Exploring Employee Engagement: Preferences for Future Activities

An Internship Report for

Course code and Course Title: MGA-652 Industry Internship

Credits: 16

Submitted in partial fulfilment of Master's Degree MBA in Specialization of Human Resources

By

MISS. RIYA RAMBHAU KHANDEKAR

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PRN: 201904713

Under the Mentorship of

MR. SADANAND GAONKAR

Goa Business School

Management Studies

GOA UNIVERSITY

DATE: 06th May 2024

Examined by:

Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "Exploring Employee Engagement: Preferences for Future Activities" is based on the results of investigations carried out by me in the Management Studies at the Goa Business School, Goa University, under the mentorship of Mr. Sadanand Gaonkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work. I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Ms. Riya Khandekar

Seat no: 22P0280053

Date: 06th May 2024

Place: Goa University

COMPLETION CERTIFICATE

This is to certify that the internship report "Exploring Employee Engagement: Preferences for Future Activities" is a bonafide work carried out by Ms. Riya Rambhau Khandekar under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Discipline Management Studies at the Goa Business School, Goa University.

Mr. Sadanand Gaonkar

Assistant Professor

Goa Business School

Date: 06th May 2024

Signature of Dean of School/HoD

Date: 06th May 2024

Place: Goa University

School/Department Stamp

Acknowledgement

I extend my heartfelt gratitude to everyone who contributed to the success of my internship and research project at Nordic Intent. First and foremost, I express my deepest appreciation to my mentor, Sadanand Gaonkar, for his invaluable guidance and support during my internship project. His expertise and wisdom have been instrumental in shaping my learning experience.

I am deeply grateful to Sandra Mascarenhas, HR manager of Nordic Intent for her assistance throughout the internship and the research project. Her guidance and encouragement played a pivotal role in shaping my learning experience.

I am also thankful to all the employees of Nordic Intent who participated in the research project, providing valuable insights and perspectives that enriched the study. Their cooperation and willingness to share their experiences were essential in the success of this project.

Lastly, I would like to express my gratitude to all the individuals who directly or indirectly contributed to this Project. Your support and encouragement have been deeply appreciated and have made a significant difference in my journey.

Thank you once again to everyone who has been a part of this remarkable experience.

Gmail

RE: Confirmation | Internship with Glenmark

Sheela Lobo <Sheela.Lobo@glenmarkpharma.com>   Wed, 26 Apr 2023 at 6:40 PM
To: riyakhandekar16nov@gmail.com <riyakhandekar16nov@gmail.com>
Cc: Shambu Coulekar <Shambu.Coulekar@glenmarkpharma.com>

Dear Riya

I congratulate you for your interest to undertake your internship with Glenmark, Goa. I am in receipt of your request Letter No. GU/GBS/MBA/Internship/2023 dated 1st March 2023 seeking an Internship opportunity with us. I am pleased to confirm your internship in our organisation for the period **11th May to 7th July 2023.**

The site is among the single biggest formulation manufacturing site in India. The site is successfully inspected by various regulatory agencies including USFDA, MHRA, ANVISA etc. The site follows strict compliance to cGMP standards and other regulatory guidelines. Accordingly, you are required to adhere to the following:

- You should maintain discipline in plant premises at all times.

- You are advised not to bring any personal belongings (Accessories/Jewellery/Cash/eatables including chewing gum, tobacco etc.).

- You are advised not to bring any electronic gadgets (Camera / Laptops / Tabs / Smart Phones) in plant premises.

- You have to follow instruction(s) of the guide / person accompanying you.

- You have to follow safety guideline and instruction while inside the plant premise.

You are requested to be present at our security Main Gate No. 1 by 09:00 AM on 11th May 2023. Kindly ensure to carry following documents at the time of joining:

- College ID Card

- Proof of Identity (Aadhar Card/Voter ID/Driving License/PAN)

- College Recommendation Letter for Internship (in Original)

Kindly share the Acceptance on this mail stating that you have understood the Terms and condition of the internship Program at Glenmark Pharmaceutical, Goa for the Year 2023.

Looking forward to on-board you for your learning journey with Glenmark.

Congratulations & All the best!!!

Regards,

Sheela Lobo

GLENMARK PHARMACEUTICALS LIMITED
Plot No. S-7, Colvale, Industrial Estate Colvale., Bardez 403513
(Office) | (Extn) 2352 | (Mobile) 993082554 | www.glenmarkpharma.com

glenmark
A new way for a new world

Ref: - Glenmark/Goa/HR/Jun/23/101

10 July, 2023

To Whomsoever It May Concern

This is to certify that **Ms. Riya Rambahu Khandekar** a student of **Goa University, Taleigao** has undergone **8 weeks** of Internship Training from **15 May, 2023** to **08 July, 2023** with us.

During the Internship Training she was placed in **Human Resource** and the project for Internship Training was **"Strengthening the Onboarding, Induction and Traning Processes at Glenmark, Goa Site"**.

We wish her the best in future endeavors.

For **Glenmark Pharmaceuticals Ltd.,**

General Manager – Human Resources

M Gmail

Internship at Reckrute.

Sandra Mascarenhas <sandra.mascarenhas@nordicintent.com>   Thu, 25 Jan at 1:17 PM
To: Riya Khandekar <riyakhandekar16nov@gmail.com>
Cc: HR Nordicintent <hr@nordicintent.com>

Dear Riya
I am pleased to inform you that we have selected you to join our Recruitment team on Monday 29th January 2024 as an Intern.

This would be an office based internship from 29th January 2024 - 30th April 2024 and you would be expected to be in the Nordic Intent HQ office located in Porvorim from Monday to Friday 9am to 6pm inclusive of a lunch break. You would need to have your own laptop. Also please note that this would be an unpaid internship as per our discussion and subject to receiving a letter from your college stating that you are currently a student and that this internship is part of your course.
Should you wish to discontinue the internship you would need to provide one week's written notice.

After the successful completion of your internship period at the organisation, should there be a vacancy in the team, you may be eligible to apply. Based on your performance during your internship we can consider you for a full time offer/ permanent position. This is totally performance based and your salary for the new role will be discussed with you in person and confirmed in writing through a formal offer once selected.

Look forward to your acceptance of this offer.

Kind regards
Sandra Mascarenhas
HR Manager

Email: sandra.mascarenhas@nordicintent.com
Mobile: +91 9130150077
Support: support@nordicintent.com
Address: Nordic Intent HQ, Lane 4,
PDA Colony, Bardez Goa - 403521.
Website: www.nordicintent.com

NORDIC INTENT

30 April, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. Riya Khandekar has completed her Internship as Intern - Recruitment at Bootcamp Goa LLP from 29th January 2024 to 30th April 2024.

During her tenure with us, she was found to be hardworking and sincere in carrying out the duties and responsibilities assigned to her.

We wish her all the best in her future endeavors.

for **Bootcamp Goa LLP**

Sandra Mascarenhas
Human Resource Manager

Received & Acknowledged

Riya Khandekar

M Gmail   Riya Khandekar <riyakhandekar16nov@gmail.com>

Request for Permission to Present Internship Project
3 messages

Riya Khandekar <riyakhandekar16nov@gmail.com>   Tue, Apr 30, 2024 at 11:56 AM
To: Sandra Mascarenhas <sandra.mascarenhas@nordicintent.com>

Dear Sandra Mascarenhas,

I am writing to request permission to present my internship project titled "Exploring Employee Engagement: Preference for Future Activities."

As part of my academic requirements, I am scheduled to present this project at my college. I believe sharing the insights and outcomes of this project could benefit the company and also my academic community.

I would greatly appreciate it if you could grant me permission to either present in person or on camera, whichever is more convenient for the company. I assure you that the presentation will be conducted with professionalism and will reflect positively on the company.

Thank you for considering my request. I look forward to your response.

Best regards,

Riya Khandekar

Sandra Mascarenhas <sandra.mascarenhas@nordicintent.com>   Tue, Apr 30, 2024 at 12:03 PM
To: Riya Khandekar <riyakhandekar16nov@gmail.com>

Dear Riya,
Your request is approved to present the data acquired during your internship at our company "Bootcamp Goa LLP" a Nordic Intent company, for your project topic "Exploring Employee Engagement: Preference for Future Activities." in person to your class and academic faculty.

We would like to wish you all the best.

Kind regards
Sandra Mascarenhas
HR Manager

Email: sandra.mascarenhas@nordicintent.com

Address: Nordic Intent HQ, Lane 4,
PDA Colony, Bardez Goa - 403521.
Website: www.nordicintent.com

NORDIC INTENT

Table of Contents

EXECUTIVE SUMMARY

This Research provides a comprehensive analysis of employee preferences and beliefs regarding various engagement activities within Nordic Intent, a venture studio. The analysis considers the demographic profiles to understand how these variables influence employee perceptions. The data was collected through surveys conducted among employees, and statistical analyses, including ANOVA and independent sample t-tests, were performed to assess the significance of differences in preferences and beliefs across different demographic groups.

Key findings from the analysis include:

•   **Tenure:** While most engagement activities showed no significant differences based on tenure, there was a notable difference in preference for skill-building sessions. This suggests that employees' length of service may influence their interest in professional development opportunities.

•   **Department:** Across different departments, there were generally no significant variations in preferences for team-building events, wellness activities, skill-building sessions, social events, volunteer activities, and recognition events. However, there was a borderline significance in preferences for recognition events among departments.

•   **Age Group:** Employees across age groups generally held similar perceptions regarding the effectiveness and importance of various engagement activities. However, there were some subtle differences in the perceived benefits of volunteer activities among different age groups.

•   **Gender:** While there were some differences in preferences and beliefs between male and female participants, particularly regarding interest in skill-building sessions, most other activities showed no significant differences based on gender.

