

**A CASE STUDY ON APPROACHES FOR ENHANCING EMPLOYEE ENGAGEMENT AND
DEVELOPING BUSINESS-TO-BUSINESS COLLABORATION FOR INCREASE REVENUE FOR THE
ORGANIZATION**

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ABSTRACT

This case study explores approaches for enhancing employee engagement and developing business-to-business collaboration to increase revenue for an organization. The study aims to examine the impact of initiatives aimed at improving employee engagement and developing business-to-business collaborations on revenue generation. The study finds that initiatives aimed at enhancing employee engagement, such as training and development programs, recognition and reward programs, and communication tools, have a positive impact on employee motivation and engagement. Moreover, initiatives aimed at developing business-to-business collaborations, such as joint marketing initiatives, cross-functional teams, and regular communication, have a positive impact on revenue generation. The study also identifies challenges in implementing initiatives aimed at enhancing employee engagement and developing business-to-business collaborations. These challenges include resistance to change, lack of resources, and communication barriers. However, the study finds that overcoming these challenges is crucial in achieving success in enhancing employee engagement and developing business-to-business collaborations. The case study highlights the importance of enhancing employee engagement and developing business-to-business collaborations for increased revenue generation. The study recommends that organizations adopt a systematic approach to enhancing employee engagement and developing business-to-business collaborations, including conducting a needs assessment, developing a strategy, implementing the strategy, monitoring progress, recognizing and rewarding employees, and continuously improving.

Keywords: Employee Engagement, Marketing Initiatives, Reward Programs, Revenue Generation, And Business-To-Business.

INTRODUCTION

Every company wants to work with people who are enthusiastic about their jobs. Increasing a company's competitive edge has been linked to a more energised workforce. The financial line of a company is very sensitive to employee engagement. The most all-encompassing kind of assistance that workers expect is one in which they are actively engaged, namely via the provision of participation, freedom, and trust. Identifying the gap between employee expectations and the organization's delivery is a complicated and critical challenge to be solved. Employees that are fully engaged in their work show it via their high levels of excitement, dedication, and productivity. They often go above and beyond the requirements of their job. Managers face several difficulties, such as staff turnover, poor productivity, disagreements, and low motivation, in an era of intense competition that makes it difficult for businesses to improve their performance, market share, competitive advantage, and sustainability of company. Companies nowadays require highly engaged workers if they want to be successful and stay ahead of the competition. Employers are placing a premium on employee engagement as they recognise its potential benefits to the business. These benefits include increased output, less absenteeism and turnover, happier customers, and new ideas. Hence, businesses want to attract, develop, and keep workers who exhibit high levels of enthusiasm, initiative, devotion, commitment, and engagement. The level of employee involvement in a company directly affects individual employee performance, as well as the effectiveness of the business as a whole. Better results may be expected because of the increased efficiency, increased customer satisfaction, increased production, and less employee turnover that result from a fully engaged workforce (Robinson, 2018).

One way to look at employee engagement is both a problem and an opportunity for businesses. Fostering a culture of employee engagement requires a two-way street between management and staff. Engaged employees are those that consistently go above and beyond to contribute to the success of the company. Employers provide the groundwork for employee engagement, which they then build upon and cultivate. Highly engaged workers might serve as role models for individuals in the business who want to increase the engagement of their colleagues. They help create a culture and surrounding conditions that encourage interaction with others. Workers who are just halfway invested in the company provide the greatest obstacle. Employees that have a strong connection to their workplace are given the recognition they deserve because of the positive effects their dedication has on the company's bottom line. Workers from various demographics will have varying requirements, preferences, expectations, and career goals. There is no one guideline that can be applied to all employees in order to meet their varying needs, thus companies must evaluate workers individually. Employees' sentiments and demographic information were analysed. Significant stress is also placed on labour supply and demand, as well as attrition, by the organisational work environment and demographic movements of the workforce. The increasing complexity of labour markets makes it more important than ever for businesses to

communicate with and evaluate the expectations of their diverse workforces. Changing demographics, consumer preferences, and corporate responses have all contributed to a rise in employee expectations (Aon Hewitt, 2014). Employee engagement has been identified as a critical factor in the success of businesses and organisations, so it stands to reason that these businesses and organisations would do well to create, develop, and maintain environments in which workers feel encouraged to give their all to the company, remain invested in their work and the success of the business as a whole. While many businesses put up considerable effort towards this goal, few succeed in achieving their ideal level of participation (Saks, 2017).

