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A Study on the Impact of HR Practices on Employee Engagement and Employee Performance with Special Reference to Swot Enterprises Pvt Ltd, Erode.

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ABSTRACT: This study looks at how employee engagement and performance are affected by HR practices at SWOT Enterprises Pvt Ltd, a well-known Erode-based company. The study explores how different HR strategies such as hiring, development and training, performance management, and employee welfare programs affect workers' commitment, motivation, and general productivity. The purpose of the research is to determine which HR procedures are most successful in raising employee engagement and performance. This study also looks at possible weaknesses and places where SWOT Enterprises Pvt Ltd.'s current HR system could be strengthened. Simple Random sampling is employed in this descriptive and empirical study. The core data used in the study was gathered using a structured questionnaire. 100 responders who filled out the member stake form were chosen at random using the percentage approach, and the data was analyzed.

KEYWORDS: HR strategies, employee engagement and performance

I.INTRODUCTION

Human Resources (HR) now plays a strategic partner in advancing corporate success, a major change from its previous administrative duties. Employee engagement is one of the key areas where HR can have a big impact, and it has a big impact on employee performance as well. The complex link between HR procedures, employee engagement, and employee performance is the focus of this study.

The purpose of this study is to look into how different HR procedures affect employee engagement, which in turn affects employee performance. This study looks at several HR interventions and their results to determine which approaches best support a highly engaged and productive workforce. The study's conclusions will be helpful for HR specialists and organizational executives who want to improve worker performance and engagement, which will ultimately benefit their companies' overall profitability and long-term viability.

II.STATEMENT OF PROBLEM

The impact of HR strategies on employee performance and engagement in the manufacturing sector is the issue this study attempts to solve. Employee performance and engagement are vital components of any organization's success in the field of manufacturing water heaters. Many companies find it difficult to comprehend and optimize the effects of Human Resource (HR) strategies on their workforce, even with large investments in these activities.

The purpose of this study is to investigate the connection between HR procedures and two important results: worker performance and worker engagement. The main issue this study attempts to solve is the lack of knowledge on how particular HR strategies affect employee performance and engagement. Despite the wealth of research on different HR methods, there is a knowledge gap, and thorough research that establishes a clear connection between these procedures and quantifiable improvements in worker performance and engagement in a variety of business settings and organizational situations.

III.OBJECTIVES OF THE STUDY

- To evaluate the present performance levels of employees in the industry.
- To ascertain the relationship between engagement levels and output, output quality, and total worker performance.



IV.SCOPE OF THE STUDY

- This study explores how Human Resource (HR) practices influence employee engagement and performance.
- This study analyses specific HR strategies and their effectiveness in enhancing employee motivation, satisfaction, and productivity within the organization.

V.LIMITATIONS OF THE STUDY

- Collecting data on employee engagement and performance involves handling sensitive information, which can raise ethical concerns and compliance issues related to privacy regulations.
- Employee responses on engagement and performance may be influenced by personal biases, leading to potential inaccuracies in data collection.

VI.REVIEW OF LITERATURE

Dr. Ram Kumar Balyan and Ms. Hetal Jani (2021) conducted a study titled "Impact of Employee Perceive HR Practices on Employee Engagement." This study's goal was to determine how HR practices affect employee engagement in terms of psychological terms that obliquely support workers' intrinsic drive A survey of pharmaceutical industry workers was conducted, and the model was tested using the information gathered.

Regarding employee involvement and performance, Brown and Heywood (2020) said portion, is a highly fruitful procedure of employee inspection, and is anticipated to be an administrative tool to carry out some work on the productivity and performance of Employees. Employee accountability and utility can also be enhanced via the performance appraisal system.

Selected measures that include work-related skills, information, driving jobs, advancement, approval, planning and improvement programs based on abilities, assessment, and rewards for accomplishments can be used to improve employee performance (Wassem et al., 2017; Elnaga & Imran, 2019).

According to Hashim M., Sheheryar S., Kazmi A., Ullah M., and Kee D. (2018), employee engagement and performance may increase if HRM practices are assumed to be included in institutions with alluring incentives and packages. Proper monitoring and work-life balance for employees would also be more beneficial in improving employee performance in universities.

VII.RESEARCH METHODOLOGY

Research methodology, which focuses specifically on gathering, analyzing, and interpreting data, is characterized as a highly intellectual human endeavor employed in the study of nature and matter.

