



Employee engagement in automobile industry at Bilaspur CG

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Abstract

This study examines the dynamics of employee engagement within the automobile industry in Bilaspur, exploring its implications for organizational performance, workforce retention, and overall industry advancement. Bilaspur, known for its burgeoning automotive sector, provides a unique context to investigate the factors influencing employee engagement in this specific geographical location. Drawing upon existing literature and empirical data collected through surveys and interviews with industry professionals, the study investigates the drivers and barriers to employee engagement, as well as the strategies employed by automobile companies to foster a culture of engagement among their workforces. Additionally, the study assesses the impact of employee engagement on key organizational outcomes such as productivity, innovation, and customer satisfaction, considering the specific challenges and opportunities faced by companies operating in the Bilaspur automotive industry. Findings from this research contribute to a deeper understanding of employee engagement dynamics in the automobile sector, offering valuable insights for both industry practitioners and academic researchers seeking to enhance organizational performance and employee well-being in this critical economic sector.

Keywords: Employee engagement, productivity, automobile sector, organizational, performance

Introduction

Employee engagement is a crucial aspect of organizational success, particularly within the dynamic and competitive landscape of the automobile industry. In Bilaspur, where the automotive sector thrives, understanding the factors driving employee engagement is essential for companies to maintain a motivated and productive workforce. This introduction provides a brief overview of the significance of employee engagement in the Bilaspur automobile industry, outlining its impact on organizational performance, workforce retention, and industry advancement. Through this study, we aim to explore the drivers, barriers, and strategies associated with employee engagement, offering insights to support the development of effective engagement practices tailored to the unique context of the Bilaspur automotive sector.

Company Profiles

Certainly, here are brief company profiles for Hero MotoCorp, Honda Motorcycles and Scooters India (HMSI), Bajaj Auto, TVS Motor Company, Yamaha Motor India, Royal Enfield, and Jawa Motorcycles:

1. Hero MotoCorp: Hero MotoCorp is the world's largest manufacturer of two-wheelers based in India. Founded in 1984, Hero MotoCorp has a rich legacy of providing reliable and fuel-efficient motorcycles and scooters. The company's product portfolio includes a wide range of motorcycles and scooters catering to various segments and customer preferences. Hero MotoCorp is known for its commitment to innovation, sustainability, and customer satisfaction. With a strong presence in domestic and international markets, Hero MotoCorp continues to lead the way in the global two-wheeler industry.

2. Honda Motorcycles and Scooters India (HMSI): Honda Motorcycles and Scooters India (HMSI) is a subsidiary of Honda Motor Company, Japan. Established in 1999, HMSI has quickly become one of the leading

manufacturers of motorcycles and scooters in India. The company is renowned for its advanced technology, quality, and reliability in its products. HMSI offers a diverse range of motorcycles and scooters, catering to the needs of urban and rural customers alike. With a strong focus on research and development, HMSI continues to introduce innovative products and solutions to the Indian market.

3. Bajaj Auto: Bajaj Auto is one of the largest manufacturers of two-wheelers and three-wheelers in the world, headquartered in Pune, India. Founded in 1945, Bajaj Auto has a long-standing reputation for delivering high-quality and performance-oriented motorcycles and scooters. The company is known for its focus on innovation, design excellence, and technological advancements. Bajaj Auto's product portfolio includes a wide range of motorcycles, scooters, and three-wheelers catering to diverse customer segments. With a strong global presence and a commitment to sustainability, Bajaj Auto continues to be a dominant player in the Indian and international markets.

4. TVS Motor Company: TVS Motor Company is one of the largest two-wheeler manufacturers in India, headquartered in Chennai. Established in 1978, TVS Motor Company has a legacy of manufacturing innovative and high-performance motorcycles and scooters. The company is known for its emphasis on research and development, leading to the introduction of advanced technologies and cutting-edge designs. TVS Motor Company's product portfolio includes a wide range of motorcycles, scooters, and mopeds catering to diverse customer preferences. With a strong focus on customer satisfaction and sustainable practices, TVS Motor Company continues to be a trusted brand in the Indian and global markets.