CHAPTER 1: <u>PROFILE OF THE COMPANY: BIRDS EYE VIEW</u>

1.1   Introduction

Nordic Intent

Figure 1: Nordic Intent

Nordic intent is an IT Services and IT Consultancy based in Porvorim, Goa Founded in 2017. Nordic Intent is a venture studio empowering the next generation of companies and entrepreneurs. They offer an environment where ideas, capital, resources, and talent can together give birth to new-age businesses. Nordic Intent helps the entrepreneurs and businesses in Goa to start, grow and accelerate their companies. They partner with startups and entrepreneurs to rapidly accelerate growth and strategically invest in entrepreneurs who solve problems.

1.2   Services offered by Nordic Intent

Here are some of the passionate founders of Nordic Intent they have funded and work with daily and some revolutionary, tech-enabled companies they have co-founded.

1.2.1   BootCamp Goa

BootCamp Goa provides intensive training in some of the leading technologies and software's by experienced mentors. It encourages skill development and focus on the personal development of the students. It also

ensures real-time work experience and also offer placements and certificate upon completion of the course. They provide courses like Digital marketing, graphic design, WordPress and Human resources.

1.2.1.1 ReckRute

Was conceptualized as a complimentary function to Bootcamp (a training company of Nordic Intent), but in March 2022 was given an identity of its own. The vision of ReckRute is to become synonymous to recruitment in Goa. Currently has a focused Non-IT recruitment approach to business in Goa and just 1 client with requirements in 4 other cities of India. The process of recruitment focuses on getting the ideal candidate for the perfect job and hence BD ensures that the job being hired for is well understood and the recruitment team focuses on fitting in the ideal candidate.

1.2.2 Consstruct

Consstruct is a leading provider of offshore civil engineering teams. They have a network of pre-vetted engineers, architects, quality inspectors, and quantity surveyors billing engineers who are available to work on a variety of projects.

1.2.3 Smol Block

Smol Block manufactures handmade Wooden Toys for Creative Play. They offer Scandinavian designed, eco-friendly wooden toys made with sustainable beechwood and built to develop fundamental early learning skills in children's.

1.2.4   ItsGoa

ItsGoa, established in 2015, is the go-to portal for all things related to Goa. Serving as a comprehensive reference for news, lifestyle, and culture in the state, ItsGoa offers insights into tourist hotspots, hotels, restaurants, events, and hidden gems. Through social media platforms like Facebook and Instagram, ItsGoa creates a community, encouraging people to share their stories, events, and discussions, making it more than just an informational hub – it's a platform that bridges the gap between people and the vibrant spirit of Goa.

1.2.5   Ticlet

Ticlet is an event management company offering comprehensive solutions tailored to meet the diverse needs of various events. Their Event Management Software covers all aspects, including event registration, ticket sales, invitations, lead generation, and connecting buyers and sellers. With features like a Dashboard, Calendar, Profile Pages, QR Code Scanning, Push Notifications, and more, Ticlet ensures a seamless and efficient event experience.

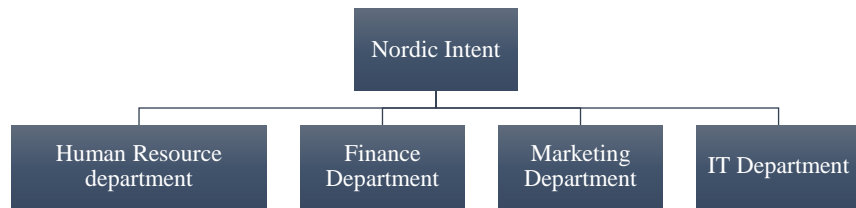## 1.3   Sections within the organizations

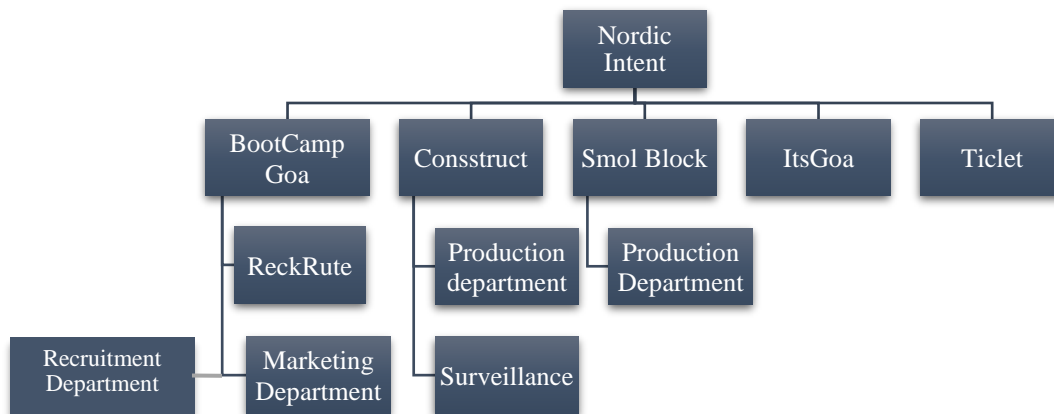*Figure 2: Departments under Nordic Intent*

Figure 3: Companies under Nordic Intent and their departments

CHAPTER 2: <u>TASK HANDLED, LEARNINGS AND CHALLENGES</u>

During my internship at Reckrute as a Recruitment Intern, I played a important role in supporting the recruitment process. As a member of the Recruitment team, my main responsibility was to assist in various tasks related to hiring new talents for various companies across Goa.

My typical workweek consisted of Monday to Friday, starting from January 29, 2024, with working hours from 9 AM to 6 PM.

On a day-to-day basis, I collaborated closely with my reporting manager to identify potential candidates through various channels such as job boards, social media, and referrals. I also helped in reviewing resumes, scheduling interviews, and conducting initial screenings to assess candidates' suitability for different roles within the organization.

Overall, my internship at Reckrute provided me with a hands-on learning experience in the field of recruitment, allowing me to develop essential skills and insights that will undoubtedly benefit me in my future career endeavors.

2.1   Type of Tasks:

- During my internship, I had the responsibility of collaborating closely with my reporting managers to gain a deep understanding of their staffing requirements.
- One of my key duties was crafting comprehensive job descriptions tailored to each role and effectively posting them across various platforms to attract a diverse pool of candidates.
- I actively engaged in talent sourcing, utilizing online platforms like Indeed, WhatsApp, LinkedIn networking, and referrals to identify potential candidates.

- Reviewing resumes and applications was a crucial aspect of my role, where I meticulously assessed each candidate's qualifications and experiences to determine their suitability for the position.

- Conducting initial screenings and interviews was another integral part of my internship responsibilities.

- Additionally, I played a key role in coordinating and scheduling interviews between candidates and the client company, ensuring a seamless process and timely communication throughout.

- Throughout the recruitment process, I maintained detailed records and documentation to track candidate progress.

2.2   Hands-On Experience:

I conducted interviews with nearly 50 candidates and successfully closed 4 positions.

2.3   Relationship with Coursework:

Recruitment and Selection: My internship directly applies the concepts I learned in recruitment and selection classes during my MBA. I practically implemented methods of sourcing candidates, screening resumes, and conducting interviews, aligning with the theoretical knowledge gained in class.

Business Communication: Effective communication was crucial in my role, whether it was collaborating with hiring managers, drafting job descriptions, or conducting interviews. The coursework on business communication helped me convey information clearly and professionally throughout the recruitment process

2.4   Learning:

- From this practical experience, I gained valuable insights into recruitment processes and effective communication strategies.

- Additionally, I learned more about my own abilities and preferences in a professional environment.

2.5   Challenges:

- As a fresher, applying theoretical knowledge to real-world situations was initially challenging.

- Meeting deadlines and adapting to the fast-paced environment of recruitment presented additional challenges.

- Additionally, dealing with unexpected setbacks and learning to cope with failures was another big challenge I faced.

- Lastly, building effective communication skills and establishing rapport with team members and clients proved to be a gradual process. Learning to convey ideas clearly and professionally was essential for success in the recruitment industry.

CHAPTER 3: <u>INTRODUCTION TO RESEARCH</u>

3.1   Introduction

The challenge today for top management in the IT industry is not just retaining skilled people, but fully engaging them, and making them committed to the firm at each phase of their work life (Purushothaman & Kaviya, n.d.). Engagement of employees in an organization is one of the major topics in management. Employee engagement deals with the problems of satisfaction, commitment and organizational behaviour (Krishnamoorthy & Gopika, 2021).

The concept of employee engagement was first proposed by Kahn (1990) (Sun & Bunchapattanasakda, 2019). Employee Engagement is an approach resulting in the right conditions for all employees of a firm to give their best each day. It is based on trust, integrity, a two-way commitment and communication between the firm and its employees (Purushothaman & Kaviya, n.d.). Engaged employees are vital sources of a healthy and successful organization because they are passionate and committed to putting in more discretionary effort by investing their time and energy (Jose et al., 2022).

From an employee point of view, engaged employees tend to be more productive, committed, and satisfied at work (Jose et al., 2022). Employees are said to be engaged when they show a positive attitude toward the organization and express a commitment to remain with the organization (Kasinathan & Rajee, 2011). Engaged employees have a sense of energetic and effective connection with their work activities (Sun & Bunchapattanasakda, 2019). Engaged employees will form a part of a firm's brand and an engaged happy workplace can have an effect on customer retention, hiring of key talent and the ability to attract new customers where a company's values are crucial to the consumers (Purushothaman & Kaviya, n.d.). The engagement is achieved when people consider that

their organization respects their work, their work contributes to the organizational goals and more importantly their personal aspirations of growth, rewards and pay are met (Kalokar, 2022).

Currently, the employee engagement initiatives at Nordic Intents encompass a diverse array of activities designed to encourage a vibrant and inclusive work culture. These initiatives include engaging workshops, the glamourous Met Gala, opportunities for both outdoor and indoor sports, recurring workshops aimed at skill enhancement, and a prestigious annual recognition event. Additionally, regular team lunches provide occasions for camaraderie and bonding among colleagues.

This research aims to study the employee preferences for future activities in the organisation. By gathering insights into employee satisfaction and preferences, the research aims to identify areas for improvement in the organization's engagement initiatives and to tailor the future activities to better meet the needs and interests of employees. Ultimately, the goal is to enhance employee engagement, morale, and overall satisfaction within the workplace.

3.2   Literature review

(Jose et al., 2022) This research investigates the impact of perceived human resource management (HRM) practices on nurses' engagement. The study establishes a positive association between HRM practices and employee engagement. It further confirms the mediating roles of psychological safety and psychological availability, supporting a serial mediation model. The research contributes to a deeper understanding of achieving psychological safety, availability, and nurse engagement. The study emphasizes the importance of HRM practices in creating a supportive environment, fostering engagement, and enhancing overall patient experience.

(Kalokar, 2022) The research paper by Prof. (Dr.) Smita A. Kalokar and Prof. (Dr.) Amit Sahu explores the critical concept of employee engagement and its impact on organizational success. The paper emphasizes the significance of a positive relationship between an organization and its employees, highlighting that engaged employees contribute to organizational goals, fostering a sense of belonging and satisfaction. The review concludes by stressing the importance of continuous communication, management support, and a long-term commitment to improving employee engagement for organizational success.

(Krishnamoorthy & Gopika, 2021) This research paper, titled "A Study on Employee Engagement in IT Firms," conducted by N. Gopika, Naveen C Wilson, and Dr. K. Subha, explores employee engagement in the Indian IT service industry. The study analyses factors such as compensation, rewards, recognition, and job satisfaction. Findings reveal that growth, rewards, and coworker support significantly contribute to employee engagement. The research suggests that emphasizing growth opportunities can enhance employee engagement, benefiting both employees and employers.

(Sun & Bunchapattanasakda, 2019) This literature review by Li Sun and Chanchai Bunchapattanasakda explores the various concepts of employee engagement. The authors delve into various factors influencing employee engagement, emphasizing the critical role it plays in contemporary organizational dynamics. The review encompasses key aspects such as career development, effective talent management, leadership, ethical standards, and the impact of organizational politics on engagement. The authors highlight the absence of a fixed model for employee engagement, emphasizing the need for tailored approaches. Overall, the review provides valuable insights for organizations seeking to enhance employee commitment and retention.

(Tanwar, 2017) This research paper titled "Impact of Employee Engagement on Performance" by Anjum Tanwar studies the multifaceted concept of employee engagement and its influence on organizational performance. Tanwar delves into the evolving definitions and interpretations of employee engagement within various organizational contexts. The literature review highlighting the significance of employee engagement in contemporary management practices. Scholars like Sandhya Sridevi (2010) emphasize the lack of a universally accepted definition of employee engagement, while Gruman and Saks (2011) underscore the critical role of performance management in fostering employee engagement. Kazimoto (2016) discusses the correlation between job satisfaction, fair rewards, and employee engagement, emphasizing the importance of non-financial factors. Moreover, the Harvard Business Review (2013) underscores the strategic importance of employee engagement in achieving organizational success. The paper explains the complex interplay between employee engagement and organizational performance, shedding light on the pivotal role of non-financial incentives in motivating employees and driving organizational success.

(Chandani et al., 2016) The authors emphasize the escalating issue of employee turnover across various industries, attributing it to the constant job-switching trend, thereby highlighting the urgency of addressing employee engagement and retention in the current economic climate. The literature review provides a comprehensive overview of factors influencing employee engagement, offering valuable insights for organizations seeking to enhance employee commitment and retention.

(Kasinathan & Rajee, 2011) The research paper, titled "A Study on Employee Engagement" by S. Kasinathan and M. Rajee, explores the concept of employee engagement, emphasizing its importance in the manufacturing sector. The literature review discusses the definition of employee engagement, its dimensions, and its impact on organizational

performance. The paper also highlights the advantages of engaged employees. The findings suggest the need for recognizing employee contributions, implementing non-financial incentives, and providing career development opportunities to enhance engagement and organizational success. In conclusion, the paper underscores the importance of valuing employee input, fostering a positive work environment, and motivating employees for optimal performance.

(Markos & Sridevi, 2010) The literature highlights several drivers of employee engagement, including meaningful work, clear communication, opportunities for development and advancement, adequate resources, training, feedback mechanisms, and a positive corporate culture. Non-financial factors are emphasized, and the importance of leadership commitment is consistently underscored. The role of managers in creating an engaged workforce is crucial, and their actions, such as aligning efforts with strategy, empowering employees, promoting teamwork, and providing support and recognition, significantly impact engagement levels.

3.3   Research Gap

In the organizations, there is an opportunity to dive into employee engagement regarding their preferences for future activities, as no previous research has been conducted on this topic. By filling this research gap, we can gain valuable insights into what employee engagement activities employees enjoy and what activities they prefer in the future. This research will help create a more engaging and fulfilling work environment, ultimately benefiting both employees and the organization as a whole.

3.4   Research questions

1. What are the preferences of Nordic Intent employees regarding future engagement activities, and how do these preferences vary across different demographic profiles?

2. Is there a significant difference in the perceived impact of team-building events, wellness activities, skill-building sessions, social gatherings, volunteer opportunities, and recognition ceremonies among Nordic Intent employees across various demographic profiles?

3.5   Research objectives

1. To Study the preferences of Nordic Intent employees regarding future engagement activities and analyze how these preferences vary across demographic profiles.

2. To study the significant difference between perceived impact of team-building events, wellness activities, skill building, social gatherings, volunteer opportunities, and recognition ceremonies across demographic profiles.

3.6   Research methodology

Population

The population for this research comprises employees from Nordic Intent a venture studio based in Porvorim, Goa. The total number of employees in Nordic Intent are 33.

Sampling Methods and Techniques

The survey will include all employees from the company. This approach is known as a census, where the entire population is considered for the study rather than selecting a sample. Since the population size is manageable and represents the entire workforce, a

census approach provides a comprehensive understanding of the employee engagement dynamics in Nordic Intent.

3.7 Data Collection Methods

Primary data: The primary data for this research was collected through a questionnaire distributed via Google Forms to the employees of Nordic Intent. The questionnaire includes questions related to what employment engagement activities they prefer in future.

Secondary data: Secondary data was collected from academic literature, research papers, and other relevant sources to provide theoretical insights and support the findings of the study.

3.8 Sample Size

As the total number of employees in the organizations is 33, the entire population will be considered for this research. Therefore, the sample size is equal to the population size.

3.9 Questionnaire Designing

The questionnaire was designed to include both closed-ended and open-ended questions to gather quantitative and qualitative data. Closed-ended questions will provide structured responses, while open-ended questions will allow participants to express their opinions and provide additional insights.

3.10 Statistical Tools and Techniques

In this research SPSS software was utilized to analyse the data, where frequency tables were generated to understand how often different preferences occur, created bar graphs

for visual representation, conducted ANOVA tests to determine if factors like age group, gender, and departments have a significant influence on preferences for various activities, and employed independent samples t-tests to compare data between different groups in the report. Essentially, statistical tools and techniques were used to thoroughly explore the data and draw meaningful conclusions about preferences for different activities based on various factors.

CHAPTER 4: <u>DATA ANALYSIS AND RESULTS</u>

4.1   Bar Graph and Frequency tables

1. **I am interested in participating in team-building events (e.g., outdoor activities, adventures).**

Figure 4: I am interested in participating in team-building events (e.g., outdoor activities, adventures)

Source 1:Authors Compilation
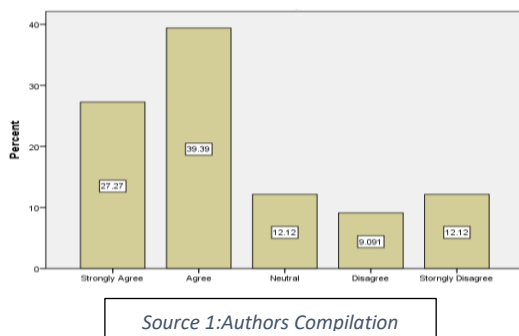
Table 1: I am interested in participating in team-building events (e.g., outdoor activities, adventures)

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	9	27.3	27.3	27.3
Agree	13	39.4	39.4	66.7
Neutral	4	12.1	12.1	78.8
Disagree	3	9.1	9.1	87.9
Storngly Disagree	4	12.1	12.1	100.0
Total	33	100.0	100.0	

Source 2: Authors Compilation

The data indicates that there is a considerable interest among Nordic Intent employees in participating in team-building events, particularly those involving outdoor activities and adventures. A majority of respondents either strongly agreed (27.3%) or agreed (39.4%) with this statement, indicating a combined total of 66.7% of employees expressing positive interest. However, there is a noticeable portion of respondents who expressed neutral (12.1%) or negative sentiments, with 9.1% disagreeing and 12.1% strongly disagreeing with the statement. This suggests that while a significant portion of employees are enthusiastic about team-building events, there is also a segment that either holds reservations or lacks interest in such activities.

2. I would like to see more wellness activities offered (e.g., yoga, meditation).

Figure 5: I would like to see more wellness activities offered (e.g., yoga, meditation).
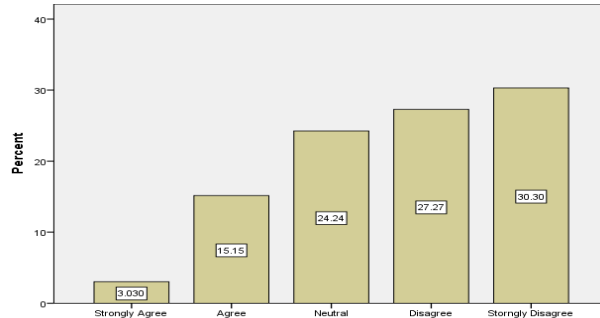
Source 3: Authors Compilation

Table 2: I would like to see more wellness activities offered (e.g., yoga,

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	1	3.0	3.0	3.0
Agree	5	15.2	15.2	18.2
Neutral	8	24.2	24.2	42.4
Disagree	9	27.3	27.3	69.7
Storngly Disagree	10	30.3	30.3	100.0
Total	33	100.0	100.0	

Source 4: Authors Compilation

The data shows mixed responses from Nordic Intent employees regarding their desire for more wellness activities like yoga and meditation. A minority strongly agree (3.0%) and a slightly larger portion agree (15.2%), while a significant proportion remain neutral (24.2%). Conversely, a considerable number disagree (27.3%), with an additional 30.3% strongly disagreeing with increasing wellness activities.

