

# Social & Value Based Recognition Key to Employee Engagement Study of IT & ITES Companies

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**Abstract:** - Engaged employees have positive influence on other employees as they work hard and take extra efforts to make to complete task in time and accurately, unengaged employees take less initiative for completing a particular task. The actively disengaged employees work against their interests and try to be demotivators for engaged employees.

Today's business is facing many challenges caused by recent economic, technological, demographic, and social changes. All these challenges are also affected by non availability of engaged employees within organization. Engaging employees and creating positive environment is the most important business challenges for the companies. Employee engagement affects company growth and profitability.

According to research from Bersin & Associates ([www.enterpriseengagement.org](http://www.enterpriseengagement.org)), "social is the dominant form of internet communication on the planet." Tellingly, 39% of 18-24 year olds would consider leaving a job if they were not allowed to access sites like YouTube and Facebook from work. For talent management social networks and social engagement has been successful in sharing knowledge, recognition of skills and building of teams.

"Social Recognition" is a new concept used by the organization and has gained good success, social networks, such as Facebook and LinkedIn have always marked recognition as a basis from the beginning. Social Recognition enables people or employees to recognize one another which functions by the help of software creating alerts and sending messages to complete activity.

Most of the companies understand that highly-engaged employees are good for organization and are willing to take extra efforts to achieve targets. In current scenario where the job opportunities are huge in number it becomes more difficult to attract top talent, HR department with the help of top management must implement employee engagement initiatives to retain talent. Becoming a leader in employee engagement should be goal of each and every organization, by following few steps in correct direction keeping in view expectations of employees and values of organization, employee engagement strategies can be implemented.

## I. INTRODUCTION

Employee engagement and recognition creates a good work culture in the organization. Appreciation, recognition and praise are said to be most critical for human happiness by philosophers and psychologists. Social and

values based recognition are designed for employee motivation and engagement, these tools boost employee engagement which leads to job satisfaction and positive approach towards co-workers and organization. Value based recognition adds value to the work done by employee for organization growth and sustainability. The power of employee recognition and engagement creates the best workplace, Social Recognition & value based recognition tools are helping organization to maintain healthy and happy environment. There are different types of recognition programmes followed by different organization keeping in view the organization and employee need and demand. Social communication in the workplace can have good effect on individuals and organization through empowerment and motivation. It provides platform for employees to share thoughts, success stories and offering inputs as well as it shared through online mode interaction becomes instant and all members can benefit from sharing diverse experience and contributions without delay.

Online praising and nominations by all team members are used very successfully as a motivational tool in the workplace. Social recognition can be used for individual as well as group nominations and praising, entire workforce can receive praise and team members can nominate each other for rewards and recognition. For management it's a really efficient and quick way to recognise staff, it doesn't cost anything it is widely accepted that praise and recognition are appreciated by employee's just as much as financial reward.

In terms involvement, social recognition allows all staff members to get involved so that employees feel empowered, so it is not only being on the receiving end but having the ability to contribute to it and feeling that you are part of organization and your voice is being heard.

Value based recognition is the important aspect for each and every organization, all organizations have their own set of values and try to communicate these values to their employees, vendors & customers. Value based recognition strategies in particular make employees feel appreciated and recognized and make employees feel positive.

Creating a fully engaged, energized workforce is the key to business success, most of the IT and ITES companies across

are following social and value based recognition. Social and value based recognitions should be designed in such a manner so that it can have good impact on employees and organization as well.

## II. FINDINGS

- Companywide recognition programs are widespread, offered by 65% of organizations. Individual recognition programs and department/team-specific programs are also common, at 70% and 65% respectively.
- 75% of organizations operate their recognition programs formally as formal recognition remains more widespread than informal.
- The top five recognition programs have remained the same since 2015: length of service (87%), above-and-beyond performance (76%), and programs to motivate specific behaviours (51%), peer to peer recognition (48%) and retirement (34%), Programs to motivate specific behaviour continue to be on the rise.
- When recognition awards are presented, a one-on-one setting with the manager is most common at 68%, with special events and staff meetings also regular settings at more than half of organizations.

How to create successful and efficient social and value based recognition programmes:

### *Broadcast your culture*

Share the success of your employees among on all your team members creating transparency in recognition.

### *Amplify the appreciation*

Employees should be empowered to add their contribution and congratulations to social feed and strengthen the impact of that recognition moment.

### *Enhance social interaction*

Organizations should apply the interactive power of social media to the workplace. Recognition should be combined with congratulation from team members to build positive relationships throughout organizations.

### *Generate big data*

By capturing the data from recognition activity from your entire workforce, create a pool of data that can be used for long range insight to understand your talent and culture.

### *Reinforce your values*

The recognition should be reinforced through values and allow employees to practice them and notice one another practicing it.

The success of any recognition programme can be judged there are a number of performance management and

methodologies that can be integrated with social and value based recognition programs in the workplace. In order to gain success and attain competitive advantage organizations must adapt the recent recognition trends, giving employees the ability to actively celebrate, communicate, innovate and engage will help organizations to grow and remain competitive.

## III. CONCLUSION

At the last it is not about rewarding or recognizing employee it is about the way we communicate with the employees. The method we adopt for recognizing the employees is important in current scenario. Employees being technology savvy and most of the organizations are having GEN Y employees so we cannot follow the traditional way of rewarding and recognizing employees. Organizations should adopt open workplace environment where employees are encouraged to share, recognize, collaborate and innovate virtually. Online social recognition provides the foundation for this transformation and can be instrumental in spurring vital value-creating shifts in an organization's direction. Social recognition or value based recognition is today's scenario is more effective and important to connect with employee and understand their way of recognizing and accepting the recognition of peers as well. A good mentality to have is to see more employee engagement on the basis of individual objectives and key results at align to company goals.

Organizations should integrate their core values into every session that employees involve in—from recruitment to retention to win the corporate objectives.

In talent acquisition: Build strong core corporate values to catch the best candidates

In Induction: Emphasis should be given on core values of your company to make new hires feel connected and committed

In engagement: Constantly underline your company's culture and communicate core values to employees as and when required.

In retention: Make sure your employees feel satisfied with their job and appreciated enough to keep their loyalty.

In conclusion, always keep in mind that employees are the most valuable asset of every organization to achieve the bottom line. Once you put them in central, they will return the best for you.

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