RESEARCH PROPOSAL

TITLE:

Enhancing Employee Engagement: An Analysis of Effective Strategies in Modern Organizations

BY

T. SUHASHINI M.B.A.,

TABLE OF CONTENT

S.NO	TITLE
1	**INTRODUCTION** • Background • Research problem • objectives
2	**LITERATURE REVIEW** • Definition of employee engagement • Theoretical models • Previous studies
3	**RESEARCH QUESTIONS**
4	**METHODOLOGY** • Research design • Data collection • Sample size • Data analysis
5	**EXPECTED OUTCOMES**
6	**TIMELINE**
7	**REFERENCES**

Research Proposal: Employee Engagement Strategies

Title:

Enhancing Employee Engagement: An Analysis of Effective Strategies in Modern Organizations

1. Introduction

- **Background**: Discuss the importance of employee engagement in driving organizational success, productivity, and employee retention.

- **Research Problem**: Despite various engagement strategies, many organizations struggle with low engagement levels.

- **Objectives**: To identify and analyze effective employee engagement strategies and their impact on organizational performance.

2. Literature Review

- **Definition of Employee Engagement**: Review existing definitions and frameworks.

- **Theoretical Models**: Discuss models like the Job Demands-Resources (JD-R) model and Maslow's hierarchy of needs.

- **Previous Studies**: Summarize research findings on engagement strategies and their outcomes.

3. Research Questions

1. What are the most commonly used employee engagement strategies in organizations?

2. How do these strategies impact employee satisfaction and productivity?

3. What are the barriers to implementing effective engagement strategies?

4. Methodology

- **Research Design**: Qualitative and quantitative approach.
- **Data Collection**:

    o Surveys: Distribute to employees across various organizations to gather data on engagement levels and strategies.

    o Interviews: Conduct interviews with HR professionals to gain insights into successful practices.

- **Sample Size**: Aiming for a minimum of 300 survey responses and 15 in-depth interviews.

- **Data Analysis**: Use statistical analysis for survey data and thematic analysis for interview data.

5. Expected Outcomes

- Identification of key engagement strategies that correlate with high employee satisfaction.

- Recommendations for organizations to improve their engagement practices based on empirical evidence.

6. Timeline

Task	Duration
Literature Review	2 months
Data Collection	3 months
Data Analysis	2 months
Writing & Revisions	2 months
Final Submission	1 month

7. References

- Include a list of academic journals, articles, and books relevant to employee engagement.