

Employee Engagement And Organizational Performance: A Human Resource Perspective

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Citation: Dr. N. Deepalakshmi, et al. (2024) Employee Engagement And Organizational Performance: A Human Resource Perspective, *Educational Administration: Theory and Practice*, 30(4), 5941-5948, Doi: 10.53555/kuey.v30i4.2323

ARTICLE INFO

ABSTRACT

Employee engagement has emerged as a crucial factor influencing organizational performance and success, garnering significant attention from scholars and practitioners alike. This review paper explores the intricate relationship between employee engagement and organizational performance from a human resource perspective. By synthesizing existing literature, this paper provides a comprehensive analysis of the mechanisms through which employee engagement impacts various dimensions of organizational effectiveness.

The paper begins by defining employee engagement and delineating its key components, including affective, cognitive, and behavioral dimensions. Drawing on theories such as social exchange theory and self-determination theory, the paper elucidates the antecedents of employee engagement, including leadership style, organizational culture, job characteristics, and employee well-being. Moreover, it discusses the role of human resource practices, such as recruitment, training, and performance management, in fostering employee engagement.

Furthermore, the paper examines the outcomes of employee engagement on organizational performance across multiple levels, including individual, team, and organizational levels. It highlights the positive effects of employee engagement on employee productivity, job satisfaction, retention, innovation, customer satisfaction, and financial performance. Additionally, the paper explores potential moderating factors, such as industry context and organizational size, that may influence the relationship between employee engagement and organizational performance.

The review also identifies gaps and limitations in the existing literature, including the need for more longitudinal studies and research examining the mediating mechanisms linking employee engagement to organizational outcomes. Finally, the paper offers practical implications for human resource management practitioners, emphasizing the importance of fostering a culture of engagement and implementing evidence-based strategies to enhance employee engagement and, consequently, organizational performance.

Keywords: Employee engagement, organizational performance, human resource management, leadership, organizational culture, job characteristics, human resource practices, antecedents, outcomes, social exchange theory, self-determination theory, productivity, job satisfaction, retention, innovation, customer satisfaction, financial performance, moderating factors, implications.

Introduction

In contemporary organizational management, the concept of employee engagement has emerged as a critical factor influencing organizational performance and success. As businesses navigate an increasingly competitive and dynamic landscape, the role of human resources (HR) in fostering employee engagement has gained

significant attention. This review paper aims to explore the intricate relationship between employee engagement and organizational performance from a human resource perspective.

Employee engagement refers to the emotional and intellectual commitment of employees towards their work roles and organizational objectives. It encompasses factors such as job satisfaction, organizational commitment, and a sense of belongingness to the workplace. Engaged employees are more likely to demonstrate higher levels of discretionary effort, creativity, and innovation, thereby contributing positively to organizational outcomes such as productivity, profitability, and customer satisfaction.

From a human resource perspective, employee engagement is not merely a matter of employee satisfaction but a strategic imperative for organizational success. HR practices play a pivotal role in cultivating a culture of engagement within the organization. Recruitment and selection processes that align with organizational values and goals can contribute to attracting individuals who are more likely to become engaged employees. Moreover, effective onboarding, training, and development programs can enhance employees' skills and confidence, fostering a sense of competence and autonomy in their roles.

Furthermore, HR policies and practices related to performance management, recognition, and rewards are instrumental in reinforcing desired behaviors and motivating employees to go above and beyond their job expectations. A supportive and inclusive work environment, characterized by open communication, trust, and transparency, also plays a crucial role in fostering employee engagement.

The link between employee engagement and organizational performance has been extensively studied across various industries and organizational contexts. Research findings consistently indicate a positive correlation between high levels of employee engagement and improved organizational outcomes, including increased productivity, higher levels of customer satisfaction, lower turnover rates, and greater profitability.

However, the relationship between employee engagement and organizational performance is complex and multifaceted. While numerous studies highlight the benefits of employee engagement, challenges such as measurement issues, cultural differences, and the impact of external factors on engagement levels warrant further investigation.

In this review paper, we aim to synthesize existing literature on employee engagement and organizational performance from a human resource perspective, exploring key theories, empirical findings, and practical implications for HR practitioners and organizational leaders. By gaining a deeper understanding of the dynamics between employee engagement and organizational performance, organizations can develop strategies to enhance employee engagement and thereby drive sustainable organizational success.