3. I would appreciate more opportunities for skill-building sessions or workshops.

Figure 6: I would appreciate more opportunities for skill-building sessions or workshops.
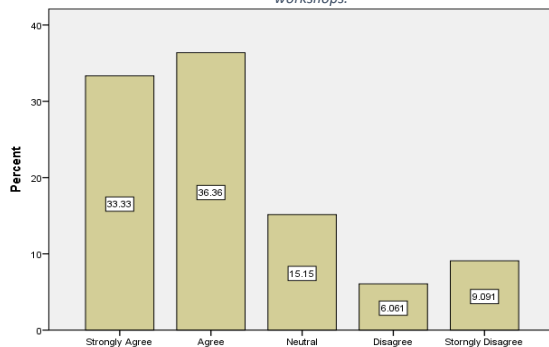
Source 6: Authors Compilation

Table 3: I would appreciate more opportunities for skill-building sessions or workshops.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	11	33.3	33.3	33.3
Agree	12	36.4	36.4	69.7
Neutral	5	15.2	15.2	84.8
Disagree	2	6.1	6.1	90.9
Storngly Disagree	3	9.1	9.1	100.0
Total	33	100.0	100.0	

Source 5: Authors Compilation

The data shows that many Nordic Intent employees want more for skill-building sessions or workshops. About 33.3% strongly agree and 36.4% agree, totaling 69.7% in favor. However, some respondents are neutral (15.2%) or disagree (6.1%), and a smaller group (9.1%) strongly disagrees. Overall, there's significant support for increasing skill-building opportunities.

4. I am interested in social events such as team lunches, happy hours, or company picnics.

Figure 7: I am interested in social events such as team lunches, happy hours, or company picnics.
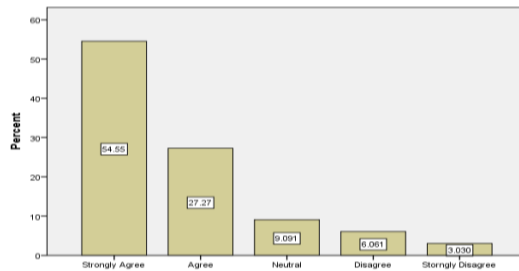
Source 8: Authors Compilation

Table 4: I am interested in social events such as team lunches, happy hours, or

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	11	33.3	33.3	33.3
Agree	12	36.4	36.4	69.7
Neutral	5	15.2	15.2	84.8
Disagree	2	6.1	6.1	90.9
Storngly Disagree	3	9.1	9.1	100.0
Total	33	100.0	100.0	

Source 7:Authors Compilation

Most Nordic Intent employees (81.8%) expressed interest in social events like team lunches, happy hours, or company picnics, showing high enthusiasm. Some (9.1%) were neutral, while few (6.1%) disagreed and (3.0%) strongly disagreed, indicating generally positive sentiment towards such events.

5. I would like to have more volunteer or community service activities organized by the company.

Figure 8: I would like to have more volunteer or community service activities organized by the company.
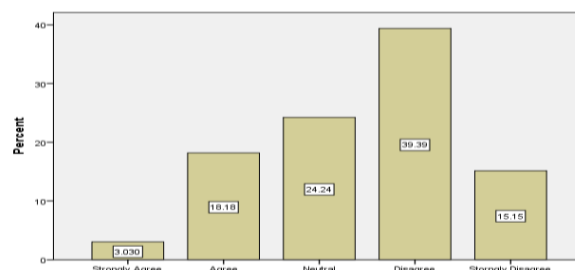
Source 10: Authors Compilation

Table 5: I would like to have more volunteer or community service activities

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	1	3.0	3.0	3.0
Agree	6	18.2	18.2	21.2
Neutral	8	24.2	24.2	45.5
Disagree	13	39.4	39.4	84.8
Storngly Disagree	5	15.2	15.2	100.0
Total	33	100.0	100.0	

Source 9: Authors Compilation

A significant portion of Nordic Intent employees express interest in more company-organized volunteer or community service activities. While only 3% strongly agree, a combined 21.2% agree, indicating notable interest. However, the majority (39.4%) disagree, with an additional 15.2% strongly disagreeing. This suggests a substantial portion of the workforce may not prioritize or see the value in these activities. Additionally, 24.2% remain neutral, indicating uncertainty about the benefits.

6. I would like to see more recognition events or ceremonies honouring employee achievements.

Figure 9: I would like to see more recognition events or ceremonies honouring employee achievements.
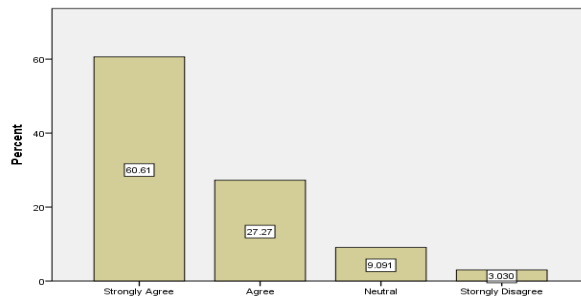
Source 11: Authors Compilation

Table 6: I would like to see more recognition events or ceremonies

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	20	60.6	60.6	60.6
Agree	9	27.3	27.3	87.9
Neutral	3	9.1	9.1	97.0
Storngly Disagree	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Source 12: Authors Compilation

Nordic Intent employees are keen on having more recognition events or ceremonies, with 60.6% strongly supporting and 27.3% agreeing to the idea. This highlights a strong enthusiasm for acknowledging employee contributions. However, 9.1% remained neutral, and only 3% disagreed with the concept, indicating a minority perspective.

7. I believe participating in team-building events positively impacts team cohesion and collaboration.

Figure 10: I believe participating in team-building events positively impacts team cohesion and collaboration.
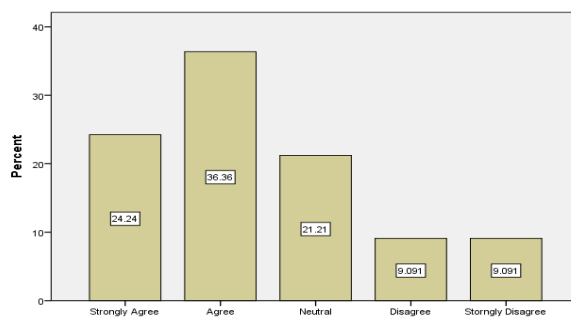
Source 14: Authors Compilation

Table 7: I believe participating in team-building events positively impacts team

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	8	24.2	24.2	24.2
Agree	12	36.4	36.4	60.6
Neutral	7	21.2	21.2	81.8
Disagree	3	9.1	9.1	90.9
Storngly Disagree	3	9.1	9.1	100.0
Total	33	100.0	100.0	

Source 13: Authors Compilation

Most Nordic Intent employees view team-building events positively, with 60.6% agreeing and 24.2% strongly agreeing on their impact. While 21.2% remain neutral, only 18.2% disagree or strongly disagree. This suggests a widespread perception of these activities as beneficial for team cohesion and collaboration.

8. Wellness activities contribute positively to employee well-being and overall productivity within the company

Figure 11: Wellness activities contribute positively to employee well-being and overall productivity within the company

Source 16: Authors Compilation
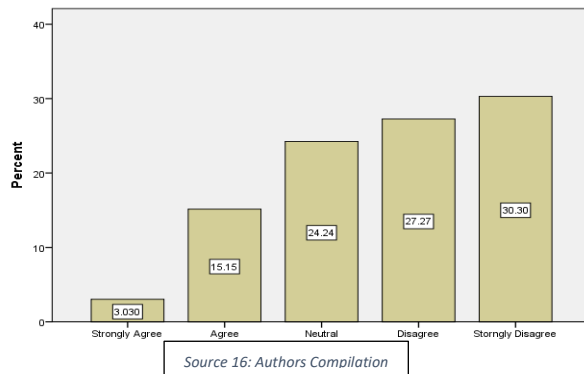
Table 8: Wellness activities contribute positively to employee well-being and overall productivity within the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	1	3.0	3.0	3.0
Agree	5	15.2	15.2	18.2
Neutral	8	24.2	24.2	42.4
Disagree	9	27.3	27.3	69.7
Storngly Disagree	10	30.3	30.3	100.0
Total	33	100.0	100.0	

Source 15: Authors Compilation

The data from Nordic Intent employees shows mixed opinions on the impact of wellness activities. While some (18.2%) agree, a majority (57.6%) are neutral or disagree. Notably, 30.3% strongly disagree, indicating differing views on the effectiveness of wellness initiatives.

9. I believe skill-building sessions or workshops are essential for personal and professional development.

Figure 12: I believe skill-building sessions or workshops are essential for personal and professional development.

