

A COMPARATIVE STUDY OF EMPLOYEES ENGAGEMENT ACTIVITIES IN NATIONALIZED BANKS AND PRIVATE BANKS IN AMRAVATI

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Abstract

This research compares employee engagement activities in nationalized and private banks in Amravati, focusing on their impact on job satisfaction and performance. The study explores various engagement strategies, such as team-building, professional development, and recognition programs, highlighting the differences in implementation between both sectors. While private banks tend to adopt more frequent and flexible engagement activities, nationalized banks follow more structured and less frequent approaches. The research also identifies key challenges faced by employees, including time constraints due to workload, lack of interest, and poorly planned activities. Despite these challenges, employees report strong managerial support for engagement initiatives, with a majority perceiving leadership as actively involved. The study concludes that private banks generally have more effective engagement strategies, leading to higher job satisfaction, while nationalized banks may need to improve and better tailor their activities to meet employee needs. The findings provide valuable insights for improving engagement practices, ultimately contributing to enhanced employee morale and organizational productivity.

Keywords: *Employee engagement, Job satisfaction, Managerial support, Banking sector, Organizational productivity.*

Introduction

Employee engagement is a critical factor that influences the productivity, performance, and overall success of any organization. In the banking sector, where employees directly interact with customers and handle financial transactions, their engagement levels significantly impact customer satisfaction and service quality. This research focuses on comparing employee engagement activities in nationalized and private banks in Amravati. Both types of banks implement different strategies to keep their employees motivated, satisfied, and committed to their roles. However, the effectiveness of these strategies may vary due to differences in organizational structure, policies, and work culture.

Nationalized banks, being government-owned, often follow structured policies and standardized employee engagement programs. These banks emphasize job security, employee welfare, and long-term career stability, which influence their engagement strategies. On the other hand, private banks, which operate in a highly competitive environment, tend to adopt more flexible and innovative approaches to enhance employee engagement. They focus on performance-based incentives, career growth opportunities, and modern workplace initiatives to boost motivation and efficiency. Understanding these differences is crucial in determining which strategies yield better

results in terms of employee satisfaction and productivity.

This research is important as it provides valuable insights into how employee engagement activities differ between nationalized and private banks and their impact on overall organizational performance. By analyzing the effectiveness of these engagement initiatives, the study aims to identify best practices that can be adopted to enhance employee morale and productivity. Additionally, this research will help bridge engagement gaps by offering recommendations to banks on improving work environments and fostering a more motivated workforce. Ultimately, the findings will contribute to developing more effective HR policies that benefit both employees and banking institutions.

Review of Literature:

Employee engagement is a crucial element in the banking sector, directly impacting employee performance, customer satisfaction, and overall organizational efficiency. Various studies have analyzed the effectiveness of employee engagement activities in both nationalized and private banks, highlighting the differences in strategies and their impact on work culture. This review examines key literature relevant to the comparative study of employee engagement activities in nationalized and private banks in Amravati.

Kahn (1990) defined employee engagement as the level of physical, cognitive, and emotional involvement in work, linking it to higher

commitment and productivity. Schaufeli et al. (2002) highlighted dimensions like vigor, dedication, and absorption. Saks (2006) found that private sector employees, including those in private banks, are generally more engaged due to performance-based incentives and career growth, while public sector employees, like those in nationalized banks, face lower engagement due to rigid policies. Bhatnagar (2012) noted that private banks use innovative strategies such as leadership development and flexible work arrangements, whereas nationalized banks emphasize stability. Agarwal and Gupta (2018) highlighted that open communication and dynamic leadership in private banks lead to higher engagement. In Amravati, private banks focus on career growth and performance rewards, while nationalized banks prioritize job security and long-term stability. Understanding these differences can help improve employee engagement in both sectors.

Research Problem and Objectives of Study

Employee engagement is a critical factor influencing productivity, job satisfaction, and customer service in the banking sector. However, there is a significant variation in engagement activities between nationalized and private banks. Nationalized banks often rely on traditional engagement methods such as job security and structured promotions, while private banks focus on performance-based incentives and career growth opportunities. This difference raises concerns about employee motivation, retention, and overall efficiency in both banking sectors. In Amravati, there is limited research comparing these engagement strategies and their effectiveness in improving employee satisfaction and performance. Understanding these differences is essential to identifying best practices that can enhance employee engagement and contribute to a more productive and motivated workforce. The present research study aims to accomplish the following objectives:

1. To study the various employee's engagement activities in nationalized banks and private banks in Amravati city.
2. To study the effects of employee's engagement activities on job performance.
3. To analysis the factors affecting employee's engagement activities in banking sectors.

Research Methodology

This study follows a descriptive research design to understand employee engagement activities in nationalized and private banks in Amravati. Primary data will be collected through structured questionnaires, focusing on various aspects of employee engagement and its impact on job performance. The data will be evaluated using graphs, charts, and statistical methods like mean, median, and mode. The sample population consists of 100 employees from both nationalized and private banks in Amravati, selected using a random sampling technique. This ensures a representative cross-section of employees across both sectors. The findings will help identify key factors affecting employee engagement and how they influence job performance in the banking sector.

