

## **CASE STUDY**

### **EMPLOYEE ENGAGEMENT FOR INTERNATIONAL AND DOMESTIC SALES ENGINEERS OF A MANUFACTURING FIRM IN INDIA**

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#### **ABSTRACT**

##### **Purpose**

The Case study conducted on a manufacturing firm was to understand the existing employee engagement practices both internationally and on the domestic front and formulate new employee engagement practices for sales engineers of a manufacturing firm in relation to the current trends in employee engagement practices followed by top companies as well as innovative people practices followed by best workplaces .The engagement activities of a manufacturing firm was studied to upgrade and solve the people practices currently prevailing in the company and provide solution for the same .

##### **Design/methodology/approach**

– The investigation is carried out with the aid of a case study on International and Domestic Sales Engineers of a manufacturing firm

##### **Findings**

– By reflecting employee engagement need fit, the employees feel passionate to work and create an environment that can create better workplace and drive productivity and progression in the organization.

##### **Research limitations/implications**

– This is a qualitative study which will help in further measuring the impact on the level of engagement.

##### **Practical implications**

– It is suggested that if organizations have good engagement strategies , this will lead to better retention thus creating better business performance and boosting the productivity This will also build effective, practical and holistic employee and keep their talent anchored to the organization.

##### **Originality/value**

– The paper highlights the impact of employee engagement in motivation level of the employees , which is the most crucial in an organization in the present times, by means of a case study.

**KEY WORDS:** Employee, Engagement, company, team ,organisation, skills, retention.

## **References**

### **Books and Journals**

- Shikha Kapoor (2015) Human Resource Management (Text and Cases), Taxmann Publications
- S Kapoor, A Meachem. *Employee Engagement-A Bond between Employee and Organisation.*- Amity Global Business Review, 2012, Feb 2012, Vol. 7, p14-21
- Policy Manual of Manufacturing firm

## **Teaching Notes on Case Study of Employee Engagement in the Context of HRM**

### **Synopsis**

The premise of this case study is to enable a discussion on the framework of Human Resource Management and how it is useful to engage employees. The discussion highlights the use of Employee engagement program in Organisations. The current case is to study the employee engagement practices in a manufacturing firm. The purpose of this study was to determine the current practices performed in the field of Employee Engagement as HRM function to upgrade and solve the people practices currently prevailing in the company and provide solution for the same.

### **Case Positioning and Setting**

This case study can be used in MBA Programs, for Management students and also for specialization in Human Resource Management Course.

Introduce the different facets of Employee engagement practices to participants and show how to identify the employee grievances of the employees for betterment of the Organisation for progressive growth and effectiveness. It also analyzes the key components of HRM and explains how it is integrated within an organization.