

**AN ANALYTICAL STUDY: EMPLOYEE ENGAGEMENT IN NEXT ADVERTISING
SOLUTION LLP, CHENNAI****Authors****Mr.M.Gargin Prabhu¹ Dr.S.Saranya² Dr.B.Velmurugan³**¹II Year MBA, NPR College of Engineering & Technology, Natham, Dindigul²Dr.S.Saranya, Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul³Dr.B.Velmurugan, Professor & Head, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul**ABSTRACT**

Employee engagement is a function of relationship between an organization and its employees. It plays a key role in achieving the organizational goals. Employee engagement leads to the feeling of belongingness and hence ultimately leads to satisfaction. Modern organizations consider their employees to be full of enthusiasm, excitement and express initiative at work, they want them to take concern for their own development, try for high quality and performance, be stout and dedicated to what they do and in other words companies need their employees be engaged. Engagement is achieved when people envisage that their organization respects their work, their work contributes to the organizational development and more prominently their personal ambitions of growth, rewards and pay are met. Thus it has become very essential to implement various HR Strategies which support every employee and make them feel valuable. The study deals with the study of literature on Employee Engagement concept, and Human Resources Strategies This study is based on secondary data which is collected through referring journals, Books and websites.

Keywords: Employee Engagement, Organization, Human Resources Strategies.

INTRODUCTION

Employee engagement is a human resources (HR) concept that describes the level of enthusiasm and dedication a worker feels toward their job. Engaged employees care about their work and about the performance of the company, and feel that their efforts make a difference. An engaged employee is in it for more than a paycheck and may consider their well-being linked to their performance, and thus instrumental to their company's success.

DEFINITION OF EMPLOYEE ENGAGEMENT

According to Kahn, "Employee engagement is the harnessing of organization members 'selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performance".

OBJECTIVES OF EMPLOYEE ENGAGEMENT:

Align Employees with the Organizations Goals and Values: Every organization has unique sets of goals and values. Aligning employees with company goals and values gives them a clear perspective of what the company wants to achieve. Employees thus have a better sense of teamwork and are less likely to leave the organization. They remain more engaged since they have a clear picture of how their efforts will translate into the organization's growth. How do you do it?

- Define the primary goals and have a proper plan chart to execute them.
- Hold a meeting to explain the goals and have a Q&A session to bring more insights to the table.
- Communicate with the employees and keep them updated on the progress.

Employee Productivity:

Productive employees give more than they take. They understand business objectives well by actively participating in almost all organizational affairs, working hard on every task, and contributing to business outcomes. With time employees stop bringing their enthusiasm to their workplace. The monotony of their work or unhealthy work culture may often lead to low employee satisfaction and diminish their passion for work. Even though the reasons can vary from person to person, the repercussions companies face for employee unproductivity are the same.

Enhance Employees' Sense of Well-being:

The sense of well-being is psychological. And people experience a good sense of well-being when they have better relationships, freedom, personal growth, and a sense of purpose and meaning in life. Employees with a good sense of well-being are engaged and satisfied in their jobs and empower others with their positivity and enthusiasm. Support your employees and always help them in need. Actively listen to them, communicate more to understand their state of mind, and try knowing anything is bothering them or diminishing their well-being.

Improve Workplace Conditions that Drive Engagement:

By workplace conditions, I mean the work environment, internal communication, teamwork, respect, and healthy relationships in the workplace. All of these aspects collectively drive productivity and engagement. And this is why it is critical to improving these aspects. Conduct employee engagement surveys to get a clear picture and then start working on the area which needs immediate attention. For example, the survey reveals that the employees are not happy about the communication in the organization and often are misinformed, or their opinions and views don't reach the top authorities.

In this case, make sure you build a culture or a communication platform that helps address these issues. When you give your employees an excellent working experience and take care of their needs, it helps improve productivity and the organization's overall growth.

Understand the Attitudes of Your Employees:

A workplace consists of diverse mindsets, and often, they have their way of completing their tasks. Therefore, it's a manager's job to understand this aspect and delegate work to employees according to their core strengths and interests. Give them flexibility if they need it. If someone asks for flexible work hours to balance their work-life, try considering it. If working around your employees' attitudes gives you more productivity and employee engagement, then consider it as your best bet.

