



Research Article

A STUDY ON THE DEMOGRAPHIC PROFILE OF EMPLOYEES AS A DRIVER OF EMPLOYEE ENGAGEMENT WRT HOTEL INDUSTRY OF NAGPUR CITY

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ABSTRACT

This study is relevant for the hotel industry of Nagpur city, which hardly have any holistic work incorporating constructs of employee engagement initiatives and its impact on them. The findings and recommendations of the study will also be useful for researchers in general. Today hotel industries are operating in a highly competitive scenario. It is relevant to note that they need to differentiate themselves from each other. They need to have employees who are fanatical about their work and strive to take their organization to greater heights. The strength and impact of Employee engagement will be measured in the scope of this study. It would help the industries to work profitably towards increasing employee engagement leading to healthy organizational environment.

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INTRODUCTION

Despite evidence of how destructive employee burnout or disengagement can be, studies from the employees working in hotels on the opposite condition, engagement, are limited. Surprisingly little academic and empirical research has been conducted overall.

Additionally, studies do not differentiate employees from hotel industries with the other industries. To address this problem, more research that focuses specifically on the engagement levels of workers in hotel industry is necessary. Empirical data are needed so professionals can better understand employee engagement and use what they learn about it to develop managerial interventions and alternative strategies that foster engagement for employees working in hotel industries in and around Nagpur.

According to Corporate Leadership Council (2004), engaged employees are less likely to feel exhausted and express cynicism towards the organization. They are assets who will guarantee organizational success.

LITERATURE REVIEW

RESEARCH METHODOLOGY

Universe of the study

The universe for this study is divided into three different levels:

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Administrative Level

- Director / Head of the Management
- Hotel Manager

Executive Level

- Assistant to Hotel Manager
- HR Manager

Operational Level

- Customer Representative
- Chefs
- Hotel's Supporting Staff

Sample size

Hotel Management Hierarchy	No of respondents
Administrative Level	10
Executive Level	10
Operational Level	60
Total	80

Sampling technique

Simple random sampling technique is used for this study. The rationale behind simple random sampling is that it eliminates unfairness from the selection process and usually results in representative samples.

S.No	Name of the Author (s)	Year	Title of the paper	Published by	Findings and conclusions
1.	Dr. K H Anil Kumar and Shivani Chaudhary		A study on Employee Engagement with respect to Hotels in Bangalore		The study found that there is a positive correlation between employee engagement and work life balance also there is positive strong correlation between work life balance and employee engagement among male employees. The study highlighted that there is a positive correlation between reward and stay dimension. The study also states that there is a positive correlation between opportunities and stay dimension. The results of this study suggest that perceived organizational support and optimism demonstrated powerful influences on employee engagement. One of the important approaches recommended to hotel organizations was effective internal communication. Thus, it is recommended that hotels must manage communications effectively amongst internal stakeholder groups. Executive management should consider communicating organizational vision, goals and strategies through occasional town hall meetings, and executive meetings. The share vision and value alignment will influence the sense of belonging and engagement.
2.	Supaporn Praso ngthan, Chochechai Suv eatwatanakul	2017	Employee engagement model: a study of thai hotel industry	Proceedings of ISER 50th International Conference, Tokyo, Japan	This study has highlighted strategies which can enhance employee engagement. To foster an environment of engagement, hospitality organizations need strong systems and strategies that promote and support engagement. Building an engaged employee is a long-term and ongoing initiative, because it requires a coordinated, consistent effort from leaders, organizational systems, and individuals. It must also be aligned and linked with the most important organizational business drivers. In order for organization to successfully implement an engagement program, communications constantly and consistently at every step are extremely crucial. Meanwhile, engagement program calls for fullest supports from management to make every manager accountable. This trust in top management leaders will foster positive and supportive relationships that ensure the execution of the program. Overall, engagement improvement is a long term project.
3.	Dr. Pormmit Kulkal yuenyong	2016	The importance of employee engagement in the hospitality industry	DusitThani College Journal	Thus it may be conclude that the employee engagement is very important for the survival of Indian hospitality industry and without engagement better hospitality cannot be provided at any cost.
4.	You Han	2015	A Study on Employee Engagement Program in Full Service Hotel	Graduate College University of Nevada, Las Vegas	
5.	Mohd. Sadiqe	2014	Employee Engagement in Hospitality Industry in India: An Overview	Global Journal of Finance and Management	

Hypothesis testing

H₀₁: There is no significant difference in employee engagement based on age.