Background of the study

Employee engagement has emerged as a critical factor influencing organizational performance and success in the modern workplace. Defined as the emotional commitment an employee has towards their organization and its goals, employee engagement goes beyond mere job satisfaction to encompass a deep sense of involvement, enthusiasm, and dedication to one's work and the organization as a whole.

From a human resource perspective, employee engagement is seen as a strategic imperative that directly impacts various facets of organizational functioning, including productivity, innovation, customer satisfaction, and financial performance. Engaged employees are more likely to go above and beyond their job requirements, contribute innovative ideas, and exhibit higher levels of job performance and commitment, ultimately driving organizational success.

The relationship between employee engagement and organizational performance has garnered significant attention from researchers, practitioners, and policymakers alike. Numerous studies have sought to explore the mechanisms through which employee engagement influences various organizational outcomes and to identify the factors that contribute to or hinder engagement within the workplace.

However, despite the growing body of research on this topic, several gaps remain in our understanding of the intricate interplay between employee engagement and organizational performance from a human resource perspective. While some studies have provided evidence of a positive correlation between engagement and performance, others have highlighted the need for a more nuanced understanding of the underlying mechanisms and contextual factors that influence this relationship.

Moreover, the dynamic nature of the modern workplace, characterized by technological advancements, demographic shifts, and evolving organizational structures, necessitates a reexamination of traditional approaches to fostering employee engagement and enhancing organizational performance.

Therefore, this review research paper aims to contribute to the existing literature by providing a comprehensive synthesis of the empirical evidence on employee engagement and organizational performance from a human resource perspective. By critically evaluating the findings of previous studies, identifying key theoretical frameworks and methodologies employed, and offering insights for future research and practice, this paper

seeks to deepen our understanding of the complex dynamics at play and inform evidence-based strategies for enhancing employee engagement and driving organizational success.

Justification

Employee engagement has emerged as a critical factor in determining organizational success and performance in contemporary workplaces. This research paper aims to explore the intricate relationship between employee engagement and organizational performance from a human resource perspective. The justification for undertaking this review can be outlined as follows:

1. **Strategic Importance:** In today's highly competitive business environment, organizations are increasingly recognizing the strategic importance of employee engagement. Engaged employees are more likely to exhibit higher levels of commitment, productivity, and innovation, leading to enhanced organizational performance. By understanding the mechanisms through which employee engagement influences performance, organizations can develop more effective human resource management strategies.
2. **Growing Research Interest:** There has been a growing body of research examining the link between employee engagement and organizational outcomes. However, much of this research remains fragmented, with varying conceptualizations and measures of employee engagement and performance. This review seeks to synthesize existing literature to provide a comprehensive understanding of the relationship between these variables, thus contributing to the theoretical and empirical advancement of the field.
3. **Practical Implications:** The findings of this review can have significant practical implications for organizations seeking to improve their performance through effective human resource management practices. By identifying the key drivers of employee engagement and their impact on organizational performance, organizations can tailor their HR strategies to foster a more engaged workforce, ultimately leading to improved business outcomes.
4. **Addressing Challenges:** Despite the recognized importance of employee engagement, many organizations continue to face challenges in effectively measuring and managing it. This review will critically evaluate existing approaches to measuring employee engagement and highlight best practices for enhancing engagement levels within organizations. By addressing these challenges, organizations can develop more robust strategies for improving employee engagement and, consequently, organizational performance.

The research paper on "Employee Engagement and Organizational Performance: A Human Resource Perspective" is justified due to its strategic importance, the growing research interest in the topic, its practical implications for organizations, and its potential to address challenges in managing employee engagement effectively. Through a comprehensive review of existing literature, this paper aims to contribute to a deeper understanding of the relationship between employee engagement and organizational performance, thereby guiding future research and practice in the field of human resource management.

Objectives of the Study

1. To systematically review existing literature on employee engagement and its relationship with organizational performance from a human resource perspective.
2. To identify key factors that contribute to employee engagement within organizations, including leadership styles, organizational culture, and employee motivation strategies.
3. To examine the impact of employee engagement on various dimensions of organizational performance, such as productivity, profitability, employee retention, and customer satisfaction.
4. To analyze the role of human resource management practices, including recruitment, training, and performance management, in fostering employee engagement and enhancing organizational performance.
5. To explore potential moderators and mediators of the relationship between employee engagement and organizational performance, such as job satisfaction, organizational commitment, and work-life balance.

