagree	14	28%
3	Neutral	27	54%
4	Agree	4	8%
5	Strongly agree	0	0%
		50	100%
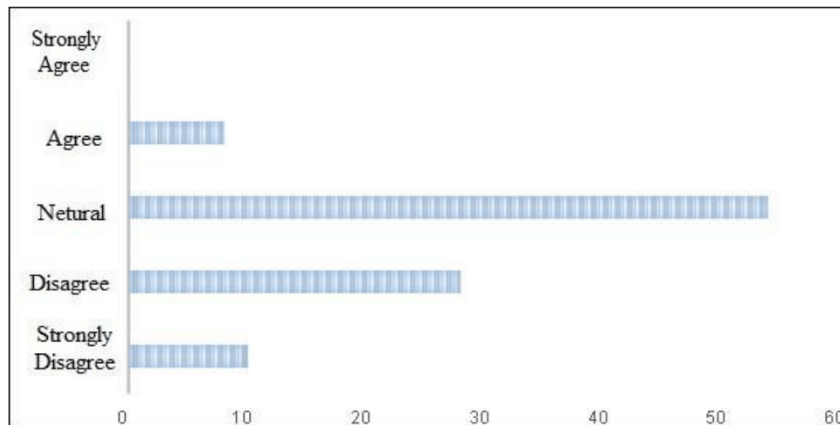
INTERPERTATION

In above table shows that 10% of the respondents are strongly disagree and 28% of the respondents are disagree and 54% are respondents are neutral and 8% of respondents are agree

ANOVA TABLE FOR AGE GROUP, TRAINING AND DEVELOPMENT PROGRAM

Age Group * Training and Development Program

ANOVA					
TRAINING AND DEVELOPMENT PROGRAM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.571	2	0.285	0.39	0.679
Within Groups	34.409	47	0.732		
Total	34.98	49			

ANOVA Effect Sizes[a,b]		Point Estimate	95% Confidence Interval	
			Lower	Upper
TRAINING AND DEVELOPMENT PROGRAM	Eta-squared	0.016	0	0.11
	Epsilon-squared	-0.026	-0.043	0.072
	Omega-squared Fixed-effect	-0.025	-0.042	0.071
	Omega-squared Random-effect	-0.012	-0.02	0.037
a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.				
b. Negative but less biased estimates are retained, not rounded to zero.				

INTERPRETATION

The anova table shows that the p-value is 0.679 which is greater than the conventional threshold of 0.05.

this indicates that there is no significant relationship between the variables taken.

FINDINGS

- ❖ Most of the respondents are satisfied with the level of employee satisfied
- ❖ 60% of respondents told that they are highly satisfied with their job towards sai techno solution
- ❖ Majority of the respondents are strongly agree with their recognition in the organization
- ❖ Most of the respondents said that they are strongly agree with their work environment and culture
- ❖ 55% of the respondents said that they are satisfied with their level of management level toward organizatio
- ❖ A major category of the respondent are agree with their association with team development programs
- ❖ Leadership quality and motivation guidance of the employees are found agree with most of the respondent
- ❖ Reward and incentive system in the organization gain favour of the respondents
- ❖ It is clear that 60%of the respondents are satisfied with the level of engagement for growth and development
- ❖ Most of the respondents are satisfied with the communication pattern prevailing in the organization

SUGGESTIONS

- ❖ The employee have a strong hope that the environment at the workplace is conductive for career development. This have to be used n favour of the management
- ❖ Major cases show that they could train the fresher. This is a good sign for betterment
- ❖ The company could use the internal source of trainers as "training is a better learning tool"
- ❖ The role clarity can be improved by creating awareness on job specified and job description among
- ❖ The communication gap at different levels of management can be reduced by creative friendly atmosphere
- ❖ The management can adopt new incentive schemes and reward systems to its employee in order to increase their job satisfaction
- ❖ The management should try to increase the salary of its employee according to the changes in economic conditions
- ❖ The organization must provide efficient working environment to maintain the employee welfare in the organization

CONCLUSION

Employee engagement strategies are critical for creating a productive and thriving workplace. When employees are engaged, they are more likely to be motivated, committed, and satisfied with their work. Here are some key takeaways and conclusions from the discussion on employee engagement strategies:

Employee engagement is crucial: Employee engagement has a direct impact on the performance and success of an organization. Engaged employees are

more likely to stay with the organization, be productive, and contribute to a positive workplace culture.

Engagement strategies should be tailored: There is no one-size-fits-all solution for employee engagement. Strategies should be customized to the needs and preferences of the organization and its employees. Recognize and reward employees: Recognizing and rewarding employees' achievements and contributions can help to build a positive workplace culture, foster engagement, and promote employee retention.

REFERENCES

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2. https://www.ambitionbox.com/reviews/sai-techno-solutions-reviews
3. Glassdoor. (2024). *SAI Technology Employee Reviews*. Retrieved from
4. https://www.glassdoor.co.in/Reviews/SAI-Technology-Reviews-E313617.htm
5. Certainly! Here's a reference to support the information provided in the article:
6. Certainly! Here are additional references that provide insights into employee engagement and the work environment at Sai Techno Solutions:

AmbitionBox Overview: An overview of Sai Techno Solutions on AmbitionBox highlights the company's strong ratings in various categories, including company culture, job security, salary & benefits, work-life balance, skill development, promotions/appraisal, and work satisfaction. AmbitionBox

Company Website: The official website of Sai Techno Solutions provides information about the company's services, mission, and leadership, reflecting its commitment to delivering quality digital solutions. Sai Techno Solutions

These references offer a broader perspective on the company's employee engagement practices and overall work environment.