

Digitalization: A Blessing or Curse for Employee Engagement in India

Bijal Shah and Ravi Sankar Maripi***

ABSTRACT

The Republic of India is a developing nation. It is a rapidly developing country and it has a large number of skilled work force. It is one of the major exporters of software employees and information technology services.

The aim of the study is to establish the relationship between digitalization and employee engagement. Basing on the review of literature, it was observed that the digitalization influences the employee engagement in organizations. Descriptive method was employed in this study. The results of the study indicate that the digital transformation of the industry is a boom to employee engagement. A Plan of action was developed for blooming the digital work places.

Keywords: *Employee engagement; Digitalization; Digital work place.*

1.0 Introduction

The republic of India is a magnificent and distinctive country in the world. By area, India is the seventh largest country in the world. It is the second most populated and largest democratic country. It is remarkably an affluent country ranked fifth in terms of overall Gross Domestic Product. The Human Development Index of India is 0.64. India is a developing country with rapidly flourishing market economy. It is fastly developing, industrialized country with substantial amount of experienced labor force.

2.0 Labor Force in India

The skilled labor force or employees working in Indian organizations contributing their best towards the effective management of their organizations. Employees are the reliable and precious resources for any industry or organization for the following reasons:

- Employees manufacture the finished goods in industry.
- Employees supervise the finances of the organization.
- Employees can elevate the business.
- The intelligent attempts placed by the employees bring prosperity to the organization.
- The ardent employees look after the organization with their unfounded efforts.
- Employees are exactors of revenue.

The vigor, devotion, zeal and their psychological relations with the organization make the employee's a strong foundation to the organizations. Employees play a pivotal role in the advancement of Indian economy.

**Corresponding Author; Assistant Professor, Department of MBA, PIMR Parul University, Vadodara, Gujarat, India. (Email: rana.ali0191@gmail.com)*

***Research Scholar, Department of MBA, PIMR Parul University, Vadodara, Gujarat, India. (Email: maripi.ravi@mahindra.com)*

3.0 Objectives of Study

The major objectives of the study are:

- A) To study the importance of Employee Engagement in organizations
- B) To find out the effectiveness of Digitalization in enhancing the Employee Engagement.
- C) To suggest measures to maintain a good digital work place.

4.0 Research Methodology

In the words of best (1959) “Research is considered to be the more formal, systematic, intensive process of carrying on the scientific method of analysis”.

Research studies are distinguished on the basis of the methods they adopted. In this study, the researcher employed the method of theoretical research. The theoretical research increases the understanding of a fact. Hence the researcher employed the theoretical approach to analyze and make connections between the Digitalization and Employee Engagement.

The work place research foundation found that employees who are engaged are 38% more likely to have above average productivity.

5.0 Review of Related Literature

To provide a background for the problem area, the review of related literature is necessary. It sharpens and defines existing knowledge in the problem area. It contributes to the general learning of the researchers.

6.0 Employee Engagement

The psychological allegiance of the employee towards the organization is called the employee engagement. It is a work place perspective evolving engagement. it is a workplace perspective evolving the righteous environment for all associates of non-organization.

Better engaged employees are jovial and faithful. They manufacture quality products. They evince less absenteeism. Organizations with high levels of employee engagement are more profitable high levels of employee engagement can transform an ordinary organization into an extra ordinary organization.

The basic requirements of employee engagement in an organization are:

- Trust
- Identification
- Stimulation
- Ambience
- Observation
- Growth

7.0 Digital Work Place

By employing suitable technologies and mechanisms like Digitalization, the organizations can manage and engage their employees for getting adequate production with lower costs.

Digitalization is a helping hand on creating more possibilities for development Digitalization develops amalgamation and inner association between different sections in an organization.

Digitalization of an organization has advantages like omni presence of data, easy and immediate transmission of data. The digital changeover is the incorporation of digital technology into all sections of an organization.

The digital transformation of an organization requires:

- The revamp the revamp of procedures and activities in the organization
- The restructuring of functioning and
- The realignment of association with consumers.

In the opinion of the leading research and advisory company, “Gartner”, The digitally transformed work place (Digital Workplace), facilitate successful way of functioning, elevating employee engagement and briskness. The digital work place upgrades the inner connections in an organization. It revamps inner association among employees. It refines the experience the employee engagement. The digitalized work places are a timely benefit the employee engagement.

8.0 Intensification of Employee Engagement

The strategies to increase employee engagement digitally are given below:

- Command employees’ noteworthy activities through work place group chat.
- Encourage and implement peer to peer recognition via cloud-based platform.
- Link up with online course providers like courser, Udemy, LinkedIn learning etc. and encourage employees to upgrade their learning at their convenience.
- Form online communities embroiling all employees under social networking services.
- Provide necessary digital tools to all employees required at the work place.

9.0 Conclusions

- Employees are most important and reliable asset to any organization
- Employees are the strong base to any organization
- Enhancing employee’s capability is a priority to organizations.
- Digital up skilling and employee engagement is the need of the hour to organizations.

10.0 Suggestions

The following one the suggestions to maintain a good digital work place

- Conduct virtual meetings instead of in person participation meetings.
- Use intranet software so that employees can associates from anywhere
- Utilize the digital looks like google does to get more works from employees
- Promote two ways interaction between lower and higher-level employees
- Develop teamwork and professional bond between employees
- Use digitools to identify key performance indicators
- Facilitate remote work for all employees
- Provide proper digital tools to employees at work place, so that they can work efficiently with less.

References

Ahmad et al., (2002), have identified that job factors, stress, pay, work environment and work load have contributed towards job performance among employees.

Clayton Glan (2006), Key skills retention and motivation. The war for talent still rages and retentions is the high ground, industrial and commercial training, 38(1), 37-45.

According to Dale Carnegie (2017) study, “Just 26% of leaders surveyed say that, employee engagement, is a very important part of what they think about, plan and do every day. Another 42% say they work on it frequently, and the rest only occasionally rarely or never”,

Glan (2006) Suggests that the work environment may play a key role in predicting engagement along with organizational process, role challenge, values, work-life balance, information etc.

Social Chorus (2019), “Why is Employee Engagement Important to company success?” [https://socialchorus.com> blog](https://socialchorus.com/blog)

The digital environment is the modern arena for business activities which use varieties of computer and networking technologies. It may be seen from the above studies, that the digital work place plays a significant role.