



# EMPLOYEE ENGAGEMENT & IT'S EFFECTIVENESS AT AMAZON AND ACCENTURE

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## ABSTRACT

*In recent days Employee Engagement is booming talent manager and employee engagement goes hand in hand Involving employees helps create a culture that motivates employees to collaborate, share ideas, and create breakthrough solutions. Providing excellent customer service and support, company value, teamwork with colleagues and contributing to a healthy working environment in his IT industry where customer experience is essential for customer retention and loyalty. An organization with a reputation for high employee engagement may be more attractive to her top IT talent. Companies that value employee well-being, provide opportunities for advancement, and promote a healthy work culture are more feasible to attract potential prospects, to Analyze the relationship between employee's Gender and Employee Engagement at workplace, Correlation, the sample consist of 126 employees from both the companies i.e 64 from Accenture and 62 in Amazon, the opportunity to build workplaces where employees feel empowered, valued and inspired to do their best work*

**KEYWORD :** Effectiveness, Employee Engagement, Effectiveness, Employee retention Corporate Culture.

## INTRODUCTION

Technical knowledge and abilities were the main factors influencing employee engagement. IT professionals were employed for their technical skills, and because their engagement was frequently based on how well they performed on job and delivered, it was more focused on specific tasks than larger engagement initiatives. Effectiveness of employee engagement is a crucial component of organizational psychology and management that focuses on understanding and enhancing the degree of commitment, motivation, and overall employees feelings of pleasure with their employment their work and the company for which they work. Employee engagement goes beyond mere job satisfaction; it encompasses a deep emotional connection and considering the sense of purpose the employee have for the jobs, roles, their colleagues, and the organization's mission and values.

A wide-ranging term which contains different types of engagement" (traits engagement, psychological state engagement, behavioural engagement), and different training aspects like employee development programs, stress management, workplace, technology adoption, mentoring, orientation programs, soft skill development this all helps to get the work output perfectly. (Macey & Schneider 2008). Employee's active involvement in work and the situation of full physiology, cognition, and emotion that accompanies the work engagement, including three dimensions: work engagement is a fundamental concept in the effort of understand and describe, organizational recognition helps to identify the company values and sense of work value which means give

satisfaction in work for a employee according there interest (Cha 2007). Described Employee engagement is defined as a prolonged, favorable emotional and motivational state in which employees are alert to their work and ready to devote themselves to it at any moment, and is accompanied by pleasant, proud, and encouraging experiences at work. (Zeng and Han 2005)

## Statement of the Problem

The value of the employer-employee connection in a business is the subject of employee engagement. The goal of the study is to establish that if employees are not fairly treated, it will increase attrition rates and increase the profit of the company. As a result, the company must build and improve engagement, which may be seen as crucial to employee engagement. The firm has made the strategic decision to engage employee a new method to rekindle their interest in their job. Priority must be given by the organization to assisting people, recognizing them, and upskilling their talents. The truth concerning occupational satisfaction quite significant. In relation to their compensation and opportunity for advancement, It has observed that employees are happy with their job and association with their managers.

## OBJECTIVES

- To analyse the relationship between Employee Gender & Employee Engagement at workplace

## Research Methodology

The Research is Descriptive and Exploratory research in nature



Descriptive research is a type of research design that focuses on observing and describing the characteristics, behaviours, and relationships within a particular population, group, or phenomenon. The primary goal of descriptive research is to provide a comprehensive and accurate depiction of a situation or topic without attempting to manipulate variables or establish cause-and-effect relationships.

Exploratory research is a type of research design that focuses on investigating a relatively unfamiliar or poorly understood subject in order to gain insights, generate hypotheses, and establish a foundational understanding. The primary goal of exploratory research is to explore a topic in a flexible and open-ended manner, without attempting to test specific hypotheses or establish cause-and-effect relationships.

