

Association between Gender of Employee Engagement on Reporting Index in the Hospitality Industry

Sunkara Venkateswara Rao

Executive Vice President, Green Park Hotels and Resorts Limited, Hyderabad
Email ID: svraos@gmail.com

Abstract:

Purpose: This study was intended to determine the effectiveness of employee engagement on reporting index in the context of the hospitality industry in the current competitive environment. Research has been done on the association between gender of employee engagement on reporting index in the hospitality industry.

Research Design/Methodology: It was conducted using the simple random technique method, and 310 respondents were gathered through a structural questionnaire. The conclusion was drawn with the help of One Way ANOVA.

Findings: According to the findings of the study, it can be observed that only one factor of the reporting index (“My Manager attends issues before they become serious issues”) have a significant positive association with the gender of the respondents ($\text{sig} < 0.05$).

Originality/Value: This is the first attempt to conduct an exploratory analysis on the association between gender of Employee Engagement on Reporting Index in the Hospitality Industry's

Keywords: Employee, Employee Engagement, Reporting Index and Hospitality Industry

Introduction

Even though representative contribution (EE) plays a significant role in the success of a business, only one-fourth of respondents believe that their manager is concerned about it as a primary concern. It is a collection of emotions, considerations, and activities that contribute to feelings of fulfilment, activism, commitment, pride, devotion, and straightforwardness, among other things. When it comes to Human Resource Managers and professionals in the Unstable, Indeterminate, Complex, and Vague world, the commitment of employees was the most important requirement they had. This is because one of the most significant challenges for businesses is to rebuild certainty and trust among employees who have been affected by financial stagnation

and occupation vulnerability.

Employee engagement continues to be one of the most effective tools for keeping employees engaged, which also aids in the retention of employees. Researchers have examined the significance and strength of the association between mental freedom and its measurements (which include capability, self-assurance, and effect) and representative commitment. The findings revealed that there is a significant positive association between passionate inspiration and high levels of employee engagement. Apart from self-assurance, all elements of mental strengthening are indicators of representative association.

Literature Review

Banihani, M, Lewis, P, and Syed, J. (2013) discussed that work engagement is

gendered and in that it is easier for men to be engaged than women. Accordingly, men and their characteristics are valued and regarded as more useful than women and their characteristics, leading to a conclusion that processes, practices and interactions in organizations are designed so that it is easier for men to experience psychological meaningfulness, which ultimately leads to more work engagement (Banihani, M, Lewis, P, and Syed, J. (2013). Men are rewarded for emphasizing their masculine characteristics and their differences from women, whereas women are usually penalized for their characteristics and differences from men (Williams, 1993). A conclusion that (Banihani, M, Lewis, P, and Syed, J. (2013) drew is that men can easily experience psychological safety and be engaged than women in the workplace.

MC Tshilongamulenzhe*, N Takawira (2015) Employee work engagement remains one of the most important aspects of organizational theory that employers should be concerned about globally. This is because engaged employees deliver positive outcomes in the organization. By implication, an employer's interest in employees' work engagement redirects the energy, involvement and effectiveness that employees bring to the job. No significant mean differences were found between male and female employees in relation to the three sub-scales.

Data Analysis & Interpretation

The alpha scale technique was used for reliability analysis for reporting index measurement.

S. No	Dimensions	Alpha	Statements / Variables
1	Reporting Index	0.846	4

Research Gap:

According to the literature survey, it has been discovered that there are no sufficient examinations in India on employee engagement in the hospitality industry. As a result, employee engagement in the hospitality industry was taken into consideration for my research.

Objectives of the Study:

- To study the association between gender of employee engagement on reporting index in hospitality industry
- To offer suggestions and strategies for further improvement of employee engagement in the context of hospitality industry.

Hypothesis of the Study:

- There is a significant association between reporting index and demographic factor (gender).

Research Methodology:

Reliability: The reliability analysis for the reporting index measurement was carried out using the alpha scale technique.

Sample Size: 310 respondents

Sample Technique: Simple random technique

Data: The primary data was gathered from 310 respondents through a questionnaire

Source: Primary Data

From the alpha, we came to know that the statements are mentioned in the questionnaire are understood by the respondents.

Mean values associating Reporting Index and Gender

Sl. No.	Variables	Male	Female	Average
1	My Manager motivates me to perform better at work	4.52	4.60	4.54
2	My Manager considers me responsible for execution.	4.39	4.37	4.38
3	My Manager attends issues before they become serious issues.	4.41	4.65	4.45
4	My Manager gives helpful execution criticism.	4.50	4.62	4.54
Average		4.46	4.56	4.48

Source: Primary Data

The illustrative insights for expressing the connection between reporting index and gender of the respondents is appeared in table. The research discovers that female have higher mean estimation of 4.56 than the male respondents having mean estimation of 4.46. It very well may be discovered that the females are more connected with the reporting index factors when compared to the male respondents. On account of male respondents, among the four factors, the profoundly evaluated variable is 'My Manager motivates me to perform better at work' with a mean estimation of 4.52. The second and third profoundly appraised factors are 'My Manager considers me responsible for execution' and 'My Manager attends issues before they become serious issues' with mean estimation of 4.50 and 4.41 separately.

