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## EMPLOYEE ENGAGEMENT AND PRODUCTIVITY AMONG STARTUPS IN COCHIN CITY

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### **Introduction**

Major companies concentrate on improving the employee experience, workers will focus on improving the customer experience and increasing the market value of their product or service. Employee engagement is considered a crucial factor since it consistently encourages workers to use their expertise and fosters an atmosphere conducive to achieving the company's stated goals and upholding its values. Employees who are engaged with organizational policies have a good view and a feeling of connection with the company, and they are eager to spend their time and energy in their job and for the benefit of the whole organization.

Employees that are engaged are more likely to remain with the business for a longer amount of time, perform better than their coworkers, and provide 100% of their efforts at work, which affects the firm's bottom-line development via their commitment and devotion. Employees who are engaged are creators for the company since they are eager to learn about their positions and improve in offering high talent in their daily work.

In today's cutthroat economic climate, more and more companies are opting to adopt tactics aimed at increasing employee engagement. However, doing so isn't without its challenges, since these techniques tend to differ from company to company, and many employers report experiencing complications as a result of putting them into practice. Employees who are actively involved in their job are more likely to put in extra time and energy, which ultimately benefits the company. As a result, many businesses are implementing the same engagement methods employed by industry leaders to increase employee participation. As a result, firms are always working to adopt different tactics depending on their business environment and culture in order to maintain employee engagement. Companies were compelled to make some significant choices to decrease operational costs during the global crisis in 2008 and 2022, thus during these periods, businesses must focus on engaging their workers, which is critical to increasing productivity and profitability while avoiding attrition.

### **Literature review**

It is investigated the concerns and obstacles encountered while starting a new business. Most firms failed to reach the establishment phase, and many failed within one year of incorporation due to a bad business plan and a lack of expertise, which is one of the primary hurdles for startups to grow. Startups must go through the following five stages: concept generation, identifying the opportunity, pre-start-up planning and preparation, entrance and launch, and post-entry development and framework for the startup process utilizing literature reviews [1].

The efficacy of a startup is determined by eight key components: idea creation, business planning, team management, startup capitalization, trends in company operations, production resources, strategies, and product innovation. This research, in particular, discussed in depth the primary hurdles that had an influence on start-up effectiveness, such as marketing-related issues, a lack of information of business models, a lack of team management, finance flows, and product-related issues. The researcher has made recommendations such as a. constructing the basics for the startup with a greater focus on their goals, selecting an idea, working on it, and identifying the team, b. writing the business plan on business description,

operational models, financial details, and pricing methods, c. managing cash inflows and outflows, d. managing legal issues, e marketing the business model, and f. launching the business to meet the establishment stage [2].

Engagement may be established by managing human resources and establishing an appropriate assessment framework in which terms and conditions are well disclosed. Supportive line management also plays an important part in this, by establishing a structured work with defined duties, as well as by offering chances and involving people in good decision making. These elements are related to the employee's health, which is a crucial engagement driver; stress levels at work may contribute to poor outcomes and disengagement.

Employee engagement is critical for maximizing organizational financial potential and developing supportive relationships among workers at all levels of the business. It also helps to increase employee engagement, which has a direct influence on organizational performance. As a result, both the employee and the employer must retain honesty, improve collaboration, and build trust in the workplace through fostering a positive work environment.

Women entrepreneurs face several problems, including inadequate education, insufficient family support, legal concerns, social barriers, and so on [3].

As a result, founders need the most important input resource, which is a qualified workforce with sufficient technical analytical abilities to create the process in startup to reach the goals [4].

The action plan, unveiled by Indian prime minister Narendra Modi, includes a plethora of measures, such as financial backing up, same-day business registration for startup promoters, tax exemption for three years, tax exemption on earnings, a loan facility program, an exist policy without difficulties, and no capital gain tax for a firm that reinvests its money in to another startup. Startup India creates mobile apps for portal registrations, streamlining the task and introducing new intellectual property rights protection. Patent fees have been reduced by 80%, and the pace of patent examination has been accelerated. Start-ups are encouraged to purchase from government entities, women business leaders are supported by schemes, biotechnology startups are supported, and initiatives to encourage around five lakh schools to focus on innovation are being developed. Building innovative hubs at national institutions and establishing a research park [6].

Several writers characterized productivity as follows: It may be assessed in three ways: first in terms of economic growth, second in terms of

effective and efficient production, and third in terms of improved organizational functioning. According to the research, productivity was assessed in the following ways: output quality, absenteeism, turnover, morale, satisfaction, innovation, motivation, timeliness, and output quantity.

