



AN EXTENSIVE ANALYSIS OF METHODS TO IMPROVE EMPLOYEE ENGAGEMENT AND FOSTER BUSINESS-TO-BUSINESS COLLABORATION FOR REVENUE GROWTH IN ORGANISATIONS

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ABSTRACT

The report's research shows that initiatives to increase employee engagement and promote B2B collaboration are not easy to execute. This includes things like resistance to change, a lack of resources, and difficulties in communicating. Regardless, the research emphasises the significance of overcoming these obstacles to reach goals for B2B collaboration and employee engagement. Strategies that promote B2B collaboration and boost employee engagement are investigated in this case study with the aim of increasing the organization's revenue. The primary objective is to examine the impact on revenue generation of initiatives that seek to enhance employee engagement and promote collaboration across businesses. The study includes training and development programs, recognition and reward systems, and advanced communication platforms as examples of activities that impact employee engagement and motivation. Collaboration in marketing, cross-functional teams, and open communication are all examples of initiatives that try to encourage business-to-business relationships, which are known to increase revenue. The case study shows how important it is to boost revenue by getting more people involved and forging stronger ties across companies. Consequently, the study highlights the importance of a systematic approach, which involves doing comprehensive needs assessments, creating and executing plans, regularly evaluating success, rewarding and recognising personnel, and dedicating to continuous growth.

Keywords: *Interactions between companies, marketing plans, incentive programs, revenue creation, staff involvement.*

1. INTRODUCTION

Students in today's corporate world want a workforce that is proactive, energetic, engaged, eager, and devoted if they want to achieve and stay ahead of the competition. Because it increases productivity, decreases absenteeism and turnover, increases customer delight, and constantly generates new ideas, employee engagement is becoming more important to companies. Every



company wants to have workers who love their work because a motivated workforce is essential to staying ahead of the competition. Workers must be actively involved via autonomy, trust, and involvement for a company's financial well-being is directly proportional to employee engagement. The challenging but essential chore of bridging the gap between employee expectations and the actual offerings from one's employer is no easy feat. Companies are seeing the importance of cultivating an environment that promotes passion, initiative, and commitment as a means to attract, develop, and retain highly engaged personnel. A company's and its employees' bottom lines benefit when workers are enthusiastic about what they do, which increases productivity, satisfaction among customers, and loyalty to the brand. When employees care deeply about their job, they go the extra mile, showing more enthusiasm, dedication, and output than is typical. Organisations face management challenges such as staff turnover, less-than-ideal productivity, disagreements, and decreasing motivation as they compete in today's market (Brown & Peters, 2021). More and more, businesses are coming to the realisation that a highly engaged workforce is the driving force behind increased productivity, profitability, market share, and long-term viability. Employee participation is seen as having both positive and negative aspects, which shows that it is not without its drawbacks. Staff and management must collaborate to cultivate an invested workforce that is prepared to exceed expectations for the sake of the company. A culture that promotes connection may be shown by an engaged workforce, and employers provide the foundation for engagement. It is challenging to establish a collaborative work atmosphere in the absence of highly driven individuals. People who have only put in a little amount of money, however, pose a significant challenge. Publicly recognising the achievements of diligent employees to the bottom line is a crucial element of a positive work environment. Since no two employees are identical, it is essential to modify the approach based on their own needs,



preferences, expectations, and career goals. Since employee engagement is a critical component in deciding the success of the business, organisations should endeavor to create, nurture, and sustain work cultures that inspire individuals to provide their best and remain committed to the company's success. Despite huge efforts, most businesses still fail to achieve the requisite degree of commitment. To understand the organisational work environment, cope with labour supply and demand, employee turnover, and demographic changes in the workforce, it is essential to examine demographic data and employee mood. Effective communication and careful assessment of worker expectations are prerequisites for meeting the dynamic needs of today's workforces. Changes in demographics, consumer preferences, and business responses have led to increased expectations among staff personnel (Mızrak, 2023).