Employee Motivation:

Employee motivation is one of the most substantial aspects of employee engagement. Motivated employees tend to perform better and are more productive in their jobs. Motivated employees feel a sense of commitment to the organization's goals and objectives. They can lead to increased productivity and allow an organization to achieve higher levels of output. In contrast, demotivated employees spent most of the working hours surfing the internet for fun or looking for other job opportunities. Employee

motivation can be increased by positive communication in the workplace, acknowledging individual contributions, and rewarding them for the same. Often a hostile work environment also diminishes employee motivation.

Management can, therefore, conduct surveys to know this aspect better and take immediate action to resolve the issue.

BENEFITS FOR EMPLOYEE ENGAGEMENT

Reduced employee turnover

One of the main employee engagement benefits for organizations is lower turnover rates. Finding and hiring new staff costs over 4,000 per employee, on average, according to the Society for Human Resource Management. Multiplied by several employees, costs add up quickly. Time and money spent on constant recruiting are resources that could be better used improving other areas of the organization. Thus, improving employee retention rate is in a company's best interest.

Employees invested in the work, connected to colleagues, and appreciated for efforts are less likely to switch companies. After all, job hopping is a gamble for employees too, and most staff are hesitant to trade a fulfilling position for an uncertain future.

Improved customer experience

We all have a story or two about interacting with a worker who was obviously less- than-thrilled about the job. Perhaps a customer service representative snapped at us during a phone call. Or a retail worker scowled and texted the whole time we brows ed the store. Maybe our doctor responded to our questions with one-word answers. Perhaps our experience was not so hostile, but rather flat, dull, or sparkle less. Every worker has the occasional bad day, but disengagement means repeated poor experiences for the customer

OBJECTIVE OF THE STUDY

- To analyze the Employee Engagement practices in Next Advertising Solution LLP Chennai.
- To find out the Satisfaction level of the employees with the current system.
- To analyze the effectiveness of the Employee Engagement
- To determine the problems and solutions provided by Next Advertising solution during the gap between different departments by creating an alignment through fun activities.
- To find the Employee Engagement status in Next Advertising and improvements required for improving the already implemented policies.

NEED OF THE STUDY

This will help to reduce the attrition and to increase the productivity and profit. It will examine and focus on how to make the employee more engaged and committed towards the organizational growth.

SCOPE OF THE STUDY

- This Project gives the sample scope to know about various aspects of HR especially regarding Employee Engagement.

- The Scope of the project is applicable to all the employees working in the organization of the middle management level.
- This project allows the researches to learn the various aspects, tools and policies which can be applied for making the employee more engaged with the organization.

HYPOTHESIS OF THE STUDY

Hypothesis 1: Engagement levels show significant within-person variability. Hypothesis 2: Engagement levels show significant between-person differences. Hypothesis 3: Fluctuations in engagement within employees are significantly positively. Hypothesis 4: Fluctuations in engagement within employees are significantly inversely.

Hypothesis 5: High levels of engagement are positively related to high levels of momentary positive affect.

RESEARCH DESIGN

Research design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection, measurement and analyses of data were descriptive research. Descriptive research involves collecting numerical through self-reports collected, through questionnaire or interviews (person or phone) or through observation. For present study, the research was descriptive and conclusion oriented.

RESEARCH METHODOLOGY

Research methodology is way to systematically solve the research problem. The research methodology includes the various methods and techniques for conduction a research. Research is an art of scientific investigation. In other words, research is a scientific and systematic search for pertinent information one specific topic. The logic behind taking research methodology into consideration is that one can have knowledge about the method and procedure adopted for achievement of objects of the project.

METHOD OF DATA COLLECTION

Information has been collected from both primary and secondary data.

Primary data:

Primary data are those which are fresh and are collected for the first time, and thus happen to be original in character. The primary data was collected through direct personal interview (open ended and close questionnaire).

Secondary data:

Secondary data are those which have been already collected by someone else and which already had been passed through the statistical process. The secondary data was collected through web sites, books and magazines.

ANALYTICAL TOOLS FOR THE STUDY

- Percentage Analysis.
- Correlation
- Chi-Square

COMPANY PROFILE

NEXT advertising Solutions is started in the year 2020 and it is also called outdoor media, and out-of-home media, is advertising experienced outside of the home. This includes billboards, walls capes, and posters seen while "on the go".

