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Impact of Organizational Innovation, Communication, and Structure on Employee Engagement in the Indian Corporate Sector

Parma Nand Mishra,

Email: parma.mish@bumail.net

Master of Business Administration, The Graduate School of Bangkok University

Chanatip Suksai

Master of Business Administration, The Graduate School of Bangkok University

Suthinan Pomsuwan

Master of Business Administration, The Graduate School of Bangkok University

Abstract

This research analyzed the complex interplay among organizational innovation, communication strategies, structural frameworks, and employee engagement within India's corporate domain. The study collected extensive data from a diverse demographic encompassing various age groups, genders, educational backgrounds, and job titles. Employing multiple linear regression analysis, the investigation aimed to scrutinize attitudes and perceptions toward these variables. The results indicated a significant positive correlation between organizational innovation, effective communication, structural frameworks, and heightened levels of employee engagement. The findings also underscored the substantial impact of innovative practices and robust communication on fostering greater employee engagement. While the influence of recognition displayed a comparatively weaker association, the study emphasized the pivotal role of well-structured frameworks in cultivating employee ownership and engagement. These findings strongly advocated that organizations prioritize cultivating innovative cultures, transparent communication channels, and clear structural frameworks to amplify employee engagement and commitment in India's dynamic corporate sector.

Keywords: Organizational Innovation, Communication Strategies, Structural Frameworks, Employee Engagement, Indian Corporate Sector

Introduction

Employee engagement is a critical factor in organizational success and sustainability. In today's dynamic corporate landscape, organizational innovation, effective communication



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frameworks on employee engagement (Simpson B., Robertson J., & White K., 2020). This exploration seeks to traverse diverse organizational setups, practices, and cultural frameworks prevalent in the Indian corporate milieu.

Methodology

Data was collected through surveys from employees across various sectors within the Indian corporate industry. Statistical analysis, specifically multiple linear regression, was employed to determine the impact of organizational innovation, communication practices, and structural frameworks on employee engagement.

Employing a robust research methodology, this study amalgamates diverse data collection methods, including comprehensive surveys, in-depth interviews, and rigorous statistical analyses. Leveraging Multiple Linear Regression as the primary statistical tool, the investigation scrutinizes relationships between independent variables (organizational innovation, communication strategies, and structural frameworks) and the dependent variable (employee engagement). By utilizing variables such as New Service, New Idea, New Product, Remote Work Training, Formal & Informal communication, Team Meetings, Make Decisions, Divisional Structure, and Recognition, this research aims to provide a granular understanding of the factors influencing employee engagement within India's corporate landscape.

Findings/Results

The analysis revealed a significant positive relationship between organizational innovation and employee engagement. Effective communication strategies demonstrated a robust correlation with engagement, emphasizing the instrumental role of transparent communication channels in fostering collaboration and recognition, which displayed a weaker influence. It underscores the pivotal role of decision-making processes and structural frameworks in promoting employee ownership and engagement.

Organizational Innovation Impact on Engagement

Upon examining the impact of organizational innovation on employee engagement, the data revealed a noteworthy positive correlation. The multiple linear regression analysis demonstrated that approximately 28.4% of the variance in organizational engagement can be explained by factors related to New Services, New Ideas, and New Products. Notably, standardized coefficients (Beta) indicated the relative strengths of each predictor variable. New Idea, New Product, and New Service displayed statistically significant coefficients ($p < 0.05$),



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Variable	Impact on Organization Engagement	Beta Value	Significance
Recognition	Negligible	0.042	Not Significant

This table summarizes the impact of each variable on organizational engagement based on the standardized coefficients (Beta values) and their significance levels.

Conclusion and Discussion

The research presents a comprehensive analysis of the impact of organizational innovation, communication strategies, and structural frameworks on organizational engagement within the corporate sector in India. The findings underscore the significance of these factors in shaping a work environment that fosters employee participation, collaboration, and commitment.

Through statistical analysis employing multiple linear regression, the study established a positive relationship between organizational innovation and engagement, affirming the crucial role of fostering a culture of innovation. Additionally, the robust correlation between effective communication strategies and organizational engagement highlights the instrumental role of transparent communication channels in enhancing employee satisfaction and collaboration. However, while the data suggested a less pronounced influence of recognition, it highlighted the pivotal role of the decision-making process and well-defined structural frameworks in fostering a sense of ownership and engagement among employees.

Suggestions

Based on the comprehensive analysis, the research suggests the need for organizations to prioritize cultivating a dynamic and inclusive work environment. Strategies should emphasize fostering a culture of innovation that encourages continuous exploration, implementing transparent communication channels to facilitate seamless information flow, and establishing well-defined structural frameworks to promote employee ownership and accountability within the organizational hierarchy (Tajeddini K. Martin E. & Ali A., 2020).

Additionally, organizational leaders and stakeholders are recommended to explore avenues for longitudinal studies, examining the long-term impact of these factors on employee engagement and organizational success. Further research avenues include exploring the influence of leadership styles, organizational culture, and technological advancements on employee engagement within the dynamic corporate landscape (Sahni J., 2019).



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