



## A STUDY ON IMPACT OF HR PRACTICES ON EMPLOYEE ENGAGEMENT IN THE SELECTED IT/ITES COMPANIES WITH SPECIAL REFERENCE TO MYSORE CITY

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### ABSTRACT

Human resource development is the key area which every company thrives for enhancement. Today, companies invests huge amount on human resource development to elevate employees to such a level that they can be capable of utilizing themselves to the maximum potential. Human resource department modulates strategies to reach out every employee through employee engagement activities. The goal of employee engagement is to convert employee to productive resource and to upgrade themselves to capable of being ready for any kind of challenging tasks. Human resource department is making use of technology to maximum in employee engagement activities and HR practices. Big data analytics, artificial intelligence, Block chain, Algorithms, Internet of things (IOT) etc are a few technology used by companies to collaborate employee engagement and HR practices. Due to immense inclusion of these tech aspects companies have achieved cutting edge in productivity of employees.

**Keywords:** HR Practices, Employee Engagement, software companies, participation, empowerment, job satisfaction.

### INTRODUCTION

Information and Information technology enabled service companies are booming in the country where this sector employs majority of youth force in the country. This sector contributes appreciable portion to the GDP of the country.

The present study is focused on analyzing on impact of HR practices on employee engagement in information technology and IT enabled service companies.

“Employees can make or mar the organization” is the universal quote and universal truth as well. Today, human resource is the integral part of organization. Human resource determines the growth and death of company. Ignorance on the part of human resource may come heavily cost on companies which can be lead to liquidation of company. There are instances where most of the Government sector under taking have collapsed due to failure in addressing the concerns of employees. Example HMT, NGF.etc. On the other hand there are more instances where companies achieved extraordinary growth due to systematic implementation of employee engagement

activities. Example Google, Microsoft, Infosys ,IBM etc. Especially in IT and ITes sector HR practices are standardized and systematic which engage employees through different activities. These employee engagement activities are classified into three different categories vis.. 1) Learning activities, 2) Fun activities, 3) Creative leadership activities. In every category versatile activities are being implemented

### **Statement of the problem**

HR practices on the human resource management processes of recruiting, training and development and maintenance of employees in the organization. Moreover, in order to improve, IT industry is selected for this study because few studies in the context of Indian IT industry cover the HR practices specifically in context of IT companies in Mysore, which is a popular IT industry center. Mysore is the second largest software exporter in Karnataka and contributed substantially towards Karnataka's IT exports<sup>1</sup> (Khan, 2008). Some of the pioneering and large IT companies in India are located in Mysore including Infosys, Larsen and Turbo InfoTech and Excelsoft Technologies. This research will examine the current HR practices in the IT industry of Mysore, which is relatively less researched and analyze the strengths and weaknesses of the prevailing practices to draw conclusions in specific context of Recruitment, Training & Development and Retention.

The central aim of the present research is to examine and evaluate the existing HR practices comprehensively encompassing all major HR practices such as Selection, Orientation, Training and Development as well as Performance Management and Recognition that effect employee engagement in a company. This study will be specific to IT companies. The impact of HR policies and practices will be evaluated in relation to engagement levels of employees in the IT companies in Mysore.

### **RESEARCH QUESTIONS**

This study raises the following questions

1. Is IT/ITes companies followed better HR Practices.
2. What are the factors are involved in employee engagement of IT/ITes companies?
3. Is HR Practices having positively influence to employee engagement in IT/ITes companies?
4. Is engaged employee can get better job satisfaction in IT/ITes companies?

### **OBJECTIVES OF THE STUDY**

- To analyze the employees' perception with respect to the HR practices in the selected IT/ITes companies
- To determine the factors affecting employee engagement in selected IT/ITes companies
- To assess the impact of demographic profile of the employees on their Engagement in the selected IT/ITes companies
- To find out the impact of HR Practices that affecting employee engagement in the selected IT/ITes companies
- To analyze the employees' job satisfaction under the context of employee engagement in the selected IT/ITes companies

### **HYPOTHESES OF THE STUDY**

- Ho1: Employees have same perception with respect to HR Practices in the selected IT/ITes companies.