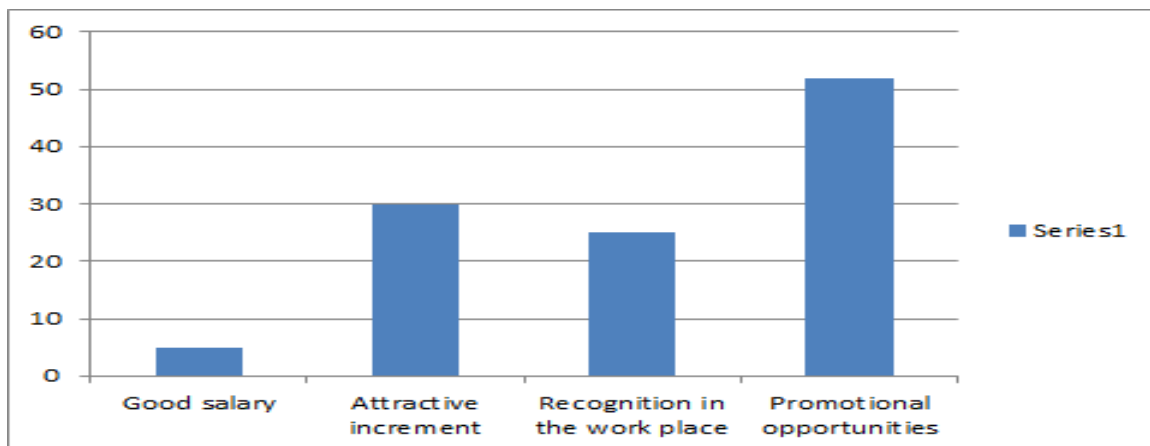
Outdoor advertising in India is a challenging vertical that warrants a quality driven approach and a penchant for innovation. In the world of personal and converging media, centered around smartphones and over-the-top content-streaming, NEXT Advertising Solutions was set up to break through the barriers of outdoor advertising with quality driven excellence and innovation delivered through a vast media inventory, completely owned by the organization. With over 10 years of experience in the out-of-home industry, the team at Next Outdoor Solutions boasts of expertise in utilizing the right media tools to formulate the right strategy for its clients. With such vast experience, NEXT demonstrates leadership in innovation and excellence in client servicing, among out-of-home industry peers.

Next offers bus shelters and DOOH billboards that are strategically placed at prime locations across Chennai. The team at NEXT is ready to improve your branding experience in the city. Providing clients with successful, cost-effective advertising solutions, with start-to-finish service is our forte. Next aims at further expanding the long-standing working relationship, and intends to strengthen the combined resources delivering on the commitment as a leading innovative OOH Media player. Next envisions offering a comprehensive OOH solution that ensures a wide reach and further supports profitable ROI for clients and partners.

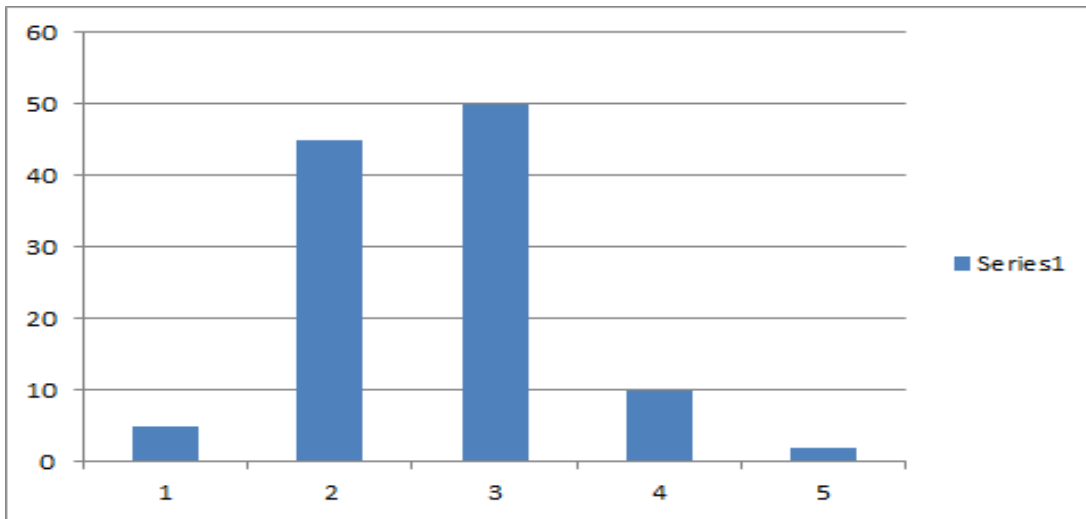
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DATA ANALYSIS AND INTERPRETATION