On account of female respondents, the profoundly evaluated variable is ' My Manager attends issues before they become serious issues' with a mean estimation of 4.60. The second and third profoundly evaluated factors are 'My Manager considers me responsible for execution' and 'My Manager motivates me to perform better at work' with mean estimation of 4.62 and 4.60 individually. Hence, it tends to be seen that all the four factors of reporting index have closer to highly satisfied.

Hypothesis: There is a significant association between reporting indexes and demographic factor (Gender).

Reporting Index and Gender – ANOVA (One-Way)

Variables	F	Sig.
My Manager motivates me to perform better at work	.702	.403
My Manager considers me responsible for execution.	.060	.806
My Manager attends issues before they become serious issues	6.548	.011
My Manager gives helpful execution criticism.	1.061	.304

Source: Primary Data

The ANOVA test connection between the reporting index and gender of the respondents is appeared in table. It tends to be seen that among the four factors, “My Manager attends issues before they become serious issues” ($F=6.548$; $p=0.011 < 0.05$) have significant positive association between the reporting index and gender of the respondents.

The factors, “My Manager considers me responsible for execution” ($F=1.061$; $p=0.304 > 0.05$), 'My Manager motivates me to perform better at work' ($F=0.702$; $p=0.403 > 0.05$), and “My manager gives helpful execution criticism” ($F=0.06$; $p=0.806 > 0.05$) do not have a huge connection between the reporting index and the gender of the respondents and also these three statements are insignificant. Along these lines, it very well may be reasoned that most of the factors do not show a huge association among the reporting index and gender of the respondents.

Conclusion

According to the findings of the study, it can be observed that all four factors of the reporting index have a significant positive association with the gender of the respondents and the mean qualities are closer to the highly satisfaction levels. According to the findings of the study, it can be concluded that among the four factors, “My Manager attends issues before they become serious issues” ($F=6.548$; $p=0.011 < 0.05$) have significant positive association between the reporting index and gender of the respondents and “My Manager considers me responsible for execution” ($F=1.061$; $p=0.304 > 0.05$), “My Manager motivates me to perform better at work” ($F=0.702$;

$p=0.403 > 0.05$), and “My Manager gives helpful execution criticism” ($F=0.06$; $p=0.806 > 0.05$) do not have a huge connection between the reporting index and the gender of the respondents and also these three statements are insignificant. Along these lines, it very well may be reasoned that most of the factors do not show a huge association among the reporting index and gender of the respondents.

References

- Kouzes, J.M., & Posner, B.Z. (2002) *Leadership Challenge*. San Francisco, CA: Jossey-Bass.
- Kruse, K. (2012). *Why employee engagement? These 28 research studies prove the benefits*. Retrieved from <http://www.forbes.com/sites/kevinkruse/2012/09/04/why-employee-engagement/>
- Jose, G., & Mampilly, S.R. (2012) Satisfaction with HR Practices and Employee Engagement: A Social Exchange. *Perspective Journal of Economics and Behavioral Studies*, 4(7), 423-430.
- Joshi, Rosy., & Kapoor, Sangam. (2007). *Business Environment*. New Delhi: Kalyani Publishers.
- Kahn, W. A. (1990). Psychological conditions of personal engagement and disengagement at work.
- *Academy of Management Journal*, 33(4) 700-701.
- Kang, H. J. (2014). *A model of hospitality employee engagement*. Doctoral dissertation, University of Nevada. Retrieved from

- <http://digitalscholarship.unlv.edu/>
- Karsnia, E. J. (2009). *Best practices for employee engagement*. Master's thesis, University of Wisconsin West Indies. Retrieved from <http://www2.uwstout.edu/content/lib/thesis/2009/2009karsniae.pdf>
 - Kouzes, J.M., & Posner, B.Z. (1995), *The Leadership Challenge: How to Keep Getting Extraordinary Things Done in Organizations*. San Francisco, CA: Jossey-Bass.
 - https://www.researchgate.net/publication/282743153_Examining_the_gender_influence_on_employees'_work_engagement_within_a_South_African_University
 - Banihani, M, Lewis, P, and Syed, J. (2013), "Is work engagement gendered?", *Gender in Management: An International Journal*, Vol. 28, No. 7, pp. 400 – 423