



EMPLOYEE ENGAGEMENT, AN EMPIRICAL STUDY ON TEACHING STAFF IN EDUCATIONAL INSTITUTIONS IN RANGA REDDY DISTRICT

Ms.Saba Inamdar

Assistant Professor, Global Institute of Engineering and Technology,
Moinabad (M), R.R District, Hyderabad, Telangana state, India

ABSTRACT

KEYWORDS:

Employee engagement,
teaching staff,
educational institutions,
employee satisfaction.

Human resource management have been dealing in the employee motivation, training, development, employee safety and wellness and many similar strategic policies to manage and maintain a healthy work culture and environment. Employee engagement is the ability of the organization in involving the employee with the organization in such a manner that the employee commits and dedicates himself/herself to the organization and brings zeal within every time he comes to the work place. Employee engagement is less studied and discussed upon. Even if it is studied or explored, it would be only for consulting firms or humongous MNC' and not educational institutions which form the radical of development or for that matter the beginning of any technologically advanced business empire either started by a qualified entrepreneur or has hired qualified team of managers and team leaders. Institutes often assume achievement of customer satisfaction through employee satisfaction and employee satisfaction is again misunderstood as satisfaction of personal needs of employees only. This paper is an empirical study on the employee engagement with a focus on the teaching staff who are in direct contact with the customer i.e. the students and knows the microscopic detail of the target customer. Employee engagement being a two way communication and commitment among the organization and the employees working there in should be based on belief, conviction, honesty, sincerity, and solidarity. The study aims at identifying the level of employee engagement in educational institutions with a view for the improved business outcomes, further to know whether the actions taken by organization are consistent with the values of the teaching staff. During the survey appropriate ratios of male and female samples were covered. The results displayed that the teaching staff desires to learn for self and for the customer i.e. the student and also yearns to be engaged in management but management is not cooperative enough for the development of teaching staff and also to cope the millennial generation as the current generation is popularly known with students of high level intelligent quotient (IQ) and multifarious attitudes. It is further found out that though management is willing to know about the needs the student but not the teaching staff.

INTRODUCTION

Employee engagement is a combination of employee' love towards the job and the organization creating a perfect layout for both the employee and the organization. In any educational institute Student' learning is the hub for the employees at all levels of education for which the employee should also be rigorously learning. The rising intelligent quotient (IQ) levels with each generation demands the older generation teaching staff to improve themselves with the changing customer quality. As we all are aware human resource is the most complex of all factors of production, keeping that in mind we can assume there are cases where management is willing for employee engagement

but there is resistance from employee who is pre occupied with personal commitments or other issues, in others cases employee is enthusiastic to help management but the bigoted management dispirit them.

OBJECTIVES OF THE STUDY

1. To know the inclination of employee towards understanding customer i.e. students.
2. To know the willingness of employees to get engaged with management.
3. To know the space provided by management in employee engagement.

4. To know the level of employee engagement in educational institutions.

SCOPE OF THE STUDY

The study will get into the insights of readiness of the employees in getting connected with both the customers and the management, approach used by management towards employee engagement with special reference to teaching staff. The teaching staff includes professors, assistants and researchers. This paper is an attempt to determine and comprehend the various aspects of employee engagement among teaching staff in educational institutions. The research paper attempts to study the employee engagement in educational institutions among teaching staff with a framing effect of employee development and satisfaction targeting goals of the institution.

RESEARCH METHODOLOGY

The research methodology used for the data description is empirical. The method of collecting information was done through questionnaire method prepared on Google forms shared through social media so that maximum of teaching staff can be approached. Special care was taken in framing the questions in prescribed form and manner to all the respondents. The secondary data has been collected from sources like websites, Wikipedia, lectures, training sessions, journals, and other sources to understand the concept and to know the work done in the topic. The total number of

professional colleges in Ranga Reddy district is 60 approximately. A sample of 100 respondents was taken and response is calculated in percentages. Questionnaire consisted of close-ended questions as the respondents are all qualified enough to answer professionally.

LIMITATIONS OF THE STUDY

1. The study was conducted for the teaching staff only.
2. Sample was restricted so a change of sample could have resulted in change of results.
3. The economic and social status of individual employee can be the reasons for least interest in getting involved in management.
4. Personal traits like, indolence and health issues can also restrict employee from engagement with management which is not disclosed during the survey.

DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is done by dividing the questionnaire in four sections. Firstly willingness of teaching staff to learn and develop self, secondly willingness of teaching staff to know about the customer i.e. the student, thirdly interest of teaching staff in management of the educational institution, fourth and the last is employee engagement by the educational institution.