BACKGROUND OF THE STUDY

As the value of human capital continues to rise, so does the use of the phrase "Employee Engagement." Yet, much work has to be done in this area. "harnessing of organisation member's self to work roles: in engagement, individuals utilise and express themselves physically, intellectually, emotionally, and psychologically throughout role performances," as the original definition of "Personal Engagement" puts it. An engaged workforce is one in which workers are invested in the success of their company to such an extent that they are prepared to go above and beyond their normal duties to ensure that the business achieves its goals. In addition, "work engagement" is described as an upbeat, rewarding, and job-related frame of mind that includes characteristics such as zeal, commitment, and immersion. Working with vigour is doing so with a lot of pep in one's step, a positive attitude about putting in the time and effort required, and a refusal to give up in the face of setbacks. Workplace excitement, inspiration, pride, and a willingness to take on new challenges are hallmarks of dedication. When someone gets absorbed in their job, they are so focused on what they are doing that they forget to eat, sleep, or take care of themselves. Not only is engagement the antithesis of burnout, but it also has its own distinguishing traits. In the past, several writers have attempted to define the term in their own unique ways. Literature reveals, however, that the construct's conceptualization and definition are commonly confused due to its connection with other relatively similar outcome variables including work participation, intrinsic drive, organisational commitment, and organisational citizenship behaviour. As a consequence, there aren't many clear-cut differences between how academia, business, consulting, and research institutions all define the concept (Shuck, 2018).

PROBLEM STATEMENT

The problem statement in this thesis is that ,

"Employees are not committed to their work and not motivated to contribute to the organization's success."

The problem facing the organization is the need to increase revenue. To achieve this, it is necessary to enhance employee engagement and develop business-to-business collaboration. However, the organization is unsure which approaches are most effective in achieving these goals.

Relevant research: According to a study conducted by Gallup, only 15% of employees worldwide are engaged at work, indicating a significant opportunity for improvement in employee engagement. Additionally, a report by Harvard Business Review found that companies that prioritize collaboration are five times more likely to be high-performing than those that don't. Furthermore, research conducted by McKinsey & Company showed that collaborative sales and marketing efforts with partner organizations can result in up to 25% revenue growth. Based on this research, it is clear that enhancing employee engagement and developing business-to-business collaboration are important factors in increasing revenue for organizations. However, it is necessary to identify the most effective approaches for achieving these goals (Schlechter, 2015).

RESEARCH OBJECTIVE

The objectives of this thesis are:

1. To Increase Participation by Raising Employee Engagement and Motivation.
2. •To forming fruitful corporate partnerships, in the interest of encouraging interfirm cooperation.
3. •To Increasing the Participation of Employees.
4. •To identify areas where further research and development are needed to improve the use Raising Employee Engagement and Motivation.

LITERATURE REVIEW

Employee engagement is difficult to pin down because of this. The term "engagement" has been defined in a wide variety of ways by academics, consultancies, and other research organisations. "the harnessing of organisation members' self to work roles; through engagement, people employ and express themselves physically, cognitively, and emotionally during role performances," as Kahn initially defined employee engagement in the academic literature. Kahn argues that fully engaged workers show their thoughts and feelings, their beliefs, and their values in the ways that they work and serve, and are physically immersed in the tasks they are performing, whether alone or with others. The psychological parts of how people see themselves and their work settings are equally important to the concept of engagement as the physical energies of participating or accomplishing the duties. To that end, the term "employee

engagement" encompasses not only the attitudes and beliefs of workers towards their jobs and the company they represent, but also their actual actions while on the clock. Employees who are engaged in their work have high levels of energy and are willing to invest effort in their job without becoming tired; they feel enthusiasm and significance by involving in their work and are proud and inspired; they are completely immersed in their work and feel pleasant; and they are completely immersed in their work and feel proud and inspired. According to Hallberg and Schaufeli's latter definition, "being charged with energy and entirely engaged to one's work," this is what it means. Academic literatures' conceptions of engagement typically centre on workers' feelings towards their employers. According to a study conducted by IES (the Institution of Employee Studies), a centre for research and consultancy in human resource issues, "engagement is a positive attitude held by the employees towards the organisation and its values." This study surveyed 10,000 workers across 14 different companies (Reissová, 2017).

