



## Role of Employee Engagement to Drive Performance – A Study

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### ABSTRACT

The purpose of this paper is to share common aspects of high-performing organizations that take initiatives for employee engagement activities. These activities create a vibrant ecosystem in an organization which stimulate the enthusiasm of employees towards work. This spirit of meaningful life at work strengthens the psychological bonds between employer and employees, they feel motivated and eventually the inclination to perform better increases.

Every employee who works in an organization has certain expectations in exchange of the efforts they put in for the task. The valence of rewards he or she expects and receives could affect his or her future performance. The rewards could be in monetary, non-monetary or any other form. Employee Engagement activities are one such source of appreciation. An engaged employee is a person who exhibits Organizational Citizenship Behaviour that is dedication, involvement, sense of pride, commitment and passion for work in the organization.

**Design/methodology/approach:** The paper is a qualitative study by secondary literature review wherein the researcher has showcased the learnings, the success and the benefits of various employee engagement models and Engagement strategy implementation to drive performance.

**Findings:** The findings reveal that engaged employees are a key competitive differentiator. Employee engagement needs to be viewed as a strategic partner. It is the researcher's belief that both hard and soft aspects can be achieved if there are well-designed procedures, policies, consensus on them across the organization and planned implementation of the same support to drive performance in the organisation

**Research limitations/implications:** The researcher has shared various Employee Engagement models and strategies but not able establish direct impact of employee engagement practices on business outcome which can be tested by future researchers and can be assessed with the business impact.

**Practical implications:** Knowing various of Employee Engagement model as its relevance to identify employee engagement driver helps organisation to use employee engagement as HR practice to drive performance in the organisation to achieve more with less.

**Originality / value** – The paper throws light on organizational strategies that help in building engaged ecosystem to attain a sustainable growth. The ways that how top management, line and staff can work as a team to enable optimum performance of employees and meet organizational objectives. The article also highlights new outlook to enhance Employee Engagement and to give it considerable importance that would raise the performance standards in the organization.

**Keywords:** Employee Engagement; Performance; Drivers of Engagement; Models of Engagement; Engaging leaders and Culture