

EFFECTS OF ORGANIZATION CULTURE AND MOTIVATION ON EMPLOYEE ENGAGEMENT USING MULTIPLE REGRESSION ANALYSIS

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Abstract

Background/Objectives:

¹The Indian IT sector has helped the domestic economy to integrate with the world economy. Full of challenges and uncertainties though; it has managed to score high on numbers. And one of the important drivers of it is their employees who are their main source of strength. It is a vital necessity for the companies to provide a supportive culture by motivating them well. The main objective of the study is to study the effects of Organizational Culture and Motivation towards Employee Engagement in Information Technology Industry in Chennai and Kanchipuram districts using Multiple Regression Analysis.

Methods/Statistical Analysis: The research followed descriptive research. This research was conducted among employees of HCL Technologies, Cognizant Technologies, Tata Consultancy Services (TCS), Infosys and Tech Mahindra which is located in Chennai and Kanchipuram Districts. 250 samples each from the above mentioned companies were chosen for the study but the researcher received 320 valid samples from all of the above mentioned companies. Stratified probability sampling technique was used to select the sample from the population. A structured questionnaire was used to collect the primary data.

Findings:Multiple Regression Analysis was used to find the effects of Organization Culture and Motivation. So from the research, it is concluded that based on standardized coefficient, Overall Organization Culture (0.453) is the most important factor to extract Employee Engagement, followed by Motivation (0.285). The reason is Employees wants a pleasant culture and working environment to be engaged. Good working culture determines the health of the employees.