RESEARCH DESIGN:

The plan that outlines the strategy for a study and how it will be implemented is called a research design. It outlines the steps and techniques for gathering, measuring, and analyzing data. When gathering information from respondents, the researcher employed a descriptive study.

DESCRIPTIVE RESEARCH DESIGN:

The goal of the descriptive research approach is to characterize the features of a population or a phenomenon. It seeks to give a thorough; accurate picture of the topic being studied without altering or changing any of the variables. The research is completely based on the description of the factors that impact HR practices on employee engagement and employee performance

DATA COLLECTION METHOD:

- ✓ Primary Data
- ✓ Secondary Data

SIZE OF THE SAMPLE:

The sample size is 100

STATISTICAL TOOLS USED:

- ✓ Chi-square test
- ✓ Ranking method
- ✓ Anova



ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST:

Chi-square test for Age of the respondent and workers actively participate in the processes that lead to decisions

Null hypothesis H0: There is no significant relationship between the Age of the respondent and the opinion of the respondent about workers actively participating in the processes that lead to decisions

Alternative hypothesis H1: There is a significant relationship between the Age of the respondent and the opinion of the respondent about workers actively participating in the processes that lead to decision

ACTUAL VALUE						
	A	B	C	D	E	TOTAL
AGE	39	36	17	8	0	100
WORKERS ACTIVELY PARTICIPATE IN THE PROCESSES THAT LEAD TO DECISIONS	29	49	10	6	6	100
TOTAL	68	85	27	14	6	200
EXPECTED VALUE						
	A	B	C	D	E	TOTAL
AGE	34	42.5	13.5	7	3	100
WORKERS ACTIVELY PARTICIPATE IN THE PROCESSES THAT LEAD TO DECISIONS	34	42.5	13.5	7	3	100
TOTAL	68	85	27	14	6	200

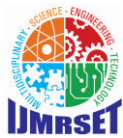
CHI SQUARE TEST = 0.020947

INTERPRETATION:

Based on the chi-square test result of 0.020946 with 1 degree of freedom at a 0.05 significance level, we fail to reject the alternative hypothesis. This indicates that there is significant association between the age of the respondents and their belief that their contributions are respected and appreciated. In other words, the differences in beliefs about whether contributions are respected and appreciated are likely due to random chance rather than a systematic effect of age.

RANKING METHOD:

S.NO	FACTORS	MEAN SCORE	TOTAL SCORE	RANK
1.	Frequent evaluations of performance and feedback	303	909	3
2.	Programs for training and development	229	1145	2



3.	Programs for awards and recognition	294	1176	1
4.	Employee participation in decision-making	304	608	4
5.	Initiatives for work-life balance	373	373	5

INTERPRETATION:

From this study, it is found from the table that

- 1) Programs for awards and recognition is ranked as no.1
- 2) Frequent evaluations of performance and feedback is ranked as no.2
- 3) Programs for awards and recognition is ranked as no.3
- 4) Employee participation in decision-making is ranked as no.4
- 5) Initiatives for work-life balance is ranked as no.5

ONE – WAY – ANOVA:

ANOVA test for age and workers believe their contributions are respected and appreciated

H0=There are no significant relationship between age and workers believe their contributions are respected and appreciated.

H1=There are significant relationship between age and workers' belief their contributions are respected and appreciated.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Column 1	4	61	15.25	239.5833		
Column 2	4	70	17.5	627.6667		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	10.125	1	10.125	0.02335	0.883561	5.987378
Within Groups	2601.75	6	433.625			
Total	2611.875	7				

INTERPRETATION:

As the p-value is greater than sig. value (0.01 and 0.05) all the 2-case ages and workers believe their contributions are respected and appreciated, the Null hypothesis is accepted. Hence, it is concluded that there is a statically no significant difference among the age of the respondents concerning workers who believe their contributions are respected and appreciated.

VIII.CONCLUSION

Several important conclusions can be made from the study that was done at SWOT Enterprises Pvt Ltd to look at how HR practices affect employee engagement and performance. The findings of the investigation indicate that strategic HR strategies have a noteworthy impact on employee engagement and performance. In particular, methods like performance review systems, employee appreciation initiatives, and ongoing training and development are essential for



raising employee engagement. The study's conclusion emphasizes how important HR procedures are in determining worker engagement and productivity. Long-term business success depends on having a highly engaged and productive team, which SWOT Enterprises Pvt Ltd can guarantee by continuously improving these procedures.

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