

Synopsis Submitted to



The IIHMR University, Jaipur
for Master of Business Administration (MBA)
in
Development Management
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Synopsis for Dissertation

Title – A Study on Employee Engagement across all units of Sankara Eye Foundation India

Introduction

Employee engagement is a pivotal factor influencing organizational performance, particularly in the healthcare sector where the quality of patient care is directly impacted by the motivation and satisfaction of healthcare professionals. In today's dynamic healthcare environment, organizations such as Sankara Eye Hospital (SEH) recognize the critical importance of fostering a highly engaged workforce to maintain and enhance their commitment to excellence in eye care services across multiple states in India.

Despite the extensive acknowledgment of the importance of employee engagement, there is a noticeable gap in research specifically targeting SEH and its diverse workforce. General studies on employee engagement provide valuable insights, but they often fail to address the unique challenges and opportunities faced by healthcare professionals working in different regions and under varying conditions. This lack of targeted research leaves a significant void in understanding the specific factors that drive engagement among SEH employees and how these factors differ across its multiple units.

This dissertation aims to fill this research gap by conducting a comprehensive study on employee engagement across all units of SEH in India. The primary objective is to assess the current levels of employee engagement and to identify the key factors influencing these levels across different states. By focusing on the nuances of employee engagement within SEH, this study seeks to provide actionable insights that can help in formulating strategies to enhance employee satisfaction, retention, and overall organizational performance.

The study will employ a quantitative approach, utilizing employee surveys distributed across various SEH locations to gather data from healthcare professionals and support staff. By analyzing this data alongside external benchmarks, the research will offer a detailed understanding of the elements driving employee engagement in different geographical contexts. The findings are expected to guide evidence-based initiatives aimed at improving employee engagement, ultimately leading to better patient care outcomes.

Understanding and improving employee engagement at SEH is crucial as the demand for quality healthcare services continues to grow. By aligning organizational goals with the needs and aspirations of its employees, SEH can sustain its commitment to providing exceptional eye care while fostering a culture of empowerment and fulfillment among its workforce. This research not only aims to contribute to the academic understanding of employee engagement in healthcare but also to offer practical recommendations that can be implemented to achieve tangible improvements in employee and organizational performance.

Research Gap

While there is extensive literature on employee engagement in general, there is a paucity of focused research on how these concepts apply specifically to healthcare organizations like SEH. The unique operational, cultural, and geographic factors within SEH units across India present distinct challenges and opportunities that are not addressed in broader studies. Furthermore, the existing research does not sufficiently explore how engagement varies among different types of employees, such as healthcare professionals versus support staff, within a single organization operating in diverse environments. This study aims to fill this gap by providing a detailed analysis of employee engagement levels and their determinants within SEH, offering insights tailored to the specific context of this organization.

Research Question

- Every individual is unique. The way they work, what motivates them may not motivate another person. What is the current level (Highly engaged, Engaged, and Almost Engaged, Not Engaged, Disengaged) of employee engagement of employees across all 13 SEH units in India?

Research Aim and Objectives.

To know the level of employee engagement of employees (Highly engaged, Engaged, and Almost Engaged, Not Engaged, Disengaged) across all 13 SEH units in India?

The objectives of the study are:

- Assess the level and distribution of employee engagement (Highly engaged, Engaged, and Almost Engaged, Not Engaged, Disengaged) across all 13 SEH units in India.
- Identify potential factors influencing employee engagement across different units.
- Develop recommendations for SEFI to enhance employee engagement across all locations.

Hypothesis

Null Hypothesis (H0): There is no significant difference in employee engagement levels across the various units of Sankara Eye Hospital in India.

Alternative Hypothesis (H1): There is a significant difference in employee engagement levels across the various units of Sankara Eye Hospital in India.

Material and Methods

Study Design

This dissertation will employ a descriptive cross-sectional survey design to collect data from employees at Sankara Eye Hospital.

Study Population

The population of the study comprised of all employees of SEH employees.

Inclusion Criteria:

- All permanent employees working at Sankara Eye Hospital for at least one year.
- Employees from all departments and across all levels of the organization.

Exclusion Criteria:

- Temporary employees or contractual staff. Academics
- Employees on leave or maternity leave during the data collection period.

Duration of Study – 22nd March 2024 to 22nd June 2024 (3 months)

Study Tools: A standardized employee engagement survey will be used to collect data. The survey will be developed based on validated scales and adapted to the specific context of Sankara Eye Hospital. Standardized employee engagement survey using Microsoft Forms.

Questionnaire Design: The questionnaire is well Structured, and it consists of closed ended questions and multiple-choice questions, which asks about the opinions and suggestions of employees to find the way to interest them regarding the involvement in Employee Engagement activities.

Sample Size

Sample size 1775

Sampling Technique

Non-probability convenience sampling technique may be used to ensure representation from different departments and employee levels.

Data Collection Procedure

- Informed consent will be obtained from all participants before data collection.
- The survey will be administered online o questionnaires.
- Data confidentiality will be maintained throughout the research process.

Data Analysis Plan

Quantitative data will be analysed using appropriate statistical software like Microsoft Excel , Power BI Descriptive statistics will be used to summarize the data.

literature review

According to Kahn (1990) was the first to suggest that employee engagement would positively impact on organisational level outcomes. The reasoning behind his contention was that because

employees want to work for reasons other than “they get paid to do it”, they will work to pursue success for their organisation. (1)

According to Bhatla (2011) focused on the need for engaged employees and how their presence can improve the progress and work efficiency of the organization. Also focused on the challenges faced by the HR managers to improve employee engagement for an organization’s survival. (2)

According to C., Swarnalatha. (2012). focus on various factors which lead to employee engagement and what should company do to make the employees engaged, which will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, employee retention and increased adaptability. (3)

According to Madhura, Bedarkar., Deepika, Pandita. (2014). This paper explored the concept of employee engagement and also analyzed three drivers, namely communication, work life balance and leadership, and analyzed how these drivers impact the level of employee performance and well-being at workplace. (4)

According to William, H., Macey., Benjamin, Schneider. (2008) In this paper, the meaning of employee engagement is ambiguous among both academic researchers and among practitioners who use it in conversations with clients, and they show that the term is used at different times to refer to psychological states, traits and behaviours as well as their antecedents and outcomes. (5)

According to Li, Sun., Chanchai, Bunchapattanasakda. (2019). three theoretical frameworks are used to explain the varying degrees of employee engagement: Needs-Satisfaction framework, job demands-resource model and social exchange theory, and they are divided into three categories: organizational factors (management style, job rewards, etc.), job factors (work environment, task characteristics, etc.) (6)

According To Pragati, Jayanti Bhai, Vasani., Vaishali, Vishwanathan, Pillai. (2019) In this paper, the authors study the impact of employee engagement on employee performance and to study the factors affecting employee engagement, which are pay and benefits, health and safety, performance appraisal, performance of the company, communication, training, leadership, grievance procedure, career development and other benefits. (7)

Ethical Considerations

- Informed consent will be obtained from all participants.
- Confidentiality of participant data will be ensured.
- Anonymity of participants will be maintained in reports.

Implications of Research

The findings of this dissertation will provide valuable insights into factors influencing employee engagement at Sankara Eye Hospital. These insights can be used to develop and implement strategies to enhance employee engagement, leading to improved employee satisfaction, productivity, and overall organizational performance.

References

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