



A STUDY ON REVERBERATIONS OF COVID -19 ON EMPLOYEE ENGAGEMENT

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ABSTRACT

The current scenario due to Covid -19 has created a big challenge for the Human resource department of the organizations for engaging their employee's in the most possible way. Every company is trying to find the ingenious and efficacious ways to make the employees alluring in this tough time of pandemic. This covid time has forced the organizations to look for and implement various employees' involvement programs which will make them feel bounded towards the organization. These programs have to be made as a regular affair so that the workforce feel and remain committed towards the goals of the company. The organizations which have adopted the employee's engagement as a new normal and are fully devoted towards it are achieving the targets more easily and efficiently as the workers are acquiring latest and advanced expertise in their domain which is becoming a boom for the company. All this has made the employees loyalty and faithfulness increased to a new level towards their employers during this strenuous time.

Keywords: Employee Engagement, worker condition, attrition, remedies, covid-19

1. Introduction

Today, the business setup is changing in relation to the global pandemic of COVID-19. Human resource managers are persistently evolving innovative, creative, and effective ways to engage the employees in a healthier way during this difficult time. Employee engagement is a workplace attitude that is ensuing all adherents of an organization to give of their excellence every day, committed toward their organization's goals and values. Organizations always remember that employees who are well engaged in an organization will lead to productivity in the place of work, and this generates a higher customer satisfaction and, absolutely, developments in sales and profit in the company.

COVID-19 has put the world in a state of delirium – previously unknown stress of the pandemic has brought routine life to a halt. The outbreak has significantly impacted multiple

sectors, industries, economies at large. In the present jeopardize time the companies have taken remarkable steps to safe guard their human assets from an instant ceasing to the advocating the work from home. In the new normal situation the work from home has become an accepted exercise and it is been expected that remote working is going to continue.

At the same time this current standard of remote working have its own provocations. It is incarcerating the employees in the four walls which is exacting on their health. The physical distance from the work place for a longer period lean the engrossment as well as incitement level of the employees which all leads to strain, apprehension and isolation. Therefore, it is pivotal for the organizations to conduct the various activities to keep their employees betrothed in this difficult times.

It is the requirement of present time that

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employees remain confined in the four wall of house, the responsibility of the employer increases manifold to ingenious to Rouse, invigorate and engross them. An engrossed human capital is an asset to the company as they are accord with the company's mission, perpetrate to their job and company, and have the correct approach to outshine themselves. The companies are going beyond their limits to make the employees comfortable and used to working within the four walls. The corporate houses have to persist impassioned to make their employees development as top most priority on long term basis.

2. Objectives

The present study is concentrating on the following Parameters:

- Impact of Covid-19 on employees
- Covid-19 ramification on engaging employees
- New methods of engaging employees

3. Methodology

The present study has taken the data and informative materials from the various published and unpublished transcripts prepared by national and international agencies. Information is also collected from various authentic websites. This paper is a cofruitfull conceptual paper that is based on various research papers, articles, blogs, online newspapers, and reports of World Health Organization.

4. Literature Review

Robison (2009) suggested on the various parameter to manage the workforce in the tempestuous time and retain their attentiveness and engagement. He was of the opinion that workforce should be informed about the companies expectation from them on continuous basis, providing all the materialistic support to them as well as make them perform their function to the fullest of their capability and give due acknowledge to their work.

Andrew and Saudah (2012) were of the opinion that the employee betrothal works as a moderator to intensify the conduct, perspective

and intent of workforce towards achieving the organizational objectives.

Basquille (2013) advocated the idea that employees should always get the support system of their superiors which enhances their development as well as public acceptance of their achievements which all results in constructive engagement of the employees.

Patro (2013) divulge that business houses have to compulsorily furnish the necessary liberty to their human power to make their job engrossing and sculpt the working domain conducive to the appealing work viability. Moreover, the employee involvement must be an ongoing exercise which should include swotting, enhancement and accomplishment of organizational goals. All this is possible only when the company takes an interest in consummating their workforce trust and bring about desired influence on the outcome of their work.

