FACTORS THAT INFLUENCE EMPLOYEE ENGAGEMENT: A STUDY OF
CELESTICA MALAYSIA SDN. BHD.

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UNIVERSITI UTARA MALAYSIA

2009
FACTORS THAT INFLUENCE EMPLOYEE ENGAGEMENT: A STUDY OF
CELESTICA MALAYSIA SDN. BHD.

A project paper submitted to the College of Business in partial fulfillment of the
requirements for the degree of Master of Human Resource Management

Universiti Utara Malaysia

BY:

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ABSTRACT

The purpose of this study is to examine and gain a better understanding of the drivers that influence the employee engagement in Celestica Malaysia Sdn. Bhd. This study was done among 97 exempt staffs in Celestica Malaysia Sdn. Bhd. Data were gathered through questionnaires and was being analyzed by using Statistical Package for Social Science (SPSS) version 16. Throughout the statistical analysis – correlation analysis, it is found that there is a significant relationship between the three independent variables namely Employee Communication, Rewards and Recognition and Employee Development with the dependent variables – Employee Engagement. Among all three independent variable, employee development is found to be the most independent variable in driving the employee engagement in Celestica.
ACKNOWLEDGEMENT

First, I would like to express my appreciation to Him, who has granted me the strength and ability to complete this study.

I would like to extend my gratitude to my project supervisor, Dr. Norsiah Binti Mat who has been very supportive and encouraging in guiding me to complete this research paper. Her professional advice given throughout the completion of this research will not be forgotten.

I am also grateful for the encouragement that I received from my family for the unconditional love in supporting my quest for knowledge has been extraordinary.

The journey in completion of this project paper is not lonely at all with the support from my dearest classmates – Omari, Dalili, Shaker, Ghassan, Ruswahida, Eddy, Ismail, Gan, Niza who have shown me their support and assistance in the accomplishment of this educational endeavor.

Not forgetting all dearest lecturers throughout my master study - Assoc. Prof Dr Husna, Dr. Yazam, Dr Halim, Dr Omar, and Dr Norazlinda who has shared their knowledge throughout these 18 months of my study in UUM. I am sure that I could not have arrived at this stage without them.
Lastly, I would like to present my humble appreciation and gratefulness to all the people who made this journey possible. I am in debt to those who knowingly and unknowingly.

Thank you

Choo Ling Suan
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INTRODUCTION

1.1 INTRODUCTION

In today economic downturn situation, organization started to look into its people asset – internal employee so that they can utilize the human asset to sustain the competitiveness in the industry.

Employees who are engaged in their work and committed to their organizations give companies crucial competitive advantages - including higher productivity and lower employee turnover (Robert, 2006). In addition, engaged employees may be more likely to commit to staying with their current organization (Ramsay & Finney, 2006). Software giant Intuit, for example, found that highly engaged employees are 1.3 times more likely to be high performers than less engaged employees. They are also five times less likely to voluntarily leave the company (Ramsay & Finney, 2006).

Thus, it is not surprising that organizations of all sizes and types have invested substantially in policies and practices that foster engagement and commitment in their workforces (Robert, 2006). Indeed, in identifying the three best measures of a company’s health, business consultant and former General Electric CEO Jack Welch recently cited employee engagement first, with customer satisfaction and free cash flow coming in second and third, respectively (Welch & Welch, 2006).
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REFERENCES


