Prominence of Employee engagement and Organizational commitment in context to Millennial

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Abstract

Employee engagement in the organization works act as a catalystand employees commitment gives a competitive advantage to the organization. But in today's scenario, organizations can achieve unexpected results only when the workforce reveals willful commitment towards their tasks through higher efficiency and positive engagement in the organization. According to David Mac Lead "This is regarding how we make the circumstances in which workers offer more of their talent and potential." Happy and satisfied employees would routinelyinterpret into enhanced process, better efficiency, and aimproved work environment. As it turns out, it's the emotional commitment of the employee towards organization and its goals that is an important catalyst for any organization to grow and successfully achieve its objective. The main objective of the study is to understand the relationship among EE & OC in context to millennial employees in an organization, in other way it has observed that the role of organizational commitment leads to higher productivity, profitability and active employee engagement.

Introduction

The aim of this study is to understand the various office characteristics, such as, opportunities for employee enlargement, satisfaction level, development

opportunities, and workplace challenges persuade OC in the Millennial. The purpose of this study is to draw focus on organizations policies shaping the right approach towards individual interest and organizational interest.It has been observed that within the span of 3 years 60% of the millennials had left their employers (by 2010)(Pew Research Center, 2015).

Employee Engagement

In today's state of affairs, the role of Employee Engagement (EE) is totally changed and has emerged as a new field of study.For nurturing zenith in employee performance Employee engagement plays a pivotal role, as suggested in previous literature (Macey et al., 2009; Mone and London, 2010). In general we define EE as the stature of involvement, commitment and participation towards their work and towards organization.

EE brings the individuals interest and organizational interest together. All those organizations who have focused and made good strategy towards employee engagement will always have competitive advantage and will always attract new talent. Robinson et al (2004, p. 9), "An encouraging approachdetained by the employee towards the organization. An affianced employee is alert of business circumstance, and works with contemporaries to improve routineinside thejob."Engagement is a status of an individuals' agreement with, satisfaction and assurance with his job and organization.

Organizational Commitment

(Buchanan, 1974) defined the word 'Commitment' as the readiness of an individual to devote their power and faithfulness to an organization apart from merely involved in the relationship.Organizational commitment in the administrative center is the connection employees practice with their organization. Organizational commitment plays anessentialpart in shaping whether an employee will remain in the business for a good tenure and work fervently towards achieving the organization's objectives.OC defines the level of satisfaction and engagement n employee have towards its organization and work. A good organization commitment develops a connection between employee and organization and develops a sense of belongingness. According to Meyer and Allen (1997), an employee is said to committed when he/she works passionately and frequently for the organization and also stays with organization through hardships. The downfall of the organizations goodwill and performance is all because of lack of OC.(Farrell and Rusbult, 1981).

Millennial

Millennial are measured to have characteristics of Boomer and Gen Xer cronies: cooperation &methodical, correspondingly (Zemke et al., 1999). However, Millennial is said to be unrefined in areas of knowledge and interpersonal skills, particularly in treating difficult individual issues. These unrefined sections bring

Millennial tough times in the office (Zemke et al., 1999). Millennial generally like to innovate Millennial want to innovate and refurbish things. (Lancaster & Stillman, 2010). Millennial are more prone towards job stability.

Relation between Organizational commitment and employee engagement in context to Millennial

It was suggested that affective commitment has a direct control on employee performance (Robinson et al., 2004). Very few studies have focused on the other two parts of the Employee Engagement i.econtinuance and normative but in the recent times most of the studies has indicated that there is a positive relationship between EE and OC (Demerouti et al., 2001, Maslach et al., 2001).The organizational work environment plays an important role in bringing together EE and OC. Very clearly it can be seen and through many studies it is found that EE and OC can potentially convert into important business outcome for the organizations.To help you meet the profit of an affianced, devoted personnel at your organization, this report helps in understanding the relation between EE and OC and their effect on millennial. Most of the organization in today's world have invested considerably in policies and practices that promotecommitment and loyalty in their workforce.

Literature Review

(Robert J. Vance, 2006) studied "*Employee Engagement and Commitment*" and found that Training and development can be a further lever for enhancing commitment. Training usually starts with guidance for new hires. Orientation offers many important opportunities – including pay explanation, work schedules and corporate policy.

(Allen, 2014) studied "*Employee Engagement – A Culture Change*" and found that Most organisations are working to create a culture and environment that reflect their values, tasks and goals, and some are actively working to make their employees a key success driver.

(Robertson-smith & Markwick, n.d.) Studied "*Employee Engagement*" and found that Commitment is consistently demonstrated as a matter for the employee who can benefit the organisation through commitment and commitment, advocacy, discretion, talent use and support for the goals and values of the organisation. Employed employees feel attached to their organisation and invest in the organisation as a whole, not only their role. Employed employees will stay with the company more likely, perform 20% better than their colleagues and act as business representatives.

(Woodka, 2014) studied "*Employee engagement*" and found that A select portion of informed management has long placed its aspiration to involve, engage and win the commitment of employees high on the agenda. However, in recent times there

has been an atoning resumption of employee involvement and the phenomenon seems to have evolved and revisited.