Jalal (2016) in his study favored the employee engagement as it is having a pragmatic result on the company's allegiance and also a principal strand of allegiance. His outlook also highlighted that larger the number of employees are riveted in the workplace, the greater will be the devotion towards the institution.

Garg, Dar, and Mishra (2017) had brought out that there is an efficacious association betwixt professional contentment and project involvement. Along with this the employee engagement is also associated with economic yielding which encompasses of earnings growth, surplus periphery, stockholders gains and income which is multiple time more in comparison to the disentangle workforce. The grander personnel engagement leads to higher attendance of employees, nil or bottom level of duty distress and overall a pink health of the workforce.

Verčić&Vokić (2017) uphold the view that the employees who are attached are in turn closely analogous with their firm and they have more confidence, belief in the leadership of the company which all leads to high level of zeal, fidelity, fondness in their efforts.

5. Impact of Covid-19 on Employees

The covid 19 pandemic has hit one of the most turbulent economic phenomenon of the present origination and each and every sector has to suffer from its burnt. This has forced all the workplace to orient itself according to the new norms from production to Human resources stratagem to marketing actions. Human resource managers are of the opinion that there will be a complete transform in the work process, and with that change there will be a threat of a new kind of burnout. The new burnout is driven by fear of job losses; an inevitable blurring of work/life balance; isolation; workplace suitability and adequate and reliable technology – the latter is a side effect of which we have all fallen foul.

Personal Financial Security: The financial health of the employees remain tenuous even today. Household financial decision makers across the globe continue to report decreases in income and savings ranging from 30 percent to 80 percent. The employees are anxious about physical haleness, but more aghast about their financial security, the feasibility of the work place and over all their responsibility of taking care of their families.

They are concerned about their job security and increments and promotions are left far behind in their mind in this pandemic time.

Outlying Working: Covid-19 forced employees to switch to remote working very quickly. Although this migration went reasonably well in a short period of time, but has left its own marks on the employees physical and mental health. The workers are faced with potential well-being and mental health challenges due to extensive changes to working practices as well as new areas of exclusion such as access to digital connectivity, living circumstances and the additional care responsibilities faced by parents or those looking after elderly relatives. Moreover working in the same place where they live and relax, and also it become very difficult to create and maintain a company culture without people being in the same room.

Employee prolificness: The four elements which are responsible for enhancing the

productivity of the employees are communal association, psychogenic wellbeing, corporeal robustness and workplace mechanism. Among all this the communal association crop up to the most influential as those with regular interaction with their fellow workers are having more probability to continue or upgrade their productivity level. In this turmoil time, employees are trying their best to keep their prolificness level to the pre-covid time.

Emotional well-being: It is one of the important aspect which was ignored in the initial days of the pandemic but later on the due significance was given to it. There is lot of emotional anxiety is prevailing in the workforce due to various reasons such as fright of covid-19 infection, physical and mental wellbeing of near and dear ones, apprehension of insulation and abandonment, panic button of job safety and monetary worries.

Equating the work and personal lives: Employees are encountering fainting lines between the work and personal lives. A large number of employees are of the opinion that this pandemic has distressed their work life equation due to slash in remuneration and discharging from works. In addition to decrease in number of labour force has escalated the assignments which have resulted in less time to spend with family leading to adverse effect on the work life balance

6. Covid-19 Ramification on Engaging Employees:

Employee engagement is concerned with labour site approach that develop all member of the organization to shell out their best in day to day task which will result in the accomplishment of the organizational goals to the fullest. Employee engagement is one of the most needed attributes to establish the longevity of an organization but in this lockdown the human assets of the companies are facing anxiety, exasperation, vexation and fatigue. People working remotely tend to feel undervalued and lonely because of low engagement.