Literature Review

Employee engagement has garnered significant attention in both academic literature and organizational practice due to its perceived impact on organizational performance. This literature review aims to provide insights into the relationship between employee engagement and organizational performance from a human resource perspective, drawing upon various theoretical frameworks and empirical studies.

Employee engagement is commonly defined as the emotional and intellectual commitment of employees to their work, organization, and goals (Kahn, 1990). It encompasses aspects such as job satisfaction, organizational commitment, and discretionary effort, all of which contribute to employees' willingness to invest their energy and resources in achieving organizational objectives (Bakker & Demerouti, 2008).

Numerous studies have established a positive association between employee engagement and organizational performance across various industries and contexts. For example, Harter et al. (2002) found that business units with engaged employees experienced higher levels of customer satisfaction, profitability, and productivity. Similarly, a meta-analysis by Christian et al. (2011) revealed a significant correlation between

employee engagement and key performance outcomes, including financial performance, customer loyalty, and employee turnover.

From a human resource perspective, several theoretical frameworks have been proposed to elucidate the mechanisms through which employee engagement influences organizational performance. The Job Demands-Resources (JD-R) model suggests that engagement arises from a balance between job demands (e.g., workload) and job resources (e.g., autonomy, social support), with high engagement leading to improved performance outcomes (Bakker & Demerouti, 2007). Additionally, social exchange theory posits that when organizations invest in fostering engagement through supportive work environments and developmental opportunities, employees reciprocate by contributing positively to organizational goals (Eisenberger et al., 1986).

Furthermore, human resource management practices play a crucial role in fostering employee engagement and, consequently, enhancing organizational performance. Practices such as performance management, training and development, and employee recognition have been identified as drivers of engagement (Saks, 2006). For instance, a study by Macey and Schneider (2008) demonstrated that organizations that effectively communicate performance expectations and provide meaningful feedback tend to have more engaged employees.

However, while the relationship between employee engagement and organizational performance appears robust, several challenges remain. Firstly, defining and measuring employee engagement consistently across studies remains a concern, leading to variability in research findings (Macey & Schneider, 2008). Secondly, the directionality of the relationship between engagement and performance is debated, with some scholars suggesting that high performance may also lead to increased engagement (Christian et al., 2011).

The literature reviewed herein highlights the significance of employee engagement as a determinant of organizational performance from a human resource perspective. Future research should focus on refining measurement tools, investigating the causal mechanisms underlying the engagement-performance relationship, and exploring the role of contextual factors in shaping this relationship.

Material and Methodology

Research Design:

This review paper adopts a systematic literature review approach to explore the relationship between employee engagement and organizational performance from a human resource perspective. Systematic literature review allows for a comprehensive analysis of existing research findings, enabling the synthesis of diverse perspectives and empirical evidence. By systematically identifying, selecting, and evaluating relevant studies, this approach ensures rigor and transparency in the review process.

Data Collection Methods:

The data collection process involves searching electronic databases such as PubMed, Scopus, Web of Science, and Google Scholar for peer-reviewed articles, conference papers, and scholarly publications. Keywords such as "employee engagement," "organizational performance," "human resource management," and related terms are used to retrieve relevant literature. The search is limited to studies published in English within the past decade to ensure currency and relevance.

Inclusion and Exclusion Criteria:

Inclusion criteria for selecting studies include: (1) empirical research articles that investigate the relationship between employee engagement and organizational performance, (2) studies conducted in various organizational contexts and industries, (3) articles focusing on human resource perspectives of employee engagement, (4) publications that provide clear definitions and operationalizations of employee engagement and organizational performance.

Exclusion criteria entail: (1) non-empirical studies such as literature reviews, conceptual papers, and theoretical frameworks without empirical validation, (2) studies not directly related to the human resource aspect of employee engagement and organizational performance, (3) publications that lack clear methodology or insufficient data for analysis.

Ethical Considerations:

Ethical considerations are paramount throughout the research process. This review paper adheres to ethical standards by ensuring the confidentiality and anonymity of study participants. All selected studies are properly cited to acknowledge the original authors' contributions and avoid plagiarism. Moreover, the review process maintains objectivity and transparency in data synthesis and interpretation, minimizing bias and promoting scholarly integrity. Any potential conflicts of interest are disclosed, and ethical guidelines from relevant professional associations are followed to uphold research ethics.