2. BACKGROUND OF THE STUDY

The many literary attempts to clarify the word have led to a muddled understanding of its concept and meaning. Uncertainty arises due to its resemblance to other outcome factors such organisational citizenship behaviour, organisational loyalty, intrinsic motivation, and work engagement. As a consequence, there is no universally accepted definition or understanding of the phrase in the business world, academic circles, or consulting firms. As human capital becomes more valuable, more and more companies are using "Employee Engagement" strategies. Although it is gaining popularity, there is still more to be accomplished in this area. "Engagement," which was initially defined as the "harnessing of organisation member's self to work roles," is the degree to which individuals bring their whole mental, emotional, bodily, and intellectual selves to their work (Clark, 2021). The characteristics of an engaged workforce include employees that are passionate about their work, go the extra mile, and contribute to the firm's goals. The term "work



engagement" describes a positive, fulfilling, enthusiastic attitude towards one's work that incorporates traits like enthusiasm, commitment, and immersion. Work with enthusiasm if you're full of life, appreciate the value of students' time and energy, and can't give up when the going gets difficult. The characteristics of a committed workforce include enthusiasm, inspiration, pride, and a readiness to take on additional responsibilities. A person's basic needs, including eating and sleeping, may be unmet if they are completely absorbed in their job. Not only can participation help avoid burnout, but it also offers its own unique advantages (Brown, 2022).

3. LITERATURE REVIEW

Consultants, academics, and research groups all have different views on what constitutes employee engagement, making consensus on a single definition challenging. The importance of first impressions and emotional connections in building an engaged workforce is brought to light by seeing engagement as an attitude. This concept first surfaced in academic settings. Workers may go above and beyond in terms of physical performance when they are emotionally and psychologically involved in their jobs, according to this hypothesis. Working alone or as part of a team, when individuals give their all to a task, the end result reflects their beliefs, opinions, and feelings. According to Kahn's comprehensive definition, engagement is influenced by the psychological aspects of people's self-perception and their perceptions of their job. Thus, "employee engagement" encompasses not only workers' emotional but also their physiological states in connection to their jobs and the business. Workers who are engaged are enthusiastic, put in long hours without grumbling, like what they do, believe their job makes a difference, and are motivated and delighted by their work. Plus, it's being energised and devoted to one's task to the fullest, say Hallberg and Schaufeli. How employees feel about their employers has dominated



scholarly conversations on engagement. Engagement is defined as a favourable attitude maintained by workers towards the organisation and its ideals, according to a study carried out by the Institution of Employee Studies (IES), a body that specialises on human resource challenges via research and consultancy. Ten thousand employees from fourteen different companies are a part of the study, which intends to delve into the intricate nature of involvement in diverse organisational contexts. From the first notion by Kahn to the energy and full involvement emphasis by Hallberg and Schaufeli, the evolution of the definition reflects the concept's complexity. There are various ways in which people demonstrate their commitment to their jobs, and the fact that engagement encompasses not just mental but also emotional and physical components demonstrates its holistic nature. The concept involves specific actions since engagement is about more than simply sentiments; it requires active involvement and participation. A contextual understanding of engagement, taking organisational variances into account, is necessary, as the IES research shows via its examination of engagement across varied firms. Employees that care about their job are more likely to see the broader picture and collaborate to accomplish company objectives. In order to encourage, maintain, and increase engagement, businesses should work to build a win-win relationship between upper management and employees (Kumar et al., 2024).

4. RESEARCH QUESTION

- ❖ How does Professional development opportunities influence on employee recognition?

5. RESEARCH METHODOLOGY

Quantitative research refers to studies that examine numerical readings of variables using one or more statistical models. The social environment may be better understood via quantitative



research. Quantitative approaches are often used by academics to study problems that impact particular individuals. Objective data presented in a graphical format is a byproduct of quantitative research. Numbers are crucial to quantitative research and must be collected and analyzed in a systematic way. Averages, predictions, correlations, and extrapolating findings to larger groups are all possible with their help.

