

# **RESEARCH PRESENTATION**

- o Unit code and name:**
- o MBus specialisation:**
- o Name of supervisor:**



# RESEARCH TITLE

“ The Impact of Employee  
Engagement on Job Performance  
and Organizational Commitment in  
Manufacturing sector of Pakistan ”



# INTRODUCTION



- In the contemporary dynamic business landscape, organizations increasingly recognize employee passion's pivotal role in ensuring sustained success. Engagement extends beyond a mere cliché, encompassing a multifaceted construct encompassing emotional commitment, job satisfaction, and a collective aspiration for the organization's future.
- This research aims to provide insight into the impact of engaged individuals on the overall efficacy of an organization. This will be achieved by examining the intricate connections between staff involvement, job performance, and organizational effectiveness.



# THE BACKGROUND TO THE RESEARCH



Extensive research has been conducted on the significance of employee involvement in influencing the performance of organisations. The scholarly literature has emphasised the psychological and emotional dimensions of engagement, as evidenced by the studies conducted by Kahn (1990) and Maslach and Leiter (2016).



These studies have demonstrated that engagement can enhance job satisfaction and foster a sense of commitment. According to scholarly research by Harter et al. (2002), it is crucial to have a thorough understanding of the connection between employee engagement and organizational success.



Despite the valuable insights offered by existing research, there remains a significant knowledge gap about the intricate interconnections that underlie the relationship between employee engagement, job performance, and organizational commitment. Previous research has shed light on some aspects, but a more thorough look is needed to understand how these factors interact (Bakker & Demerouti, 2017). This study aims to contribute to the existing body of knowledge by examining the different facets of employee engagement and their effects on work performance and organizational commitment.



# PROBLEM STATEMENT



This research aims to address the inquiry, "How can the interconnections among employee engagement, job performance, and organizational commitment be comprehensively comprehended?" by thoroughly analyzing these three variables. Scholars such as Macey (2008) and Maslach (2016) have emphasized employee involvement's significance in shaping individual and organizational results. However, the existing body of literature needs a comprehensive understanding of the intricate relationships between these variables.

Numerous investigations focus on a limited aspect of the phenomenon. However, Bakker and Demerouti (2017) contend that a more holistic perspective is important to understand the multifaceted nature of employee engagement and its impact on variables such as productivity and job loyalty.

Gaining a comprehensive understanding of these interrelationships is important for organizations operating in the contemporary, rapidly evolving, and fiercely competitive business landscape. Such comprehension is essential for firms seeking to optimize employee satisfaction, enhance productivity, and foster a committed workforce.



# Research Objectives



- Evaluate the Overall Level of Employee Engagement (Job satisfaction, commitment to the organization, organizational citizenship behavior (OCB), workplace advocacy) in the Manufacturing Sector of Pakistan.
- Investigate the Link Between Employee Engagement and Organizational Commitment.
- Identify Key Factors Influencing Employee Engagement in the Manufacturing Sector of Pakistan.



# METHODOLOGY



The research will utilize a quantitative-methods approach to provide a thorough and nuanced understanding of the links among employee engagement, job performance, and organizational commitment.

## Survey Design:

The structured questionnaire for this study will be developed using validated measures derived from the existing literature. The scales included in this study encompass the Job Performance Scale (JPS) developed by Williams and Anderson in 1991 and the Organizational Commitment Questionnaire (OCQ) created by Meyer and Allen in 1991. Data will be gathered on the demographic characteristics of employees, as well as their replies to surveys measuring job happiness, productivity, and loyalty toward the organization.



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## Sampling:

A stratified random sampling technique will be employed to guarantee adequate representation of all organizational levels and functions. To ensure statistical reliability, it is important to do a power analysis in order to determine the most suitable sample size.

## Data

### Collection:

Selected participants will receive an electronic version of the survey via online platforms. The emphasis will be placed on the participants' informed permission and the confidentiality of their responses.



## Statistical Analysis:

Quantitative data will be analyzed using descriptive statistics to characterize the sample and inferential statistics, such as correlation and regression analyses, to examine relationships among variables. Mediation analysis will be conducted to explore potential mediating factors influencing the connections between employee engagement, job performance, and organizational commitment.

# POSSIBLE OUTCOMES



- This study aims to achieve a more comprehensive understanding of the interrelationships among employee engagement, job performance, and organizational commitment within the chosen organizational context.
- This study aims to find significant correlations and key mediating factors that show the link between employee engagement and individual and organizational results.
- The survey findings have the potential to reveal certain attributes of engagement that have stronger associations with both job performance and organizational commitment.
- The study's results will add to what is already known. They will have real-world effects on corporate executives, helping them develop ways to get employees more excited about their jobs, more productive, and more loyal in today's fast-paced and very competitive business world.



# TIME TABLE

Phase	Tasks	Duration	Start Date	End Date	Resources Required
Planning and Preparation	<ul style="list-style-type: none"><li>Define research questions and objectives</li><li>Develop research methodology and survey instrument</li></ul>	5 weeks	2024-01-01	2024-02-05	Research team, literature resources and Research team, statistical software (e.g., SPSS), literature
Ethical Approval	<ul style="list-style-type: none"><li>Prepare and submit ethical review applications</li></ul>	4 weeks	2024-02-06	2024-03-05	Research team, institutional ethical review board resources
Survey Administration	<ul style="list-style-type: none"><li>Finalize survey instrument and pilot testing</li><li>Modify survey based on pilot feedback and finalize</li><li>Distribute surveys to selected participants</li></ul>	7 weeks	2024-03-06	2024-04-23	Survey participants, online survey platform
Data Collection	<ul style="list-style-type: none"><li>Monitor survey responses and address any issues</li></ul>	3 Weeks	2024-04-24	2024-05-14	Research team, online survey platform support
Data Analysis	<ul style="list-style-type: none"><li>Conduct quantitative analysis of survey data</li><li>Interpret and validate findings</li></ul>	8 weeks	2024-05-15	2024-07-09	Statistical software (e.g., SPSS), research team
Reporting and Writing	<ul style="list-style-type: none"><li>Draft research findings, conclusions, and recommendations</li><li>Review and finalize the research report</li></ul>	6 weeks	2024-08-07	2024-09-03	Research team, editing resources and presentation materials



# THANK YOU FOR ATTENTION

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