An involved worker understands the bigger picture and collaborates with others to boost productivity on the job for the company's benefit. To foster, sustain, and increase engagement, organisations need to seek to foster a mutually beneficial connection between management and staff. Employee engagement was defined as "being focused in what they do (thinking), feeling good about in their role and the organisation (feeling), and acting in a way that demonstrates commitment to the organizational values and objectives (acting)" in a study conducted by the Chartered Institute of Personnel and Development (CIPD), the largest Chartered HR and development professional body in the world. Employee involvement was defined differently by numerous multinational organisations in the corporate setting, which differed from the academic literature. According to ING's research, an enthused worker is one that is willing to adapt to new ways of doing things and provide superior outcomes. Thus, this improves the company's bottom line. Heineken knows that its best results come from workers who are invested in the company's success, who care about its mission, and who contribute effectively in their respective roles. Engaged employees at AkzoNobel are those who accept responsibility, give 110%, and believe in the company's mission. It means taking pride in working for AkzoNobel and experiencing an emotional connection to the firm, knowing the role they play in achieving AkzoNobel's goals, and being dedicated to making them a reality. Academic scholars and consulting and research institutions adopt definitions that focus on workers' subjective experiences at work and their mental outlook on the company as a whole. Employees that are engaged in their work show commitment to the company's principles, take pride in their work, and exhibit high levels of focus and energy. The definitions also point out the benefits of interaction. Employees who are invested in their work will devote time and energy to it in order to produce greater results. Companies benefit from having staff who are invested in their success. Businesses typically define employee engagement in terms of what they can gain from it. Employees that are invested in the success of their

organisations will go above and beyond to meet the needs of their clients and coworkers (Robinson, 2019).

RESEARCH DESIGN: When developing a strategy for increasing employee engagement and motivation, the most important considerations to make were also having to carry out a needs analysis, developing a plan, putting initiatives into action, and conducting an effectiveness analysis of the strategy. These are the steps in the development process. These stages may be achieved through carrying out questionnaires, focus groups, or personal interview with employees in order to gather insight as to how they feel about company and to gauge the level of engagement they have with their work. The findings of the analysis need to serve as the foundation for the strategy, which should then be put into action in the manner that would see it implemented throughout the organisation. Throughout the audits, frequent evaluations of the efficacy of the plan or monitoring the advancement of the operation should be done through employee surveys, with the primary goal being the elimination of any issues that may arise. The findings may be utilised to fine-tune the plan in light of the circumstances.

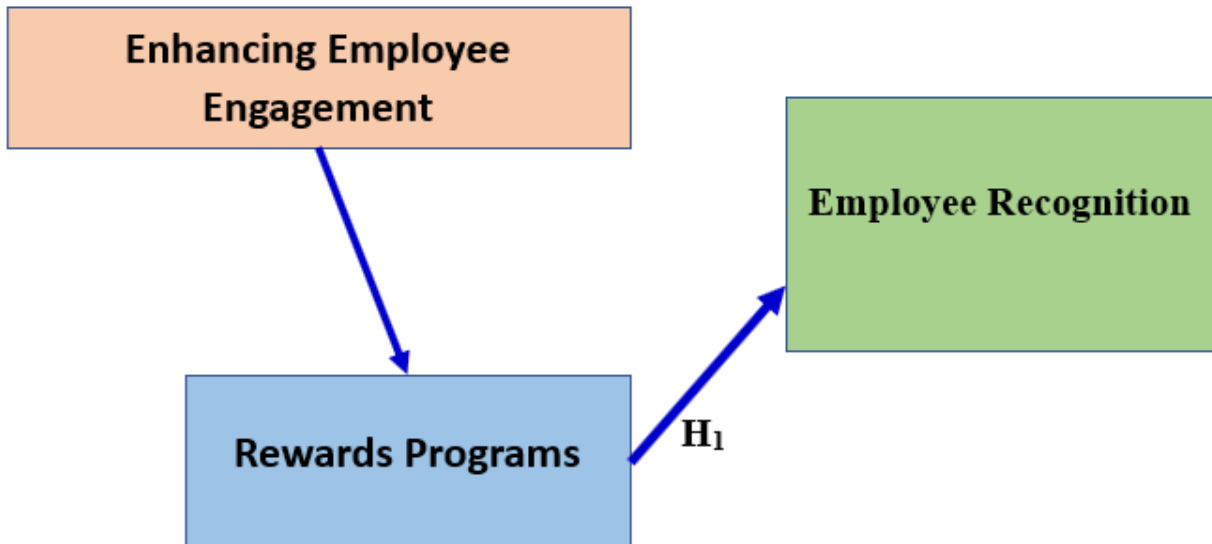
Doing a requirements assessment, designing a plan, putting the strategy into action, evaluating, recognizing and rewarding workers, and striving for continual improvement are all things that organisations can do to boost the engagement and motivation of their workforce. This will increase the likelihood that the approach will be effective and will also help the company's overall performance. In addition to this, it is essential to include workers in ongoing activities and to maintain their sense of motivation. A researcher who was performing an in-depth examination of a research study employing cross-sectional approaches received assistance from Rao-soft. It was decided to use a sample size of 649 people, 750 questionnaires were distributed, 709 responses were collected and analysed, and 17 items were omitted since they were ruled inadmissible.

