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Patent Search

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Abstract:

ABSTRACT IMPACT OF DIGITAL EMPLOYEE ENGAGEMENT PRACTICES ON ORGANIZATIONAL PERFORMANCE IN SMES IN INDIA Digital employee engagement practices drastically changed the human resource landscape in Small and Medium Enterprises (SMEs) in India. Recent advancements in technology has enabled SMEs to leverage tools for proactive employee engagement. Such digital employee engagement practices have been found to positively influence organizational performance by enhance employee motivation and collaboration. Moreover, from an organizational standpoint, efficient utilization of digital employee engagement practices can reduce HR costs and improve the productivity of SMEs in India. The impact of digital employee engagement practices on performance in SMEs in India can broadly be classified into improvements in connectivity and communication, employee motivation, and innovation and collaboration. In terms of connectivity and communication, digital employee engagement practices allow SMEs to create an interactive platform where employees can communicate and collaborate efficiently. Moreover, these platforms can enable create robust communication channels between internal and external stakeholders of the organization, thus facilitating better information sharing. In terms of employee motivation, digital employee engagement practices can enable SMEs to provide their employees with customised employee engagement initiatives, such as employee engagement platforms and gamified activities. These are designed to target individual differences and specific goals; thus, they can hugely impact the perception of employees within organization. In terms of innovation and collaboration, digital employee engagement practices can enable SMEs to leverage powerful collaboration tools that can facilitate exchange of ideas and enhance innovation. Moreover, such digital interaction and collaboration can improve problem-solving skills, increase productivity, and create relevance among employees, thus helping SMEs improve organizational performance. In conclusion, the impact of digital employee engagement practices on organizational performance in SMEs in India has been found to be overwhelmingly positive. Digital employee engagement practices can profoundly improve connectivity and communication, and innovation and collaboration in these SMEs. All in all, efficient utilization of digital employee engagement practices can generate significant competitive advantages in SMEs in India, leading to improved organizational performance.

Complete Specification

Description:FORM 2
THE PATENTS ACT,1970
(39 of 1970)

&
THE PATENT RULES, 2003
Complete Specification
(See section10 and rule13)

1. Title of the Invention: IMPACT OF DIGITAL EMPLOYEE ENGAGEMENT PRACTICES ON ORGANIZATIONAL PERFORMANCE IN SMES IN INDIA

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