



A Conceptual Study Of Employee Engagement During Covid-19

Mukherji R. k., Associate Professor, Department of Commerce, Graphic Era deemed to be University, E-Mail- rkmmukh@gmail.com, ORCHID: <https://orcid.org/0000-0001-8163-4512>

Uniyal A.K., Associate Professor, Department of Commerce, Graphic Era deemed to be University, E-Mail- amituniyal171@gmail.com, ORCHID:

Ananda Karmakar, Associate Professor, Animation & Gaming, Department of Visual arts, Ananda.karmakar1@gmail.com

ABSTRACT

Engagement of employees during Covid has been a challenge for the corporates all over the world, so this paper highlights the patterns of engagement and also pinpoints the important aspect of employee motivation during the tough times. This conceptual papers refers the blogs, newspapers, other researches and also net resources to evolve a pattern of successful engagement followed during pandemic. Organizations all over the world have gone into online training, live session of experts, psychological problem solving platforms, helplines, webinars on issues related to family, society, communication avenues, problem solving methodologies and many other ways of engagements

Keywords: Engagement, problems, ideas, sessions.

1.1 Introduction

Because of COVID-19, businesses are reorganising. Human resources managers are always coming up with new, inventive, creative, and effective ways to get people involved in healthy ways. Employee engagement encourages employees to give their best every day and be committed to the organization's goals and values. Employee engagement encourages everyone to do their best every day. When workers are engaged, they're more productive. This will bring the company more satisfied customers, sales, and profits. Companies don't forget this, which is why employee engagement is so important.

There is no single, all-encompassing definition of "engagement" in the theoretical literature, making employee engagement difficult to discuss. Here are our major issues. According to Kahn's 1990 study, engagement involves physiological and bodily presence at

work. Meaningful work, a sense of stability, and the potential to make a difference engage people. More study shows that individuals express themselves physically, psychologically, and emotionally via role plays. [Null] The cognitive portion involves leaders' and employees' views and working environment. Emotional dimension is how employees feel about the organisation and its management. "Physical aspect" relates to how physically demanding a job is. May, Gilson, and Harter (2004) tested Kahn's theory and found engagement is associated to meaningfulness, safety, and psychological state. Schaufeli, Martinez, Pinto, Salanova, and Bakker invented "job engagement" (2002). "Job engagement" is a good work-related state of mind characterised by strength, determination, and concentration. Employee engagement is a person's involvement, satisfaction, and love for their work, according to this research (Harter, Schmidt, & Hayes, 2002). Engagement is connected to work, mood, and well-being, according to this research (May et al., 2004). Employee engagement consists of two parts: work and corporate interest (Saks, 2006). Engaged employees care about their own job, performance, and effort. Employee engagement relates to a person's internal state of mind, including how hard they work, how pleased they are with their employment, and how devoted they are to the firm.

When workers are engaged, they assist the firm attain its goals, execute its strategy, and earn a lot of money. Job design, recruiting, selection, salary, training, and performance management may help engage people in their work (Vance, 2006). Organizations that include their people, manage them strategically, and communicate with them honestly, correctly, and on schedule may endure market uncertainty and be successful (Robison, 2009). Organizations and employees need each other to succeed. Participation shouldn't be a one-time affair. Instead, it should become organisational culture. Career development possibilities, encouragement, communication, acknowledgment, flexible working hours, a fair compensation structure, an open and honest work atmosphere, and decision-making opportunities may improve employee engagement (Patro, 2013). Clarity, confidence, the capacity to communicate, relationships with others, credibility, and professional advancement are six elements that improve employee engagement. If a person cares about their job and the company's success, they must feel their efforts, devotion, and hard work can assist. People are more productive when they enjoy their jobs. This leads to happy consumers and more sales and profitability. Trust and open communication are vital between workers and businesses. The firm and individual may accomplish their finest job together (Sarangi & Nayak, 2016). Employee engagement is founded on belief, dependability, devotion, and communication. Organizations may enhance employee engagement by making choices simpler, committing top leaders, and being more transparent. Employee engagement is how engaged a worker is to his or her job (Chandani, Mehta, Mall, & Khokhar, 2016). Employee engagement improves organisational and individual performance, productivity, and worker health and happiness.

