



## THE IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE ENGAGEMENT IN DIGITAL ECONOMY

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### Abstract

*Organizational culture is the systems of knowledge shared by a large group of people. Organizational culture is such a term which is extensively used but at the same time gives rise to ambiguity in terms of assessing its effectiveness on change variables in an organization. The optimal use of human capital is the only source to meet the organization's vision and to ensure employee engagement by creating an attractive organizational culture that encourages happiness and commitment. It's possible only through the integrated means of talent management a succession tool that provides a means of accelerating development of employees by identifying opportunities for career growth & development within the organizations. To increase the company value and performance, business managers must develop a strategic organizational culture that encompasses both employee engagement and the integration of latest technology. In order to attain the organizations goals in a smooth and efficient manner clear roles and responsibilities must be spelled out to the employees. It's all about drawing on our employee's knowledge and ideas to improve our products and services, with an enhanced sense of their own well-being. The rise of new digital economy is unquestionably altering the dynamics of financial growth and organizations performance by changing the landscape of business and the nature of work. The present paper tries to explore the impact of digitalized organization culture on the productivity growth of organizations and improving the employee efficiency.*

**Key Words:** culture, digitalization, engagement, human capital, career growth

### Introduction

In the recent years, with the emergence of new technology and innovative mindsets employees are able to successfully meet the upcoming challenges of doing business. Organizations around the globe are looking forward towards employee engagement as it relates directly to the business success. Work force who are highly engaged exhibit increased productivity levels, high returns and satisfied customers which in turn helps in talent retention through which we can reduce hiring costs. The organizations should develop a culture where they can inculcate the system of talent management as a daily process throughout the company as a whole. Now-a-days most of the organizations put tremendous efforts in attracting people towards their organizations but pay a little attention in retaining them which is the major problem in most of the organizations. It's not the sole responsibility of human resource department to retain indeed the responsibility should be shared among all levels of organization. Engaged employees are more likely to live culture of organization and take pride in working when they are connected to the company. Employee engagement cannot be mechanized since it is connected to the emotions of employees. An evolution from using digitalization to slice and measure work – “Digitat Taylorism” has become more popular for improving employee efficiency. The current age of digitalization is a stepping stone for the organizations to enter into the world which is enabled by the exponential use of technology in the workplace.

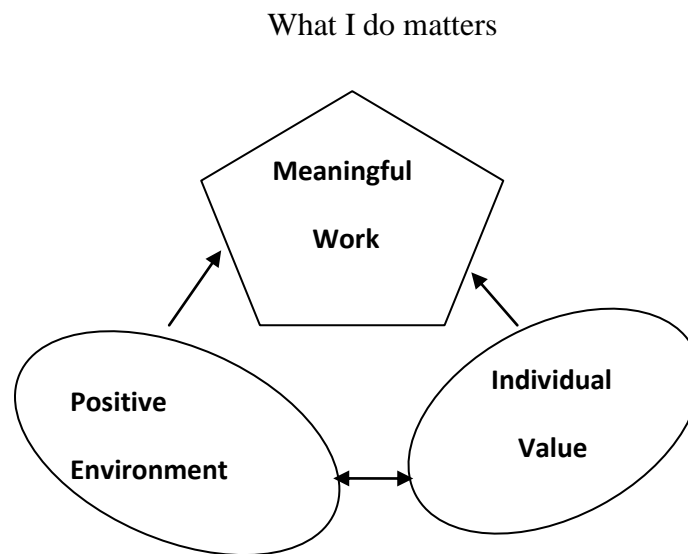
### Objectives of the study:-

- To study the concept of “Employee Engagement”

- To identify the digital tools and methods through which we can enhance the Employee Engagement.
- To study the impact of organization culture on Employee Engagement.

### ➤ Concept of Employee Engagement

When people are empowered and passionate about their work, their productivity, and morale and ultimately their performance will increase significantly. Organizations can increase employee engagement by addressing the three main areas that get to the heart of what really matters to people and their job satisfaction.



This is a great place to work

I am appreciated and encouraged to grow

### Meaningful work:

The employees should be aware of the purpose of their work. It means knowing exactly what to do and why this can be achieved through the following actions:

- The role of organizations vision and values in its success
- Involving the employees in setting the challenging but achievable goals
- Tracking the progress of goals
- Helping the employees to realize their contribution in achieving the organizations priorities
- Advocate the organizations role as community partner and contributor.