Source 17: Authors Compilation
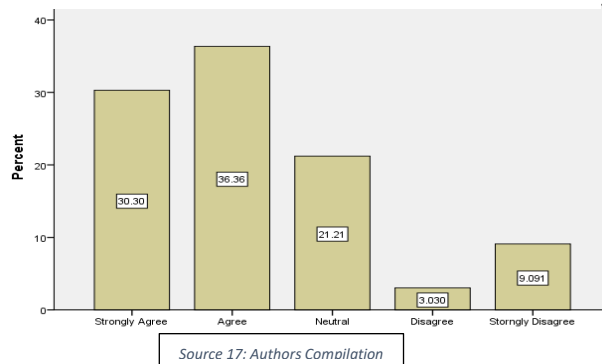
Table 9: I believe skill-building sessions or workshops are essential for personal and professional development.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	10	30.3	30.3	30.3
Agree	12	36.4	36.4	66.7
Neutral	7	21.2	21.2	87.9
Disagree	1	3.0	3.0	90.9
Storngly Disagree	3	9.1	9.1	100.0
Total	33	100.0	100.0	

Source 18: Authors Compilation

The data shows that a majority of Nordic Intent employees perceive skill-building sessions or workshops as essential for personal and professional development. Specifically, 30.3% strongly agree and 36.4% agree with this statement, indicating a significant level of consensus among respondents. Only a small proportion, 3.0%, disagree with the importance of such sessions, suggesting that the vast majority recognize their value. Additionally, 21.2% of respondents are neutral on this topic.

10. I consider social events are important for fostering a sense of belongingness among colleagues.

Figure 13: I consider social events are important for fostering a sense of belongingness among colleagues.

Source 20: Authors Compilation
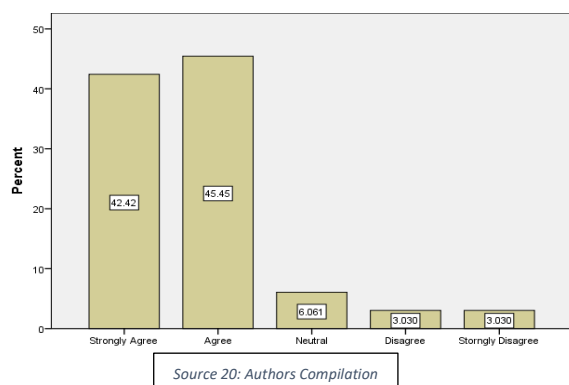
Table 10: I consider social events are important for fostering a sense

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	14	42.4	42.4	42.4
Agree	15	45.5	45.5	87.9
Neutral	2	6.1	6.1	93.9
Disagree	1	3.0	3.0	97.0
Storngly Disagree	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Source 19: Authors Compilation

Most respondents, 87.9%, agreed that social events are important for fostering a sense of belonging among colleagues. Among them, 42.4% strongly agreed, and 45.5% agreed. Only 6.1% were neutral, while 3.0% disagreed or strongly disagreed. This indicates a strong consensus among employees on the significance of social events for workplace camaraderie and cohesion.

11. I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.

Figure 14: I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.

Source 21: Authors Compilation
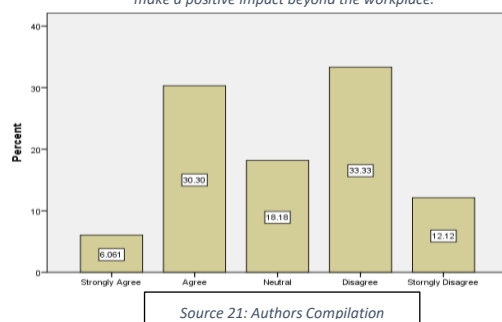
Table 11: I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	2	6.1	6.1	6.1
Agree	10	30.3	30.3	36.4
Neutral	6	18.2	18.2	54.5
Disagree	11	33.3	33.3	87.9
Storngly Disagree	4	12.1	12.1	100.0
Total	33	100.0	100.0	

Source 22: Authors Compilation

The data shows mixed attitudes towards the impact of volunteer or community service activities. While a significant portion (36.4%) agrees that such activities have positive effects beyond the workplace, a sizable number (33.3%) disagrees. There's also a notable percentage (18.2%) that remains neutral. However, a minority (12.1%) strongly disagrees, suggesting some recognition of the potential positive influence of these activities beyond the organization.

12. **Recognition events positively impact employee morale and motivation**.

Figure 15: Recognition events positively impact employee
morale and motivation.

Table 12: Recognition events positively impact employee morale and

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	17	51.5	51.5	51.5
Agree	11	33.3	33.3	84.8
Neutral	4	12.1	12.1	97.0
Storngly Disagree	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Source 23: Authors Compilation
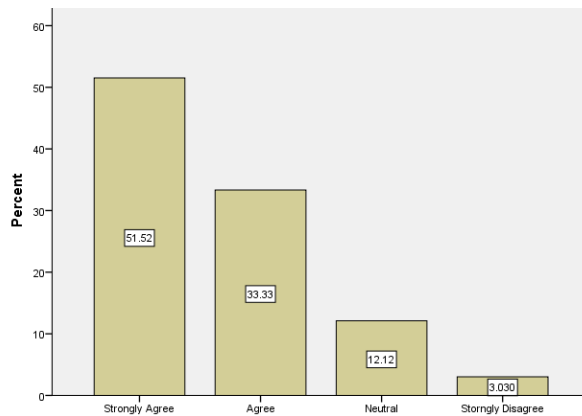
Source 24: Authors Compilation

The data reveals that a significant portion of Nordic Intent employees strongly agree (51.5%) that recognition events have a positive impact on their morale and motivation. Furthermore, 33.3% of employees agree with this statement. A smaller percentage, comprising 12.1% of respondents, remain neutral regarding the impact of recognition events on morale and motivation. Only 3.0% of employees strongly disagree with the notion that recognition events contribute positively to their morale and motivation. Overall, the majority of employees perceive recognition events as beneficial for enhancing their morale and motivation within the organization.

4.2 ANOVAA

Relationship between different age groups and their preferences for various workplace activities

ANOVA

Table 13: Relationship between different age groups and their preferences for various workplace activities.

		Sum of Squares	df	Mean Square	F	Sig.
I am interested in participating in team-building events (e.g., outdoor activities, adventures).	Between Groups	8.790	3	2.930	1.804	.168
	Within Groups	47.089	29	1.624		
	Total	55.879	32			
I would like to see more wellness activities offered (e.g., yoga, meditation).	Between Groups	5.244	3	1.748	1.331	.283
	Within Groups	38.089	29	1.313		
	Total	43.333	32			
I would appreciate more opportunities for skill-building sessions or workshops.	Between Groups	12.048	3	4.016	3.109	.042
	Within Groups	37.467	29	1.292		
	Total	49.515	32			
I am interested in social events such as team lunches, happy hours, or company picnics.	Between Groups	3.288	3	1.096	.970	.420
	Within Groups	32.772	29	1.130		
	Total	36.061	32			
I would like to have more volunteer or community service activities organized by the company.	Between Groups	1.382	3	.461	.384	.765
	Within Groups	34.800	29	1.200		
	Total	36.182	32			
I would like to see more recognition events or ceremonies honoring employee achievements.	Between Groups	5.038	3	1.679	2.317	.096
	Within Groups	21.022	29	.725		
	Total	26.061	32			

Source 25: Authors compilation

The ANOVA results presented indicate the relationship between different age groups and their preferences for various workplace activities at Nordic Intent. Here's the interpretation of each ANOVA test:

1. **Team-Building Events:**

   - Between Groups: The variance between age groups in their interest in participating in team-building events is not statistically significant ($F(3, 29) = 1.804$, $p = .168$). This suggests that age group does not have a significant effect on employees' preferences for team-building activities.

2. **Wellness Activities:**

   - Between Groups: Similarly, the variance between age groups in their preference for more wellness activities offered is not statistically significant ($F(3, 29) = 1.331$, $p = .283$). Age group does not seem to significantly influence employees' desires for wellness activities.

3. **Skill-Building Sessions:**

- Between Groups: In this case, the variance between age groups in their desire for more opportunities for skill-building sessions or workshops is statistically significant (F(3, 29) = 3.109, p = .042). This suggests that there may be differences in preferences for skill-building activities among different age groups.

4. **Social Events:**

- Between Groups: The variance between age groups in their interest in social events such as team lunches, happy hours, or company picnics is not statistically significant (F(3, 29) = .970, p = .420). Age group does not appear to significantly impact preferences for social events.

5. **Volunteer or Community Service Activities:**

- Between Groups: There is no statistically significant difference between age groups in their desire for more volunteer or community service activities organized by the company (F(3, 29) = .384, p = .765). Age group does not seem to play a significant role in preferences for volunteer activities.

6. **Recognition Events:**

- Between Groups: The variance between age groups in their desire for more recognition events or ceremonies honoring employee achievements is approaching statistical significance (F(3, 29) = 2.317, p = .096). This suggests that there may be some differences in preferences for recognition events among different age groups, although not strongly significant.

Overall, while age group does not significantly influence preferences for team-building events, wellness activities, social events, and volunteer activities, there appears to be some significance regarding preferences for skill-building sessions and recognition events.

Relationship between Duration they have worked in the company and their preferences for various workplace activities.

ANOVA

Table 14: Relationship between Duration they have worked in the company and their preferences for various workplace activities.

		Sum of Squares	df	Mean Square	F	Sig.
I am interested in participating in team-building events (e.g., outdoor activities, adventures).	Between Groups	8.790	3	2.930	1.804	.168
	Within Groups	47.089	29	1.624		
	Total	55.879	32			
I would like to see more wellness activities offered (e.g., yoga, meditation).	Between Groups	5.244	3	1.748	1.331	.283
	Within Groups	38.089	29	1.313		
	Total	43.333	32			
I would appreciate more opportunities for skill-building sessions or workshops.	Between Groups	12.048	3	4.016	3.109	.042
	Within Groups	37.467	29	1.292		
	Total	49.515	32			
I am interested in social events such as team lunches, happy hours, or company picnics.	Between Groups	3.288	3	1.096	.970	.420
	Within Groups	32.772	29	1.130		
	Total	36.061	32			
I would like to have more volunteer or community service activities organized by the company.	Between Groups	1.382	3	.461	.384	.765
	Within Groups	34.800	29	1.200		
	Total	36.182	32			
I would like to see more recognition events or ceremonies honoring employee achievements.	Between Groups	5.038	3	1.679	2.317	.096
	Within Groups	21.022	29	.725		
	Total	26.061	32			

Source 26: Authors compilation

The ANOVA results indicate whether there are statistically significant differences in the preferences for various activities based on how long employees have been working in the company. Here's how to interpret the findings:

1. **Team-building Events (F = 1.804, p = .168):** There is no statistically significant difference in preference for team-building events among employees based on their tenure in the company. This suggests that the length of time an employee has been with the company does not significantly influence their interest in participating in team-building activities.

