



“A study on Factors influencing employee engagement of marketing professionals with reference to pharmaceutical industries in Vadodara city”

Amit Mohan Patel

Faculty of Management Studies, Parul University, Vadodara, Gujarat.

Dr. kirit Chavda

Assistant professor, Faculty of Management Studies, Parul University, Vadodara, Gujarat.

Date of Submission: 22-03-2024

Date of Acceptance: 04-04-2024

Abstract:

Particularly in knowledge-intensive businesses like pharmaceuticals, employee engagement has become an essential component of organisational success and competitiveness. With a focus on Vadodara City, India, this study aims to examine the complex variables impacting employee engagement among marketing professionals working in the pharmaceutical industry. The pharmaceutical business, which is renowned for its constant innovation and fierce competition, largely depends on a motivated and engaged workforce, especially in the marketing field because they are essential to the promotion of products and the growth of the market. However, for organisations looking to boost productivity and keep top talent, knowing the particular aspects that affect employee engagement in this setting is crucial.

To gather information from marketing specialists working in pharmaceutical businesses in Vadodara City, this research will use a mixed-methods strategy that includes questionnaires and in-depth interviews. With the help of this data analysis, we hope to pinpoint and investigate the major factors that affect employee engagement specifically in the pharmaceutical marketing industry. These drivers may include work-life balance, leadership styles, company culture, possibilities for professional growth, and the influence of outside variables including regulatory environments and competitive markets.

This study will also look into how demographic factors like age, gender, and years of experience affect the degree of involvement among marketing professionals. Pharmacies in Vadodara City will be better able to develop and put into practise successful employee engagement strategies that are suited to the requirements of their marketing team

by identifying the most important aspects and their interrelationships.

This study's conclusions have substantial ramifications for both academics and business. Insights into the particular dynamics of employee engagement in the context of pharmaceutical marketing will be gained by academics, and industry practitioners will get useful advice for developing a more enthusiastic and effective marketing team. The study's ultimate goal is to support the long-term sustainability and performance of Vadodara City's pharmaceutical firms and, indirectly, the sector as a whole.

I. Introduction:

The pharmaceutical industry is one of the most innovative and knowledge-driven global sectors, and it thrives on competition and new ideas. The work of marketing specialists becomes crucial in this fiercely competitive climate when it comes to promoting pharmaceutical products and extending market reach. Employee engagement, which is characterised as an employee's emotional dedication to and passion for their employer and its objectives, has grown significantly in significance as a factor in determining organisational success. The goal of this study project is to better understand the many variables that affect how engaged employees are in their work as marketing professionals in the pharmaceutical sector. The study focuses more closely on the city of Vadodara in the Indian state of Gujarat, which is well-known for having a large concentration of pharmaceutical enterprises. Beyond job happiness, employee engagement include elements like motivation, dedication, job involvement, and a feeling of belonging at work. Employee engagement increases productivity, creativity, and career satisfaction. The involvement of marketing professionals is crucial for a



company's ongoing growth and competitiveness in the setting of the pharmaceutical sector, where knowledge, competence, and innovation are crucial. Rapid scientific progress, strict regulatory requirements, changing market dynamics, and fierce rivalry are characteristics of the pharmaceutical sector. Within this industry, marketing specialists are crucial to promoting pharmaceutical products, cultivating connections with healthcare providers, and extending market reach. As a result, an organization's capacity for innovation, market penetration, and long-term success is directly impacted by the level of involvement of its employees. The level of employee engagement in the organisation can be studied in this study. An important concept is employee engagement. Employee engagement is being influenced by a variety of things. Numerous definitions exist for it. With the ability to change jobs nowadays, employees can have an impact on the organisation. Because of this, the important activity pool includes both staff engagement and retention. It is possible for the company to easily accomplish its goals thanks to employee involvement. The best factor in determining an organization's success is employee engagement. Employee engagement motivates workers, who do better work as a result. Employee engagement is defined as the ability for employees to feel passionate about their work, devoted to the organisation, and willing to put up extra effort. The company doesn't just employ competent people; it also captures the intellect and the heart at every level of work. The study demonstrates how employees can be motivated by their work. Pharmaceutical is a significant industry in our nation. It can be attributed to productivity, employment, and agricultural service through the Fourth Industrial Revolution, also known as Industry 4.0.

