RESEARCH PROPOSAL: CHALLENGES FACING EMPLOYERS AND EMPLOYEES AT THE WORKPLACES (EMPLOYEE ENGAGEMENT)

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The concept of employee engagement is aligned with the relationship that can be developed between an employer and an employee at a workplace. An engaged employee is filled with enthusiasm about their work and considers taking actions that are in the best interest and reputation of the organization. The positive behavior of the workforce is critical for the organization as it keeps other employees motivated and develops a learning environment within the workplace (Mone and London, 2018). The focus of the concept of employee engagement is towards setting the stepping stones towards removing the disengaged employees who are not motivated and impact the reputation of the organization. The organizations make constant efforts towards keeping the workforce motivated at times so that the efficiency and output of the organization can outperform the average (Bailey, Madden, Alfes and Fletcher, 2017). The focus of this proposal is to understand the significance of employee engagement at the workplace and the challenges which are faced by the employee and employer in maintaining a strong level of engagement. Employee satisfaction is a major issue in this era as the factor of distraction in the individuals of the new generation is higher resulting in more impulsive behavior.

Research Question

The core objective of this research is to develop an understanding of the challenges which are faced by employers and employees at the workplace and the methods which are adopted for keeping the employees engaged with the vision of the organization.

- *Which challenges are faced by the employer and employers at the workplace impacting on the level of employee engagement?*

Employee engagement is becoming an important factor of consideration for the organization as the management has to take numerous initiatives for keeping the employees engaged and extracting the maximum output from them (Albrecht, Bakker, Gruman, Macey, and Saks, 2015). The focus of management theories and other management practices has been towards understanding the aspects of relationships between an employee and employer which derives the level of engagement. The consideration of output and job satisfaction is also dependent on the factors of employee engagement which are developed along with the internal communication process (Huang et al., 2016). The development of a strong relationship between the employer and the employee is a critical initiative for maintaining a strong employer-employee bond. These aspects of employee engagement are subject to numerous challenges which when resolved enables developing effective workplaces.

Thesis Statement

The area of research which is being evaluated through the assessment of this topic provides an understanding of the significance of employee engagement. The focus of the workplace is to develop an environment that is suitable to work for the employees and generates the optimum level of outcomes for the employer. The focus of the organizations is mainly towards optimizing the efficiency of the employees in a manner that the workforce remains engaged with the organizational vision all the time. The morale of the workforce and enhancing the job satisfaction of the employees is an essential factor that develops a strong sense of connection with the organization (Ruck, Welch and Menara, 2017). It is crucial for the organization to maintain efficiency in an environment where the employee's trust and sincerity for the organization can become easily disengaged. The modern generation is considered as highly vulnerable to disengage at times while working and seeking new outcomes. This factor of

challenges that youth face is mainly with keeping themselves interested in a particular industry performing a specific role. It is the responsibility of Human Resource and Management to understand their employees and derive methods using which aspects of disengaging can be reduced.

Background and Rationale

Concept of Employee Engagement

Employees are the most essential factor for the organization which derives the success of operations and aligns the workforce towards outperforming with their true potential. The concept of employee engagement is not limited to keeping the employees committed towards their work; it is also about keeping the workforce involved with the decisions made and aligning the teams with the mission and vision of the organization (Singh, Burgess, Heap and Mehrzi, 2016). The assessment of the significance of employee engagement over the years has resulted in numerous factors within the organizations which create challenges for the employers and employees. The researchers have been assessing the aspects of employee engagement which harness the teams towards a particular goal and derives connection which is built on physical and emotional performance. Commitment towards an organization is developed within the employees when they are satisfied with their jobs (Robertson, 2019). This requires the management to develop a method that satisfies the employees with their specific job roles and enables developing behavior which is positive aiming at organizational success. The enthusiasm of the workforce is developed on the basis of energy, involvement, and efficacy which shall derive a sense of accomplishment.