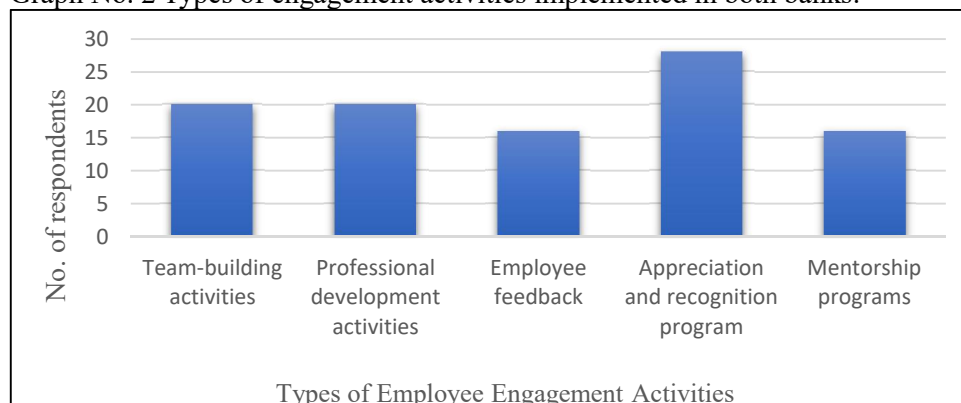
Analysis and Interpretation of Data:

1. Analysis of Employee Engagement Activities in Organizations in Amravati.

Types of employee engagement activities	No. of Respondents	Percentage %
Team-building activities	20	20%
Professional development activities	20	20%
Employee feedback	16	16%
Appreciation and recognition program	28	28%
Mentorship programs	16	16%

Table No.1 types of engagement activities implemented in both banks:

Graph No. 2 Types of engagement activities implemented in both banks:



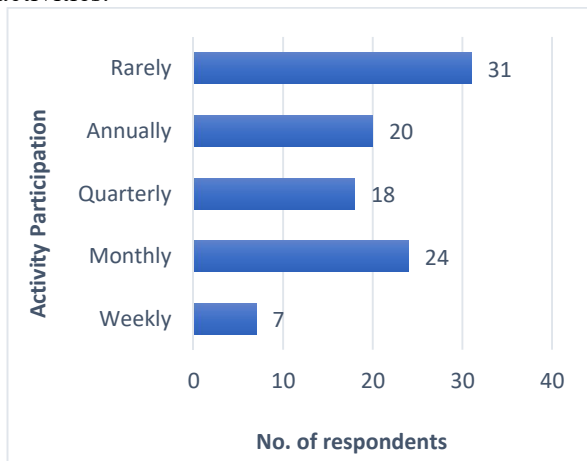
In Amravati, appreciation and recognition programs (28%) are the most common employee engagement activities in both nationalized and private banks. Team-building and professional development activities (20% each) also play a significant role. However, employee feedback and mentorship programs (16% each) are less prioritized, indicating a gap in communication and career development. To improve satisfaction and performance, banks should enhance feedback and mentorship initiatives.

2. Analysis of Frequency of Employee Engagement Activities Conducted in Banks:

Table No. 1 Responded of a how to conduct activities:

Conduct Activities	No. of Respondents	Percentage %
Weekly	7	7%
Monthly	24	24%
Quarterly	18	18%
Annually	20	20%
Rarely	31	31%

Graph No. 1 Responded of a how to conduct activities:

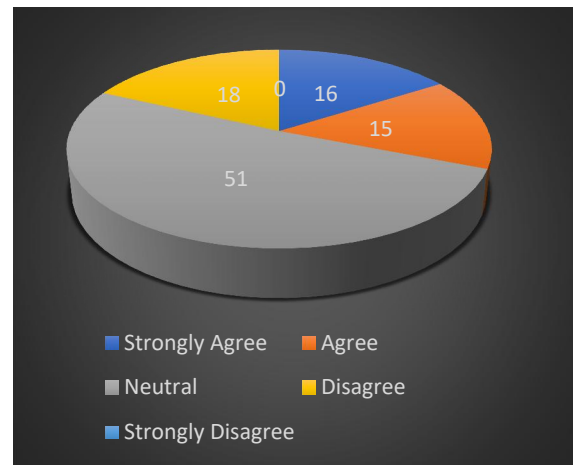


The analysis shows that 31% of employees rarely participate in engagement activities, indicating limited opportunities. 24% experience monthly activities, while 18% and 20% engage quarterly and annually, respectively. Only 7% participate weekly, suggesting minimal continuous engagement. Private banks may conduct activities more frequently, while nationalized banks follow a structured but less frequent approach. Increasing engagement frequency can enhance employee motivation and workplace satisfaction.

