

## **CORPORATE COMMUNICATION: BEST PRACTICES ADOPTED BY IT COMPANIES TO ENHANCE EMPLOYEE ENGAGEMENT**

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### **ABSTRACT**

In recent years, the term "employee engagement" has gained popularity among human resource (HR) professionals all across the world. Every employer nowadays wants to get the most out of its staff. Without communication, there can be no interchange of ground-breaking ideas, robust interpersonal relationships, or genuine job motivation. Effective communication may boost workplace efficiency, customer satisfaction, and company expansion. IT industry has now expanded to embrace almost all aspects of computing and technology despite its ups and downs, the IT industry continues to be one of the most important contributors to the country's economic growth.

**Purpose:** This study's goal is to assess and comprehend the tactics employed by IT companies to enhance staff management, with a particular emphasis on internal communication.

**Methodology:** In order to lay the groundwork for a literature review, this explore uses a supervised approach to review secondary data from reliable data sources, including research papers from Science Direct, Elsevier, Sage publications, and other sources.

**Result and findings:** Corporate communication is essential for fostering employee engagement in the Information Technology (IT) industry. The findings show that highly engaged workers are healthier, happier, more loyal, and more productive. They also have greater retention rates.

**Implications:** This study will be utilized by numerous IT and other industries to develop strategies for forthcoming employee engagement founded on communication.

**Keywords:** Corporate communication, Information Technology (IT), Human Resource (HR), Employee engagement

### **Introduction:**

Employee engagement is actually a word used extensively in the consulting industry, but nowadays in academics it is use for research purposes. Many individuals believe that being committed or retained by an organization is depend on a condition of mind or behavior. It is used to monitor or control employees' actions and cognitive processes, which is very helpful for every organization to create a positive work environment. An organization can tell whether an employee is genuinely committed to their work or just trying to put in the time. Improving employee engagement practices is significant to a company's success. Disengaged and unsatisfied employees are less effective at their jobs and offer poor customer service. (Mohamad S. Hammoud & Schrita Osborne, 2017) Employee engagement will increase if an organisation appreciates cooperation, regards workers as partners, trusts them, respects them, and views them as innovative and enterprising individuals while encouraging their readiness to take initiative, make ethical judgments, and assume responsibility.. (Małgorzata Baran and Barbara Sypniewska, 2020) "As per the result of the study by Binita Tiwari & Usha Lenka, (2020) resonant leadership has a non-significant relationship with employee engagement. Employee engagement levels have grown, though, as a result of increased internal corporate communication, sharing of information, continual learning, entrepreneurial orientation, and perceived job satisfaction and organizational commitment. High employee engagement helps in developing the organisation's image as an employer brand."

### **Statement of Problem:**

One of the industries with the fastest growth in India is IT. It is imperative to look into employee engagement approaches and the role that corporate communication plays in this.

#### **Objectives:**

1. To understand the importance of employee engagement in the IT sector.
2. To examine how important corporate communication is in boosting employee engagement in the IT business.

#### **Scope:**

The study's analysis is solely limited to employee engagement strategies. This study primarily focuses on the Indian IT industry, one of the country's fastest-growing sectors.

### Literature Review:

Employees who are "engaged" are passionate about the company's goals and ideals, as well as being intellectually and emotionally attached to it (Binita Tiwari & Usha Lenka, 2020). Employee engagement is the term used to describe an individual's emotional dedication to their work, their organisation, its goals, and its business practises. (Gauravkumar Mahipatbhai Patel, 2010) It strengthened if there was a high level of trust within the company, open communication between managers and staff, clear explanation of the organization's objectives, and strong motivation. Regardless of the size of your firm, it will immediately increase output and profitability. (2015) Reetika Sharma. Business leaders in communication may be able to improve corporate procedures while also bringing about positive societal change (Schrita Osborne & Mohamad S. Hammoud, 2017).

By concentrating on possibilities, improving organizational decision-making, and boosting commitment, organisations can increase employee engagement (Chandani, Arti & Mehta, Mita & Mall, Akanksha & Khokhar, Vashwee, 2016). According to the proposed employee engagement model, communication, confidence, pacification, cultivation, and compensation are elements that promote organisational health and welfare in the existing emergency, and indicators are provided to measure each single's success (De-la-Calle-Durán, M.-C., & Rodriguez-Sánchez, J.-L., 2021).