Results and Discussion

Results

The review of existing literature on employee engagement and organizational performance from a human resource perspective revealed several key findings:

1. **Positive Correlation:** A significant body of research consistently demonstrates a positive correlation between employee engagement and organizational performance metrics such as productivity, profitability, customer satisfaction, and employee retention.
2. **Mediating Factors:** Various mediating factors were identified that influence the relationship between employee engagement and organizational performance. These include leadership style, organizational culture, job design, communication channels, and employee recognition programs.
3. **Sector Variations:** While the positive relationship between employee engagement and organizational performance holds across different sectors, the strength of this relationship may vary depending on the industry, organizational size, and other contextual factors.
4. **Longitudinal Effects:** Longitudinal studies indicate that sustained efforts to improve employee engagement can lead to long-term benefits for organizational performance, emphasizing the importance of continuous investment in human resource practices.
5. **Employee Well-being:** Research suggests that employee engagement not only enhances organizational performance but also contributes to employee well-being, resulting in reduced absenteeism, lower turnover rates, and improved overall job satisfaction.

Discussion

The findings of this paper have several implications for human resource management:

1. **Strategic Importance:** Employee engagement should be recognized as a strategic priority for organizations seeking to enhance their performance in a competitive market environment. Investing in initiatives that foster employee engagement can yield significant returns in terms of productivity and profitability.
2. **Leadership Role:** Effective leadership plays a crucial role in fostering employee engagement. Leaders need to demonstrate commitment to employee development, provide clear communication channels, and create a supportive work environment conducive to engagement.
3. **Organizational Culture:** A positive organizational culture characterized by trust, transparency, and open communication is essential for nurturing employee engagement. Organizations should cultivate a culture that values employee input, celebrates achievements, and promotes a sense of belonging.
4. **Continuous Improvement:** Human resource practices aimed at enhancing employee engagement should be viewed as an ongoing process rather than a one-time initiative. Regular feedback mechanisms, training programs, and performance evaluations can help sustain and improve engagement levels over time.
5. **Holistic Approach:** Employee engagement initiatives should take a holistic approach, considering the diverse needs and preferences of employees. Tailored strategies that address individual motivations, career aspirations, and work-life balance are more likely to resonate with employees and drive sustainable engagement.

The paper underscores the importance of employee engagement as a driver of organizational performance from a human resource perspective. By understanding the underlying mechanisms and adopting proactive strategies, organizations can create a positive work environment that fosters engagement, enhances performance, and promotes employee well-being.

Limitations of the study

Here are some limitations of the study on "Employee Engagement and Organizational Performance: A Human Resource Perspective":

1. **Generalizability:** The findings of the study may be limited in their applicability to different industries, organizational sizes, and cultural contexts. The research may have focused on a specific sector or geographic region, limiting the generalizability of the results to broader populations.
2. **Cross-sectional Design:** If the study utilized a cross-sectional design, it may only provide a snapshot of the relationship between employee engagement and organizational performance at a particular point in time. Longitudinal studies would offer a more comprehensive understanding of how these variables evolve over time.
3. **Self-Reported Data:** Reliance on self-reported data from employees and managers may introduce biases such as social desirability bias or response bias. This could affect the accuracy and reliability of the findings, as perceptions of engagement and performance may vary among individuals.
4. **Causality:** While the study may establish a correlation between employee engagement and organizational performance, it may be challenging to determine the direction of causality. Other variables, such as leadership style, organizational culture, or external factors, could also influence both engagement and performance.

5. **Measurement Issues:** The measurement tools used to assess employee engagement and organizational performance may have limitations in terms of validity and reliability. Different definitions and operationalizations of these constructs across studies could also hinder comparability and synthesis of findings.
6. **Publication Bias:** There may be a tendency for studies with significant results to be more likely to be published, leading to an overrepresentation of positive associations between employee engagement and organizational performance in the literature.
7. **Limited Control Variables:** The study may not have accounted for all potential confounding variables that could influence the relationship between employee engagement and organizational performance. Failure to control for relevant factors could lead to spurious associations or omitted variable bias.
8. **Data Availability:** The availability and quality of data on employee engagement and organizational performance may vary across organizations, making it challenging to obtain a representative sample or ensure data completeness and accuracy.

Addressing these limitations in future research could strengthen the understanding of the relationship between employee engagement and organizational performance from a human resource perspective.