The aspect of employee engagement is developed as a technical version of job satisfaction which impacts directly on the role performance of the individuals and the contributions of the organization towards enhancing those skills. The challenges which are faced

at the workplace are encountered by both the employer and employees (Karanges, Johnston, Beatson and Lings, 2015). The drivers which create engagement between the employer and employees making them focus on the core goals of the organization derives significance. The understanding of this topic has been developed over the years which has been linked with different aspects within the organization. The derivation of employee morale, work ethics, productivity, and motivation are critical factors based on which employee confidence is enhanced (Eisenberger, Malone and Presson, 2016). The positivity is created by the managers which creates motivation and a sense of vertical enrichment along the value chain within the organization.

Contributors to Employee Engagement

The contributing factors which enforce the aspects of employee engagement are associated with keeping the employees involved, committed and productive realizing the individual differences of strengths and weaknesses. The skills of the individuals are required to be polished so that the outcomes can turn out to be in benefit of the organization (Eldor and Gadot, 2017). The involvement of the employees is developed on trust which embraces the positive attitudes linking with organizational commitment and intrinsic benefits associated with work. The employee productivity is enhanced at times by empowering them in certain situations with making the decisions that are in the best interest of the organization. Keeping the employees involved in the functions of the organization enables developing the morale enforcing employee retention and firm financial performance. The commitment of the employees is also a major factor enhancing the output of the organization linked directly with productivity (Kang and Sung, 2017). The management also needs to understand the fact that employees are different with

respect to personalities and skill traits. It is essential that methods are established which motivates the teams and connects them towards increasing the engagement levels.

Statement of Problem

The problem which is addressed and identified through this topic establishing a research gap is linked with understanding the challenges which are faced by both the employer and employees within a workplace. The remedial factors which can be implemented for enhancing the outcomes through crafting techniques that are critical for the organization are assessed in this research. The derivative factors of challenges which are faced by the employers and employees are highly critical for the organization. These are derived on the basis of social impacts within the organization which is aligned with the organizational goals. The relationship developed between the employees and the connection developed with the employer is critical for organizational success as a productive work environment (Slack, Corlett and Morris, 2015). The decision making an aspect of an organization is critically important which requires complete involvement of the workforce giving them a sense of empowerment towards the decisions which they make. The employee welfare aspects are critical for the organization which requires to monitor the balance between the social and organizational lives of the workforce enabling them to create a balance.

Literature Review

The relationship which is maintained between the employers and the employees working with directed goals enhancing the organization's performance is highly crucial for understanding the dimensions focusing on concepts of employee engagement. The organizational objectives must be aligned with the social impact which is developed between the employees working within the organization. The role of the organization on the employee’s social lives and the

engagements other than organizational commitments is also highly important (Kumar and Pansari, 2015). The job satisfaction of the employees is highly essential for providing job security to the team members. The organizational culture is highly important in organizational success as it enables reducing conflicts and creates motivation towards working together for the benefit of mutual goals and objectives.

Aligning the Corporate Components

The involvement of the employees in the decisions of the organization is critically important as it develops a sense of authority and empowerment. The company requires establishing resources that can align the organization with the corporate goals and objectives. The strategic management needs to develop the methods which can enable aligning the workforce with the specific goals of the organization. The organizational success is associated with certain policies through which criteria for promotion and incentives are derived. The employee's outcomes are enhanced when they are provided with targets and incentives. This ultimately benefits the organization and enables it to maintain a social impact of culture which has been developed (Popli and Rizvi, 2016). The alignment of corporate components cannot be done with employees who are disengaged and don't value the organization they are working for. The disengaged teams cannot develop productivity resulting in a toxic work environment in which the employees create situations for harming the others.

