CHAPTER IX

FUTURE RESEARCH POTENTIAL
9.1 This research was restricted to the geographic location of Mumbai & Navi Mumbai. Future researches can be extended to other regions in Maharashtra and India which will help in gaining further insights into the phenomenon.

9.2 The research has focused on studying employee engagement and its various aspects among sales / marketing professionals. Researchers can further probe into this job category and bring about a comparison among employee engagement of sales / marketing professionals with other professionals. Such a study would prove to be useful to organizations that can bring about targeted efforts towards engaging different groups of professionals. Also the study has explored the effect of work experience, designation and mentoring on employee engagement of sales / marketing professionals. The researcher urges further exploration into personality types as mediating variable into engaging employees.

9.3 Future research can also explore the employee engagement strategies required to be implemented by organizations that know the average age of their workforce. This is based on the belief that different groups of employees require different engagement strategies to be implemented.

9.4 The researcher hopes that as human resource practices advance and employee engagement becomes more of a core HR practice than just a mere fad considered by some, organizations will start exploring the benefits
of engagement initiatives. Future research can also focus on quantitatively measuring the success of employee engagement initiatives.

9.5 This study was not industry specific. Future research can also be undertaken to study employee engagement and attrition among sales / marketing professionals from a specific industry of interest to the researcher.

9.6 The model on employee engagement and attrition developed by the researcher can be developed further to include intervening variables and their positive or negative contribution in affecting both employee engagement and attrition.