This research discussed the characteristics that promote employee engagement at work, such as employee well-being activities and a favorable working environment. The motivators for increasing employee satisfaction.

### **Methodology**

Research methodology refers to the process stage which explains how the research was conducted. This research study follows a specific way of study.

### **Aim of the research**

The aim of the study is to identify the impact of employee engagement on productivity in startup companies in Cochin City.

### **Area of study**

The study was conducted on the startup companies in Cochin, Kerala one of the protuberant states and federal states in India. The purpose of this study is to identify the impact of employee engagement on productivity in startup companies in Cochin City.

### **The sample sizes**

This research has covered a total number of 25 respondents and this sample of 25 respondents was taken anticipating covering the research as planned. There are five startup companies have been selected to analyze. The sample population also selected from these five startup companies located in Cochin city.

Table 1

### **Demographic information of respondents (Source: field data)**

<b>Item</b>	<b>Contents</b>	<b>No: of samples</b>	<b>Percentage</b>
Gender	Male	16	64%
	Female	9	36%
Age	23–28	19	76%
	29 and above	6	24%

### **Secondary Data**

The main purpose of this study is to identify the impact of employee engagement on productivity in startup companies in Cochin City. The research approach for this study consists of an analysis of the research literature.

### Primary Data

Primary data of 25 respondents were collected by questionnaire by using convenient sampling methods.

### Data collection method and scale validation

Respondents answered all questionnaire questions on a five-point Likert scale, with 1 being "Strongly agree" and 5 being "Strongly disagree". Because India is multilingual, and English is regarded one of the primary languages, the surveys were administered in English. This research used a random selection approach that was influenced by the kind of sectors as strata. This research study is really important since India is a large market for any goods and services.

### Results

To identify the factors, it has been done the factor analysis using survey variables which related to employee engagement and productivity.

Between the data and measurement of the suitability of the data- To check the inter-correlation of constraints KMO test has been done.

Table 2

#### KMO and Bartlett's Test (Source: field data)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	193.371
	df	15
	Sig.	.000

In this research, the value of KMO is 0.791, which is more than the specified amount, suggesting that further examination is possible. This is quite important, with a degree of freedom of 15. As a consequence, this survey result may be used to do factor analysis.

### Factor Analysis

Factor analysis in SPSS software was used to generate the requisite factors. The total variance result is discussed below, and the factors have been examined using the rotation factor matrix.

Table 3

**Total Variance Explained, (Source: field data)**

Component	Initial Eigenvalue			Extraction sum of squared loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	6.070	28.903	28.903	6.070	28.903	28.903	5.425	25.835	25.835
2	2.748	13.088	41.991	2.748	13.088	41.991	2.310	10.998	36.833
3	1.744	8.303	50.294	1.744	8.303	50.294	2.157	10.271	47.105
4	1.467	6.988	57.283	1.467	6.988	57.283	2.137	10.178	57.283
5	1.241	5.910	63.193						
6	.988	4.706	67.898						

Thus, four factors were constructed from the 10 survey limitations, and four factors were examined using the rotation factor matrix. Table 10 is crucial since it illustrates how the question or component is related to any factor. The rotated component matrix, often known as the loadings, is the primary result of principal components analysis. There are four factors loaded with components, and it includes estimates of the correlations between each of the variables and the estimated components. Factor 2 is the economic factor component, element 4 is the linguistic factor, factor 3 is the ease of legal factor, and aspect 1 is the ethical factor. Because factors include essential loadings from more than one item, the rotated component matrix must be examined in several items. As a result of the rotation factor matrix, four factors have been constructed.

Table 4

**Loaded factors. (Source: authors collection)**

Loaded constraint factors	Factors
Q1, Q2, Q3, Q4	Ethical factor
Q5, Q6	Legal factor
Q7, Q8	Quality of life factor
Q9, Q10	Economic factor

Therefore, four factors have been analyzed and these five factors have significant impact on the productivity of startup companies in Cochin City.

**Conclusion**

The data show that the key employee engagement factors in startups include growth and development possibilities, working environment,

remuneration with incentives, quality of life, and job type. Productivity is another critical component for companies to develop and thrive in the long term. As a whole, the discovered employee engagement determinants had a modest impact on the degree of employee engagement at the chosen firms. Quality of life was the most influential driver of employee engagement in startups, outweighing the other three, and these factors were employed to keep workers emotionally, physiologically, and behaviorally engaged. Finally, it can be stated that if startups are to flourish in today's business climate, they must give workers with these primary recognized drivers, which will have an influence on their development and productivity by having a direct effect on both startup and individual performance.

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