(Ghazzawi, 2019) studied "*Organizational Commitment: A Review of the Conceptual and Empirical Literature and a Research Agenda*" and found that Managers in general and departments of human resource in many organisations focused on the concept of organisational commitment used as predictors of employee retention. For example , a key role for managers of human resources(HR) is to understand and use this knowledge to improve employee retention and productivity. Organizational commitment (OC) is defined as 'the relative strength of identification and involvement of the individual in a particular organization,' and states that OC describes the status of commitment of the employee to the institution and identification of the employee with the values and objectives of the organization.

(Ghazzawi, 2019) studied "Employee organizational commitment" and observed that In the competition world of today, no organisation can perform superiorly unless every employee is committed to the objectives of the organisation and works as an effective member of the team. Employees who come to work and do their job independently every day are no longer enough. Employees should think of themselves as entrepreneurs, work in teams and demonstrate their value.

(Leite, de Aguiar Rodrigues, & de Albuquerque, 2014) studied "*Organizational Commitment and Job Satisfaction: What Are the Potential Relationships*" and found that in a retrospective and evolutionary analysis of 30 years of research on the growth of strategic human resources management, affirm that strategic human resources management has retained its strength, in terms of being recognized as an important area of continuing study. These authors argue that the challenges are the completion of the information gaps found previously and the exploration of new directions in a rapidly evolving and complex world.

(Grego-Planer, 2019) studied "*The Relationship between Organizational Commitment and Organizational Citizenship Behaviors in the Public and Private Sectors*" and found that the In the 1980s, 'Citizenship Competence Organization' (OCB) was coined. This means employee conducts that have a beneficial effect on the performance of the company and do not have to be subject to a structured set of obligations. An employee who feels like a resident of the state that he / she is a 'resident' of a government organisation, volunteers take acts that not only help his / her colleagues but the organisation in its entirety. This can have an immense effect on the success of the company with such a dynamic and global market.

(Ghosh & Swamy, 2014) studied "*A Literature Review on Organizational Commitment – A Comprehensive Summary*" and found that Be loyal to the firm and your client, a credo symbolic of the past, clearly underscores the nature of a person's attitude to and conduct in his or her business enterprise. The word "engagement" means "engagement or participation which restricts freedom of action."

(Guo, Sun, & Manfredi, 2002)studied "*Advances in Higher Education*" and found that Higher education institutions are important leaders for the development and dissemination of information by providing the foundation for the promotion and enhancement of welfare of society. While some higher education programs have a long history, higher education is constantly evolving to respond to the challenges that present societies face.

(Suarsa & Indonesia, 2020) studied "*Marketing Strategy for Higher Education Institution Based On Marketing Stimuli* " and found that Stimulating the marketing of higher education is a factor driving the preference of private higher education (PTS) by potential students. For PTS marketing stimulation is a controllable variable so it is important for effective marketing activities to learn and understand the desires of potential students.

(Rhoades & Eisenberger, 2002) studied "*Perceived Organizational Support*" and observed That the creation of POS is motivated by the propensity of employees to assign to organization humane characteristics to the organization according to organizational support theories, which often see the organization as an symbol of its purpose rather than simply attributed to its personal motivations.

(Al-Omar et al., 2019b) studied "*The relationships of perceived organizational support (POS) with organizational commitment, in-role performance, and turnover intention: Mediating role of felt obligation*" and found that Employee / organization relationship are the object of perceived support to organizations in order to build "global views as to how the organization respects its efforts and takes care of its health" or perceived organizational benefits (POS) through the treatment it receives from members of the organization. The reciprocity rule motivates workers to help the company accomplish its goals while they are at high POS.

(Burns, 2016) studied "*Perceived Organizational Support and Perceived Supervisor Support as Antecedents of Work Engagement*" and observed that Companies often seek to find successful ways of retaining their talent to preserve a competitive edge. Studies have shown that multiple sources of support in the labour market can produce positive effects, such as employee participation, corporate participation and work efficiency, which have shown the positive results of two types of support: perceived support from the company, and perceived support from the boss.

Objectives

- To determine the approach of millennial towards Organizational Commitment
- and EE.
- To study the impact of Employee EngagementonOrganizational Commitment.
- To determine the impact of changes in policies and strategies on millennial.

- To understand the efficiency of the employee's welfare activities.
- To appraise Employee contentment towards workplace.

Research Methodology

In order to understand the relation between Employee Engagement and commitment in context to Millennial, a qualitative research method has been used for the study. The secondary data was primarily drawn from various books, articles, recordsand research publications of Government of India and other departments of Government ofIndia.

Conclusion

This research traverses the relationship between employee engagement, organizational commitment among millennials who are working in cut throat competitive world whereHigh pressure environment and we found a notable relationship between employee engagements. Without cultivating a efficient workplace that raise employee engagement,in result turnover increases and efficiency declines. It is, important for top management to make sure that those in supervisory positions are pragmatic and productive managers to set in place that focus on employee growth and career development.Though employee engagement is a new trend in corporate. Effective commitment and active engagement of employees leads to higher productivity and efficiency. An engaged employee has high level of productivity which improves quality of work life. Employee engagementinitiativehas a direct impact on the organization's productivity.

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