Every organisation needs to prioritise employee engagement. An organization's ability to engage its workforce is aided by a positive mindset. Employee commitment and involvement have a significant role in employee engagement. Employee performance and productivity can both be improved through employee engagement. Both individual and group participation can be centred on the organisation. Both qualitative and quantitative factors can be used to describe employee engagement.

II. Literature Review:

Erickson and Gratton (2007) have discussed that, Companies with highly engaged employees articulate their values and attributes through

signature experiences – visible, distinctive elements of the work environment that send out powerful messages about the organization's aspirations, and the skills, stamina and commitment employees will need in order to succeed in these organizations.

Ferguson, A. (2007) 'Employee engagement: Raises a question in his research analysis, Does the factor Employee engagement exist? And the Employee engagement is being enumerated with performance, behavior, psycho-social relationships, group dynamics, and individuals' perception towards his job and organization, his growth and career.

Penna (2007) in his work "Model Of Hierarchy Of Engagement" states that by increasing engagement, i.e. leadership trust, Respect, opportunity, promotion, Development, Learning and Development and pay working hours's benefits, may promote the willingness of the employee to engage better in their jobs.

Palak Mahendru and Swathi Sharma (2006) An Evolving Perspective on Work Culture," Palak Mahendru and Swathi Sharma emphasize that creating an environment conducive to employee engagement goes beyond just offering a pleasant workplace. It involves ensuring that employees are actively involved in their daily tasks, fostering their dedication to their work, and facilitating their goal attainment. The focus is on establishing an organizational climate that supports the achievement of objectives.

Konrad (2006) 'Engaging Employees through High-Involvement Work Practices,' Konrad put forth the idea that engaged employees are more inclined to exhibit voluntary actions. He noted that engagement is closely tied to how employees perceive their value and involvement, and this, in turn, encourages the kind of discretionary effort that leads to improved performance. This suggests that effective management involves sharing control and permitting employees to have a say in crucial decisions.

Rafferty et al. (2005) Expanded on this idea, emphasizing that employee engagement is a mutual, two-way process involving both the employee and the organization. This characteristic sets it apart from other factors. Additionally, they highlighted that employee engagement represents a commitment within the organization, with teams and groups working collectively towards achieving common objectives.

Robinson (2004) identified several factors that have a significant impact on employee engagement. These factors include the level of engagement exhibited by the employer, how employees perceive



the importance of their jobs, how clearly they understand their job expectations, the availability of opportunities for career advancement and improvement, the frequency of feedback and communication with their superiors, the quality of relationships with colleagues, managers, and subordinates, the way employees view the values and principles of the organization, the effectiveness of internal communication within the company, and the incentives and rewards provided to encourage engagement.

Towers Perrin (2003) Introduced various engagement statements, some of which align with Robinson et al.'s framework. These statements involve feeling a sense of pride in belonging to the organization, actively endorsing the organization's products and services, being motivated by the organization to deliver one's best work, and demonstrating a readiness to exert extra effort beyond the usual expectations.

Khan (1990) Proposed that Employee Engagement results from a blend of workplace conditions and elements, which are individually influenced by people's perceptions and their cognitive and emotional experiences. Khan presented a well-founded theoretical framework for Employee Engagement, showing how the psychological aspects of work and the nature of the tasks people are engaged in impact whether they actively participate in their work or become disengaged.

Schein (1987) Numerous authors contend that Employee Engagement is shaped by not just individual variations but also by socio-cultural elements. The culture and overall atmosphere within organizations are believed to have a significant impact on Employee Engagement. This organizational climate encompasses factors like the systems in place and the satisfaction employees derive from the organization, as well as elements related to the sense of belonging and community within the workplace.

III. Objectives:

To measure the work engagement of Pharmaceutical Marketing Professionals of Vadodara Region.

To ascertain the work environment factors affecting work engagement of selected respondents of Vadodara Region.

