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Diversity and Culture: Enhancing Job Satisfaction

Parveen Prasad

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Abstract

The objective of the research is to determine the job satisfaction, job involvement and organizational commitment of 360 cross cultural corporate respondents who were contacted through primary data survey. The precondition was that they had worked for at least two years continuously in the same organisation. The gender profile of the respondents was as follows: 65.6 per cent were males and 34.2 per cent were females. A factor analysis revealed the dominance of the following factors, which were included to measure the regression per cent. These are as follows: Monetary Benefits, Working Conditions, Employer Branding, Leadership and Job Profile. While determining the regression, keeping the dependent variable as Job satisfaction and the above factors as independent variables, it was calculated to be 99%. All the above factors were having high correlation and the H2 or variability explained was as high as 77.6 per cent. The above research concludes the dominance of the factors of leadership, job profile, working conditions, employer branding and monetary benefits as the determinants for job satisfaction, job involvement and organizational commitment.

Keywords - Cross Culture, Organizational Commitment, Job Satisfaction, Monetary Benefits, Leadership, Employer Branding, Job Profile and Working Conditions.

Introduction

Leadership and Management are known to create an environment for a conducive working in an organization. Research studies undertaken in these related areas have established and reiterated the focus of the feature of a friendly and conducive atmosphere for an enhanced productivity by employees as a diverse workforce.

A culture of conduciveness is necessary along with the facilitation to grow, so that employees work with enthusiasm and motivation. Working climate is the result of an action taken either consciously or unconsciously by a group whose influence is on the behaviour of members of the organization. On the other hand, work climate that appears in an organization is the main factor to determine the development of attitudes and behaviour of employees (Meeusen et al).

The concept of "organizational commitment" has gained attention mainly because of the negative relationship between absenteeism, employee turnover and commitment. Greater organizational commitment has been linked to low rates of absenteeism and also better job performance (Cohen, 1992). Because of its

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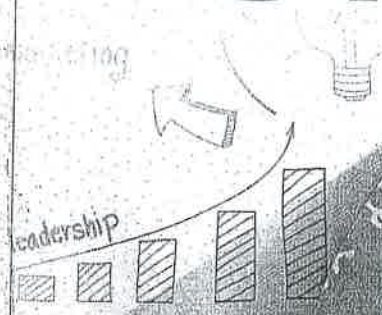
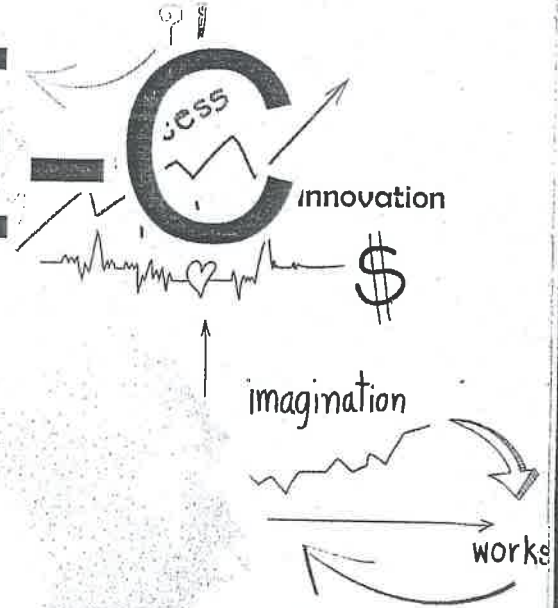
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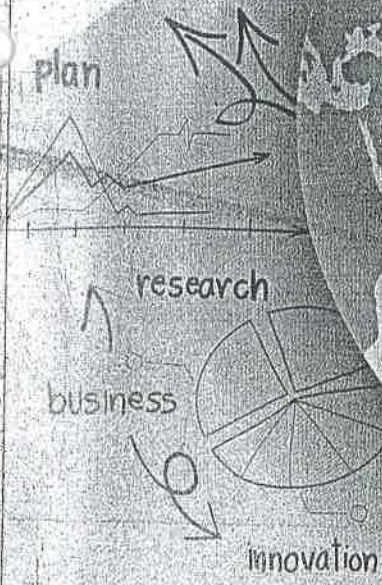
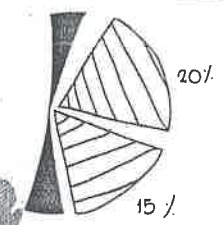
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management

teamwork

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8. Employee Engagement

Mrs. Rekha Chetwani

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The quality of human resource is the most important factor for any organization to meet its strategic objectives of sustainability, development and growth. Today every company is taking steps to keep their employees satisfied so as to increase productivity and reduce employee attrition rate. But only keeping employees satisfied does not help the organizations to get the desired results. The organizations need to go one step ahead and ensure engagement of the employees. Engagement is a relatively new concept and it is a major concern in the management practices across the globe today. This study reviews the literature on employee engagement and its benefits. Based on the study the researcher concluded that employee engagement is beneficial to both the organizations and the employees. Engaged employees create engaged customers, increased productivity and leads to lowering of attrition rate.

Key Words : employee engagement, productivity, attrition, drivers of engagement

Introduction

The employee is considered more important than other factors of production and 4P's of marketing. It is the employee that puts life and channelizes every factor of production. An engaged employee is the biggest asset of an organization. He is an image builder for the organization. He is always willing to take additional responsibility and goes beyond to work for the benefit of the organization. On contrary to this, the actively disengaged workers spread negativity in their work place, thus, hampering the efficiency of other employees too.

Objectives of the Study

The principal objectives of the proposed study are stated as follows:

1. To study the concept and drivers of employee engagement.
2. To study the benefits of employee engagement.

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