CHAPTER 7

CONCLUSION
7. Conclusion:

This study was conducted with the basic objective of uncovering the Employee Engagement practices being followed in IT companies and establishing a relationship between the Drivers that these practices focus upon and the various elements or parameters of Employee Engagement. During the course of the study the researcher has found that almost all IT companies are quite passionate about the concept and the practice of ‘Engaging’ their employees. It appears that these organizations have realized how much important this concept of ‘Engagement’ is, not only for achieving its ultimate goals but also for sustaining itself in a market scenario where both attracting as well as retaining human talent is becoming challenging day by day.

Since Employee Engagement has gained a lot of importance in the recent years, the IT companies are spending a substantial amount of their time, effort and resources in those practices which are assumed to improve Employee Engagement. In such a scenario, it becomes important to do a reality check as to whether the practices are yielding the right results or not. This study is an attempt to help companies ensure that the specific parameters/category of employee that the company wishes to focus on at any point of time and the Employee Engagement Practices that it is investing in are in sync or not.

This study establishes that for various elements or parameters of Employee Engagement there are different sets of relevant Drivers which need to be kept in mind while designing the Employee Engagement practices. Similarly it also throws light on the Drivers that play a more important role in ‘Engaging’ various levels of IT employees viz. Junior Level, Middle Level and Senior Level.

In the end the rewards that can be expected out of such streamlined and focused ‘Engagement’ efforts are many. An engaged workforce is a happy and a loyal workforce. It definitely gives an extra edge to the organization helping it remain competitive.