### Practices Adopted by IT Companies:

"In its tough orderly process, the Indian IT sector is concentrating on unique engagement tactics underpinned by the values of communication, appreciation, incentives, recognition, and care. The workplace has changed in the modern era into a "nurturing hub" where employees' personal and professional objectives are urgently attended to, recognising the crucial role played by employee involvement in improving the overall success of the firm. Chandni M. C. and Dr. Manjunath S., 2018) Reetika Sharma, a researcher, claims that while different companies may apply similar techniques, the measurement tools would vary depending on the personalities and work styles of the personnel. The procedures used by IT organisations are simply explained:

- **Clarity regarding the company's principles, rules, and practises:**  
By becoming involved in the company's vision, its products, and its future direction when company communicate important information with them, their employees can become brand ambassadors for their firm. Khaner Walker, Aneil Mishra, and Karen Mishra, 2019. These approaches include intrapreneurship, reverberating leadership, internal corporate communication, information sharing, constant learning, and apparent communication satisfaction. By communicating about shifting business goals in a clear and consistent manner through the proper channels, managers may enhance employee trust. (Binita Tiwari & Usha Lenka, 2020)
- **Pay and Perks:**  
To entice individuals to work for a company, it must have a strong compensation structure. Workers must receive specific compensation and benefits in order to increase their level of involvement. Employees believe that rewards should be genuine and performance and that recognitions should be provided soon away. (Gauravkumar Mahipatbhai Patel, 2020).
- **Assessment:**  
A fair evaluation of the employee's performance is a crucial element in deciding the amount of involvement. Companies that implement a proper assessment procedure that is perceived as impartial and transparent have higher employee engagement.
- **Communication:**  
Communication has a key role in determining worker or staff's satisfaction and engagement. "Organizations must make an effort to inform all employees as to what is happening in the organization and engage their employees through more periodic communications on organization's progress towards its business goals." (Gauravkumar Mahipatbhai Patel, 2020). Here are a few tools that fully motivated companies use::
  - At a time conferences with a single individual
  - Group consultations with the whole organisation
  - Emails since leadership team or department meetings
  - Interviews or meetings at the time of end of a project
  - Employee gratification reviews
  - Conversations or performance reviews
  - Social media
  - Roundtable talks on administration
  - Formal targets

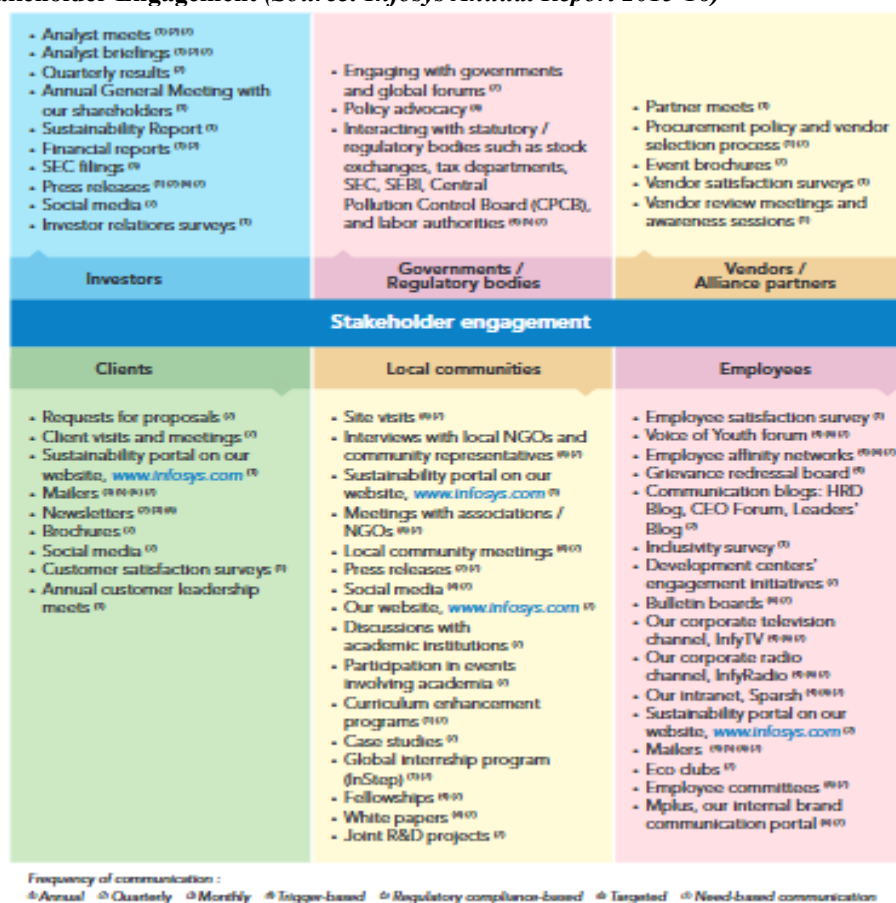
Clear instructions on job duties and responsibilities, reporting relationships, and authority all contribute to the psychological contract. When employees believe that the communication process is fair, their uncertainty decreases, their involvement improves, and they are more willing to exert extra effort. Both the message being transmitted and the manner in which it is being communicated must be taken into account. When it comes to corporate communication, this is especially true. Company culture may offer a substantial strategic advantage in these dynamic times. However, for employees to understand and adhere to cultural goals, attitudes, and practices, best practices must be used to effectively communicate them. (2021; Jessica Ellspermann the advantages of Amdocs cloud storage, which were developed to communicate with employees and raise employee engagement, were covered by Michael Isaacs (2020) in her blog.

