

# A Study on Employee Engagement Initiatives at Athom Trendz Private Limited, Bengaluru

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**Abstract:** This study examines the connection between employee engagement efforts and overall job satisfaction at Athomz Trendz Private Limited. It highlights how important engagement practices are in improving employee morale, motivation, and productivity. Researchers conducted a structured survey among employees to gauge their views on engagement programs. They used statistical analysis to test the link between engagement efforts and job satisfaction levels. The results show a positive and significant relationship, supporting the alternative hypothesis. The findings indicate that well-planned engagement initiatives play a key role in job satisfaction and employee retention. The study also points out the importance of recognition, communication, and opportunities for career development. Recommendations include boosting engagement strategies to promote long-term growth for the organization. This research offers practical insights for HR managers looking to build a motivated workforce. Overall, the study helps clarify the strategic importance of engagement in today's organizations.

**Keywords:** Employee Engagement, Job Satisfaction, Organizational Commitment, Work-Life Balance, Recognition and Rewards, Training and Development, Employee Retention, Workplace Culture, Motivation, Human Resource Practices.

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## I. INTRODUCTION

In today's competitive business environment, organizations see human capital as an important asset for success. Employee engagement has become a key factor in productivity, innovation, and long-term growth. Engagement is more than just employee satisfaction or happiness; it shows the emotional and psychological connection that employees have with their work, colleagues, and the organization's goals. Engaged employees show higher motivation, commitment, and loyalty. This leads to lower turnover, better performance, and a positive workplace culture. On the other hand, disengagement can result in absenteeism, low morale, and reduced productivity, creating significant challenges for the organization.

To tackle these issues, organizations are investing in structured employee engagement initiatives such as recognition programs, training and development, communication strategies, and work-life balance efforts. However, many companies find it hard to bridge the gap between management-driven initiatives and employee expectations. At Athom Trendz Private Limited in Bengaluru, engagement programs exist, but their effectiveness in

improving satisfaction and performance is uncertain. This study aims to examine the impact of these initiatives, find gaps, and offer practical recommendations. By looking at employee perceptions and organizational practices, the research highlights effective strategies to strengthen engagement, connect HR policies with changing workforce needs, and promote a culture of dedication and growth.

## II. REVIEW OF LITERATURE

### ➤ Chaudhary & Jain (2024)

This comprehensive literature review consolidates findings from 25 empirical studies (2013–2023) focused on employee engagement in remote work environments. The authors apply the Job Demands–Resources (JD-R) model to analyze how individual traits, organizational support, job structure, and technological facilitation contribute to engagement.

### ➤ Shaikh Faridullah & Srivastava (2024)

In this systematic review centered on Indian IT firms, the authors explore critical engagement drivers such as effective communication, transformational leadership, employee training, workplace culture, and well-being

initiatives. Drawing upon established engagement frameworks, the review emphasizes how these factors collectively enhance job satisfaction and reduce turnover.

➤ *Priyanti et al. (2025)*

This review explores the mediating role of organizational culture in the impact of transformational leadership on employee engagement across industries. The authors argue that leadership behaviors—like vision-sharing and intellectual stimulation—positively shape culture, which in turn influences retention and performance.

➤ *Ohri & Dutta (2024)*

The authors review global literature on the influence of workplace spirituality on employee engagement, examining key constructs such as meaningful work, sense of community, and value alignment. The study finds that when employees experience spiritual congruence—feeling purposeful and aligned with organizational values—they exhibit stronger commitment and higher engagement.

➤ *Barceló or (Gede & Huluka) (2024)*

This empirical study explores the direct effect of employee engagement on organizational performance within Ethiopian higher education institutions. Drawing on a literature-backed model, the authors demonstrate that engaged employees significantly boost institutional outcomes, including service quality and innovation.

➤ *Boruah, Raju & Sachdeva (2023)*

This bibliometric analysis maps the intellectual landscape of employee engagement research by analyzing over 1,300 articles published up to 2022. The study identifies dominant themes such as emotional intelligence, performance outcomes, leadership influence, and resource management. It highlights top-cited works, journals, and geographic research trends, providing a comprehensive overview of how the field has evolved.

➤ *Sadeghi (2024)*

Sadeghi's review explores how artificial intelligence (AI)-driven HR tools affect employee engagement and well-being, especially through perceptions of fairness, autonomy, and transparency. The paper argues that while AI can streamline HR processes, it also raises concerns about trust, ethical decision-making, and job security. The review suggests that organizations must manage AI's psychological impacts to avoid disengagement.

• **OBJECTIVES**

- ✓ To identify the engagement schemes applied within the workforce at Athom Trendz Pvt. Ltd.
- ✓ To understand the opinions and perspectives of employees toward current engagement practices.
- ✓ To examine the performance of existing engagement programs targeting employee satisfaction and productivity.
- ✓ To analyze the consequences of employee engagement strategies on retention and organizational performance.

• **Hypothesis Hypothesis - 1**

H<sub>0</sub>: There's no meaningful connection among employee engagement programs and overall job satisfaction at

Athomz Trendz Private Limited.

H<sub>1</sub>: There exists a meaningful connection among employee engagement programs and overall job satisfaction at Athomz Trendz Private Limited.

