



## ENRICH EMPLOYEE ENGAGEMENT ACTIVITIES USING HYBRID WORKPLACE STRATEGIES

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### Abstract

Today's business era has been changing, this encourages to adopting hybrid culture for their business. Employees are always looking for flexibility towards their work. A hybrid workplace has innumerable benefits for an organization in terms of cost - cutting, revenue generation, employee satisfaction, etc. Managers or leaders must design effective engagement activities for their workforce where they can give best performance either onsite or remote workplace. This paper covers ways to design and improve the key employee engagement activities and workplace strategies plays very important role for improving the performance of both employees and organization.

**Keywords:** Employee Engagement Activities, Hybrid Workplace, Performance.

### Introduction

Pandemic reshaped the entire business phases in the world and it has created both challenges and opportunities to all the industries. Keeping employees engaged itself biggest challenges to every Manager & organization. With the continuous disruptions caused by pandemics, most of the companies and employees have adapted well work from home and hybrid culture. But, talent management, employee engagement, and employee satisfaction have become more critical and challenging at the same time. Now the growing demand for hybrid and flexible work could create a whole new brain-twisting conundrum. From this study how mental health, wellness and emotional safety as emergent areas to focus on hybrid workplace environment and improve the employee connectivity towards their jobs is more effectively.

### Review of Literature

**Banu Saatci(B) , Roman R`adle , Sean Rintel , Kenton O`Hara , and Clemens Nylandsted Klokmose (2019):** Hybrid Meetings in the Modern Workplace: Stories of Success and Failure, This study investigate the opportunities and challenges of hybrid meetings. Conducted a multi-site study of hybrid meetings in two global software companies in Europe, using participant observation, semi-structured interviews and video-analysis. Our findings show that there is a significant diversity in formats and requirements for hybrid meetings in different working environments. Further, hybrid meeting participants perceive and handle a range of both expected and emergent problems. This study brings into light that asymmetries of interaction and social and cultural context in both co-located and remote settings can be considered as decisive factors in making hybrid meetings succeed or fail. **Milenko Radoni , Valentina Vukmirovi and Miloš Milosavljevi (2021):** The Impact Of Hybrid Workplace Models On Intangible Assets: The Case Of An Emerging Country The aim of this paper is to present the effects of hybrid working models (telework and flexible working hours) on intangible assets (human, relational, structural and intellectual capital). While the existing hybrid work principles have already shown mixed effects on corporate outcomes, its impact on intangible assets remains unrevealed. The results confirm the positive effects of the hybrid working model on intangible assets of ICT companies, which could further propel the financial success of these companies. In general, these results imply that hybrid working models, which are becoming a standard for many industries, would not jeopardize the creation of intangible assets the ultimate resource of modern companies.

**Michal Beno (2021):** On-Site and Hybrid Workplace Culture of Positivity and Effectiveness: Case Study from Austria, This paper examines the positivity and effectiveness of an on-site and hybrid working model from Austria. A research question is raised that concerns the difference between negative and positive approaches



towards different working environments when following the aspects of respect and dignity, support, caring, rewards, forgiveness and inspiration, and asks whether these differ fundamentally and represent different theoretical mechanisms. Evidently, as shown by the data obtained, organisations that offer a hybrid working model have a very high score of positivity and effectiveness in providing the best place to work. The hybrid model might be an inevitable arrangement for some organizations. **Fabio James Petania and Jeanne Mengis (2021):** Technology and the hybrid workplace: the affective living of IT-enabled space Human Resource Management (HRM) often take for granted, discounting how workers enact them in practice. With digital technologies rapidly changing the spaces of work, this paper proposes a framework for HRM to appreciate the role of the lived, affective experience of IT-enabled (physical and virtual) hybrid workspaces. We integrate the information systems (IS) literature on sociomaterial practices and insights on organizational space to suggest implications for HRM practice and pathways for future research on how virtual and physical spaces are related and lived in the emergence of new hybrid workplaces and practices.

**Suvi Nenonen and Inka Sankari (2022):** Hybrid profiles for knowledge workers flexible workplace and time, As organizations move into the post-pandemic period, they will re-evaluate what workplace solution serves their needs in the future. This paper aims to construct a framework for hybrid knowledge worker profiles. The identified eight hybrid work profiles are based on space and time used in fixed or flexible manner. The context of space and time varies from home-based to office-based network of places. The descriptive framework provides insights to the new user needs of hybrid work. **Pablo Prevot and Peeter Mägi (2022):** Using Hybrid to turn Workplace Vibrant - An empirical study about hybrid workplace implications on employee engagement. Neither extensive remote work nor fully on-site setups are perceived as the optimal workplace solutions after the Covid19 pandemic, a hybrid approach may provide middle-ground, ideally combining the positive elements from both home- and corporate office workplaces, resulting in an enhanced employee engagement. Hence, the purpose is to understand how hybrid workplace impacts employee engagement. The outcome of this study confirms that employee engagement is affected by hybrid approach as a workplace arrangement, either positively or negatively, dependent on conditions how hybrid approach is configured and implemented.

**Methodology:** For this study data was collected through secondary sources and objective is to provide tactics for elevating employee engagement in a hybrid workplace.

### **Employee Engagement Activities**

**1. Empower Open Communication at Every Level with Technology:** Engaging employees and other key stakeholders is a recommended best practice in organizational management. Managers, business leaders, and company executives are advised to promote a culture of open and transparent communication to motivate the employees, solve problems, and communicate organizational goals and strategic direction. Open communication also facilitates excellent decision-making and helps overcome resistance to change. Ultimately, open, effective, and transparent communication ensures all stakeholders are on the same page, pulling in the same direction and pursuing a mutual goal.

**2. Prioritize Employee Development:** Improving performance management makes the case that “companies are shifting from traditional performance management practices to a new approach that focuses on performance development. Essentially, this shift requires managers to create an ongoing dialogue about performance that is individualized to the needs and unique talents of each employee. Coaching of employees - leaders need to think of themselves more as coaches and less as bosses - is the road to better people development and employee retention.

**3. Value Employee Wellbeing:** Flexible work hours, health insurance plans, yoga classes. Companies increasingly rely on benefits like these to boost employee wellbeing. By introducing such perks, employers feel confident that staff gains better work-life balance and feels more positively about their jobs and workplace. Some of the Well-being Programs are Improve Employee Health Behaviors, Reduce Elevated Health Risks, Reduce Health Care Costs, and Improve Productivity.



**4. Creative with Collaboration and Connection:** Organizations have long been challenged by maintaining cultures where creativity and innovation thrives. This concern has only been heightened with the increased shift to remote working where collaboration can be more stilted and interactions more transactional. As we make long terms plans for where we work, we have to examine the purpose in the types of work we do and how to achieve it.

**5. Hybrid Success means Paying Attention to the Variety of Human Experience:** Employee experience is a worker's perceptions about his or her journey through all the touch points at a particular company, starting with job candidacy through to the exit from the company. The company's physical workspace, culture and technology are all important components of the employee experience.

### Conclusion

Employee Engagement activities is key role in every organization. Each Managers must give more importance for designing the program for their employees to boost their performance as well as employees overall wellbeing. In this competitive world most of the companies depending on technology for day to day operations. Recent scenario majority of the companies are adopted blended mode working style to enhance the overall productivity of the organization. Managers or Leaders look into the situation of the employees and organization and design the innovative employee engagement activities for their workforce. In this paper listed few employee engagement activities which are helped to enhance the both the employees and organization productivity.

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