

# **FACTORS IMPACTING EMPLOYEE ENGAGEMENT**

**By**

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## **Abstract:**

This study was conducted to find out various factors that impact employee engagement and whether their relationship was positive and significant. The research was a cause and effect study in nature and used surveys and interviews as tools for primary data collection and previously written literature for secondary means of data. The findings of the research showed that factors such as organization/workplace culture, managerial/leadership styles, company/brand reputation, opportunities for career growth and empowerment to make decisions are all factors that significantly and positively affect the levels of employee engagement in an organization. This research holds its practical value in the fact that companies looking for ways to adapt to employee retention culture may use this to find out which factors to invest upon in order to increase employee engagement. Of course, the limitations of this study are that it was time bound, was carried out for purely academic reasons and the sample size may not be generalized to the total population of the sector. The results showed clearly that all the mentioned independent factors (organization/workplace culture, managerial/leadership styles, company/brand reputation, opportunities for career growth and empowerment to make decisions) all have a positive effect on the dependent variable that was employee engagement. Further future studies that can be carried out are also mentioned in the main text of this research study along with references and names of the authors which were studied for this research.

## **Keywords:**

- Organization culture
- Employee retention
- Brand name
- Empowerment
- Career ladder
- Leadership
- Employee engagement
- Human resource management
- Organization values and norms

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