EMPLOYEE ENGAGEMENT AND LEADERSHIP STYLE

DR. C. SWARNALATHA*; T.S. PRASANNA**

*Professor & Head
Department of Management Studies
Anna University, Regional Centre, Alagarkoil Road, Madurai – 625002, Tamil Nadu, India

**Full Time Scholar
Anna University, Regional Centre
Alagarkoil Road, Madurai – 625002.

Abstract
Due to globalization, companies are changing their structure and competing in a bigger arena. Most of these organizations used to think of capital simply as shares, cash, investments, or some sort of wealth. Over the years, these organizations have changed their views and have added employee development and performance management as a strategic business priority to set them apart from their competition. With this shift, organizations are adding more value to their employees and their employees’ skill sets (Heger, 2007). Talent management has emerged as an area in which organizations, and especially human resource professionals, can spend time and resources to develop a workforce that gives them a competitive and strategic advantage. This paper explores the relationship between leadership styles and engagement in the workplace. The competitive global markets are forcing organizations to look past their products and the bottom line and move beyond just employee motivation and towards having an engaged workforce.

Keywords: Employee Engagement, Leadership theory, Leadership style, Talent Management.