5.1 Research design: In order to analyse quantitative data, SPSS version 25 was used. The direction and severity of the statistical association were determined using the odds ratio and the 95% confidence interval. researchers reported a statistically significant level at $p < 0.05$. To identify the primary features of the data, a descriptive analysis was used. Data acquired by surveys, polls, and questionnaires, or by modifying existing statistical data using computing tools, is often assessed mathematically, numerically, or statistically using quantitative methods.

5.2 Sampling: After pilot research with 42 Chinese Researcher, 863 Rao-soft pupils were included in the final Investors. Male and female Researcher were picked at random and then given a total of 986 surveys to fill out. A total of 838 questionnaires were used for the calculation after 880 were received and 42 were rejected due to incompleteness.

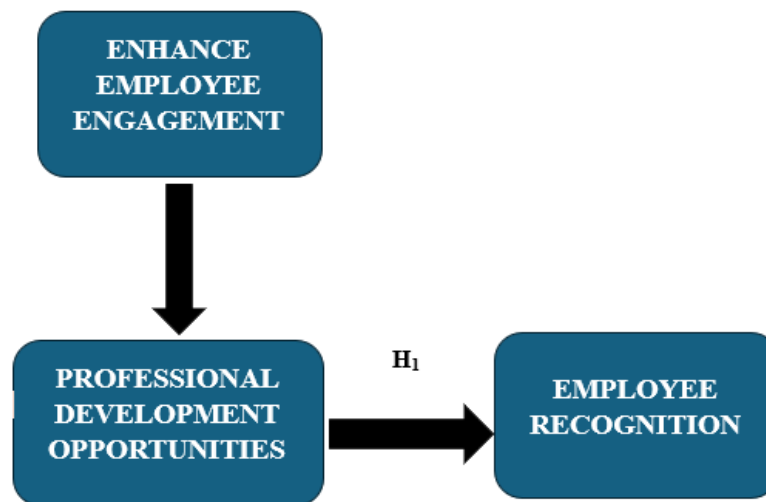
5.3 Data and Measurement: A questionnaire survey functioned as the primary data collection instrument for the investigation. The survey had two sections: (A) General demographic information and (B) Responses on online and non-online channel factors on a 5-point Likert scale. Secondary data was collected from several sources, mostly focusing on internet databases.

5.4 Statistical Software: The statistical analysis was conducted using SPSS 25 and MS-Excel.



5.5 Statistical Tools: To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

6. CONCEPTUAL FRAMEWORK



7. RESULT

❖ Factor Analysis

One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are no easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to



understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin .793

The results of Bartlett's test of sphericity are as follows: approx. chi-square

df=190

sig.=.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.793 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favorable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.



Table: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.793
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

The overall significance of the correlation matrices was further confirmed by using Bartlett's Test of Sphericity. A value of 0.793 is the Kaiser-Meyer-Olkin sampling adequacy. By using Bartlett's sphericity test, researchers found a p-value of 0.00. A significant test result from Bartlett's sphericity test demonstrated that the correlation matrix is not a correlation matrix.

❖ Independent variable

Enhancing Employee Engagement

Staff members are considered engaged when they show passion for both their job and the organization's goals. Unlike disengaged workers, engaged workers contribute in many ways than one. Employee engagement has a wide-ranging impact on the company's financial line, revenue, customer service, and retention rate, among other metrics. The vast majority of business owners and managers believe that engaged employees boost both team output and bottom-line outcomes (92%). Employee engagement is a condition of optimal functioning that is purposeful for the



company and suggests involvement, commitment, enthusiasm, focused effort, and vitality. This explanation covers every part of the expression (Albrecht et al., 2021).

❖ Factor

Professional Development Opportunities

Employees who invest in their professional growth are better positioned to take advantage of emerging possibilities and climb the corporate ladder. Improving one's professional competence entails honing abilities, character quirks, and knowledge that are useful on the job. Knowing how to increase the professional development could be helpful if a student interested in furthering career. This article offers four suggestions for enhancing the professional growth after the researcher defines professional development and explains its significance. The term "professional development" refers to the process of enhancing one's career via education and training. Although many companies provide training programs, most workers still choose to pursue their own professional growth on their own time. Employees may further their careers in a variety of methods, including enrolling in courses, attending seminars, or even just teaching themselves new things. One definition of professional growth is keeping abreast of developments in one's area and incorporating such developments into one's work (Anderson & white, 2019).