5. Yamaha Motor India: Yamaha Motor India is a subsidiary of Yamaha Motor Company, Japan, and has been

operating in India since 1985. The company is known for its expertise in manufacturing high-performance motorcycles and scooters with advanced technology and stylish designs. Yamaha Motor India offers a diverse range of products, including sports bikes, commuter motorcycles, and scooters, targeting different customer segments. With a focus on innovation, quality, and performance, Yamaha Motor India has established itself as a leading player in the Indian two-wheeler market.

6. Royal Enfield: Royal Enfield is an iconic motorcycle manufacturer known for its classic designs and rich heritage, with roots tracing back to 1901. Headquartered in Chennai, India, Royal Enfield is the oldest motorcycle brand in continuous production globally. The company is renowned for its retro-styled motorcycles, characterized by thumping engines and timeless aesthetics. Royal Enfield's product lineup includes a range of classic and modern-classic motorcycles, catering to enthusiasts and leisure riders. With a strong cult following and a commitment to preserving its legacy, Royal Enfield remains a symbol of freedom, individuality, and pure motorcycling experience.

7. Jawa Motorcycles: Jawa Motorcycles is an iconic brand with a rich legacy dating back to the mid-20th century, known for its classic and vintage-inspired motorcycles. Revived in India in 2018 by Classic Legends Private Limited, Jawa Motorcycles has reintroduced its timeless designs with modern engineering and technology. The company's product lineup includes retro-styled motorcycles featuring distinctive design elements, premium finishes, and powerful performance. Jawa Motorcycles evoke nostalgia while appealing to modern riders looking for a blend of heritage and contemporary riding experience. With a strong focus on craftsmanship, attention to detail, and customer satisfaction, Jawa Motorcycles has quickly gained a dedicated fan base in India's competitive two-wheeler market.

Literature Review

Employee engagement is a critical factor in organizational success, particularly within the automobile industry, where competition is fierce, and innovation is paramount. Numerous studies have explored the concept of employee engagement, its drivers, impacts, and strategies for implementation, offering valuable insights into its significance and application within this specific sector. Research conducted by Bakker and Demerouti (2008) emphasizes the importance of job resources, such as autonomy, opportunities for skill development, and social support, in fostering employee engagement. Within the automobile industry, these job resources are particularly relevant, as employees require access to cutting-edge technologies, opportunities for professional growth, and a supportive work environment to remain engaged and motivated. Moreover, studies by Saks (2006) and Harter *et al.* (2002) highlight the role of leadership in driving employee engagement. Effective leadership, characterized by clear communication, supportive supervision, and empowerment, has been found to significantly impact employee engagement levels. In the context of the automobile industry, where hierarchical structures and fast-paced decision-making are common, the role of leadership in fostering engagement becomes even more pronounced.

Furthermore, research by Albrecht (2010) and Macey and Schneider (2008) underscores the importance of organizational culture in shaping employee engagement. Companies within the automobile industry must cultivate a culture that values transparency, collaboration, and continuous improvement to foster high levels of engagement among their workforces. This involves aligning organizational values with employee aspirations, providing meaningful work experiences, and recognizing and rewarding contributions. In addition to internal factors, external factors such as market competition and technological advancements also influence employee engagement within the automobile industry. Studies by Beugré (2010) and Cropanzano *et al.* (2003) highlight the need for companies to adapt to changing market dynamics and embrace innovation to remain competitive and keep employees engaged. While the literature provides valuable insights into the drivers and impacts of employee engagement within the automobile industry, there remains a need for further research to explore the effectiveness of specific engagement initiatives and strategies tailored to the unique challenges and opportunities faced by companies in this sector. By building upon existing knowledge and leveraging insights from empirical studies, organizations can develop targeted interventions to enhance employee engagement, drive performance, and maintain a competitive edge in the rapidly evolving automobile industry landscape.

Research Methodology

Investigate Plan: This considers receiving a mixed methods approach to explore representative engagement inside the car industry. The combination of subjective and quantitative strategies will give a comprehensive understanding of the marvel, permitting for in-depth investigation as well as measurable investigation of key variables.