- **Healthy and Secured Environment:**

Employees only go above and above when they are treated with respect, feel valued, work in a happy, fierce competition, and are given challenging offshore duties based on their training and expertise. (2016) Venugopal Gandasala and Swetha Reddy It was discovered that levels of participation were associated to feeling secure at work. All businesses must therefore implement the proper processes and practises to ensure the health and safety of their workforce. Working hours and health and safety have both been found to influence employee participation in the public sector.

The majority of Indian organizations have used the notion at a behavioral level, thereby merely encouraging employee engagement by forcing the employees to participate in particular activities, according to writers Srivastava, Akancha, Ramachandran, Kumarasamy, and Arumugam, Suresh. (2014) According to the study Gantasala, Venugopal & Reddy, Swetha (2016), organizational support, fundamental backing, cohesive organizational culture, distributive impartiality, cleanliness elements, operative goal settings, evenhandedness, assessment transparency, customized training and coherence are contributing factors that affect employee engagement in IT industries.

**Fig. 1 Infosys Stakeholder Engagement (Source: Infosys Annual Report 2015-16)**



Employees are included as stakeholders in Infosys' 2016 annual report, and defined communication channels guarantee targeted participation all year long. In the fig. 1, they described their stakeholder involvement strategies. According to the study, their yearly employee satisfaction survey, called LITMUS, is still utilized to solicit

feedback from staff. The results of their survey are analyzed, and recommendations for bettering employee engagement are made. They communicate internally using Mplus portal. (Pages 15–16 of Infosys Annual Report).

"Incremental model, evaluate, improve - keep your staff engaged and part of the transformation - communication is vital to generating and effectively implementing change," assert Infosys employees Emmanuelle Blons & Emilie Labidoire (2019). In their study, they also cover how AI will play a big role in enhancing the employee communication between Human resource team members and the workplace. The open communication culture at Google encourages staff members to experiment and question the status quo (Karen, 2017).

### **Employee Engagement Practices during COVID:**

Conventional workplaces and jobs have changed significantly over the past ten years as a result of an increasingly diverse and global workforce, the impact of millennials and digital technologies, and the slow economy that is driven by facts, figures, and high-speed connections. Traditional employee workplace norms, engagement goals, and strategies must adjust to keep up with this development. According to the International Labor Organization (ILO), four out of every five workers globally have been affected by epidemic extenuation dealings like lockdowns and work from home orders (2020). Businesses must devise fresh, improved methods of reaching their staff in the midst of this chaos. Various tasks could be reorganized into fresh roles for increased effectiveness.

