

Assessing the Impact of Technology Adoption, Operational Efficiency and Employee Engagement on Employee Performance of Rajasthan State Road Transport Corporation

Sukriti Khatri* and **R K Tailor ****

*Department of Business Administration,
Manipal University Jaipur, India*

Abstract: This study investigates the impact of technology adoption, operational efficiency, and employee engagement on employee performance within the Rajasthan State Road Transport Corporation (RSRTC). Utilizing a quantitative, cross-sectional survey of 384 employees, the research employs the Technology Acceptance Model (TAM) and Social Exchange Theory as foundational frameworks. Given the non-normal distribution of the data, robust non-parametric analyses - including the Friedman test and Spearman correlation - were utilized alongside Exploratory and Confirmatory Factor Analysis. Results reveal a significant three-factor structure: Technology & Operations, Employee Development, and Customer Value. Findings indicate strong positive correlations between technology adoption and operational efficiency, suggesting that digital integration significantly drives performance. However, significant variability in employee engagement and adoption rates highlights an inconsistent digital transition. The study concludes that an integrated, standardized strategy addressing technological infrastructure and human capital simultaneously is essential for optimizing public sector transport performance and service delivery.

Keywords: RSRTC, Technology Adoption, Employee Performance, Operational Efficiency, Employee Engagement, Public Transportation, Digital Transformation, Structural Equation Modeling

* Research Scholar, **Corresponding author. Email: rajeshkumar.tailor@jaipur.manipal.edu