

# EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL CULTURE



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**Prof. (Dr.) Ashish Mishra**



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# Employee Engagement and Organizational Culture

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## **Preface**

The degree to which employees are involved in the company's operations and the culture of the organisation are two of the most critical aspects that determine the longevity and profitability of modern enterprises. Companies are coming to the awareness that their competitive edge is not just in strategy or technology, but also in the united passion, devotion, and ideals of their people. This is a revelation that is occurring in this era of rapid globalisation, digital transformation, and shifting worker dynamics. Companies are coming to this conclusion in increasing numbers. Employees who are engaged in their job are motivated, emotionally committed, and in agreement with the goals of the organisation. A robust culture fosters trust, collaboration, and innovation among its members. The Human Resource Management (HRM) department, which is in charge of people strategy and talent management, has the potential to establish a culture that encourages diversity, performance, and ongoing learning. By developing policies and processes that improve factors such as job satisfaction, recognition, career development, and general well-being, human resources professionals contribute to the process of matching the aims of an organisation with the aspirations of its employees. In light of this, the purpose of this research is to investigate the intricate link that exists between organisational culture and employee engagement from the perspective of human resources. Specifically, it highlights the ways in which leadership, communication, and people-centric leadership are some of the techniques that may transform workplaces into dynamic ecosystems in which workers have the opportunity to develop and make major contributions to the expansion of the organisation.

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