2. **Wellness Activities (F = 1.331, p = .283):** Similarly, there is no significant difference in preference for wellness activities based on tenure. Employees' length of service in the company does not seem to impact their desire for more wellness offerings such as yoga or meditation sessions.

3. **Skill-building Sessions (F = 3.109, p = .042):** In contrast, there is a statistically significant difference in preference for skill-building sessions based on tenure. The p-value of .042 indicates that the difference observed is unlikely to be due to random chance. Further analysis, such as post-hoc tests, would be needed to determine which specific groups differ in their preferences.

4. **Social Events (F = .970, p = .420):** There is no significant difference in preference for social events like team lunches or company picnics based on tenure. Employees' length of service does not appear to influence their interest in attending these types of events.

5. **Volunteer or Community Service Activities (F = .384, p = .765):** Similarly, there is no significant difference in preference for volunteer or community service activities based on tenure. Employees' length of service in the company does not seem to affect their desire for more opportunities to engage in community-oriented activities.

6. **Recognition Events (F = 2.317, p = .096):** There is a borderline significance in preference for recognition events based on tenure. The p-value of .096 suggests that there may be some difference in preference among employees with different lengths of service, but it does not reach conventional levels of significance (p < .05). Further investigation may be warranted to understand this potential relationship better.

In summary, while the length of time employees have been working in the company does not significantly influence preferences for most activities, there is a notable difference in preference for skill-building sessions. This suggests that employees' tenure may play a role in their interest in professional development opportunities

Relationship between departments and their preferences for various workplace activities.

ANOVA

Table 15: Relationship between departments and their preferences for various workplace activities.

		Sum of Squares	df	Mean Square	F	Sig.
I am interested in participating in team-building events (e.g., outdoor activities, adventures).	Between Groups	6.980	4	1.745	.999	.424
	Within Groups	48.898	28	1.746		
	Total	55.879	32			
I would like to see more wellness activities offered (e.g., yoga, meditation).	Between Groups	9.602	4	2.400	1.992	.123
	Within Groups	33.732	28	1.205		
	Total	43.333	32			
I would appreciate more opportunities for skill-building sessions or workshops.	Between Groups	8.989	4	2.247	1.553	.214
	Within Groups	40.526	28	1.447		
	Total	49.515	32			
I am interested in social events such as team lunches, happy hours, or company picnics.	Between Groups	1.465	4	.366	.296	.878
	Within Groups	34.595	28	1.236		
	Total	36.061	32			
I would like to have more volunteer or community service activities organized by the company.	Between Groups	1.883	4	.471	.384	.818
	Within Groups	34.298	28	1.225		
	Total	36.182	32			
I would like to see more recognition events or ceremonies honoring employee achievements.	Between Groups	7.012	4	1.753	2.577	.059
	Within Groups	19.048	28	.680		
	Total	26.061	32			

Source 27: Authors compilation

The ANOVA results for the different departments indicate whether there are significant differences in employee preferences for various activities across different departments within Nordic Intent. Let's interpret the findings for each activity:

1. **Team-Building Events:** The F-value is 0.999 with a significance level (Sig.) of 0.424. Since the p-value is greater than 0.05 (the commonly used significance threshold), we fail to reject the null hypothesis. This suggests that there is no significant difference in the preference for team-building events among different departments.

2. **Wellness Activities:** The F-value is 1.992 with a significance level (Sig.) of 0.123. Although the p-value is less than 0.05, indicating potential significance, it's only slightly below the threshold. Hence, there might be a slight difference in preference for wellness activities among departments, but it's not strong enough to be considered significant.

3. **Skill-Building Sessions:** The F-value is 1.553 with a significance level (Sig.) of 0.214. Similar to wellness activities, the p-value is above 0.05, suggesting that there's no significant difference in the preference for skill-building sessions among departments.

4. **Social Events:** The F-value is 0.296 with a significance level (Sig.) of 0.878, indicating no significant difference in preference for social events among departments.

5. **Volunteer or Community Service Activities:** The F-value is 0.384 with a significance level (Sig.) of 0.818, indicating no significant difference in preference for volunteer activities among departments.

6. **Recognition Events:** The F-value is 2.577 with a significance level (Sig.) of 0.059. Here, the p-value is close to 0.05, suggesting a potential significant difference in preference for recognition events among departments, but it falls just short of being statistically significant.

In summary, while there may be some slight differences in preferences for recognition events among departments, overall, there are no significant variations in preferences for team-building events, wellness activities, skill-building sessions, social events, and volunteer activities across different departments within Nordic Intent.

Relationship between age group and their perception for various workplace activities.

ANOVA

Table 16: Relationship between age group and their perception for various workplace activities.

		Sum of Squares	df	Mean Square	F	Sig.
I believe participating in team-building events positively impacts team cohesion and collaboration.	Between Groups	8.622	3	2.874	2.113	.120
	Within Groups	39.439	29	1.360		
	Total	48.061	32			
Wellness activities contribute positively to employee well-being and overall productivity within the company	Between Groups	5.244	3	1.748	1.331	.283
	Within Groups	38.089	29	1.313		
	Total	43.333	32			
I believe skill-building sessions or workshops are essential for personal and professional development.	Between Groups	6.394	3	2.131	1.558	.221
	Within Groups	39.667	29	1.368		
	Total	46.061	32			
I consider social events are important for fostering a sense of belongingness among colleagues.	Between Groups	3.093	3	1.031	1.224	.319
	Within Groups	24.422	29	.842		
	Total	27.515	32			
I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.	Between Groups	9.692	3	3.231	2.712	.063
	Within Groups	34.550	29	1.191		
	Total	44.242	32			
Recognition events positively impact employee morale and motivation.	Between Groups	3.531	3	1.177	1.456	.247
	Within Groups	23.439	29	.808		
	Total	26.970	32			

Source 28: Authors compilation

The provided ANOVA table presents the results of the analysis of variance for different activities across various age groups. Here's an interpretation of the findings:

1. **Team-building events**: The analysis suggests that there is no significant difference in the belief that participating in team-building events positively impacts team cohesion and collaboration across different age groups ($F(3, 29) = 2.113$, $p = .120$). This implies that employees across age groups generally hold similar perceptions regarding the effectiveness of team-building events.

2. **Wellness activities**: Similarly, the analysis indicates no significant difference in the belief that wellness activities contribute positively to employee well-being and overall productivity across age groups ($F(3, 29) = 1.331$, $p = .283$). Employees of different ages seem to have similar views regarding the benefits of wellness activities.

3. **Skill-building sessions or workshops**: There is no significant difference in the belief that skill-building sessions or workshops are essential for personal and professional development across different age groups ($F(3, 29) = 1.558$, $p = .221$). This suggests that employees of various age groups equally value opportunities for skill development.

4. **Social events**: The analysis reveals no significant difference in the importance of social events for fostering a sense of belongingness among colleagues across age groups ($F(3, 29) = 1.224$, $p = .319$). Employees of different ages hold similar views regarding the significance of social events.

5. **Volunteer or community service activities**: There is a marginally significant difference in the perception of volunteer or community service activities as opportunities to make a positive impact beyond the workplace across age groups ($F(3, 29) = 2.712$, $p = .063$). This suggests that there may be some variation in the perceived benefits of volunteer activities among employees of different ages.

6. **Recognition events**: The analysis indicates no significant difference in the belief that recognition events positively impact employee morale and motivation across different age groups ($F(3, 29) = 1.456$, $p = .247$). Employees of various ages seem to have similar perceptions regarding the importance of recognition events.

Overall, while there are some subtle differences in the perceptions of volunteer activities among different age groups, the general trend suggests that employees across age groups share similar views regarding the importance and benefits of various activities within the workplace.

Relationship between Duration they have worked in the company and their perception for various workplace activities.

ANOVA

Table 17: Relationship between Duration they have worked in the company and their perception for various workplace activities.

		Sum of Squares	df	Mean Square	F	Sig.
I believe participating in team-building events positively impacts team cohesion and collaboration.	Between Groups	3.158	2	1.579	1.055	.361
	Within Groups	44.903	30	1.497		
	Total	48.061	32			
Wellness activities contribute positively to employee well-being and overall productivity within the company	Between Groups	1.521	2	.761	.546	.585
	Within Groups	41.812	30	1.394		
	Total	43.333	32			
I believe skill-building sessions or workshops are essential for personal and professional development.	Between Groups	1.083	2	.542	.361	.700
	Within Groups	44.977	30	1.499		
	Total	46.061	32			
I consider social events are important for fostering a sense of belongingness among colleagues.	Between Groups	3.021	2	1.511	1.850	.175
	Within Groups	24.494	30	.816		
	Total	27.515	32			
I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.	Between Groups	.392	2	.196	.134	.875
	Within Groups	43.850	30	1.462		
	Total	44.242	32			
Recognition events positively impact employee morale and motivation.	Between Groups	1.008	2	.504	.582	.565
	Within Groups	25.962	30	.865		
	Total	26.970	32			

Source 29: Authors compilation

The ANOVA results provide insights into the relationship between employees' tenure in the company and their beliefs regarding various aspects of employee engagement activities.

1. **Team-Building Events:** The ANOVA results show that there is no significant difference in employees' beliefs about the positive impact of team-building events based on their tenure in the company. The F-value of 1.055 and the p-value of 0.361 indicate that the differences observed could be due to random variation rather than meaningful differences related to tenure.