Employee engagement during this turbulent time is very censorious and it is the

moral responsibility of the companies to make sure that the employees are properly taken care and feel attached and associated with their organization. Companies must discernment that in this situation employees are facing numerous front which include home, work, pandemic, stress etc at the same time which have an untoward effect on their wellbeing.

The adverse ramification of the covid 19 on the employees can be lowered by inculcating the following approaches:

- Hold on to the organization's principles- It always inspire employee engagement in arduous hours.
- Pillar of support for the employees- It always encourage them in the difficult time to move on.
- Impetrate employee opinion—the workforce should be given an atmosphere in which they can give their free opinion, both negative as well as positive.
- Straight transmission of information with employees—there should be free flow of true and genuine information transmission from managers to the employee so that they feel part of the organization.
- Obligated towards workers job security—this will help the workers to give their full commitment without any insecurity.

7. New Methods of Engaging Employees

In the present time the companies are constantly germinating ingenious, engrossing and captivating methods to captivate the workforce in a vigorous style during this arduous time. Employee engagement is a workplace attitude that is ensuing all adherents of an organization to give of their excellence every day, committed toward their organization's goals and values. The root principle for any organization to be successful is to make the employees fully immersed in the activities of the organization which will result in the optimum productiveness which in turn leads to higher consumer contentment whose ultimate outcome will be seen in high profits.

Multimedia for Communication: Continuous transmission of motivational thoughts which orate the employees and uplift their spirits and send positive waves to them in this stressful environment will be booster dose for them. The multimedia channels should be used to maintain indestructible communication system with the office members which should be used to bring smile, confidence in them and construct a powerful virtual connect with all the employees.

Virtual volunteering programs: The companies are working hard towards making the employees connected towards the society. They are making virtual volunteer programs and linking the workers in it by providing their services online. These programs are in wide range from taking online classes to educate low strata children or providing grocery to needy people or medicines to the needy people.

Infuse blooming of co-workers alliance: In this pandemic time it is the duty of the leaders to secure that the proper measures are taken to build and continue alliances between the employees as they are no more physically in connection to each other. It has been found that the great and the finest plan generally crop up from the junior level so they should be provided the required space and resources to bloom at the fullest.

Family Engagement: The latest technique to engage the employees, is to make the employees families the part and parcel of the organization. This is done through making the employees share their families' selfie, fun awards, virtual family celebration at their places, hidden talent show, virtual karaoke challenge, a virtual campfire challenge, fostering team spirit, video calls, and various online group challenges to boost employee morale and family engagement.

Supportive Management: The present scenario has made it mandatory for the management to be in persistent transmission with the workforce through multimedia, constructing and nourishing social circulation through social networks, building and maintaining social networks in virtual communities, creating a sense of belonging, arranged counseling service for employees etc.

Development of Learning: In this pandemic time every organization is stressing on gaining knowledge and expertise in the areas other than the present working domain. This is the time to upgrade the knowledge and become multi skills and increase the horizon of working zone. E-Learning is the new buzz word in the skill arena.

Stress on Physical wellbeing: Last but not the least, every business association is giving due importance to the welfare of the employees. They are going extra mile to make the workforce hail and hearty. Online exercise, meditation, yoga and other activities are conducted by them to make their human asset feel fit and fine both physically and mentally.

8. Conclusion

Engaging the employees is one of the most important task of each and every business house as they know the human asset is to be taken care properly in this pandemic time. They are the pivotal for the successful running of the business in this turmoil time. Due to which organization are giving due attention to keep their workers fully absorb in the positive environment. These engrossment brings about highly motivated and contended labour which is a boon to the organization. The companies are taking the help of technology to make this bemuse a success by taking number of activities like virtual team up, online acquiring skills, digital classroom sessions and live sessions. These kinds of engagement practices boost the morale of the employees and employees feel motivated and committed towards the organization in this pandemic situation due to coronavirus.

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