

EMPLOYEE ENGAGEMENT IN RELATIONS WITH HRD CLIMATE AND WORK CULTURE: SPECIAL REFERENCE TO STEEL INDUSTRIES IN INDIA

Srinibash Dash¹ & Debolina Senapaty²

¹*Assistant Professor, Department of Professional Courses, Gangadhar Meher University, Sambalpur, Odisha, India*

²*Research Scholar, Department of Business Administration, Utkal University, Odisha, India*

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ABSTRACT

Employee engagement constitutes the core competency of HRD climate for a successful organization growth. It is a conscious deliberate approach to attract, develop and retain best people with the aptitude of abilities to meet current future needs of the organization. It is also linked to important organizational issues such as employee retention, the productivity of satisfaction. So employee engagement ensures the successful execution of any business strategy. Products of services alone cannot help organization for growth and sustain in the market and keep customers loyalty. In this circumstance, the organization needs highly motivated, dedicated and committed employees who are very passionate about their career as well as organization climate of the culture.

KEYWORDS: *Engagement Drivers, Culture Building, Organization Climates and HRD Climate*