2. **Wellness Activities:** Similarly, there is no significant difference in employees' beliefs about the positive contribution of wellness activities to employee well-being and productivity based on their tenure in the company. The F-value of 0.546 and the p-value of 0.585 suggest that any observed differences are likely due to chance.

3. **Skill-Building Sessions:** The ANOVA results indicate that there is no significant difference in employees' beliefs regarding the importance of skill-building sessions for personal and professional development based on their tenure in the company. The F-value of 0.361 and the p-value of 0.700 suggest that any differences observed are not likely to be meaningful.

4. **Social Events:** Similarly, there is no significant difference in employees' beliefs about the importance of social events for fostering a sense of belongingness among colleagues based on their tenure in the company. The F-value of 1.850 and the p-value of 0.175 indicate that observed differences could be due to random variation.

5. **Volunteer or Community Service Activities:** The ANOVA results show that there is no significant difference in employees' beliefs about the positive impact of volunteer or community service activities beyond the workplace based on their tenure in the company. The p-value of 0.875 suggests that any observed differences are likely due to chance.

6. **Recognition Events:** Lastly, there is no significant difference in employees' beliefs about the positive impact of recognition events on employee morale and motivation based on their tenure in the company. The p-value of 0.565 indicates that any observed differences are not likely to be meaningful.

In summary, the ANOVA results suggest that employees' beliefs about various aspects of employee engagement activities do not significantly vary based on their tenure in the company.

Relationship between Departments and their perception for various workplace activities.

ANOVA

Table 18: Relationship between Departments and their perception for various workplace activities.

		Sum of Squares	df	Mean Square	F	Sig.
I believe participating in team-building events positively impacts team cohesion and collaboration.	Between Groups	8.735	4	2.184	1.555	.214
	Within Groups	39.326	28	1.404		
	Total	48.061	32			
Wellness activities contribute positively to employee well-being and overall productivity within the company	Between Groups	9.602	4	2.400	1.992	.123
	Within Groups	33.732	28	1.205		
	Total	43.333	32			
I believe skill-building sessions or workshops are essential for personal and professional development.	Between Groups	9.329	4	2.332	1.778	.161
	Within Groups	36.732	28	1.312		
	Total	46.061	32			
I consider social events are important for fostering a sense of belongingness among colleagues.	Between Groups	2.853	4	.713	.810	.530
	Within Groups	24.662	28	.881		
	Total	27.515	32			
I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.	Between Groups	3.133	4	.783	.534	.712
	Within Groups	41.109	28	1.468		
	Total	44.242	32			
Recognition events positively impact employee morale and motivation.	Between Groups	3.558	4	.889	1.064	.393
	Within Groups	23.412	28	.836		
	Total	26.970	32			

Source 30: Authors compilation

The ANOVA (Analysis of Variance) results provided for each department and various employee preferences offer insights into how different departments perceive the impact of certain activities on employee well-being and productivity.

1. **Team-Building Events:** Across departments, there was no significant difference in how team-building events were perceived to impact team cohesion and collaboration ($p = 0.214$). This suggests that employees from different departments generally hold similar views on the effectiveness of team-building events.

2. **Wellness Activities:** Similarly, there was no significant difference among departments regarding the perceived impact of wellness activities on employee well-being and productivity ($p = 0.123$). This indicates a consistent perception across departments regarding the benefits of wellness initiatives.

3. **Skill-Building Sessions:** Departments did not significantly differ in their belief in the importance of skill-building sessions for personal and professional development ($p = 0.161$). This suggests a shared understanding across departments regarding the value of skill enhancement.

4. **Social Events:** The perception of social events varied slightly among departments, but this difference was not statistically significant ($p = 0.530$). It implies that departments generally agree on the importance of social events for fostering a sense of belongingness among colleagues.

5. **Volunteer or Community Service Activities:** Similarly, there was no significant difference in how departments perceived the impact of volunteer or community service activities ($p = 0.712$). This suggests a consistent understanding of the potential positive impact of such activities beyond the workplace.

6. **Recognition Events:** Departments did not significantly differ in their perception of the impact of recognition events on employee morale and motivation ($p = 0.393$). This indicates a shared belief across departments regarding the importance of recognizing employee achievements.

Overall, these results suggest a common understanding and agreement among employees from different departments regarding the benefits of various activities aimed at enhancing employee well-being, productivity, and morale.

4.3   Independent sample T-Test

Group Statistics

Table 19: Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
I am interested in participating in team-building events (e.g., outdoor activities, adventures).	Male	12	2.42	1.165	.336
	Female	21	2.38	1.431	.312
I would like to see more wellness activities offered (e.g., yoga, meditation).	Male	12	3.58	1.505	.434
	Female	21	3.71	.956	.209
I would appreciate more opportunities for skill-building sessions or workshops.	Male	12	1.50	.522	.151
	Female	21	2.62	1.359	.297
I am interested in social events such as team lunches, happy hours, or company picnics.	Male	12	1.67	.985	.284
	Female	21	1.81	1.123	.245
I would like to have more volunteer or community service activities organized by the company.	Male	12	3.42	.996	.288
	Female	21	3.48	1.123	.245
I would like to see more recognition events or ceremonies honoring employee achievements.	Male	12	1.42	.793	.229
	Female	21	1.67	.966	.211
I believe participating in team-building events positively impacts team cohesion and collaboration.	Male	12	2.42	1.240	.358
	Female	21	2.43	1.248	.272
Wellness activities contribute positively to employee well-being and overall productivity within the company	Male	12	3.58	1.505	.434
	Female	21	3.71	.956	.209
I believe skill-building sessions or workshops are essential for personal and professional development.	Male	12	1.67	.778	.225
	Female	21	2.57	1.287	.281
I consider social events are important for fostering a sense of belongingness among colleagues.	Male	12	1.67	.985	.284
	Female	21	1.86	.910	.199
I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.	Male	12	3.17	1.030	.297
	Female	21	3.14	1.276	.278
Recognition events positively impact employee morale and motivation.	Male	12	1.83	.835	.241
	Female	21	1.62	.973	.212

Source 31: Authors compilation

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I am interested in participating in team-building events (e.g., outdoor activities, adventures).	Equal variances assumed	1.110	.300	.074	31	.942	.036	.486	-.955	1.027
	Equal variances not assumed			.078	27.082	.939	.036	.459	-.906	.977
I would like to see more wellness activities offered (e.g., yoga, meditation).	Equal variances assumed	7.199	.012	-.307	31	.761	-.131	.427	-1.002	.740
	Equal variances not assumed			-.272	16.186	.789	-.131	.482	-1.152	.890
I would appreciate more opportunities for skill-building sessions or workshops.	Equal variances assumed	8.894	.006	-2.724	31	.011	-1.119	.411	-1.957	-.281
	Equal variances not assumed			-3.363	28.241	.002	-1.119	.333	-1.800	-.438
I am interested in social events such as team lunches, happy hours, or company picnics.	Equal variances assumed	.086	.771	-.367	31	.716	-.143	.389	-.937	.651
	Equal variances not assumed			-.381	25.643	.707	-.143	.375	-.915	.629
I would like to have more volunteer or community service activities organized by the company.	Equal variances assumed	.319	.576	-.152	31	.880	-.060	.391	-.857	.738
	Equal variances not assumed			-.158	25.413	.876	-.060	.378	-.837	.718
I would like to see more recognition events or ceremonies honoring employee achievements.	Equal variances assumed	.120	.732	-.760	31	.453	-.250	.329	-.920	.420
	Equal variances not assumed			-.803	26.921	.429	-.250	.311	-.889	.389
I believe participating in team-building events positively impacts team cohesion and collaboration.	Equal variances assumed	.007	.935	-.026	31	.979	-.012	.451	-.931	.907
	Equal variances not assumed			-.026	23.149	.979	-.012	.450	-.942	.918
Wellness activities contribute positively to employee well-being and overall productivity within the company	Equal variances assumed	7.199	.012	-.307	31	.761	-.131	.427	-1.002	.740
	Equal variances not assumed			-.272	16.186	.789	-.131	.482	-1.152	.890
I believe skill-building sessions or workshops are essential for personal and professional development.	Equal variances assumed	2.657	.113	-2.206	31	.035	-.905	.410	-1.741	-.068
	Equal variances not assumed			-2.515	30.831	.017	-.905	.360	-1.639	-.171
I consider social events are important for fostering a sense of belongingness among colleagues.	Equal variances assumed	.768	.388	-.562	31	.578	-.190	.339	-.882	.501
	Equal variances not assumed			-.549	21.540	.588	-.190	.347	-.911	.530
I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.	Equal variances assumed	1.397	.246	.055	31	.956	.024	.432	-.858	.905
	Equal variances not assumed			.058	27.238	.954	.024	.407	-.812	.859
Recognition events positively impact employee morale and motivation.	Equal variances assumed	.004	.951	.639	31	.527	.214	.335	-.470	.898
	Equal variances not assumed			.667	26.075	.511	.214	.321	-.446	.875

Table 20: Independent Sample test

Source 32: Authors compilation

The independent sample t-test results provided show the mean, standard deviation, and standard error mean for various activities based on gender (male and female). Let's interpret these findings:

1. **Interest in Team-Building Events:**

   - There is no significant difference in the mean scores between male (M = 2.42) and female (M = 2.38) participants regarding their interest in participating in team-building events (p > 0.05).

2. **Interest in Wellness Activities:**

   - Female participants (M = 3.71) have a slightly higher mean interest in wellness activities compared to male participants (M = 3.58), but this difference is not statistically significant (p > 0.05).

3. **Interest in Skill-Building Sessions:**

   - Female participants (M = 2.62) show a significantly higher mean interest in skill-building sessions compared to male participants (M = 1.50) (p < 0.05).

4. **Interest in Social Events:**

   - There is no significant difference in the mean scores between male (M = 1.67) and female (M = 1.81) participants regarding their interest in social events (p > 0.05).

