

**ANALYSING THE FACTORS THAT INFLUENCE ON  
EMPLOYEE ENGAGEMENT: STUDY ON INSURANCE  
COMPANIES IN TRINCOMALEE DISTRICT**

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**REG NO: EU/IS/2009/MS/14**

**INDEX NO: MS 1034**

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (B.B.A) specialization in Human resource Management



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**FACULTY OF COMMERCE AND MANAGEMENT**

**EASTERN UNIVERSITY, SRI LANKA**

**2015**

## ABSTRACT

This article investigates factors that influencing employee engagement special reference to insurance industry in Trincomalee District. Employee engagement is "employee's attitudinal attachment to his or her job and company, intention to act in company's best interest, and willingness to invest discretionary effort in achieving business goals". Employee engagement is very important for every organization; it helps organization to achieved better outcomes and survived in competitive market for long time.

Previous study indicate that in word wide, there are less number of employees actively engaged and it become one of the major challenge for every organizations, it necessitates identify and developing factors, that can contribute to create actively engaged employees. Therefore, the principal objective of this research is to identify factors being influence on employee engagement in insurance companies. To attain these objective research model consist of employee engagement as dependent variable and high performance work practices and leadership as the independent variables further quantitative method was used and data were collected through 126 questionnaires. Questionnaires were distributed among employees who are working in ten selected insurance companies.

The findings reveal that, there were significant relationship between High Performance Work Practices and Leadership and Employee Engagement. Further employees are moderately engaged in insurance companies. The regression analysis indicated that only 70.3% of total variance of employee engagement was explained by HPWP and leadership. In conclusion, it is observed that HPWP have high level of influence on the employee engagement. This shows that employers need to develop a High Performance work practices in attaining high level of employee engagement.

**Keywords:** Employee Engagement, High Performance Work Practices and Leadership.

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