To analyze the problems of Pharmaceutical Marketing professionals faced by selected respondents of Vadodara Region.

To give suggestion to increase the rate of retention and minimize attrition.

Research Design:

Research design is the framework of methodologies and procedure selected by the researcher to combine diverse aspects of the study in a generally natural way to effectively address the research challenge.

Source of Data:

Primary Data

Primary source of data will be collected by circulating questionnaire.

Secondary Data

Secondary source of data will be collected from Company websites, Published research papers, Publications, articles etc.

Data collection method:

The data is going to be collected through questionnaire, secondary data analysis.

Population:

The population here targets the marketing professionals of pharmaceutical industry.

Sampling Method:

The researcher employed a simple random sampling method, which is a systematic approach to selecting a sample from a specific population. This method outlines the precise technique or procedure used to choose items for the sample. When the population under consideration is not uniform or lacks homogeneity, simple random sampling is a preferred technique. In this study, the researcher gathered samples from individuals who serve as permanent respondents within the pharmaceutical industry.

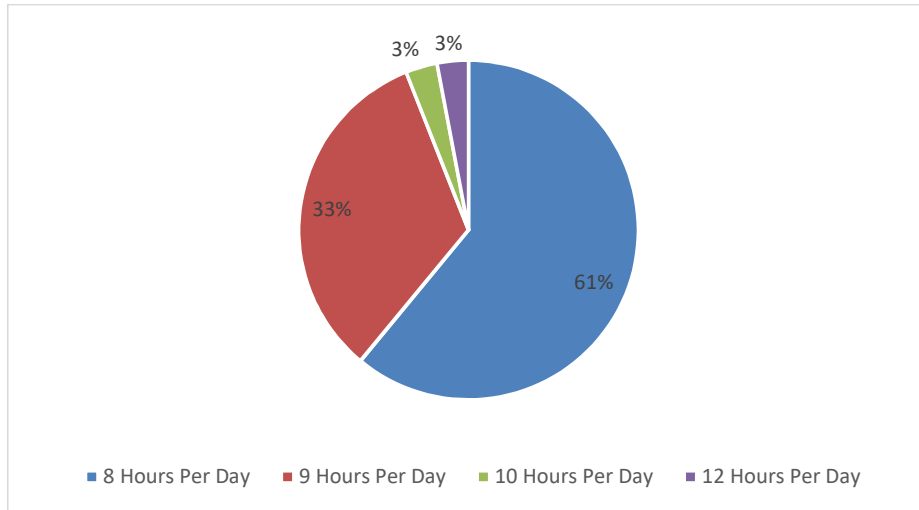
Data Collection Instrument:

Surveys and Questionnaires: Online surveys and questionnaires are commonly employed to collect data regarding the factors affecting employee engagement among marketing professionals in the pharmaceutical industry. These tools enable the acquisition of insights into the preferences, levels of engagement, and work-related habits of employees.



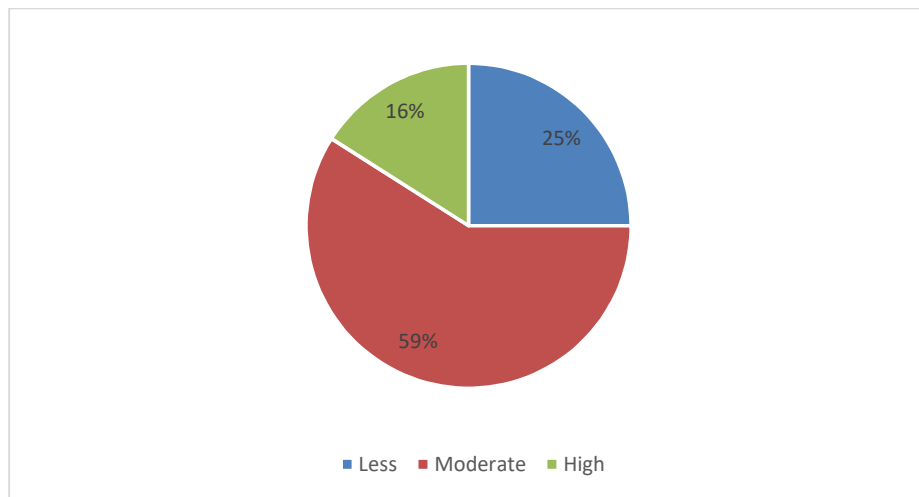
IV. Data Analysis:

How many hours on average do you work in the field?