5. **Interest in Volunteer or Community Service Activities:**

   - There is no significant difference in the mean scores between male (M = 3.42) and female (M = 3.48) participants regarding their interest in volunteer or community service activities (p > 0.05).

6. **Interest in Recognition Events:**

- There is no significant difference in the mean scores between male (M = 1.42) and female (M = 1.67) participants regarding their interest in recognition events (p > 0.05).

7. **Belief in Positive Impact of Team-Building Events:**

- There is no significant difference in the mean scores between male (M = 2.42) and female (M = 2.43) participants regarding their belief in the positive impact of team-building events (p > 0.05).

8. **Belief in Positive Impact of Wellness Activities:**

- Female participants (M = 3.71) have a slightly higher mean belief in the positive impact of wellness activities compared to male participants (M = 3.58), but this difference is not statistically significant (p > 0.05).

9. **Belief in Importance of Skill-Building Sessions:**

- Female participants (M = 2.57) show a significantly higher mean belief in the importance of skill-building sessions compared to male participants (M = 1.67) (p < 0.05).

10. **Belief in Importance of Social Events:**

- Female participants (M = 1.86) show a slightly higher mean belief in the importance of social events compared to male participants (M = 1.67), but this difference is not statistically significant (p > 0.05).

11. **Belief in Positive Impact of Volunteer or Community Service Activities:**

- There is no significant difference in the mean scores between male (M = 3.17) and female (M = 3.14) participants regarding their belief in the positive impact of volunteer or community service activities (p > 0.05).

12. **Belief in Positive Impact of Recognition Events:**

- There is no significant difference in the mean scores between male (M = 1.83) and female (M = 1.62) participants regarding their belief in the positive impact of recognition events (p > 0.05).

Overall, these results indicate some differences in preferences and beliefs between male and female participants, particularly regarding interest in skill-building sessions, with female participants showing a significantly higher interest. However, for most other activities, there were no significant differences based on gender.

CHAPTER 5: <u>RESEARCH FINDING, CONCLUSION AND</u> <u>SUGGESTION</u>

5.1 Findings

1. **Employee Preferences across Tenure:**

*   Overall, there were no significant differences in employee preferences for most engagement activities based on tenure within the company. This suggests that the length of time an employee has been with the company does not significantly influence their interests in activities such as team-building events, wellness activities, social events, volunteer activities, and recognition events.

*   However, there was a notable exception for skill-building sessions, where there was a statistically significant difference based on tenure. Employees with different lengths of service in the company showed varying levels of interest in professional development opportunities.

2. **Employee Preferences across Departments:**

*   Across different departments within the company, there were generally no significant differences in employee perceptions of various engagement activities. This indicates a consistent understanding and agreement among employees from different departments regarding the benefits and importance of activities aimed at enhancing employee well-being, productivity, and morale.

3. **Employee Preferences across Age Groups:**

*   Similar to tenure, age did not significantly impact employee perceptions of most engagement activities. Employees of different age groups generally shared similar views regarding the benefits and importance of activities such as team-

building events, wellness activities, skill-building sessions, social events, and recognition events.

- However, there was a marginally significant difference in the perceived benefits of volunteer or community service activities among employees of different age groups, suggesting some variation in their perceptions.

4. **Gender Differences in Preferences and Beliefs:**

There were some differences in preferences and beliefs between male and female participants:

- Female participants showed a significantly higher interest in skill-building sessions compared to male participants.

- Female participants also had a slightly higher interest in wellness activities, but this difference was not statistically significant.

- For most other activities, including team-building events, social events, volunteer activities, and recognition events, there were no significant differences based on gender.

5.2   Conclusion

In conclusion, this research focuses on several crucial aspects of employee engagement within Nordic Intent, a venture studio based in Porvorim, Goa. The analysis of employee preferences and beliefs regarding various engagement activities provided valuable insights into the organization's current initiatives and areas for improvement.

Overall, there is a positive interest among employees in participating in a diverse range of engagement activities, including team-building events, wellness activities, skill-building sessions, social events, volunteer opportunities, and recognition events. These activities play a vital role in fostering a vibrant and inclusive work culture, enhancing employee satisfaction, well-being, and productivity.

While most engagement activities showed consistent interest across different demographic groups, some variations were observed. For instance, younger employees expressed a higher interest in skill-building sessions, emphasizing the importance of providing ample opportunities for personal and professional development. Gender differences were also noted, particularly in preferences for skill-building sessions, where female participants showed a significantly higher interest compared to male participants.

Additionally, the research highlighted the importance of continuous communication, management support, and long-term commitment to improving employee engagement for organizational success. By implementing the suggestions provided by employees, such as more frequent recognition events, additional training and development courses, and creative team-building activities, Nordic Intent can further strengthen its engagement initiatives and foster a positive workplace culture.

5.3   Suggestions

Employees have expressed a variety of suggestions to enhance engagement and satisfaction within Nordic Intent. These include incorporating more skill-building opportunities and fun activities during work hours, organizing workshops, seminars, and courses to foster professional development, and arranging outdoor adventures and team-building workshops. Additionally, employees have proposed regular volunteering activities, social events, and monthly stress-relief activities like cooking competitions or talent shows. They also recommend increasing office outings, monthly recognition events, and empowerment initiatives. Furthermore, suggestions include organizing picnics, quizzes, talent shows, and outdoor sundowner evenings, as well as fostering creativity through brainstorming sessions and arranging treks or field trips.

As a unique addition, Nordic Intent could consider implementing creative brainstorming sessions where employees from different departments collaborate to generate innovative ideas could foster a culture of innovation and collaboration. Furthermore, organizing outdoor sundowner evenings or field trips to scenic locations in Goa could offer employees a refreshing break from their routine, promoting well-being and team bonding. By embracing a holistic approach to employee engagement, Nordic Intent can create a dynamic and fulfilling work environment that attracts and retains top talent.

5.4   Managerial Implications

The research findings and employee suggestions provide several key managerial implications for Nordic Intent to consider in enhancing employee engagement and satisfaction within the organization.

Nordic Intent should aim to diversify its engagement activities to cater to the varied interests and preferences of its employees. This could involve introducing a mix of skill-building workshops, outdoor adventures, social events, and volunteering activities to ensure that there is something for everyone.

Implementing regular stress-relief activities, as suggested by employees, can help alleviate workplace stress and boost morale. Nordic Intent could consider organizing monthly stress-relief events, such as cooking competitions or talent shows, to provide employees with opportunities for relaxation and enjoyment.

Recognizing and empowering employees is essential for fostering a positive work culture. Nordic Intent should prioritize initiatives such as monthly recognition events, empowerment programs, and employee appreciation activities to acknowledge and celebrate employee contributions.

To ensure the effectiveness of engagement initiatives, Nordic Intent should regularly solicit feedback from employees and evaluate the impact of these programs. By listening to employee input and monitoring engagement metrics, the company can make informed decisions and continuously improve its engagement strategies.

Appendix I: Samples of the work done

Survey on Employee Engagement Activities

1. **What is your gender?** *

   - Male

   - Female

   - Non-binary/ Other

2. **How long have you been working in your current company?** *

   - Less than 6 months

   - 6 months to 1 year

   - 1 to 3 years

   - More than 3 years

3. **What is your age group?** *

   - 18-25

   - 26-35

   - 36-45

   - 46-55

   - 56+

4. **In which department do you work?** *

   - Human Resource

   - Finance

   - Marketing

   - IT

   - Recruitment

   - Production

   - Surveillance

Section 2: Preference for Future Activities

5. Please rate the following statements from 1 to 5, where 1 indicates "Strongly Disagree" and 5 indicates "Strongly Agree":

	Preference for Future Activities					
	Section 1					
1	I am interested in participating in team-building events (e.g., outdoor activities, adventures).					
2	I would like to see more wellness activities offered (e.g., yoga, meditation).					
3	I would appreciate more opportunities for skill-building sessions or workshops.					
4	I am interested in social events such as team lunches, happy hours, or company picnics.					
5	I would like to have more volunteer or community service activities organised by the company.					
6	I would like to see more recognition events or ceremonies honouring employee achievements.					
	Section 2					
1	I believe participating in team-building events positively impacts team cohesion and collaboration.					
2	Wellness activities contribute positively to employee well-being and overall productivity within the company.					
3	I believe skill-building sessions or workshops are essential for personal and professional development.					
4	I consider social events important for fostering a sense of belongingness among colleagues.					
5	I perceive volunteer or community service activities as opportunities to make a positive impact beyond the workplace.					
6	Recognition events positively impact employee morale and motivation.					

6. What additional initiatives or activities would you suggest to enhance employee engagement and satisfaction within the organization?*
- Long answer text

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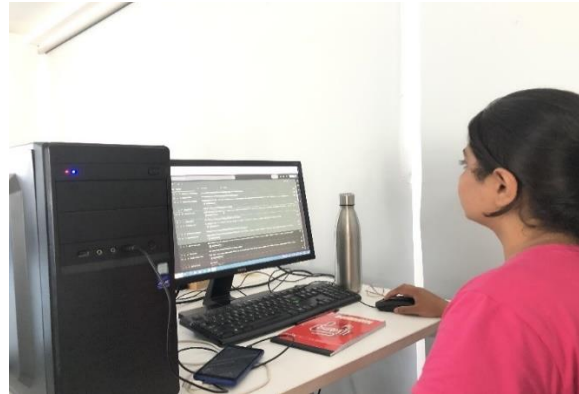
Appendix II: Samples of the work done

Figure 16: Samples of work done

Figure 17: Womens day- Krav Maga workshop

The photo captures a Krav Maga workshop held on Women's Day at Nordic Intent. Krav Maga is an Israeli martial art. During the workshop, skilled martial arts practitioners were invited to share their expertise and teach participants various self-defence techniques. The workshop likely aimed to promote women's safety, confidence, and physical well-being.