All the three hypothesis are tested using ANOVA

ANOVA- The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. This guide will provide a brief introduction to the one-way ANOVA, including the assumptions of the test and when you should use this test.

ANOVA Table

This is the table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value is 0.000 (i.e., $p = .000$), which is below 0.05 and, therefore, there is a statistically significant difference in the mean age and employee engagement.

based on age and accept alternate hypothesis H_{A1} : There is significant difference in employee engagement based on age.

H₀₂: There is no significant difference in employee engagement based on gender.

ANOVA Table

This is the table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value is 0.000 (i.e., $p = .000$), which is below 0.05 and therefore, there is a statistically significant difference in the mean of gender and employee engagement.

From the above calculations we can reject null hypothesis H_{02} : There is no significant difference in employee engagement based on gender and accept alternate hypothesis H_{A2} : There is significant difference in employee engagement based on gender.

		Sum of Squares	df	Mean Square	F	Sig.
Job engagement	Between Groups	311.946	3	103.982	30.281	.000
	Within Groups	2321.335	76	3.434		
	Total	2633.281	79			
Emotional engagement	Between Groups	376.533	3	125.511	42.102	.000
	Within Groups	2015.230	76	2.981		
	Total	2391.763	79			
Organizational engagement	Between Groups	341.410	3	113.803	35.339	.000
	Within Groups	2176.943	76	3.220		
	Total	2518.353	79			
Creative process engagement	Between Groups	239.549	3	79.850	23.496	.000
	Within Groups	2297.332	76	3.398		
	Total	2536.881	79			

From the above calculations we can reject null hypothesis H_{01} : There is no significant difference in employee engagement

Table: ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Job engagement	Between Groups	69.588	1	69.588	18.403	.000
	Within Groups	2563.693	78	3.781		
	Total	2633.281	79			
Emotional engagement	Between Groups	58.729	1	58.729	17.067	.000
	Within Groups	2333.034	78	3.441		
	Total	2391.763	79			
Organizational engagement	Between Groups	61.036	1	61.036	16.840	.000
	Within Groups	2457.317	78	3.624		
	Total	2518.353	79			
Creative process engagement	Between Groups	57.164	1	57.164	15.630	.000
	Within Groups	2479.717	78	3.657		
	Total	2536.881	79			

Table: ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Job engagement	Between Groups	91.085	2	30.362	8.074	.000
	Within Groups	2542.196	77	3.761		
	Total	2633.281	79			
Emotional engagement	Between Groups	72.865	2	24.288	7.080	.000
	Within Groups	2318.898	77	3.430		
	Total	2391.763	79			
Organizational engagement	Between Groups	107.488	2	35.829	10.046	.000
	Within Groups	2410.865	77	3.566		
	Total	2518.353	79			
Creative process engagement	Between Groups	36.506	2	12.169	3.290	.000
	Within Groups	2500.375	77	3.699		
	Total	2536.881	79			

H₀₃: There is no significant difference in employee engagement based on Education

ANOVA Table

This is the table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value is 0.000 (i.e., $p = .000$), which is below 0.05. and, therefore, there is a statistically significant difference in the mean of education level and employee engagement.

From the above calculations we can reject null hypothesis H₀₃: There is no significant difference in employee engagement based on Education and accept alternate hypothesis H_{A3}: There is significant difference in employee engagement based on Education.

CONCLUSION

Employee engagement has gradually become an important area of research for organisations, predominantly in an effort to get the most from their human capital. An organization should understand the importance of employees. The study was undertaken due to the fact that organizations are continuously discovering ways to recover competitiveness, in order to guarantee their survival in the global market. From the analysis it was recognized that employees move along an engagement hierarchy, that the role of the manager is dominant in engaging employees, and that different categories of employees need a different methodology to measure their engagement levels. The study also helps us to understand that there is significant difference in employee engagement based on the demographic profile like age, gender and Education. An analysis of the results exposed that there was a trend of agreement/strong agreement with the strategies, roles and actions contained in each hierarchical level of employees of hotel industry.

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