The current pandemic issue has made it challenging for firms to manage their human resources. Significant changes are being made to the social and work environments, such as the installation of new work rules and measures to bound interaction and the shift to remote work. With the purpose of accomplishing employee engagement, organizations are concentrating on providing remote working circumstances that allow staffs to combine work and personal life in this novel environment. Many businesses are now creating a wide range of employee retention and engagement strategies, including such simulated staff meetings, digital training and development, once a week orientation online interactive sessions, web conferencing with industry professionals, stress management and anxiety management online workshops, online team building exercises, online family engagement practices, strategizing, expression of regret, and admiration sessions, TED Talks, e - books, online programs, live group meetings for additional training, digital communication exercises, etc. (Nisha Chanana and Sangeeta, 2020)

The present pandemic situation has made it difficult for businesses to manage their resources, particularly their human resources. The social and working environments are changing significantly, including the execution of new office guidelines and procedures to reduce communication and the shift to remote work. Organizations are focusing on offering remote working options that let employees balance work and personal life in this new setting in order to increase employee engagement. The planning and implementation of a recompense strategy that retorts to the new work situation, including financial expenses as well as non-monetary reimbursements that are more commercially worthwhile due to the firm's economic conditions as a outcome of the epidemic, should be recognized by managers as a good way to enhance employee morale. (De-la -Calle-Durán, M.-C., & Rodríguez-Sánchez, J.-L., 2021)

The School of Work Innovation and partners organized a meeting with selected new business start-ups and scaleups to find innovative methods to engage employees at work. Five participating corporates (Accenture, booking.com, Enaxis, EY, and PwC) were present. (The 2019 method for increasing employee engagement among Millennials and Generation Z.)

### **Importance of Corporate Communication in Employee Engagement:**

"It was discovered that employee engagement was higher when they understood the strategies, initiatives, and processes in place for pay. Good communication between the company and employees, and also between coworkers, is the first step toward long-term involvement. (Chandani, Arti, Mita Mehta, Akanksha Mall, and Vashwee Khokhar, 2016) The focus of HR and management operations typically centers on employee engagement, giving rise to a plethora of surveys, meetings, reward programmes, and other creative programmes. But starting with regular contact is the simplest way to increase participation. This epidemic situation also demonstrates how important it is to build a solid communication path to offer employees stability and security when they most need it. A single, digital center holds staff members conversant and on the same page when teams work across time differences, schedules, or geographies, establishing connections that cut beyond space and time.

Efforts made by the corporation to build employee trust may be advantageous to both the company and the workforce. Employees are more motivated, trust their managers, and feel more empowered to develop relationships with customers on the company's behalf. Employee engagement can be raised by more efficient corporate communication. By analyzing and developing goals for corporate communication, organizations can improve employee morale, overcome departmental obstacles, publicize employee events, inform staff about benefits, and

foster trust. Here are some ideas for enhancing communication abilities, including taking the audience into account, selecting the appropriate intermediate of communication, creating employee resource groups, and using social media to communicate with staff members.

Communications have a big impact on employee engagement. When employees are informed of the most recent corporate news and connected to the other members of the team, they experience less annoyance and exclusion. When individuals are enabled to take an active role in organizational communication, whether through two-way dialogues or content development, they feel valued, supported, and empowered.

#### **Findings and Discussions:**

1. By placing assets into employee engagement, the company will be able to boost efficiency, quality of work, and retain the best talent.
2. Highly engaged staff have superior performance, greater retention rates, and higher levels of happiness and loyalty.
3. Engaged staff members perform better, which enhances the quality of services provided to customers and clients.
4. IT businesses have used new and conventional strategies to increase employee engagement.
5. One of the finest strategies for boosting employee engagement is communication.
6. Good communication may increase workplace efficiency, employee engagement, and business growth.
7. COVID stressed that communication is crucial for fostering employee engagement.

#### **Conclusion:**

The principal goal of this research was to discover the employee engagement methods employed in IT companies and to establish a relationship between the strategies' emphasis and the various employee engagement measures. The study found that almost all IT organizations had implemented employee engagement strategies for their staff during the examination. These companies seem to have recognized the significance of the idea of "engagement," not just for achieving their ultimate goals but also for existing in a competitive market.

A examination of the literature indicates that although IT organizations use a variety of employee engagement strategies, communication stands out as the best approach. Everyone wants to feel relevant, so when employees feel their opinions matter, they are more likely to engage in the culture in a positive way. When a company implements effective corporate communication strategies, employees feel more at home and inspired. Engaged workers are more dedicated to their tasks. Make better utilization of the internal communications system as a result and leverage the creation of microlearning content to expand it quickly and effectively. It will spur employees to consistently put in more effort to get results that benefit the bottom line.

