Preface

Today is the time for competition. Every organization is trying its best to get competitive advantage. Organisations are fighting for good employees as they are the biggest asset and base for competition. In order to get talented people and even to retain them, the term employee engagement came up. Employee engagement also called worker engagement. Employee engagement is comparatively new term which is a step higher than what we call as job satisfaction. Employee Engagement is employee's positive or negative emotional attachment to their job, colleagues and organization that profoundly influences their willingness to learn and perform at work. Thus engagement is distinctively different from employee satisfaction, motivation and organizational culture.

This research is based on to find out the relationship between employee engagement and their effect on the telecom industry in Rajasthan. The research is done in telecom sector in Rajasthan. The study is divided in various chapters.

Chapter one consist of introduction of the topic, Its evolution, and overview of telecom industry which includes both public and private sector. Chapter two consist of research methodology which included objectives, Hypothesis, Research Design, and Review of literature. Chapter Three Included various models of employee engagement and their applications. Chapter four consist of measuring tools of employee engagement. Chapter fifth consist of analysis and interpretation of the data. Chapter six included findings and suggestions.

The research aims to find out engagement levels in public and private sector telecom industry in Rajasthan and provide valuable inputs for enhancing engagement level in employees and reducing attrition rate in telecom.