

# A Study on The Impact of Employee Engagement on Productivity at General Connectors India Pvt. Ltd

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**Abstract-** In today's dynamic business environment, employee engagement has become a crucial factor in achieving organizational success. This study focuses on analyzing the relationship between employee engagement and productivity at General Connectors India Pvt. Ltd. The research aims to understand how factors such as recognition, company culture, leadership communication, mental health support, and mentorship affect employee satisfaction and performance. A descriptive research design was adopted, and data were collected from 150 respondents through a structured questionnaire. Statistical tools like ANOVA, correlation, and regression were applied for data analysis. The results reveal a strong positive relationship between employee engagement and productivity, with recognition, communication, and company culture emerging as the most influential factors. The study concludes that promoting a culture of trust, transparency, and recognition can significantly enhance employee motivation, commitment, and overall organizational performance.

## I. INTRODUCTION

Employee engagement is the emotional and mental connection employees feel toward their work and organization. Engaged employees are motivated, committed, and contribute more effectively to achieving company goals. In today's competitive business world, engagement is a key factor for productivity, innovation, and employee retention. This study focuses on **General Connectors India Pvt. Ltd.**, a manufacturing company where teamwork, precision, and consistency are essential. The research explores how factors such as recognition, company culture, leadership communication, and job satisfaction influence employee engagement and overall productivity. A better understanding of these factors helps the organization create a positive work environment and improve performance.

## II. OBJECTIVES

- To define the concept of employee engagement and its importance in organizations

- To assess the relationship between employee engagement and organizational productivity
- To identify the role of organizational values and beliefs in fostering employee engagement
- To explore the impact of job satisfaction on employee engagement levels
- To recommend strategies for improving employee engagement within the organization.

## III. RESEARCH METHODOLOGY

Research Methodology refers to the systematic process and techniques used by researchers to collect, analyze, and interpret data in order to answer research questions or achieve research objectives. It explains how a study is conducted, the tools and methods used, and the approach for analyzing data, ensuring the research is reliable, valid, and scientifically sound.

In simpler terms, it is the “how” of research—how information is gathered, processed, and evaluated to draw meaningful conclusions.

## IV. TOOLS FOR ANALYSIS

ANOVA

AIM: To test whether there is a significant difference in the mean **age** between groups.

NULL HYPOTHESIS: There is **no significant difference** in mean age between the groups.

ALTERNATIVE HYPOTHESIS: There is a **significant difference** in mean age between the groups.

TABLE 4.3.1

ANOVA					
AGE					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39.000	1	39.000	67.906	.000
Within Groups	85.000	148	.574		
Total	124.000	149			

**INTERPRETATION:**

- **F-value** = 67.906
- **p-value (Sig.)** = 0.000 (< 0.05)

Since the **p-value is less than 0.05**, we **reject the null hypothesis** and accept the alternative hypothesis.

**PEARSON CORRELATION**

AIM: To examine the relationship between employee recognition, skill development, managerial communication, work-life balance, and supervisor feedback.

NULL HYPOTHESIS: There is no significant correlation between the variables.

ALTERNATIVE HYPOTHESIS: There is a significant correlation between the variables.

TABLE 4.3.3

		Are you recognized for your contributions?	Are you trained to develop new skills?	Does your manager communicate well with the team?	Are you satisfied with your work-life balance?	Do you get useful feedback from your supervisor?
Are you recognized for your contributions?	Pearson Correlation	1	.681	.760	.227	.937
	Sig. (2-tailed)		.000	.000	.005	.000
	N	150	150	150	150	150
Are you trained to develop new skills?	Pearson Correlation	.681	1	.642	.155	.790
	Sig. (2-tailed)	.000		.000	.059	.000
	N	150	150	150	150	150
Does your manager communicate well with the team?	Pearson Correlation	.760	.642	1	.443	.882
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Are you satisfied with your work-life balance?	Pearson Correlation	.227	.155	.443	1	.358
	Sig. (2-tailed)	.005	.009	.000		.000
	N	150	150	150	150	150
Do you get useful feedback from your supervisor?	Pearson Correlation	.937	.790	.882	.358	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

**INTERPRETATION:**

- **Recognition & Feedback (r = .937, p < .01):** Very strong positive correlation — employees who feel recognized are also more likely to receive useful feedback.
- **Recognition & Manager Communication (r = .760, p < .01):**

Strong positive correlation — recognition is linked with good managerial communication.

**V. FINDINGS**

- There is a **significant difference in mean age** between groups (F = 67.906, p < 0.05).
- There is also a **significant difference in mean monthly income** among groups (F = 37.264, p < 0.05).
- **Recognition and Feedback** show a very strong positive correlation (r = .937, p < 0.01).
- **Clear communication** is strongly related to **reward satisfaction** and **work-life balance** (r = .702, p < 0.01).
- **Company values** strongly correlate with **transparent communication** and **employee inspiration** (r = .813, p < 0.01).
- Recognition for values and company values inspiration are almost perfectly correlated (r = .994, p < 0.01).
- Promotion opportunities and work personalization are strongly linked (r = .989, p < 0.01).
- Some negative correlations exist, such as between achievements valued by the organization and promotion satisfaction (r = -.162, p < 0.05).

**VI. SUGGESTION**

- **Enhance Recognition Systems:** Since recognition strongly correlates with feedback and communication, companies should strengthen recognition programs.
- **Improve Communication:** Transparent and clear goal communication should be prioritized as it directly influences motivation, reward satisfaction, and sense of purpose.
- **Strengthen Company Culture & Mental Health Support:** These factors are highly predictive of employee development and education. Organizations should invest in culture-building activities and provide strong mental health resources.
- **Provide Growth Opportunities:** Promotion and personalization of work tasks significantly improve satisfaction; organizations should implement clear career paths.

**VII. CONCLUSION**

The study concludes that employee engagement factors strongly influence both individual development and organizational outcomes. Recognition, communication, company culture, and mental health support emerge as critical drivers of satisfaction and education.

While mentorship shows weaker influence, improvements in this area could further strengthen engagement. Overall, fostering a supportive culture, clear communication, and recognition-based practices can significantly enhance employee growth and organizational productivity.