**Source of Data Collection**

The present study involves primary data collection gathered using structured questionnaires. The secondary data collection gathered using data from other sources such as archive project reports & articles from reputed journals

**HYPOTHESIS**

**Hypothesis 1 for Amazon**

Null hypothesis (H0): There is no significant relationship between Gender and Employee Engagement at Workplace  
 Alternative hypothesis (H1) : There is a significant relationship between Gender and Employee Engagement at Workplace

**Hypothesis 1 for Accenture**

Null hypothesis (H0): There is no significant relationship between Gender and Employee Engagement at Workplace  
 Alternative hypothesis (H1) : There is a significant relationship between Gender and Employee Engagement at Workplace

**Hypothesis : Amazon**

Null hypothesis (H0): There is no significant relationship between Gender and Employee Engagement at Workplace  
 Alternative hypothesis (H1) : There is a significant relationship between Gender and Employee Engagement at Workplace

**ANOVA**

		Sum of Squares	Df	Mean Square	F	Sig.
You have opportunities for skill development and career growth	Between Groups	.216	1	.216	.181	.672
	Within Groups	71.671	60	1.195		
	Total	71.887	61			
Do you feel motivated and engaged in work	Between Groups	.058	1	.058	.059	.808
	Within Groups	58.652	60	.978		
	Total	58.710	61			
Team-building activities are organized regularly within department	Between Groups	.008	1	.008	.010	.920
	Within Groups	48.959	60	.816		
	Total	48.968	61			
Are you aware about company's mission and values align with your beliefs	Between Groups	.649	1	.649	.669	.417
	Within Groups	58.190	60	.970		
	Total	58.839	61			

Source : Primary data

**Interpretation :** From the above output from SPSS, the study tested the difference between Gender and Based on opportunities for skill development and career growth show as that the p-value is 0.672 and at level of significance as 0.05 here, p-value i.e 0.672>0.05, employee felt motivated and engaged in work shows the p-value is 0.808 and at level of significance as 0.05 here, p-value i.e 0.808>0.05, team-building activities are organized regularly within department p-value is 0.920 and at level of significance as 0.05 here, p-value i.e 0.920>0.05, employees aware about company’s mission and values align with belief’s it shows the p-value is 0.417 and at

level of significance as 0.05 here, p-value i.e 0.417>0.05, Hence the null hypothesis is accepted and alternative hypothesis is rejected. It concludes that there is no significant relationship between the Gender and Employee Engagement at Workplace.

**Hypothesis : Accenture**

H0 : There is no significant relationship between Gender and Employee Engagement at Workplace  
 H1 : There is a significant relationship between Gender and Employee Engagement at Workplace



**ANOVA**

		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
.You have opportunities for skill development and career growth	Between Groups	.863	1	.863	.733	.395
	Within Groups	72.996	62	1.177		
	Total	73.859	63			
Do you feel motivated and engaged in work	Between Groups	.397	1	.397	.420	.519
	Within Groups	58.603	62	.945		
	Total	59.000	63			
Team-building activities are organized regularly within department	Between Groups	.099	1	.099	.119	.731
	Within Groups	51.651	62	.833		
	Total	51.750	63			
Are you aware about company's mission and values align with your beliefs	Between Groups	.270	1	.270	.305	.583
	Within Groups	54.964	62	.887		
	Total	55.234	63			

Source : Primary data

**Interpretation:** From the above output from SPSS, the study tested the difference between Gender and Based on opportunities for skill development and career growth it shows that the p-value is 0.395 and at level of significance as 0.05 here, p-value i.e 0.395>0.05, Employee felt motivated and engaged in work the p-value is 0.519 and at level of significance as 0.05 here, p-value i.e 0.519>0.05, Team-building activities are organized regularly within department the p-value is 0.731 and at level of significance as 0.05 here, p-value i.e 0.731>0.05, Employees aware about company's mission and values align with beliefs the p-value is 0.583 and at level of significance as 0.05 here, p-value i.e 0.583>0.05. Hence the null hypothesis is accepted and alternative hypothesis is rejected. It concludes that there no is a significant relationship between the Gender and Employee Engagement at Workplace

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**CONCLUSION**

The results highlight the importance of tailoring employee engagement efforts to each company's unique culture, industry trends and organizational structure. Driven by experimentation and a customer-centric ethos, Amazon's data-driven approach demonstrates the importance of using technology to personalize engagement efforts and foster employee ownership. Accenture's focus on professional development, transparent communication and work-life balance demonstrates importance of creating a supportive environment that continuous learning and well-being. , both organizations have the opportunity to build workplaces where employees feel empowered, valued and inspired to do their best work. As the business landscape continues to evolve, he findings of this study will serve as a foundation for continued innovation in employee engagement and help organizations stay at the forefront of attracting, retaining and developing top talent.