

A Survey of Factors Influencing Employee Engagement: A Case of Insurance Companies in Batticaloa District

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Employee engagement is a fulfilling work-related state of mind characterized by feelings of energy, dedication, and more concentration towards role performance. This concept is rapidly gaining popularity and is used in workplace to retain quality employees. This study examines the factors that influence employee engagement and measures the overall level of employee engagement in insurance sector. Four main factors were identified such as involvement and participation; recognitions and rewards; internal communication and work-life balance. To attain the objectives, the quantitative method was used and data were collected through questionnaires. A total of 210 questionnaires were distributed to the employees who are in marketing and distribution level in insurance companies in Batticaloa District. Only 202 questionnaires were received and used for further analysis. The data were analyzed using Pearson correlation and multiple regression analysis. The findings exhibited that, there were relationship between factors and employee engagement and also employee engagement of employees is in high level in insurance companies in Batticaloa District. However, all factors are positively and significantly correlated with employee engagement.

Keywords: *Employee Engagement, Involvement and Participation, Recognitions and Rewards, Internal Communication and Work-Life Balance*

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