EMPLOYEE ENGAGEMENT IN MALAYSIA'S EDUCATION INDUSTRY:
A SURVEY OF COSMOPOINT, KUALA LUMPUR

A project paper submitted to the College of Business in partial fulfilment of the requirements for the degree of Master of Human Resource Management
Universiti Utara Malaysia

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ABSTRACT

The purpose of this study is to determine and gain a better understanding of the three independent variables drivers namely employee communication, employee development and rewards and recognition that influence the employee engagement that dependent variable. This study was done among 103 exempt staffs in one education industry in Malaysia. Data were gathered through questionnaires and was being analyzed by using Statistical Package for Social Science (SPSS) version 12. Based on the analysis it was found that one of the independent variables namely rewards and recognition made significant contributions to employee engagement. Hierarchically, only these drivers were found to be among the strongest predictor variables to employee engagement in this industry. Recommendations and implications for future research and practice were also discussed.
ABSTRAK

ACKNOWLEDGEMENTS

In the name of Allah, the Most Beneficent, the Most Merciful and peace be upon our Prophet Muhammad S.A.W. My utmost syukur Alhamdullilah for everything given by Allah. I would like to take this opportunity to extend my utmost gratitude and sincere appreciations to the following peoples that had made this day a realization. This project had been successfully completed with their helps whether directly or indirectly. My deepest appreciation and thanks goes to my supervisor En. Ghazali Din. With his endless effort, dedication, patience, advice and support this thesis could possibly comply with the date line.

I also would like to extend my thankfulness to my family, especially to my husband Ahmad Adly Azizi who have shown me their support and assistance in accomplishment of this thesis. Not forgetting all dearest lecturers throughout my master study who has shared their knowledge of my study in UUM.

May Allah bless all of you, Amen.
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CHAPTER 1

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

In recent years the term ‘employee engagement’ has been identified as a critical business driver that has the capability to impact an organization’s overall success. The concept of employee engagement is rapidly gaining popularity and use in the workplace and also is a task in itself because employee deals with not one but plenty of different individuals. In fact, many literatures have claimed that employee engagement predicts employee outcomes, organizational success and financial performance (Bates, 2004; Baumruk, 2004; Harter et al 2002; Richman, 2006).

There has been an increase of practitioner literature supporting that employee engagement positively impact on their organization’s performance and sustainability (TowerPerrin-UK, 2006). The review indicates that there are more employees who are disengaged or not engaged than there are engaged employees. Even though this, many organizations believe that engagement is a principal source of competitive advantage. Results from corporate organizational indicate that there should be a strong relationship between engagement, employee performance and business outcomes. The key drivers of employee engagement identified include communication, employee development, reward and recognition, leadership, job satisfaction and etc. Whilst key drivers of engagement have been identified it is also clear that ‘one size does not fit all’.

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REFERENCES