1.2 COVID-19 lockout

Recently, a serious lung ailment was discovered in Wuhan, Hubei, China. Epidemiological studies link the epidemic to a Wuhan, China seafood market (Fan et al., 2020). As of May 31, 2020, the WHO reported 367,166 deaths from the COVID-19 pandemic, which had 5,934,936 confirmed cases. In Europe, there have been 2,142,547 cases and 180,085 fatalities. 2,743,793 confirmed cases and 157,702 fatalities throughout the Americas. The Eastern Mediterranean has had 12,353 fatalities and 505,001 confirmed cases. Western Pacific has 181,665 confirmed cases and 7,028 fatalities. South-East Asia has had 7,431 fatalities and 260,579 cases. Africa had 100,610 cases and 2,554 deaths. The WHO concluded that COVID-19 is a global danger (World Health Organization, 2020a). People with NCDs are more likely to have COVID-19, which may be fatal (World Health Organization, 2020b).

The WHO offers advice to the public. WHO believes that most persons with COVID-19 will have mild to moderate respiratory illness and recover without special treatment. People with heart disease, diabetes, cancer, or a long-term lung ailment are more prone to become sick. WHO recommends washing hands regularly or using an alcohol-based hand rub to prevent COVID-19 infection. COVID-19 may spread by saliva or mucus when a person coughs or sneezes. The WHO published this research (World Health Organization, 2020c). According to the report, no COVID-19 medication or vaccine has been licenced. Most nations instituted lockdowns to curb the COVID-19 spread. Many nations have closed their borders to prevent the virus from spreading.

Most governments limit their general populace through lockdowns, social isolation, or face masks. Because of the urgency, practically all firms have a work-from-home (WFH) policy. Most organisations let staff work from home during the lockout. People who work from home have issues focusing since family members interrupt them and juggling work and home life because they don't have an office. Even they lack the right tools. As COVID-19 cases rise globally, most workers feel increasingly pressured. They worry about job stability and income. Due to these issues, employees couldn't focus. Employee involvement is necessary. The company's first priority is to keep its staff healthy, happy, and engaged. Active employees provide their best. The company's management must excite their staff by giving them exciting seminars and lectures, improving morale, and creating a secure, open workplace where people feel comfortable discussing difficulties. Multimedia can help leaders communicate. Clear regulations help people accomplish their duties correctly and without stress.

1.3 Research summary

Robison (2009) presented ideas on running a firm through transformation and keeping people engaged. The author suggests informing workers what the company expects of them, providing them with the necessary resources and equipment, allowing them concentrate on

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areas where they shine, recognising them, showing them you care, and supporting their professional advancement. Employee engagement may transform employees' attitudes, plans, and behaviours, leading to greater long-term job performance. Basquille (2013) suggests that CEOs assist managers improve professionally and recognise them. This boosts staff engagement. Patro (2013) concluded that businesses should let workers make their employment entertaining and establish an engaging work environment. New study suggests employee engagement should include learning, improving, and acting. Modern firms should work hard to satisfy their employees' expectations, which influences their performance.

Bedarkar and Pandita studied employee involvement in 2014. Good leadership, honest communication, and work-life balance are key to employee engagement, according to study. Facebook groups, how much people believe Facebook is around, how simple Facebook features are to use, and how well-known Facebook is for its functions all contribute to employee engagement (Abd Latib, Bolong, & Ghazali, 2014). Employee involvement boosts organisational commitment, according to Jalal's (2016) research. The study discovered that employee involvement affects organisational commitment. According to the research, employee engagement is tied to their dedication to an organisation or institution. Lee et al. (2016) found that HR practitioners struggle to retain existing staff engaged. The findings indicated that workers were only somewhat engaged, suggesting that some may not like their jobs or fear losing them. Employee happiness may boost engagement. Garg, Dar, and Mishra (2017) identified a connection between job satisfaction and job interest. Employee engagement and job happiness are directly related, according to another studies. Disengaged employees have a higher connection. According to the report, engaged workers miss less work and experience less stress. They're happier and healthier. Research reveals that employee involvement affects a company's bottom line and profits (Saks, 2017).