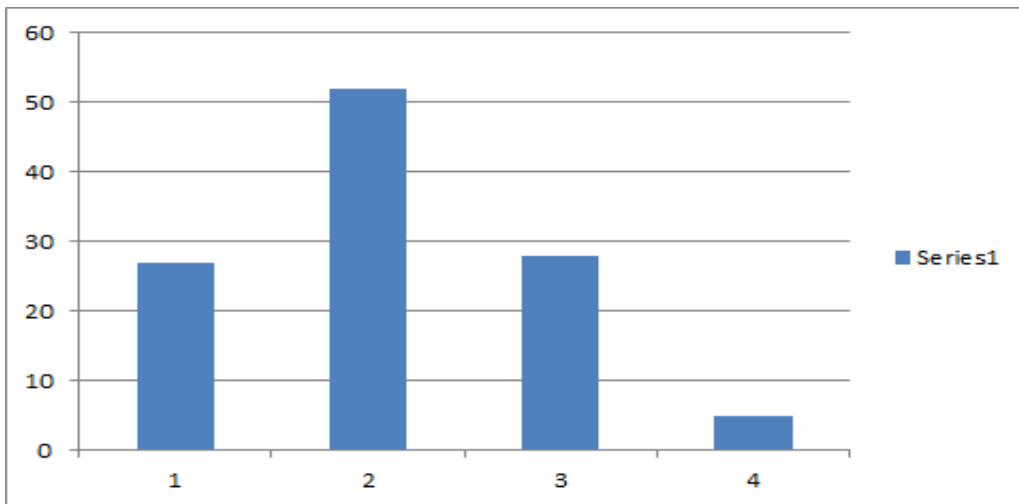
RESPONDENTS MOTIVATES THEM TOWARDS ACHIEVEMENT



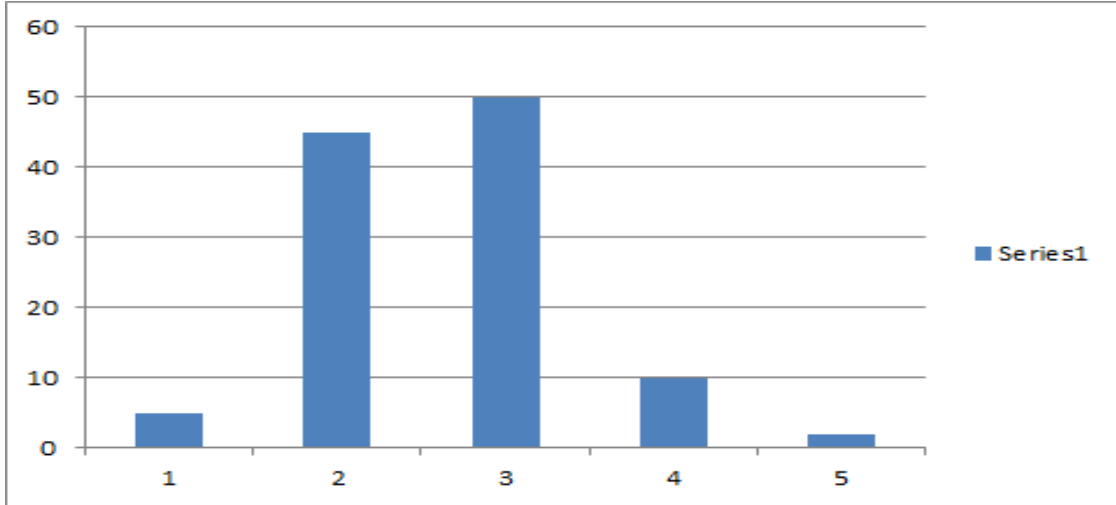
RESPONDENTS PARTICIPATE IN FUNCTION MEETING



