

## **Factors Affecting on Employee Engagement of Blue Collar Jobs in Apparel Industry**

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### **Abstract**

In the global business environment, employee engagement and retention issues are emerging as the most critical challenges on workforce management and these will lead to performance of industries as well growth of the economy of country. Less intention/ less engagement for domestic industrial jobs which categorized as blue collar jobs are downsizing the economy with creating big issues for industrialists. Purpose of this study was to assess the factors affecting to Employee Engagement for the Blue Collar Jobs in Sri Lankan apparel industry. In order to develop the key objective, there are sub objectives supported to develop the research such as to identify the existing level of employee engagement (Blue color jobs) in apparel industry in Sri Lanka. There are 200 sample subjects participated to the research, and provide their contribution to the research. The research study is considered as four independent variables such as commitment, job satisfaction, motivation and the training and development and the depend variable in employee engagement and these variables will be involved with the analytical study. Today the Global Apparel Industry is facing many challenges than ever. Performance of employees (Blue Collar jobs) is significantly affected with the apparel industry in Sri Lanka, in this regard; employee engagement is the major aspect of the apparel industry.

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