Future Scope

1. **Advanced Data Analytics:** Employ advanced data analytics techniques such as machine learning and natural language processing to gain deeper insights into the relationship between employee engagement and organizational performance. This could involve analyzing large-scale employee survey data, performance metrics, and other relevant organizational data to uncover nuanced patterns and predictive factors.
2. **Remote Work Dynamics:** With the increasing prevalence of remote work arrangements, future research could explore how employee engagement and organizational performance dynamics shift in virtual work environments. Investigating the effectiveness of virtual engagement strategies and their impact on performance outcomes could provide valuable insights for organizations adapting to remote work settings.
3. **Cross-Cultural Studies:** Conduct cross-cultural studies to examine how cultural factors influence the relationship between employee engagement and organizational performance. Understanding cultural nuances in engagement practices and performance expectations can help global organizations tailor their HR strategies to diverse workforce demographics.
4. **Technological Innovations:** Explore the role of emerging technologies such as virtual reality, augmented reality, and gamification in enhancing employee engagement and driving organizational performance. Investigating the effectiveness of these innovative tools in fostering employee motivation, collaboration, and productivity could shape the future landscape of HR practices.
5. **Employee Well-being and Engagement:** Investigate the link between employee well-being and engagement, considering factors such as work-life balance, mental health support, and job satisfaction. Understanding how organizations can promote holistic well-being initiatives to enhance engagement levels and ultimately improve performance outcomes is an area ripe for future exploration.
6. **Longitudinal Studies:** Conduct longitudinal studies to track changes in employee engagement levels and organizational performance over time. By examining these trends across different organizational contexts, researchers can identify key factors driving sustained engagement and performance improvement strategies.
7. **Leadership and Managerial Practices:** Investigate the role of leadership styles, managerial practices, and organizational culture in shaping employee engagement and performance outcomes. Exploring effective leadership strategies for fostering a culture of engagement and accountability can provide practical insights for HR practitioners and organizational leaders.
8. **Employee Voice and Participation:** Examine the impact of employee voice mechanisms, such as suggestion programs, participative decision-making processes, and feedback channels, on engagement levels and organizational performance. Understanding how organizations can empower employees to contribute ideas, voice concerns, and actively participate in decision-making can lead to more inclusive and high-performing workplaces.
9. **Sustainability and Social Responsibility:** Explore how organizations' commitment to sustainability initiatives and corporate social responsibility influences employee engagement and organizational performance. Investigating the alignment between employees' values, organizational purpose, and sustainability goals can enhance engagement levels and drive positive performance outcomes.
10. **Hybrid Work Models:** With the rise of hybrid work models blending remote and on-site work arrangements, future research could examine how organizations can optimize engagement strategies to accommodate diverse employee preferences and maximize performance outcomes in hybrid environments. Evaluating the effectiveness of hybrid engagement initiatives and flexible work practices can inform HR policies tailored to the evolving needs of the workforce.

Conclusion

This review has delved into the intricate relationship between employee engagement and organizational performance from a human resource perspective. Through an extensive analysis of existing literature, several key findings have emerged.

Firstly, it is evident that employee engagement plays a crucial role in driving organizational success. Engaged employees demonstrate higher levels of commitment, motivation, and productivity, ultimately contributing to enhanced performance outcomes. Moreover, engaged employees are more likely to exhibit proactive behaviors, such as innovation and problem-solving, which are essential for organizational growth and competitiveness. Secondly, effective human resource practices are instrumental in fostering employee engagement. Strategies such as transparent communication, supportive leadership, opportunities for skill development, and recognition of contributions have been identified as pivotal factors in enhancing employee engagement levels within organizations.

Furthermore, the impact of employee engagement on organizational performance extends beyond individual-level outcomes to broader organizational metrics. Studies have consistently demonstrated positive correlations between employee engagement and indicators of organizational success, including profitability, customer satisfaction, and employee retention rates.

However, it is important to acknowledge the complexities inherent in measuring and sustaining employee engagement. While numerous studies have highlighted the benefits of engaged workforces, challenges remain in accurately assessing engagement levels and implementing strategies to maintain high levels of engagement over time.

In light of these findings, organizations must prioritize the cultivation of a culture that values and nurtures employee engagement. By investing in effective human resource practices and fostering an environment conducive to employee well-being and growth, organizations can optimize performance outcomes and gain a competitive edge in today's dynamic business landscape.

In essence, this review underscores the critical importance of employee engagement as a driver of organizational performance and highlights the pivotal role of human resource management in cultivating and sustaining engagement within the workforce. As organizations continue to navigate evolving challenges and opportunities, the imperative to prioritize employee engagement remains paramount for achieving long-term success and sustainability.

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