Table 1: willingness of teaching staff to learn and develop self

Factors considered	Response	
	YES (In percentage)	NO (In percentage)
Faculty development programs and workshops	92.3	7.7

Source: Questionnaire

Interpretation:

As per table 1, it is observed that 92.3% of the respondents are willing to develop through further learning and only 7.7% responded negatively.

Table 2: willingness of teaching staff to know about the customer i.e. the student

Factors considered	Response	
	YES (In percentage)	NO (In percentage)
Monitor academic performance	84.6	15.4
Enquire for poor performance	94.9	5.1
Enquire about student culture	87.2	12.8
Communicate with student family	48.7	51.3

Source: Questionnaire

Interpretation:

As per table 2, it is observed that 84.6% of teaching staff monitors the academic performance and 94.9% enquires with an aim to rectify. 87.2% of teaching staff tries to know about the student's cultural background where as 12.8% is

least concerned about the culture from which the student belongs. 48.7% consistently communicates with the student family and 51.3% do not want to be in contact with the family.

Table 3: interest of teaching staff in management of educational institution

Factors considered	Response	
	YES (In percentage)	NO (In percentage)
Seeking leadership roles	82.1	17.9
Working in management interest	87.2	12.8
Volunteering in achieving management goals	87.2	12.8
Interest of involvement decision making	82.1	17.9

Source: Questionnaire

Interpretation:

As per table 3, on an average 85% of the teaching staff is interested in achieving the management goals, seeks leadership roles in the committees or teams formed, wants to

get involved in decision making and acts for the benefit of the educational institute. Only 15% is not interested in the management of the educational institution.

Table 4: Employee Engagement by the educational institution

Factors considered	Response	
	YES (In percentage)	NO (In percentage)
Feedback on management	60.2	30.8
Feedback on students	82.1	17.9
Opportunity to assess student informally	66.7	33.3
Support in dealing student	71.8	28.2
Appreciation on career development	69.2	30.8
Sharing of views and ideas	69.2	30.8

Source: Questionnaire

Interpretation:

Based on the data table 4 clearly displays that only 60.2% of employees are approached by the management for discussions on the changes in management and 82.1% employees agreed that management initiates feedback from employees on student. 66.7% employees said that management provides opportunity to assess students informally and also 71.8% agreed on management support in dealing students. 69.2% informed that management appreciates employee career development and also allows them to share views and ideas on management.

CONCLUSION AND SUGGESTIONS

It is to be understood that the gap formed between the generation X and generation Y can be filled in by the teaching staff only by continuous learning and redesigning the teaching process at par with the needs of the students. On the other hand it is the responsibility of the management to develop an emotional connection with the staff so as to stimulate them mentally that employee feels pride in getting associated with the educational institute. It is suggested that this gap should be identified by the management and filled in so as to achieve employee engagement as the study revealed that most of the teaching staff is inquisitive in getting involved in management of the educational institutions they are working in, for the betterment of both the teaching staff and the institute. Management' autistic policies are the drivers to employee attrition. Disengagement of employee directly affects the retention of employee. Employee engagement in the right direction would result in an enormous professional

development and learning process with better business outcomes. Further The study revealed that more than fifty percent of the teaching staff do not want to communicate with the families of the students though more than eighty seven percent are keen to know about the cultural background of the student, the difference creates a scope for further study to find out the reason for this gap and difference of opinion with a common platform.

REFERENCES

1. "Increasing Employee Engagement: Education." *Infosurv*, 31 Oct. 2017, www.infosurv.com/increasing-employee-engagement-education/.
2. Ltd., *People Matters Media Pvt.* "The Art of Employee Engagement." *People Matters*, 15 Sept. 2017, www.peplematters.in/article/c-suite/the-art-of-employee-engagement-16177?utm_source=peplematters&utm_medium=interstitial&utm_campaign=learnings-of-the-day.
3. www.sajip.co.za/index.php/sajip/article/viewFile/247/244.
4. Barends, Arne. "HR's Role in Employee Engagement." *Effectory - Leading in Employee Feedback*, 27 Feb. 2016, www.effectory.com/knowledge/blog/hrs-role-in-employee-engagement/.
5. "What Is Employee Engagement? Definition and Meaning." *Business Dictionary.com*, www.businessdictionary.com/definition/employee-engagement.html.
6. Ltd., *People Matters Media Pvt.* "The Art of Employee Engagement." *People Matters*, 15 Sept. 2017, www.peplematters.in/article/c-suite/the-art-of-employee-engagement-16177?utm_source=peplematters&utm_medium=interstitial&utm_campaign=learnings-of-the-day.