Examining Procedure: The think about will utilize stratified arbitrary inspecting to guarantee representation over different fragments of the car industry in Bilaspur. Companies will be stratified based on variables such as estimate, possession, and division (e.g., fabricating, deals, benefit). Inside each stratum, arbitrary testing techniques will be utilized to choose members, counting workers, directors, and HR professionals. Information Collection

Instruments

Overviews: An organized survey will be created to degree representative engagement levels, work fulfilment, organizational commitment, and seen authority viability. The overview will utilize approved scales such as the Utrecht Work Engagement Scale (UWES) and the Work Fulfilment Overview (JSS).

Interviews: Semi-structured interviews will be conducted with key partners, counting HR directors, division heads, and cutting-edge representatives. These interviews will give subjective experiences into the drivers, boundaries, and techniques related with representative engagement inside the vehicle industry.

Information Collection Procedure: Studies will be managed electronically to guarantee effectiveness and openness. Members will be welcomed to total the survey namelessly, with measures in put to guarantee information

confidentiality. Interviews will be conducted face-to-face or by means of video conferencing, depending on member accessibility and inclinations. Interviews will be audio-recorded and deciphered verbatim for analysis.

Information Analysis

Quantitative Information: Expressive measurements, such as implies, frequencies, and relationships, will be computed to analyse overview reactions. Inferential insights, counting t-tests and relapse examination, will be conducted to recognize critical connections between variables.

Subjective Information: Topical examination will be utilized to recognize designs, topics, and bits of knowledge from meet transcripts. Coding will be conducted iteratively to capture emanant subjects, with the back of subjective examination computer program if necessary.

Integration of Discoveries: Triangulation will be utilized to coordinated discoveries from both quantitative and subjective information sources, permitting for a comprehensive understanding of representative engagement inside the Bilaspur car industry. Meeting, complementarity, and extension of experiences will be investigated to ensure rigor and legitimacy within the outcomes.

Moral Contemplations: Moral rules, counting educated assent, secrecy, and deliberate support, will be entirely followed to all through the investigate handle. Endorsement from significant morals committees will be looked for some time recently information collection commences. By utilizing a thorough investigate technique, this ponders points to contribute profitable bits of knowledge into the flow of representative engagement inside the Bilaspur car industry, advising organizational hones and cultivating nonstop enhancement in representative well-being and organizational execution.

Data & Interpretation

1. Factors Contributing to Reaching Full Potential

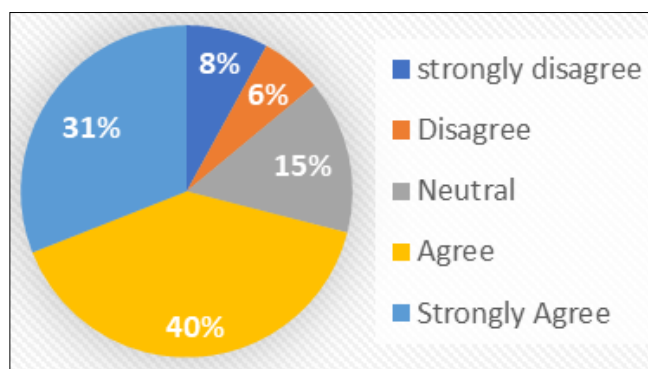


Fig 1

Majority of employees (71%) believe they can reach their full potential in their current roles. A notable proportion (16%) express disagreement with this statement, suggesting potential barriers to realizing their full potential.

2. Perceptions of Teamwork and Collaboration

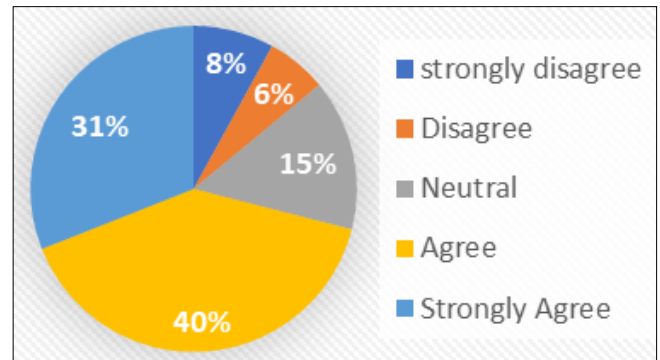


Fig 2

Most employees (70%) feel comfortable working with their team members. However, a significant minority (17%) express discomfort, indicating potential challenges in fostering collaboration and synergy within teams.