Driving Factors for an Engaged Workforce

There are numerous driving factors within an organization which works hand in hand for keeping the employees engaged and directed towards the goals of the organization. All the drivers are important for assessing employee engagement as they keep the workforce satisfied and motivated towards working for an objective that is mutually beneficial for the organization

and its employees. The biggest factor which has an important impact on employee performance is growth opportunity within the organization and remuneration for the hard work which the employees invest their time in. The job security and value is derived through growth opportunity and incentives which make an employee sure that they will be remunerated for the performance they vest within the organization (Byrne, Peters and Weston, 2016). The workforce is important for operations of the organization so it is important to key benefits that can enhance the outcomes of the stakeholders can be maintained and monitored. These driving factors are important for assessing the gaps leading to detrimental employee performance offering methods through which performance can be enhanced.

Aims and Objectives

The focus of the study through which specific aims are being derived are the following:

- Evaluating the aspects which result in enhanced employee engagement within the organization.
- Assess the challenges which are faced by the employer and employees at the workplace.an

The objectives which are addressed through this research addressing the aims are the following:

- Understand the factors which impact employee engagement.
- Evaluate the challenges which hinder the optimized outcomes for an organization.
- Assess the role of human resource and management towards enhancing the outcomes of the workforce.
- Understand the challenges of employee engagement at a different organizations.
- The role of employee engagement towards crafting the organizational culture and enhancing the outcomes.

- The drivers required to be monitored for handling employee engagement issues at the workplace.

The focus of the above-mentioned aims and objectives are required to be addressed through this research.

Method and Design

Philosophy, Approach, and Strategy

The research methodology is the most important section of the research. The outcomes which are required to be addressed through this research shall be developed on the basis of methodology which is selected for the compilation of this research. The research philosophy which shall be applied is the cross-sectional method of analysis. The assessment of the information compiled for this research shall be done in a subjective and objective manner. The data which shall be used for the compilation of outcomes of the research will be qualitative and quantitative data. The compilation of the research shall be done using the pragmatic approach of research which includes the assessment of the study through the research questions (Binyamin and Carmeli, 2017). The qualitative and quantitative data shall be gathered through primary and secondary sources. The secondary information shall be gathered from journals, articles and other researches that have been conducted in the past on this topic. The primary information suitable for this research shall be gathered through interviews and questionnaires.

Data Collection and Analysis

The data collection shall be done using the qualitative and quantitative techniques of research. The primary data of research shall be collected using a structured close-ended questionnaire which shall enable assessing the perspectives of the employer and employees

(Breevaart and Bakker, 2018). Interviews shall also be conducted with the employers and human resource personnel for understanding the factors which impact employee engagement.

Timeline and Resources

The timeline which shall be used for delivering the research is discussed below. The finalization of research as shown in the study allows assessing the Gantt chart which shows the aspects of the research strategy established for finalizing and crafting the results suitable for the study.

Activity	Time Frame																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Assessing Feedback																			
Literature Review																			
Methodology																			
Data Collection																			
Secondary Data																			
Analysis																			
Conclusion																			
Drafting																			

Obtaining Feedback																		
Submission																		
Adjustments																		
Final Submission																		

Ethical Issues

The ethical issues which shall be considered while developing the outcomes of the study are associated with aligning the information in a specific manner that no personal information is disclosed. The research shall be developed based on ethical consideration and alignment of facts which depicts the standard human behavior and methods which can be used for keeping the employees engaged. The focus of the research shall be to establish outcomes that don't cause any form of psychological harm (Holland, Cooper, and Sheehan, 2017). The risk and benefit of the research shall be evenly distributed across the focus groups so that the integrity of the research can be maintained.

Conclusion

The assessment of the research shows that with the changing time and trend the organizations have developed the methods which can measure the work attitudes of the public along with their engagement level. It is crucial for the organizations to understand the workforce and develop methods through which customer's loyalty and trust towards the organization can increase. The aspects of employee engagement require a multidimensional approach through which the employees understanding of the organizational vision can be enhanced (Mone and

London, 2018). This can be done through keeping the employees engaged, fostering employees' attitude towards productivity, the focus on employee satisfaction and assess the outcomes of the focus groups.

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