Engaged personnel are positive, get along well, and perform terrific job (Jena, Pradhan, & Panigrahy, 2018). Giving employees functional, economic, and psychological rewards enhances engagement, according to Tiwari and Lenka (2019). According to the data, employee engagement is linked to information exchange, learning on the job, satisfying communication, and internal corporate communication. This research shows that when organisations invest in their human resources and put up a robust HRM system, it leads to engaged workers, which improves company performance (Tensay & Singh, 2020). Happier employees are usually more engaged (Barreiro & Treglown, 2020). Engaging workers helps a firm maintain its finest employees. Every corporation must employ its personnel effectively. Uninterested personnel won't survive long in a corporation.

1.4 Research importance

Because of COVID-19, most nations have locked down. In reaction to the recession, most companies allow employees to work from home. In these tough circumstances, a work-from-

home policy raises issues for both employees and employers. Businesses must boost employee engagement by adopting a variety of strategies. This article aims to develop inventive methods to get employees interested so they may work from home and yet feel motivated, happy, and inspired.

1.5 Investigation's purpose

During the COVID-19 lockout, to examine employee engagement.

1.6 Researching

This conceptual research uses outside sources. Conceptual papers combine information from various sources to show new ways of thinking (Chermack & Passmore, 2005). Several scholars and organisations provided the secondary research data. Most study papers, articles, blogs, and online newspapers discussed employee engagement with COVID-19 and how it operated throughout the investigation. COVID-19 figures came from WHO publications. A detailed literature review was done on employee engagement. The integrated literature review is a unique technique to learn about a subject (Torraco, 2005). A literature review summarises current literature on a subject (Chermack & Passmore, 2005). During the COVID-19 epidemic, all companies need employee participation. Even during lockdowns and other emergencies, employee engagement tactics maintain employees motivated, loyal, pleased, and happy.

Keep staff engaged when things go wrong.

The American Management Association believes organisations may boost participation even in challenging times if they're diligent and make the proper judgments. Even if harsh circumstances continue, this is true. According to the data, engaged employees produce more and have a better bottom line. Companies should prioritise employee satisfaction, good or bad (Vickers, 2019), according to The Guardian, Organizational commitment, work happiness, and organisational citizenship all affect employee engagement. According to the news, employee involvement helps firms. In tough times, employers should invest more in their employees so they feel valued. This boosts staff engagement (Robertson, 2012). Formato (2014) states that when things are challenging, leadership must be clearer than before. If corporations want their people to care, their leaders must take responsibility and encourage them to strive toward the organization's objectives. A solid communication approach helps individuals attain their objectives, even if they're difficult. The blog claims only effective leadership and communication can increase employee engagement.

Companies provide workers the tools and resources they need to accomplish successfully. Managers must often provide advise and constructive criticism to keep staff engaged and motivated. Masson (2009) thinks executives should speak to people about their careers so they can trust their growth. Supervisors must maintain lines of communication

open with their teams, assist employees identify areas for professional growth, and encourage them to exploit challenging circumstances to better their talents. DVV media HR group limited's 2018 blog article offers recommendations for motivating staff in bad times. Employees must work harder.

Jones and Kober (2019) discussed approaches to engage workers and aid the organisation in bad circumstances. These techniques:

1. Focus on your company's fundamentals. This will motivate workers through challenging times.
2. Show your employee you've got their back. This helps them remain motivated.
3. Ask staff what they think; allow them freely discuss criticisms and improvement suggestions.
4. Communicate honestly with your staff. Leaders should demonstrate their staff how to behave to boost productivity.
5. Hire personnel who will commit to your firm.

According to Matkin, employees need to understand a company's mission to know what to do when things go wrong (2016). A company should have open doors. This gives employees a voice. Companies must be honest with employees. Thus, employees and management build trust, which is crucial amid turmoil. Fan et al. gave five proposals for aiding remote employees in 2020 Nature. Examples:

Encourage employees to make your workplace healthy. Encourage remote workers to use ergonomic equipment. Be consistent. Your employees must follow a schedule and define "work" and "home" time. Engage others. Chatting with coworkers relieves stress. Having a time for non-work activities is a good idea. Promote healthful behaviours. Companies should take care of the people and raise their involvement through motivation and engaging them productively and they may then work out of their free will without any compulsion.