The information should reach employees timely so that they can access to data and decisions that affect work. The organizations can

- Provide direct access to the employees for non confidential and pertinent information.
- Learning opportunities from other groups across the organization



- Share the success stories of organization
- Insights about customers, competitors and market conditions
- Communication of decisions along with their rationale

Empower the employees to influence the decisions and actions to achieve them. Organizations should allow the people to decide how their work gets done encourage them to learn from their mistakes. It's the responsibility of the organization to provide all the resources to fulfill the tasks assigned to the employees.

### **Positive Environment:**

The employees should feel that it's a great place to work for that they have to be treated respectfully.

- The organization should reinforce the interpersonal skills
- Diversity of ideas and opinions should be fostered
- Help the employees to achieve the proper work-life balance
- Leverage the individual's experience and expertise.

There should be a harmonious collaboration between the management and employees so that goals can be achieved within the time.

- Different procedures should be established to empower the employees to generate innovative ideas , make decisions and implement them
- Employees efforts which helped to yield the organizations results should be recognized

Organizations should trust their employees and have a belief in them. They should treat ever one fairly and be consistent in their actions and messages. The thoughts which are linked to the tasks should be revealed so that people can work confidently and comfortably. Even the management should admit if the mistake is from their side. Organizations should demonstrate their concern about employees and their wellbeing.

### **Individual Value:**

The organization should provide the employees with the supporting opportunities to grow in their career so that they can expand the capabilities. This can be done through

- Delegation of tasks and responsibilities
- Collaboration on development plans
- Encourage informal learning opportunities
- Stretch assignments and ongoing coaching
- Timely and accurate feedback of the tasks done

The employees feel satisfied if they are being acknowledged and recognized for the efforts they have put in and achievements. The organizations should take initiative in the below aspects



- Reward and recognize the employees in the way they are satisfied
- Praise people's efforts and celebrate their success
- Share both the individual and team achievements with the higher officials

➤ **Digital tools – Employee Engagement**

- Digitalizing the communication process through mobile apps so that the important updates can reach employees directly without any barriers and time delay. This tool can be a real time employee engagement platform to share opinions , feedback and decision making process
- Employees should be aware about their contributions towards the strategic goals and objectives. Intuitive platform helps to align performance management, goal tracking for engagement
- Open communication channels through web and automated polls to identify and analyze the areas which benefit from development investments.
- Gratification to drive the change in employees behavior, organizations are applying game mechanics to engage employees with different types of activities especially during e-learning and on-boarding to complete the task as early as possible.

➤ **Organizational Culture – Employee Engagement**

- In this era of digitalization organization must expand to include its digital workplace practices. Executives can give their organization a strong competitive advantage to attract top talent by strong workplace culture that supports digital implementation.
- Highly engaged organizations can hire easily, have lowest attrition rate and deliver stronger customer service.
- A focus on culture can be used to understand knowledge management needs and personal staff, at the same time make undocumented explicit and accessible.
- Culture is just as important as organization's strategy in creating brand, increasing productive and ultimately successful firm.
- Organizations should build their culture to support digital or else they may have to face a severe loss in productivity , stress in all levels of employees and retention problems
- Organizations must also work towards re-integrating the human into digital workflow. To fulfill this organizations may develop a culture of encouraging in-person meetings rather than virtual. Chat with a co-worker directly instead of using digital media.
- With the increase of new technology and exploration of various opportunities, power has been shifted from the hands of employer to employee. So, in order to retain the talent organization should develop a culture of treating the employees like customers means the king of your business.
- Organizations should be open enough for incorporating the innovation and adopt digital platform and strategies.



- Create a culture in the organization in such a way that employees get an opportunity to venture out of their standard career paths and customize their jobs to align with their personal and evolving skills sets and career paths.
- Create a supportive culture where a open work environment with increased transparency and trust in expertise by changing the default content and working process.

### Conclusion:-

As the digitalization of business and society intensifies, a new tech -savvy employees of present generation is entering into the workforce world with a intention of changing the rules, driving the organizations to reflect on how they can optimize their talent to gain a competitive advantage. All the organizations are focusing on how to improve “Employee Experience” in today’s digital work environment. This new digital era in which we are living is both excited as well as hard creating stress in the minds of the employees with overwhelming of information. Today we feel as if we are operating in an “Unlimited Information Buffet”- we see lots and loads of information to consume, we try to eat away all but finally feel bad. The present paper tried to focus on few areas for design re-thinking, a new and simplified way of technology to reorganize the things to make work easier and simple.

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