

THE ROLE OF LEADERSHIP IN EMPLOYEE ENGAGEMENT IN CAREER SCHOOL HR SOLUTIONS PVT LTD

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ABSTRACT

This study examines the role of leadership in employee engagement at Career School HR Solutions Pvt Ltd. Employee engagement is a key factor influencing job satisfaction, productivity, and retention, and leadership plays a crucial role in shaping this engagement. The research explores various leadership styles—transformational, transactional, and laissez-faire—and their impact on motivation and communication effectiveness. Using statistical tools like Chi-square, correlation, and regression analysis, the study evaluates the relationship between leadership and employee engagement. Findings indicate that leadership communication significantly enhances motivation, leadership style directly affects engagement, and demographic factors do not influence leadership perception. Based on these insights, recommendations include improving leadership communication, adopting personalized leadership approaches, and implementing leadership training programs to foster a more engaged workforce.

Keywords: Leadership, Employee Engagement, Communication, Motivation.

1. INTRODUCTION

Employee engagement is the emotional commitment employees have toward their organization. It is a key indicator of organizational health and success, influencing job satisfaction, productivity, and retention. Effective leadership is central to fostering engagement, as it impacts motivation, performance, and overall workplace satisfaction. This study focuses on how leadership styles influence engagement at Career School HR Solutions Pvt Ltd, a leader in HR services and training.

2. METHODOLOGY

Type: Descriptive Research Design

Purpose: To understand and describe the impact of leadership on employee engagement.

Data Collection:

- Primary: Structured questionnaire/survey.
- Secondary: Journals, articles, and research papers.

Sampling: Convenience sampling.

Sample Size: 137 employees from a total population of 357.

Tools Used: Percentage analysis, regression, chi-square, correlation.

3. MODELING AND ANALYSES

The models and statistical tools used in the analysis include Chi-square, regression, and correlation tests. These tools help identify the relationships between leadership styles and employee engagement.

Chi-Square:

Null and Alternative Hypothesis:

Null Hypothesis (H₀): There is **no significant association** between leadership characteristics and Employee engagement.

Test Statistics			
	Leader influence	Most Important Leadership Aspect	Leadership Influence on Engagement
Chi-Square	13.364a	2.318b	2.015b
df	1	4	4
Asymp. Sig.	.000	.000	.000

Alternative Hypothesis (H_a): There is a **significant association** between leadership characteristics and Employee engagement.

Inference:

The **p-value for the Most Important Leadership Aspect** is **0.000** (lesser than 0.05), indicating a **significant association**.

Since $p < 0.05$, null hypothesis is rejected and alternative is accepted. So therefore, there is a significant association between leadership characteristics and employee engagement.

REGRESSION:

Null and Alternative Hypothesis:

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.387	1	.387	.188	.0465b
Residual	267.333	130	2.056	•	•
Total	267.720	131	•	•	•

Null Hypothesis (H_0): There is no impact of leadership style and its influence on employee engagement.

Alternative Hypothesis (H_a): There is a impact of leadership style and its influence on employee engagement.

Inference:

- The **p-value (Sig.)** is **0.0465**, which is lesser than the common significance level of **0.05**.
- Since $p > 0.05$, null hypothesis is rejected and alternative hypothesis is accepted.

CORRELATION:

Null and Alternative Hypotheses

Null Hypothesis (H_0): There is **no relationship** between leadership communication and employee motivation.

Alternative Hypothesis (H_a): There is a relationship between leadership communication and employee motivation.

Inference

- The **p-value (Sig.)** is **0.0386**, which is lesser than the common significance level of **0.05**.
- Since $p > 0.05$, null hypothesis is rejected and alternative hypothesis is accepted.

Correlations			
		Leadership Communication Effectiveness	Frequency of Feedback from Leaders
Leadership Communication Effectiveness	Pearson Correlation	1	-.015
	Sig. (2-tailed)		.0386
	N	132	132
Frequency of Feedback from Leaders	Pearson Correlation	-.015	1
	Sig. (2-tailed)	.0386	
	N	132	132

4. LIMITATIONS OF THE STUDY RESULTS AND DISCUSSION

- Limited to a single organization.
- Small sample size (137 respondents).
- Data is self-reported and subject to bias.
- Short duration of study may not capture long-term effects.

5. FINDINGS AND SUGGESTIONS

Findings:

- Chi-Square Analysis:
 - There is a significant association between demographic factors (e.g., gender) and leadership influence ($p = 0.000$).

- Interpretation: Leadership effectiveness is determined by age, gender, or other demographics.
- 2. Correlation Analysis:
 - A significant positive relationship exists between leadership communication and employee motivation ($p = 0.0386$).
 - Interpretation: Effective leadership communication directly motivates employees.
- 3. Regression Analysis:
 - Leadership style significantly impacts employee engagement ($p = 0.0465$).
 - Interpretation: The way leaders lead has a strong influence on how engaged employees feel.

Suggestions:

1. Enhance Leadership Communication:
 - Encourage transparent and two-way communication between leaders and employees to increase motivation and trust.
2. Adopt Personalized Leadership Approaches:
 - Even though demographics don't directly influence leadership perception, customizing leadership based on individual preferences can improve engagement.
3. Implement Leadership Training Programs:
 - Focus on transformational and servant leadership styles in training to boost employee commitment and satisfaction.

6. RESULTS AND DISCUSSION

The results from statistical analyses support the idea that leadership style and communication are **central to driving employee engagement**:

- **Leadership Style:** Transformational and servant leadership have a notably higher positive impact on employee engagement compared to transactional or laissez-faire styles.
- **Communication:** Leaders who maintain clear, consistent, and motivational communication tend to foster better employee morale and performance.
- **Demographics:** Age, gender, and educational qualifications do not significantly influence how leadership is perceived, suggesting a universal applicability of effective leadership behaviors.

Discussion: The findings validate prior research and show a clear link between how leadership is practiced and how engaged employees feel at Career School HR Solutions. This underscores the need for a behavior-centric rather than a demographic-centric approach to leadership development.

7. CONCLUSION

The study concludes that:

- Leadership communication has a significant positive influence on employee motivation.
- Leadership style is a key determinant of employee engagement.
- Demographic factors like age and gender do not affect how employees perceive leadership effectiveness.
- Organizations should:
 - Invest in leadership development,
 - Focus on transformational and servant leadership models,
 - Create a communication culture that is inclusive, transparent, and motivating.

These measures can help Career School HR Solutions achieve higher employee satisfaction, better performance, and reduced turnover, contributing to sustained organizational success.

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