COVID-19's lockdown mechanism for engagement

COVID-19 has led firms to develop innovative ways to engage full-time remote employees. Some ideas:

Sarkar (2020) reports that organisations are integrating family participation in employee engagement programmes to keep employees' children engaged during the COVID-19 lockdown. In a 2020 article, Talukar suggested five ways to inspire personnel amid the COVID-19 outbreak. Your remote teams should be able to interact better, form a virtual community, and engage in online team-building activities. Goswami's 2020 essay is

Lockdown. CEAT, SAR, and Aditya Birla grant workers more time off. During a lockdown, firms provide training and development to employees. TED Talks, industry webinars, and self-created and e-learning content are examples. As the pandemic rages, companies try to calm their employees. Dutta's 2020 essay says employees may improve under lockdown. Organizations should give learning opportunities, tools for continuing professional growth, and a feeling of purpose during this trying moment to prepare their digital workforce for the future. Singh (2020a) says organisations should keep track of people and their family. According to the report, people are more inclined to remain with a firm if they have meaningful work and advancement opportunities. When employees work from home and collaborate, they may have new ideas. Employees that engage in wonder and curiosity programmes are more original and creative. Businesses must keep staff engaged during tough times.

Singh (2020b) emphasised worker challenges in this economy. This article says businesses should be aware of how stressed their employees are. In a safe and supportive workplace, employees may communicate their issues. Most companies organise employee contests, challenges, and hackathons. Companies constantly examine employee well-being and develop solutions to help them achieve work-life balance. Employers focus on employee development and learning at this time. Companies utilise webinars and live sessions to help employees learn new skills and seek guidance online. They can stay healthy and safe at home. According to Anand, the shutdown has caused issues throughout the world (2020). This article offered four tips for increasing employee lockdown participation. Email, messaging platforms, and video conferencing are successful business communications. During tough times, employees need recognition and rewards. Employees need time to cook, spend time with family, and clean. Virtual meetings with employees should be planned.

Nair (2020) revealed that Capgemini is introducing employee engagement programmes. Capgemini's employee engagement programmes include video messages from company leaders. Bhardwaj (2020) emphasised Cars24's attempts to guarantee staff participation. Cars24 also hosts "Know Your Leaders," a quiz on the company's key leaders. Others include virtual karaoke challenges, virtual campfire challenges, team-building events like video chats, and other online group challenges.

Metts (2020) from the Brunswick Group says firms must maintain staff morale and connection. Reminding colleagues to be extra careful about data breaches and cyber-security issues is vital, as is encouraging workers to share their work-from-home experiences and tips weekly or monthly, such as what they find challenging or how they stay focused and productive. Fallon discusses the team's operations amid the coronavirus crisis (2020). The post suggests keeping personnel motivated by communicating often and clearly, giving great presentations, and recording everyone. Don't micromanage, maintain social relationships in the virtual workplace, and ask your team how they're doing. Hasan (2020) explained how

COVID-19 affects employers' worker support. Amway continues to compensate its staff as before. Virtual engagement programmes like webinars can help employees gain new skills. COVID-19 workers will be covered by medical reimbursement programmes. Hindustan Coca-Cola Beverages employees established an online campaign to promote their physical and mental well-being. McDonald's India employees in quarantine may access e-learning courses, quizzes, management master classes, and other learning activities on their cellphones. ITC Hotels offers e-learning courses for particular roles and levels via major e-learning channels. An app-based hosting solution lets customers learn whenever. Clix Capital offers live e-learning classes.

Business executives prioritise employee happiness and loyalty. During an outbreak, engaging employees is crucial.

Conclusion

COVID-19 makes employee interaction crucial. During a lockdown, it's impossible to reach the top of your corporation without your workers. In this tough economy, success depends on passionate workers. Businesses should keep their employees engaged during a pandemic. Today, organisations must employ technology-aided engagement metrics to grow. Online team meetings, virtual learning, weekly online alignment sessions, webinars from experts, webinars for mental poise and calmness, and other online engagement metrics are among the innovative ways firms are engaging their workers. These employee engagement practices may relieve a coronavirus epidemic by boosting morale and dedication.

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