

Engaging the Digital Workforce: A Study of Employee Engagement Practices and Organizational Effectiveness among IT Professionals

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Abstract: Employee engagement has emerged as a strategic organizational capability that enhances organizational effectiveness, particularly in the Information Technology (IT) sector, where rapid technological advancements, digital transformation, and hybrid work environments have reshaped workforce dynamics. This study examines the impact of employee engagement practices on organizational effectiveness among IT professionals in Bengaluru, India. A quantitative, descriptive, and explanatory research design was adopted, and primary data were collected from 300 employees using a structured questionnaire. Employee engagement practices, including leadership support, communication, learning and development, recognition and rewards, employee empowerment, work-life balance, and employee well-being, were examined as predictors of organizational effectiveness. Data were analyzed using SPSS Version 29 through descriptive statistics, reliability analysis, exploratory factor analysis, correlation, and multiple regression analysis. The findings reveal that employee engagement practices have a significant positive influence on organizational effectiveness, with leadership support, learning and development, recognition and rewards, employee empowerment, and work-life balance emerging as the strongest predictors. The study contributes to the literature by integrating Social Exchange Theory, Job Demands–Resources Theory, Self-Determination Theory, and Perceived Organizational Support Theory within the context of the Indian IT industry. The findings provide practical implications for HR professionals and organizational leaders in designing effective engagement strategies to improve productivity, innovation, employee commitment, and sustainable organizational performance.

Keywords: Digital Workplace, Employee Engagement Practices, Employee Empowerment, Human Resource Management, Information Technology Sector, Leadership Support, Organizational Effectiveness

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