3. Receiving Timely Feedback from Work

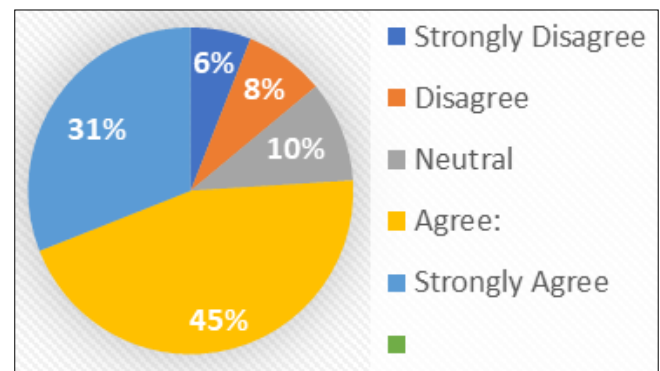


Fig 3

A large majority of employees (76%) perceive that they receive timely feedback from their work. Nonetheless, a considerable portion (19%) disagrees with this perception, indicating potential gaps in communication and performance management processes.

4. Clarity of Career Paths

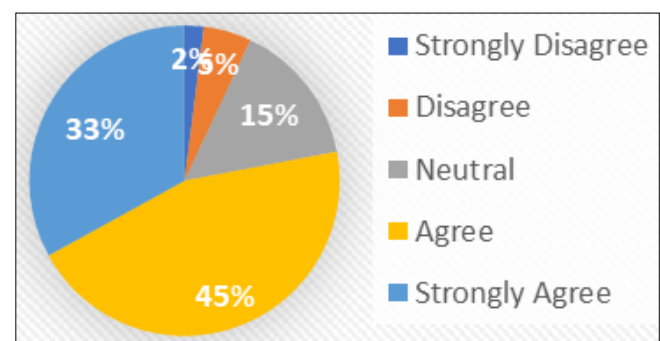


Fig 4

Many employees (78%) feel they have a clear understanding of their career paths within the organization. However, a small percentage (6%) express uncertainty, suggesting a need for clearer communication regarding career advancement opportunities.

5. Firm equal and fair policies and procedure

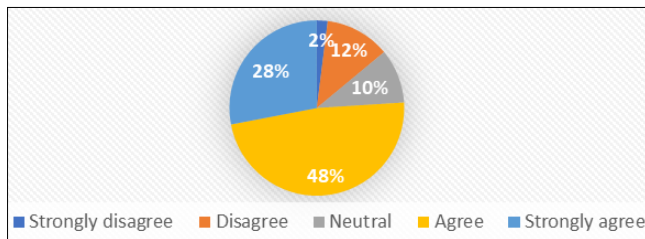


Fig 5

A significant majority of employees (68%) believe that the policies and procedures of the firm are equal and fair to all. Nevertheless, a notable proportion (17%) disagrees, indicating perceived inequalities or inconsistencies in policy implementation.

Finding

The findings suggest a generally positive sentiment among employees regarding their potential within their current roles, with the majority expressing confidence in reaching their full potential. However, there are notable areas of concern highlighted, particularly regarding collaboration within teams and the clarity of career paths. A significant minority expresses discomfort with teamwork, indicating potential challenges in fostering collaboration and synergy. Additionally, a small percentage expresses uncertainty about their career paths, suggesting a need for clearer communication regarding advancement opportunities. While the majority perceives timely feedback and equal and fair policies within the organization, a considerable portion disagrees with these perceptions, pointing to potential gaps in communication and implementation of policies. Overall, these findings underscore the importance of addressing issues related to teamwork, career clarity, and policy consistency to support employees in realizing their full potential and fostering a more inclusive and supportive work environment.

Conclusion

In conclusion, while there are positive aspects of employee engagement within the automobile industry in Bilaspur, there are also areas requiring attention. Strengthening initiatives to support employees in reaching their full potential, fostering collaboration, providing timely feedback, clarifying career paths, and ensuring fairness in policies and procedures are essential for enhancing overall employee satisfaction and organizational success. By addressing these areas, companies can create a more supportive and productive work environment, ultimately driving sustainable growth in the industry.

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