61% employees says 8 hours per day working on the field & 33% working 9 hours per day & followed by 3% are 10 hours per day.

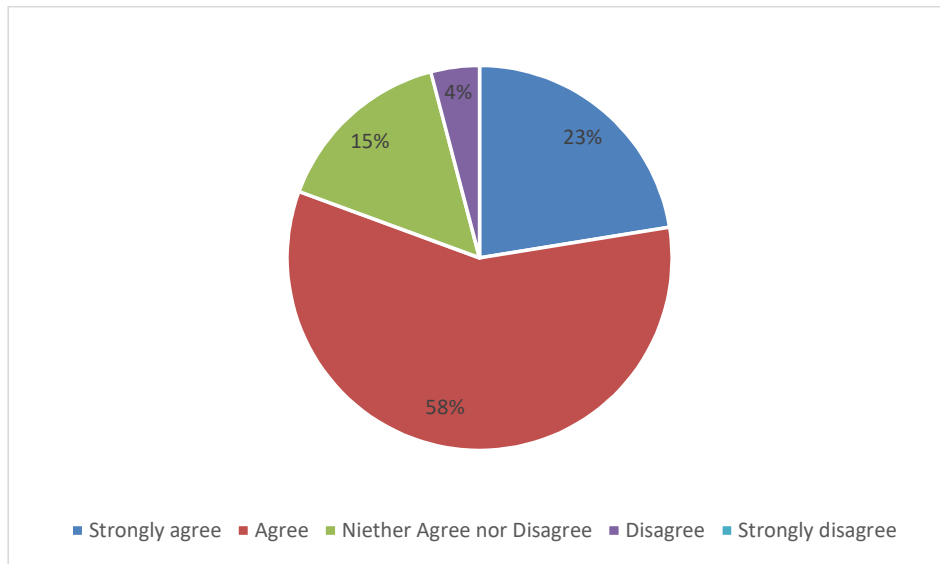
Your stress level in the field/working spot?



25% employees feels stress less on field & 59% are moderate & followed by 16% are high.

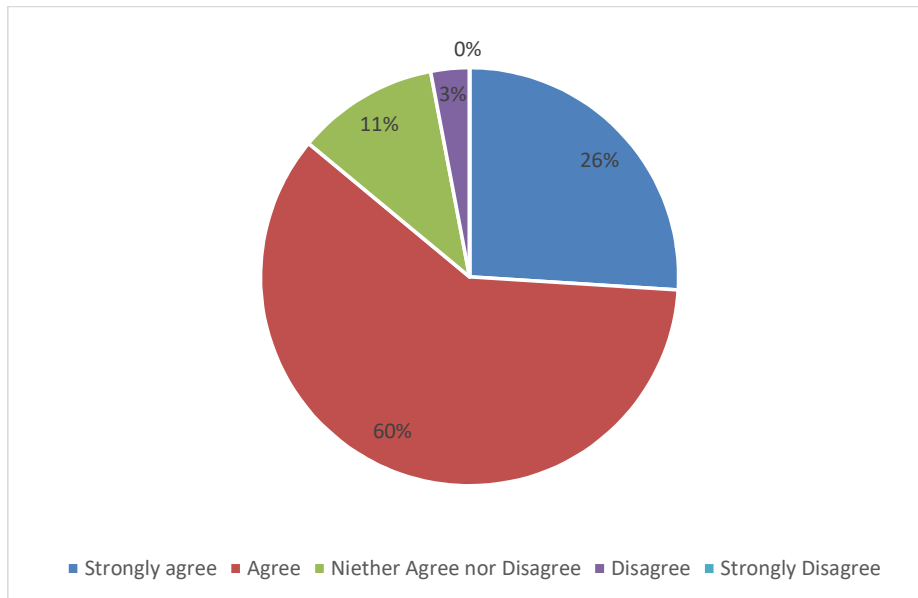


Are you satisfied with the working nature and the timings of the jobs?



