

**FACTORS INFLUENCING EMPLOYEE ENGAGEMENT :  
A STUDY AMONG EMPLOYEES OF A PRINTING COMPANY**

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A STUDY AMONG EMPLOYEES OF A PRINTING COMPANY**

**A project paper submitted to the College of Business in partial fulfilment of the  
requirements of the degree of Master of Human Resources Management,  
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## **ABSTRACT**

Employee engagement has emerged as one of the most important topics in the sphere of human resource management. It stands for the extent to which the employees are fully involved in his/her work and will act in a way that furthers their organization interests. The study on this paper is to examine and gain better understanding of the drivers that influence employee engagement in a printing company. Employee communication, employee development and rewards and recognitions were selected as independent variables. Sample for the study consists of 123 staff from various levels and departments. Data were collected with the help of a questionnaire and analyzed using the Statistic Package for Social Science (SPSS) version 15. Throughout the statistical analysis, it is found that there is a significant relationship between the two independent variables namely employee communication and employee development with the dependent variable, employee engagement. Among the two independent variables, employee communication is the strongest drive to employee engagement in the printing company.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

In today's economic instability, organization started to look into people as an asset so that organization can utilize their skills, knowledge and abilities to sustain the competitiveness in the industry. This is because employees who are engaged in their work and committed to their organizations give crucial competitive advantages including higher productivity and lower employee turnover (Robert, 2006). However, according to Gallup Management Journal research done in 2006, only 29% of the U.S. working population is engaged (loyal and productive), 55% are not engaged (just putting in time), and 15% are actively disengaged (unhappy and spreading their discontent) ("Gallup Study", 2006).

In fact, as reported by The Towers Watson Global Workforce Study 2010, 28% of the Malaysian workforce is engaged ("Malaysians Value Job Security and Stability", 2010). The higher engagement level is an encouraging indication as engaged employees are less likely to leave their jobs, with the results showing that 41% of engaged employees in Malaysia has no plans to leave. According to Vivek Nath, Managing Director for Towers Watson Malaysia, the impact of the recession on the business should not be used as an excuse to deviate focus from engagement, as there is a risk of talent leaving the organization once the recession completely lifts, which could affect business performance ("Malaysians Value Job Security and Stability", 2010).

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