

## **A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON JOB SATISFACTION AT HIDESIGN INDIA PRIVATE LIMITED**

*Amarnath M<sup>1</sup> & Dr. Kabitha R J<sup>2</sup>*

<sup>1</sup>*MBA Student, Sathyabama Institute of Science and Technology, Chennai*

<sup>2</sup>*Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai*

### **ABSTRACT**

*Employee engagement has emerged as a key factor influencing job satisfaction and organizational success in the luxury retail and artisanal manufacturing sector. This study focuses on analyzing the level of employee engagement and its impact on job satisfaction among employees at Hidesign India Private Limited.*

*The main objective of the study is to understand how engagement practices such as recognition, communication, leadership support, and training influence employees' satisfaction levels. Data for this research is collected through structured questionnaires from employees working in different departments of the organization.*

*The study examines various factors including work environment, career growth opportunities, leadership effectiveness, and employee involvement. The findings reveal that higher employee engagement leads to improved job satisfaction, better performance, and increased organizational commitment.*

*The study concludes by suggesting measures such as strengthening communication, enhancing recognition programs, and providing growth opportunities to improve both engagement and job satisfaction.*

**KEYWORDS:** *Employee Engagement, Job Satisfaction, Leather Goods Industry, Hidesign, HR Practices, Work Environment, Recognition, Leadership, Organizational Commitment, Performance, Motivation, Retention*

---

### **Article History**

**Received: 15 Apr 2026 | Revised: 19 Apr 2026 | Accepted: 21 Apr 2026**

---