• **Hypothesis - 2**

H<sub>0</sub>: Training initiatives for employees don't have a major effect on employee engagement levels. H<sub>1</sub>: Training initiatives for employees do have a major effect on employee engagement levels.

### III. METHODOLOGY

The study uses a descriptive research design to examine employee engagement initiatives at Athomz Trendz Pvt. Ltd., Bengaluru. It involved both primary and secondary data. Primary data came from structured questionnaires filled out by 57 employees from various departments. Secondary data were gathered from journals, HR reports, and industry publications to offer theoretical support. A complete sampling method was used to ensure that the entire workforce was represented. Data were analyzed with SPSS, using descriptive statistics, chi-square tests, ANOVA, and correlation techniques. This approach allows for a systematic assessment of engagement practices, their effectiveness, and their influence on employee satisfaction and organizational performance.

➤ *Limitations of The Study*

- This study aims limited to the company's employees just one organization, Athomz Trendz Private Limited.
- With only a short window for collecting and analyzing data, the study might miss out on capturing long-term trends or seasonal shifts in employee engagement levels.
- There's a chance that employees could give answers perceived as more socially acceptable in the questionnaire, which could skew the exactness of the results.

➤ *Data Analysis And Interpretation Hypothesis - 1*

- H<sub>0</sub>: There's no meaningful connection related to employee engagement initiatives and overall job satisfaction at Athomz Trendz Private Limited.
- H<sub>1</sub>: There exists a meaningful connection related to employee engagement initiatives and overall job satisfaction at Athomz Trendz Private Limited.

Table 1 Correlation 1

	Employee Engagement Initiatives	Job Satisfaction
Employee Engagement Initiatives	1	.721
Job Satisfaction	.721	1

N = 55

- *Note: Correlation reaches significance at the 0.01 level(2-tailed).*

- *Interpretation*

- ✓ The Pearson Correlation analysis of employee engagement initiatives and job satisfaction is 0.721, indicating a strong positive relationship. The significance level ( $p = 0.000, < 0.01$ ) shows that the result is statistically significant.

- ✓ Since  $p < 0.05$ , We dismiss the null hypothesis( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ).
- ✓ Therefore, the findings suggest that employee engagement initiatives have a strong positive impact on overall employee satisfaction of Athomz Trendz Pvt. Ltd.

➤ *Hypothesis - 2*

$H_0$ : Training and development programs don't significantly affect employee engagement levels.  $H_1$ : Training and development programs do significantly affect employee engagement levels.

Table 2 Correlations 2

	Training & Development	Employee Engagement
Training & Development	1	.684
Employee Engagement	.684	1

N = 55

- *Note: Correlation reaches significance at the 0.01 level(2-tailed).*

Table 3 Anova-Effect of Training on Engagement

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.673	3	4.224	8.912	.000
Within Groups	23.987	51	0.470		
Total	36.660	54			

- *Interpretation*

- ✓ The correlation coefficient ( $r = 0.684$ ) indicates a significant positive correlation between training & development programs and employee involvement levels.
- ✓ The p-value ( $0.000 < 0.05$ ) confirms that this relationship is statistically significant.
- ✓ The ANOVA table shows  $F = 8.912, p = 0.000 (< 0.05)$ , proving that training participation significantly affects engagement scores.

need improvement.

## V. SUGGESTIONS

- Introduce structured learning modules, cross-functional training, and mentorship programs to improve employees' skills and career growth.
- Implement clear performance-based recognition, both monetary and non-monetary, to ensure fairness and motivate employees at all levels.
- Establish two-way communication platforms such as regular feedback sessions, open forums, and anonymous suggestion boxes to encourage employee participation.
- Provide flexible work arrangements, wellness programs, and stress management workshops to reduce burnout and improve employee commitment.

## IV. FINDINGS

- Employee engagement at Athomz Trendz is heavily influenced by work culture and management style. These are the key factors driving satisfaction.
- Training, recognition, and communication efforts help boost motivation. However, there are inconsistencies in how often these initiatives are applied.
- Survey results indicate that employees see the organization as unique when compared to competitors. This shows a strong sense of organizational identity and pride.
- Even with the overall positive feedback, problems such as limited transparency, response bias in surveys, and uneven participation across levels point to areas that

## VI. CONCLUSION

The study on Employee Engagement Initiatives at Athomz Trendz Private Limited, Bengaluru shows that employee engagement is not just an HR practice; it is essential for organizational success. The analysis reveals that initiatives like training and development, recognition and reward systems, effective communication, as well as work-life equilibrium policies greatly influence job satisfaction, motivation, and organizational commitment. The findings

highlight that when employees perceive themselves as valued and supported, and when they share the organization's goals, they are more productive, loyal, and innovative.

Additionally, the study indicates that work culture and leadership style are key factors that drive engagement. On the other hand, a lack of transparency or limited employee involvement can reduce effectiveness. In today's competitive business environment, companies like Athomz Trendz need to constantly update their engagement strategies to meet changing employee expectations. By creating a positive and inclusive workplace culture, the organization can lower attrition, increase retention, and improve long-term performance.

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