❖ Dependent Variable

Employee Recognition

A rush of feel-good dopamine is sent throughout an employee's brain when their job is recognised and appreciated. A sense of gratitude and appreciation is immediately conveyed to the receiver. Acknowledging and rewarding employees' efforts goes a long way. Not only does it come with financial remuneration and praise from superiors and peers, but it also has the potential to have



far-reaching consequences for the whole organisation. These incidents have the potential to enhance employee branding and spread the word to other departments and colleagues about the great job that is being done. In addition to invigorating and encouraging colleagues, these occasions are significant statements of thanks. Workers' morale and output could be significantly impacted by public acknowledgement and compensation (Bersin & Associates, 2020).

❖ Relationship between Professional Development Opportunities and Employee Recognition

When it comes to improving the competence, expertise, and output of workers in a company, professional development is crucial. The association between the two variables analyses the many ways in which professional development programs affect workers. In addition to empowering their employees, organisations may foster a growth-and innovation-oriented culture by providing chances for continuous learning. The benefits of professional development on employee performance, job satisfaction, and retention are examined in this study. It covers topics such as training programs, workshops, mentoring, and educational incentives. It also delves into the ways in which individual career goals-based development plans impact business outcomes (Bhatnagar, 2019).

- *H₀₁: There is no significant relationship between Professional Development Opportunities and Employee Recognition.*
- *H₁: There is a significant relationship between Professional Development Opportunities and Employee Recognition.*



Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	262	5655.517	611.212	.000
Within Groups	492.770	575	5.356		
Total	40081.390	837			

The results are significant in this study. The p-value of 0.000 (below the 0.05 alpha threshold) indicates that the F value of 611.212 is almost significant. Thus, it follows that “*H₁: There is a significant relationship between Professional Development Opportunities and Employee Recognition.*” is accepted and the null hypothesis is rejected.

8. CONCLUSION

Prioritizing employee motivation is an investment in the success of the organisation that offers both real and intangible advantages. It is time to reevaluate employee appreciation as a tool for long-term organisational success. The Importance of Highly Motivated Workers in Achieving Business Goals: Building strong, mutually valued, and helpful ties between the firm and its people is crucial for encouraging them to attain organisational goals. This is evident from everything we've discussed thus far. It is critical to shift the focus to sincere statements of appreciation for workers' many accomplishments, service milestones, and daily demonstrations of outstanding performance. Employees' psychological and motivational needs are satisfied when they are recognised and appreciated for their achievements, which fosters an environment that promotes



enhanced performance. But the administrations of Ghanaian colleges consider this approach to be costly. Some may regard it as a costly exercise that serves no useful purpose for the business. There is a common misconception that companies who invest in their workers' happiness and morale via workplace programs never get a return on their investment. There are several benefits, including increased profitability, improved employee retention, reduced turnover costs, and increased performance and productivity. Institutional leaders in Ghana need to lay out a plan on how to consistently recognise and reward staff for going above and beyond. Building Satisfying Professional Relationships: Fostering positive, cordial, and supportive connections is the bedrock of effective employee motivation. Working in such an environment increases the likelihood that employees will enjoy their work life. Turning the focus back to sincere expressions of appreciation may satisfy the innate desire for validation. Recognising achievements, milestones, and remarkable performance on a regular basis has a positive effect on employee motivation. Concerns regarding the relative costs and advantages of employee incentive programs in the near run can make investors wary of making investments in these initiatives. Businesses throughout the globe see a return on investment (ROI) from investments like these via higher productivity, more revenues, and a more loyal workforce. Emotional Well-being and Drive: Employee morale and commitment to the company's goals are both enhanced when achievements are recognised and appreciated. Institutional leadership in Ghana should establish clear and simple guidelines for expressing appreciation, with an emphasis on the numerous ways employees may reliably be recognised for their exceptional performance (Nishant & Kumar, 2022).



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