- Ho1(a): Employees have different perception with respect to HR Practices in the selected IT/ITes companies.
- Ho2: There is no significant association between demographic factors and Employee Engagement in the selected IT/ITes companies.
- Ho2(a) : There is no significant association between demographic factors and Employee Engagement in the selected IT/ITes companies.
- Ho3: There is no significant and positive relationship of HR practices to the employee engagement in the selected IT/ITes companies.
- Ho3(a): There is no significant and positive relationship of HR practices to the employee engagement in the selected IT/ITes companies.
- Ho4: There is no significant influence on various factors of employee engagement to the job satisfaction in the selected IT/ITes companies.
- Ho4(a) : There is no significant influence on various factors of employee engagement to the job satisfaction in the selected IT/ITes companies.

### SCOPE OF THE STUDY

- This study would help to know the current level of HR practices in the IT/ITes companies.
- The study would also help to understand the responsible factors on employee engagement practices in the IT/ITes companies.
- This study would help to know the impact of demographic profile of the employees to their engagement in the IT/ITes companies.
- This study would bring out impact of HR practices to the Employee engagement in the IT/ITes companies.
- This study would help to know employees' job satisfaction under the context of employee engagement in the IT/ITes companies.

### RESEARCH DESIGN

This proposed research work has empirical research design.

### DATA AND SOURCE

Both primary and secondary data are used in this study whereas mainly depends on the primary data.

**Primary data** helps to achieve the various objectives of the current study and it will be collected from employees of IT/ITes companies in Mysore City of Karnataka State. The primary data to be collect from employees through the well-framed questionnaires and it focus on selected objectives of the research.

**Secondary data** is to be used in theoretical part of the study and collected from books, journals, newspapers, various online-free journals and websites etc.

### SAMPLING DESIGN

This study using stratified random sampling method because this study focuses only to employees of IT/ITes sector.

### SAMPLE SIZE AND AREA

The sample size and sample organizations were classified as follows for the sake of this research study. The survey will be conducted with a sample study on randomly selected numbers of respondents from all the above cadres which are stratified under the different IT unit levels above mentioned (so that the generic results as well as stratified results in each units and cadre could be arrived at by research).

The sample size of the present study is 500 and it is more than the appropriate sample size of 400. The samples are taken from 10 IT/ITes companies working in Mysore City of Karnataka State. The companies have selected on the number of employee base and which are having more than 2000 employees were considered to take samples. 50 questionnaires were distributed in each sample company.

<b>Sample companies</b>
Unilog Content Solutions Pvt Ltd
Marlabs Innovations (P) Ltd
Cyient DLM
Technovations Software Pvt Ltd
Starmark Software
Aris Global Pvt Ltd
Wipro Limited
Infosys Technologies
Theorem India Pvt Ltd
Excelsoft Technologies

There are many formulas to calculate sample sizes. The present study was used to Slovin's (1960) formula in order to decide the appropriate sample size. The Slovin's technique has been used when population is known. The total population in the present study was 142137 employees (statistics on financial year 2018-2019)

The formula is  $n = N / \sqrt{1 + N e^2}$

Where, n= desired sample size to be determine

N= Total population

e= Accepted error limit 0.05

## PERIOD OF STUDY

The primary data were collected during the financial year 2018-2019

## PILOT STUDY

Before finalizing the questionnaire a small survey was conducted for the fifty employees who are working in Infosys and Wipro Companies using convenience sampling method. Based on the suggestions collected from the employees in this survey, the questionnaires was re-framed and finalized.

## FRAMEWORK OF ANALYSIS

The collected data are analyzed with the help of appropriate statistical applications. Descriptive Statistics (Percentage analysis, Mean, Standard Deviation), One-Way ANOVA, t test, Chi-Square Test, Correlation, Regression, Factor analysis, Discriminate analysis and Garrett's Ranking Technique.

## LIMITATIONS OF THE STUDY

This study has several problems but important limitation highlights are

1. Statements are restricted to important parameters of the study.
2. Due to time constraints the sample sizes were restricted.
3. This study was selected only 10 companies in Mysore city.

**LAYOUT OF THESIS**

The thesis is arranged into the following five chapters

**Chapter – I:** It deals with introduction, statement of the problem, objectives and hypotheses of the study, scope, research methodology framework of analysis and limitations of the present research.

**Chapter – II:** This chapter presents review of literature.

**Chapter – III:** It presents theoretical part of the study

**Chapter – IV:** This chapter presents analysis and interpretations related to objectives of the study

**Chapter – V:** This chapter presents findings, suggestions and conclusion of the present study

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