The inquiry was carried through the involvement of a total of 706 individuals, and the outcomes of the study were based on the data gathered by means of questionnaires as well as interviews. When respondents had finished answering a series of questions about market domination, they were given the opportunity to make a prognosis regarding how the scope of their business and the ownership of its brand would change in the years to come. The most recent estimate made available by Rao Soft puts the total number of people who participated in the study project at 640, with a score of 5 being the average for participants who agree completely with the a statement or query. For the purpose of getting an accurate impression on the ideas and opinions that individuals have, a grading system known as the Likert is used. When conducting a survey of this nature, it is common practise to provide respondents with the option of choosing "strongly agree," "accept," " didn't respond," "disapprove," or "Disagree strongly" as about there level of agreement. This is not the case, however, when conducting a survey of the "strongly disagree" variety. For the purpose of producing reliable findings, it is necessary to assign quantitative value to the various kinds of responses.

Statistical Software: MS-Excel and SPSS 25 was used for Statistical analysis.

Statistical tools: Descriptive analysis was applied to understand the basic nature of the data. Validity and reliability of the data was tested through Cronbach alpha.

CONCEPTUAL FRAMEWORK



RESULT

Factor Analysis:

Confirming the latent component structure of a collection of measurement items is a common utilisation Factor Analysis (FA). The scores on the observable (or measured) variables are thought to be caused by latent (or unobserved) factors. Accuracy analysis (FA) is a model-based method. Its focus is on the modelling of causal pathways between observed phenomena, unobserved causes, and measurement error.

The data's suitability for factor analysis may be tested using the Kaiser-Meyer-Olkin (KMO) Method. Each model variables and the whole model are evaluated to see whether they were adequately sampled. The statistic measures the potential shared variation among many variables. In general, the smaller the percentage, the better the data was suitable to factor analysis.

KMO gives back numbers between 0 & 1. If the KMO value is between 0.8 and 1, then the sampling is considered to be sufficient.

If the KMO is less than 0.6, then the sampling is insufficient and corrective action is required. Some writers use a number of 0.5 for this, thus between 0.5 and 0.6, you'll have to apply your best judgement.

- KMO Near 0 indicates that the total of correlations is small relative to the size of the partial correlations. To rephrase, extensive correlations pose a serious challenge to component analysis.

Kaiser's cutoffs for acceptability are as follows:

Kaiser's cutoffs for acceptability are as follows:

A dismal 0.050 to 0.059.

- 0.60 - 0.69 below-average

Typical range for a middle grade: 0.70-0.79.

Having a quality point value between 0.80 and 0.89.

The range from 0.90 to 1.00 is really stunning.

Table 1: KMO and Bartlett's Testa

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

EFA begins with a validation of the data's appropriateness for factor analysis. Regarding this, Kaiser suggested that factor analysis only be conducted if the KMO (Kaiser-Meyer-Olkin) indicator of sample adequacy coefficient value was larger than 0.5. It has been determined that the KMO value for the data used in this investigation is .870. Additionally, a significance level of 0.00 was found using Bartlett's test of sphericity.

Test for Hypothesis

A hypothesis is a supposition or theory that is made public for discussion and later tested to ascertain its chances of being true. The creation of a hypothesis is the first step in the scientific method, apart from a broad assessment of related earlier research. A hypothesis made predictions about the findings of the inquiry. A response to a research question is an untested hypothesis. It could be necessary to construct a number of hypotheses to look at the research question from different angles, depending on the study's breadth.

