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Patent Search

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Abstract:

ABSTRACT Impact of digital employee engagement practices on organizational performance in SMEs Digital employee engagement refers to the use of various technology-based tools and strategies to increase employee involvement, motivation, and overall satisfaction in the workplace. In SMEs, where resources are often limited, adopting digital employee engagement practices can have a significant impact on organizational performance. This is because engaged employees are more likely to be productive, innovative, and committed to the success of the organization. By using digital platforms such as social media, online surveys, and virtual team-building activities, SMEs can improve communication and collaboration among employees, leading to increased efficiency and better decision-making processes. Furthermore, digital employee engagement practices allow for real-time feedback and data collection, providing SMEs with valuable insights into employee satisfaction and areas for improvement. This can lead to a better understanding of employee needs and the implementation of tailored initiatives to enhance their experience, ultimately impacting retention rates and reducing turnover costs. Moreover, digital employee engagement can foster a positive work culture, strengthening employee relationships and promoting a sense of belonging. This, in turn, can boost morale and motivation, leading to higher job satisfaction and overall performance. Overall, the impact of digital employee engagement practices on organizational performance in SMEs is undeniable. By using technology to engage employees, SMEs can create a more efficient, productive, and positive workplace, resulting in improved business outcomes and a competitive edge in the market.

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

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