

## **EMPLOYEE ENGAGEMENT: INTROSPECTION OF THE CONCEPT**

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### **ABSTRACT**

Employee engagement is one of the latest terminologies that have gained enough attention from business organisations in the process of implementing new employee productivity strategies. Its popularity has caught up so fast that even in the absence of a universal definition and concrete conceptualisation; business houses have begun framing strategies to induce employee engagement. The first step in the development of any concept is a definition and a common language that situates the concept across relevant fields. Employee Engagement is an emerging topic being studied with differing conceptualizations and lack of clear definition. Hence, this paper aims at examining the concept of Employee Engagement and its origin to propose a working definition.

**KEYWORDS:** Commitment, Employee Engagement, Job Involvement, Job Satisfaction, Organisational Citizenship Behaviour