3. Analysis of the Impact of Employee Engagement Activities on Job Satisfaction in Banks.

Table No.3. Job satisfaction level of employee:

Job Satisfaction Impact Level	No. of Respondents	Percentage %
Strongly Agree	16	16%
Agree	15	15%
Neutral	51	51%
Disagree	18	18%
Strongly Disagree	0	0%



Graph No.3. Job satisfaction level of employee:

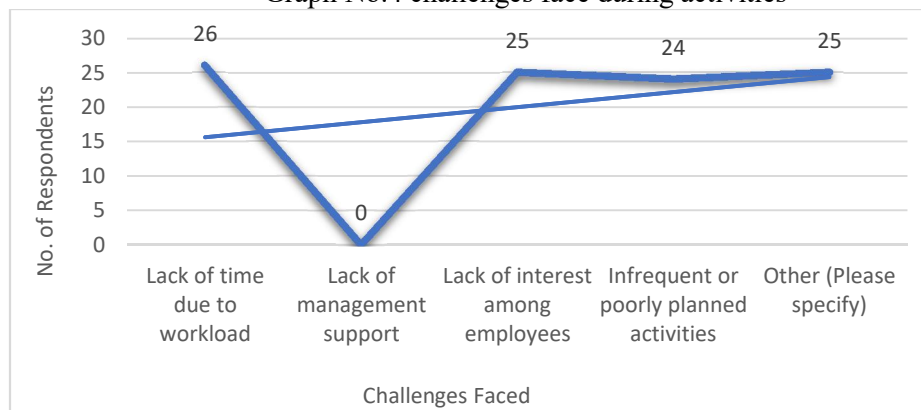
The survey shows that employees in private banks report higher job satisfaction from engagement activities, while those in nationalized banks are more neutral or dissatisfied. This suggests private banks have more effective engagement strategies, whereas nationalized banks may need to improve or better tailor their activities.

4. Analysis of challenges face during participating in employee engagement activities:

Table No.4 challenges face during activities

Challenges Faced	No. of Respondents	Percentage %
Lack of time due to workload	26	26%
Lack of management support	0	0%
Lack of interest among employees	25	25%
Infrequent or poorly planned activities	24	24%
Other (Please specify)	25	25%

Graph No.4 challenges face during activities



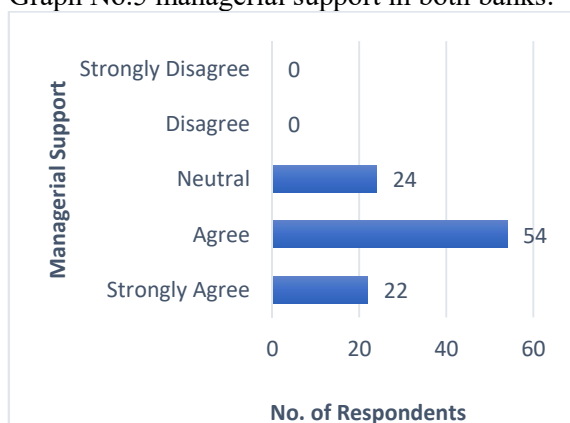
Both nationalized and private banks face similar challenges in employee participation in engagement activities, with workload (26%) being the top issue, followed by lack of interest (25%) and poorly planned activities (24%). These barriers suggest that engagement activities in both sectors may need better alignment with employees' schedules and interests to improve participation.

5. Analysis of the Role of Managerial Support in Employee Engagement Activities:

Table No.5 managerial support in both banks:

Perception on Managerial Support	No. of Respondents	Percentage %
Strongly Agree	22	22%
Agree	54	54%
Neutral	24	24%
Disagree	0	0%
Strongly Disagree	0	0%

Graph No.5 managerial support in both banks:



The survey shows strong managerial support for employee engagement activities in both nationalized and private banks. 22% of respondents strongly agree, and 54% agree that management is supportive. 24% remain neutral, indicating varying

perceptions of support's impact. No respondents disagreed, suggesting no significant issues with managerial backing. Overall, employees feel positively about the support from management in both sectors.

Conclusion, Suggestions & Recommendations:

The research reveals that while managerial support for employee engagement activities is strong in both nationalized and private banks, there are notable differences in participation and job satisfaction. Private banks tend to have higher employee satisfaction due to more dynamic, flexible, and frequent engagement activities that align with employees' needs. In contrast, nationalized banks face challenges such as time constraints, lack of interest, and poorly planned events, leading to lower participation and engagement. To improve engagement, nationalized banks need to better align activities with employees' interests and schedules, increase the frequency of events, and incorporate feedback to make these activities more relevant and impactful. This will help boost job satisfaction, employee participation, and overall organizational performance.

To enhance the effectiveness of employee engagement activities, it is crucial to design well-planned, relevant, and frequent activities that align with employees' preferences. Additionally, flexibility should be incorporated into the activities to address time constraints, allowing employees to participate without interfering with their core responsibilities. Customizing engagement initiatives based on employee feedback and interests will also increase participation and enthusiasm, making the activities more meaningful and impact full leadership involvement and clear communication about the purpose and benefits of

these activities can further motivate employees and ensure higher levels of engagement.

To improve employee engagement in both nationalized and private banks, activities should be more frequent, well-planned, and tailored to employees' interests. Flexible options, such as shorter or virtual events, can help address time constraints. Regular feedback from employees should be gathered to ensure activities are relevant and engaging. Additionally, banks should continue to leverage strong managerial support, ensuring leadership remains involved in promoting and encouraging participation in these initiatives.

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