23% employees are strongly agree with their working nature and timing of jobs & 58% are agree & followed by 15% neither agree nor disagree.

Does the organization give you proper training and development of the skills at the regular periods?



26% employees are strongly agree to get proper training & 60% are agree & followed by 11% are neither agree nor disagree.



V. Findings:

Based on my research the findings would indicate a low level of awareness and utilization of the time management and using skills among the citizens of vadodara. They show the potential lack of outreach or less education about the importance of mental health within the community.

VI. Limitations:

One of the important disadvantages of this study is that people are not filling because of busy schedule. And many of people are not understand the survey we have to explain all the things and aware about it.

VII. Conclusion:

Employee engagement is a real-time phenomenon of every organization, and it is associated with performance of the employees in any place. Employee engagement has become one of the inevitable constructs of all organization whether it is educational, defense, Information and technology, hotel management or any other business type. An Engaged employee exhibits his outstanding performance in his assigned role. An engaged employee does his job at his best, only if there prevails a conducive work environment, which will construct a better work engagement, ultimately the constraints of work will be kept in check, and consequently, realization of organization goals has been achieved. In marketing sector, as it is of remote type of job, and the job design is such, that it has set of inevitable constraints where a employee mandatorily has to face in his day-today job function. And when it comes to Pharmaceutical marketing profession, the job functions, job design, is so multi-task oriented, to get the employee engaged, and to manage those employee is really challenging task.

Reference:

- [1]. Erickson TJ, Gratton L., (2007), "What it means to work here", Harv. Bus. Rev., Vol.85, No.3, Pp.104.
- [2]. 'Employee engagement': does it exist, and if so, how does it relate to performance, other job constructs and industry differences, (2007) Author/Creator: Ferguson," Pp. 33-35.
- [3]. Penna (2007), Meaning at Work Research Report. [Online] Available: [http:// www. e-penna.com/ news opinion /research.aspx](http://www.e-penna.com/news_opinion/research.aspx). Pp. 18.
- [4]. Palak Mahendru (2006), Gurgaon and Swathi Sharma, "Organizational Climate" HRM, Review, The ICFAI University Press, Hyderabad, Pp. 28.
- [5]. Konrad A.M. (2006), 'Engaging employees through high-involvement work practices', Ivey Business Journal, March/April, Pp.1-6.
- [6]. Rafferty A. M., Maben J., West E., and Robinson D. (2005), What makes a good employer? Issue Paper 3 International Council of Nurses Geneva. Pp. 9-13.
- [7]. Robinson, D., S. P. Perryman and S. Hayday. (2004). The Drivers of Employee Engagement. IES Report 408. <http://www.employment-studies.co.uk/summary/summary.php?id=408>. Pp. 321-23.
- [8]. Towers Perrin. Global Workforce Study 2007-2008. Pp.159-178. http://www.towersperrin.com/tp/getwebcach edoc?webc=HRS/USA/2008/200802/WS_handout_web.pdf
- [9]. Khan (1990), "The Gallup Management Journal", Pp.694.
- [10]. Schein, Edgar (1992), "Organizational Culture and Leadership": A Dynamic View. San Francisco, CA: Jossey-Bass, Pp.703.
- [11]. Lau and may (1998), "The art and practice of learning organization" retrieved from www.google.com.
- [12]. Daniel (2004), "Finding a definition of Employee Engagement". "The National Journal of Human Resource Management" Vol.XIII. Pp. 54-65.
- [13]. Lanphear, (2004), "A case study on Employee Engagement". Pp.77-81.
- [14]. Frank et al. (2004), "A guide to understanding measuring and increasing engagement in your organization" retrieved from (www.google.com). Pp.42-50.
- [15]. Hay Group (2001), "Working today; Understanding what drives employees' Engagement", retrieved from (www.google.com). Pp. 216-232.