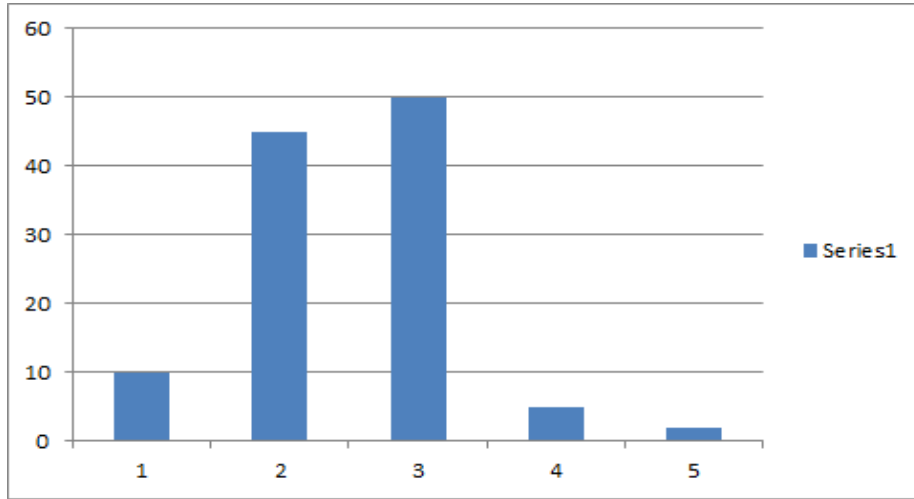
RESPONDENTS CRISIS OR PROBLEMS AT WORK PLACE WHOM WILL APPROACH



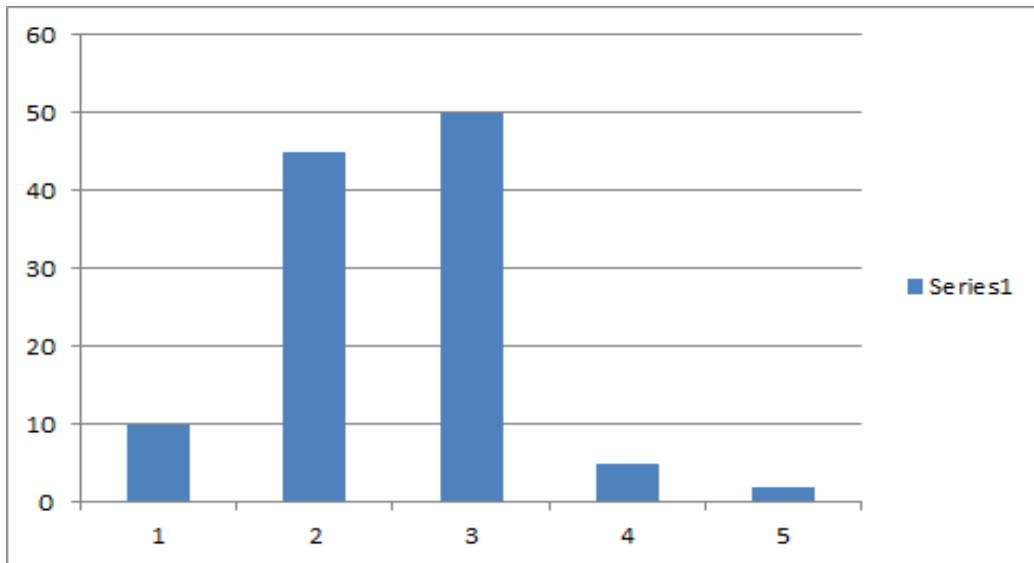
MISTAKES AND CONSEQUENTLY DON'T TAKE INITIATIVES/RISKS



SATISFACTION OF RECRUITMENT AND SELECTION PRACTICES



RESPONDENTS COMFORTABLE WITH INTERVIEWER WHILE INTERVIEWED



SUGGESTION

- Make Some Innovation with the 3D projection designs and attractive lightning for the Bus shelter advertisements to attract the public.
- The Advertisements should be with Eye-Catching designs.
- Since Bus shelter Advertisements was an legal medium the product demand will be high at low risk.
- People prefer that bus shelter advertisements are entertaining for they can promote media and entertainment advertisements.
- The Bus shelters can be shifted from low demand location to High demand Location.
- Providing plans based on their Branch Coverage and Bus shelters at Prime location.

CONCLUSION

Advertisements placed in bus shelters have been found to be effective in reaching a large number of people who use public transportation regularly. And people say that Hospital advertisements are the most engaging advertisement, such advertisements can generate brand awareness, promote the new service offered. Additionally, the location of the bus shelters advertisements is important with busy roads and near high-traffic areas, increases their visibility to a broader audience. Ultimately, the effectiveness of bus shelter advertisements depends on factors such as the quality of the ad, the placement of the shelter, perception of consumers towards bus shelters' advertisements is good they can recall up to 3-4 advertisements

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