#### **Scope for further Research:**

To find out more about the variables affecting employee engagement, a comparison study or a study with a specific IT company may be done. The research could be repeated in various industries, such as tourism, construction, retail, and education, to learn about the methods used for employee engagement in those fields. It is also possible to undertake empirical research on employee engagement strategies and the effects of corporate communication.

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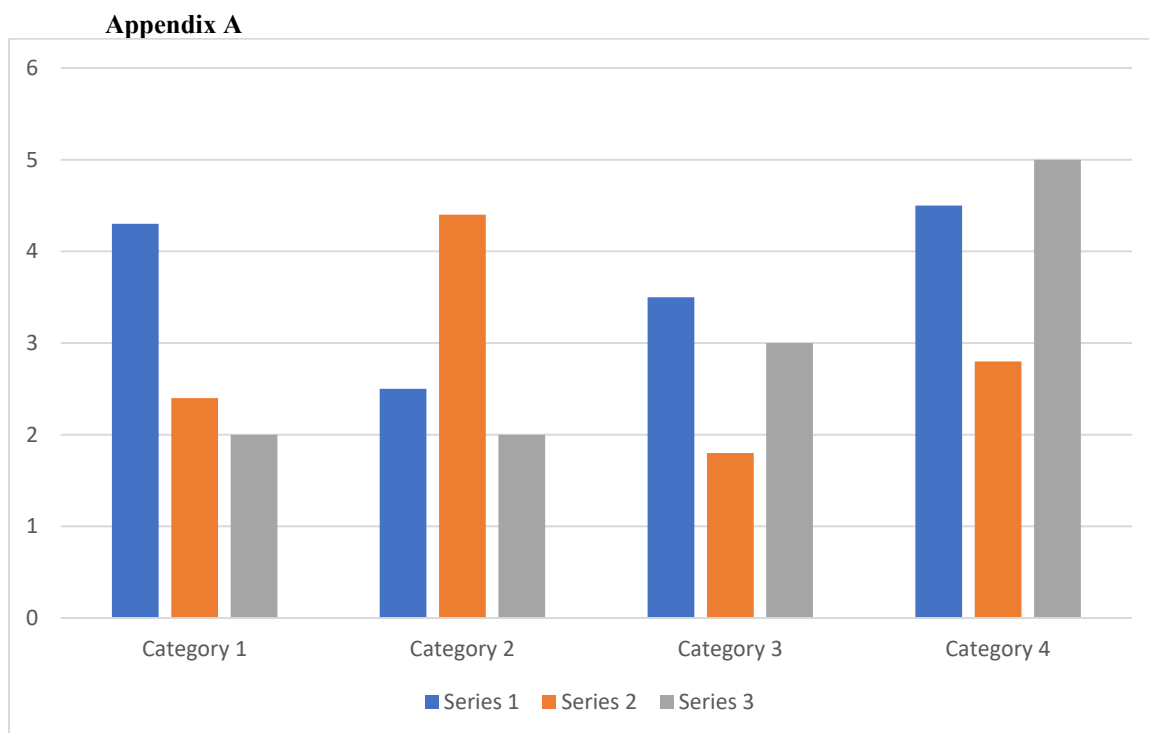


Figure A1. Example figure appendix (Author, 2018)