- **Employee Recognition**

Employee recognition is the quick and efficient, informal or formal acknowledgment of a person's behaviour, effort, or company result that claims to support the institution's goals and values and surpassing their superior's reasonable bounds. This can take place in a variety of settings, including but not limited to email, in-person meetings, and performance reviews. It has been established that recognition is a positive reaction to and an evaluation of a person's contribution. This evaluation takes into account not only work performance but also important quality and engagement on a consistent or sporadic basis. Recognition can be communicated informally or formally, individually or concurrently, privately or publicly, monetarily or in a manner that does not involve monetary exchange. The practice of publicly thanking members of your community as who they are plus the contributions they make is known as "social" recognition. Employee appreciation enables coworkers to acknowledge one another and contributes to an atmosphere at work which is greater inclusive and human. Recognition of employees is among the most significant components in promoting engagement in the workplace, which in turn drives productivity and helps retain employees.

- **Enhancing Employee Engagement**

The amount of passion and devotion that even a worker feels towards the job is referred to as their "employee satisfaction," and this is a notion that comes from the field of human resources (HR). Employees who are engaged in their job and the success of the organisation care about both, and they have the sense that the contributions they make make a difference. An engaged worker is one who is motivated by factors other than monetary gain; they may even believe that their happiness is directly proportional to their level of productivity and, as a result, essential to the progress of their organisation.

- **Understanding Employee Engagement**

With its evident ties to both work satisfaction and employee morale, employee engagement may be an extremely significant contributor to the achievement of a firm. The ability to communicate effectively is essential to both the process of generating and sustaining employee engagement. Employees that are involved have a greater

chance of being productive and achieving at a better level. They often exhibit a higher devotion to the core principles and long-term objectives of an organisation.

- **Rewards Program**

Customer reward programmes are point-based systems that are aimed at boosting customer involvement and purchases in exchange for discounts and other perks. These programmes are offered by businesses in an effort to cultivate and retain loyal customers. A rewards programme is when a corporation pays out incentives to promote a certain activity. This is done in order to promote the desired behaviour. This is a kind of marketing approach that enables businesses to increase customer loyalty while simultaneously giving the impression to the customer that he or she is receiving something of value without cost.

On basis of the above discussion, the researcher formulated the following hypothesis, which was analysed the relationship between Rewards Programs and Employee Recognition.

H01: “There is no significant relationship between Rewards Programs and Employee Recognition.”

H1: “There is a significant relationship between Rewards Programs and Employee Recognition.”

Table 2: ANOVA Sum

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39936.307	279	3593.601	2685.559	.000
Within Groups	145.083	369	1.620		
Total	40081.390	648			

In this study, the result is significant. The value of F is 2685.559, which reaches significance with a *p*-value of .000 (which is less than the .05 alpha level). This means the “H1: There is a significant relationship between Rewards Programs and Employee Recognition.” is accepted and the null hypothesis is rejected.

CONCLUSION

Mostly from foregoing, it is clear that the most effective methods of motivating employees to accomplish the set goals of the organisation involve developing a setting with strong, respectful, and helpful relationships between the organisation and employees, and a start concentrating on genuine manifestations of appreciation for different employee successes, service milestones, or a day-to-day affirmation of performance excellence. Recognizing employees' achievements satisfies several more psychological and motivational needs, which in turn leads to improved performance, but the organisation of Ghanaian academic institutions may view this as an expensive, practitioners and a financial cost that generates no considerable benefit to the organisation. Organizations that invest in employee happiness and motivation via workplace tools often reap long-term benefits including better productivity and performance, more profitability, greater employee retention, and lower expenses associated with turnover. The administration of Ghanaian institutions must have clear guidelines outlining the many ways in which staff members may be thanked for outstanding efforts on a regular basis.

LIMITATION OF THE STUDY

Limited scope: The study may focus on a specific industry or organization, which may limit the generalizability of the findings to other industries or organizations.

Self-reporting bias: The study may rely on self-reported data from employees, which can be subject to bias and may not accurately reflect the actual level of employee engagement.

Small sample size: The study may have a small sample size, which can limit the statistical power of the findings and make it difficult to draw definitive conclusions.

Time constraints: The study may be conducted over a short period of time, which may not allow for a comprehensive evaluation of the long-term impact of the approaches on revenue.

External factors: The study may not account for external factors such as economic conditions or changes in the industry, which may impact the effectiveness of the approaches.

Lack of control group: The study may not have a control group, which can make it difficult to isolate the effects of the approaches from other factors that may be influencing revenue.

It is important to acknowledge these limitations and take steps to mitigate them in order to ensure the validity and reliability of the study findings.

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