

# Article Review Report



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## ORIGINAL ARTICLE

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## EMERGING TRENDS IN EMPLOYEE ENGAGEMENT



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DRJI

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## REVIEW OF THE ARTICLE

### Emerging Trends In Employee Engagement

Dr. Ratheesh. R

#### **ABSTRACT:**

The TITLE matches with the contents of the paper Employee Engagement is not a new concept and its effect has been manifesting itself even in olden days when managements and employees came together. But this concept attracted the attention of research scholars and management experts only in the recent periods, particularly after the advent of the concept of rationalization of commercial or industrial operations in the large scale.

#### **INTRODUCTION:**

Author introduced the topic neatly and clearly In any programme of economic development, human resource has a vital role for the successful achievement of the desired goals. The greater realisation of the importance of investment in human assets, particularly in industrial or commercial organisations, has influenced all concerned to give much accent on HRD matters. In any IT unit, in particular, the role of an HR person is crucial in ensuring healthy working environment. It is in this context that the topic of Employee Engagement in any economic activity assumes greater significance.

#### **METHODOLOGY:**

Author has not mentioned any specific methodology. This study was descriptive in nature. Must add methodology in your article. Methodology used to per research topic.

#### **PRESENTATION OF RESULTS:**

The amount of data presented was sufficient and appropriate. Tables, graphs, or figures were used judiciously and agree with the text Employee Engagement is not a new subject but it existed much earlier when men started to work in groups. Engagement is old one but then it got its name Employee Engagement and popularity by Kahn. It is not an old wine in new bottle, its a topic that is currently being greeted with positive reviews and support as well as scrutiny and speculation. Several scholars have suggested the conceptualization of engagement as ‘old wine in a new bottle’ or as a ‘new blend of old wine’. Others have suggested that engagement has hints of a new wine that provides —incremental validity over job attitudes in predicting performance.

#### **REFERENCES:**

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged.

#### **RELEVANCE:**

The paper is properly organized and demands appreciation. I think the paper will satisfy the interest of the readers.

## FUTURE RESEARCH SCOPE:

1. Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce  
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce  
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 E-mail : conferenceonfranchising2014@gmail.com

## SUMMARY OF ARTICLE

		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers			✓		
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines		✓			
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing(Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation(Up-to-date, Appropriate Sufficient)	✓				

### Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC