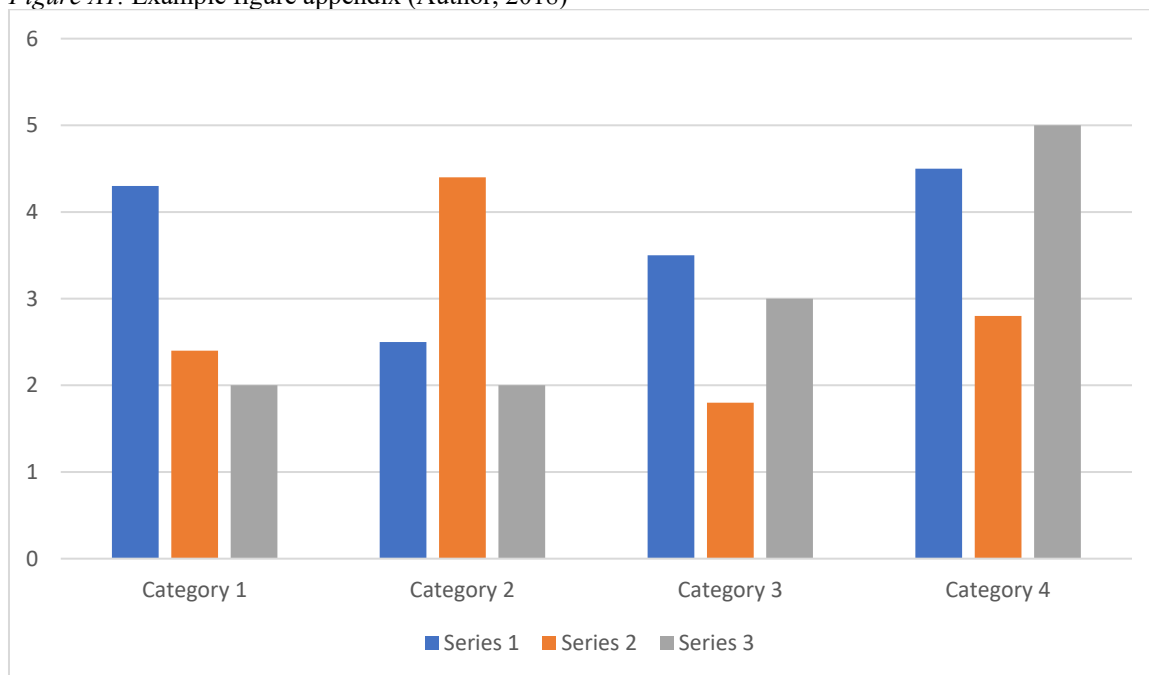
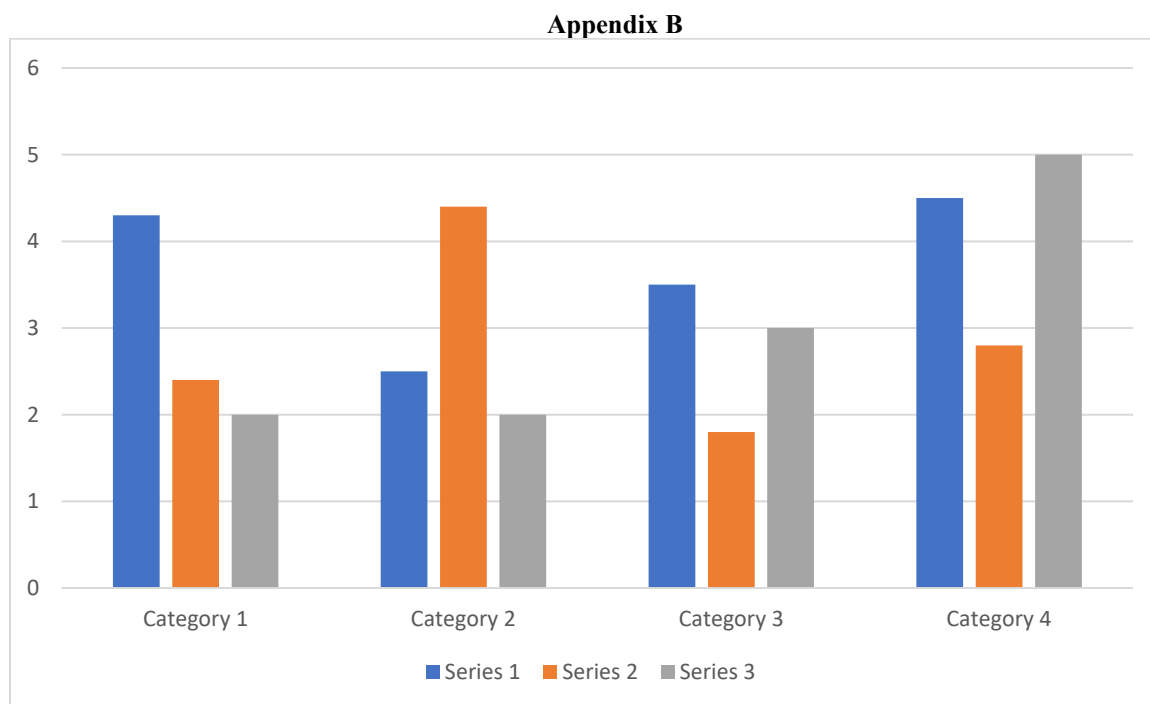


Figure A2. Example figure appendix (Author, 2018)



*Figure B1.* Example figure appendix (Author, 2018)