



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)  
Srinivas Center for Employee Engagement

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**Dr. Shailashri V.T.**

Business organizations today are facing high competition. Organizations which are flourishing and have a success story, acknowledge the contribution made by their employees. Owing to this there is a need to employ and retain the best workforce in the organization. It is seen that retaining the talented workforce is not only considered important but also it is necessary to fully engage this workforce. In order to compete effectively, employers need to go beyond satisfaction - employers must do their best to inspire their employees to apply their full potential and capabilities to their work, if they do not, part of the valuable employees' resources remains unavailable for the company. Therefore, modern organizations expect their employees to be full of enthusiasm and show initiative at work, they want them to take responsibility for their own development, strive for high quality and performance, be energetic and dedicated to what they do – in other words companies want their employees be engaged. By engaging employees organizations can gain a competitive advantage and march towards enormous organizational growth. Employee engagement is an intense emotional commitment and the involvement of an employee for his or her organization and its goals.

The objective of this research center is to identify engagement practices followed in organizations and motivate and identify newer avenues in the above said topic.

### **Publications**

1. Shailashree V.T., “Employer Branding...Beyond the Human Resources Approach” in National conference “Manegma – 2014” at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No: 978 –81 –929306–0-2.

2. Shailashree V. T., UGC Sponsored National Seminar Changing Dimensions Of Commerce And Management Education Amidst Global Competition In Higher Education Sacred Heart College Madanthyar 24 &25 March 2012 Mangalore
3. Shailashree V. T., Nitte international conference on Development Challenges globalaspirations local realities 29 -30 December 2012 NITTE Karnataka India
4. Shailashree V. T., Employee engagement for competitive advantage, *A case study of YESBANK* 2012 Mangalore university college INNOVATION the key ingredient to be tomorrows tigers (A case study of 3 M) 2012, Manegma
5. Shailashree V. T., Recessionary pressures: Impact on HR Practices and EmployeeEngagement. Jan-March 2012 Organizational management journal of management foundation of Palghat management association affiliated to All India Management association
6. P. S. Aithal, Shailashree V.T. & P.M. Suresh Kumar “ABCD analysis of NAAC Accreditation System” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17<sup>th</sup>, 2015, ISBN No. 978-81-929306-8-8.
7. Shailashri V T, “Leveraging Social Media for Recruitment and Employee Engagement” , Proceedings of National Conference “Recent Advances in IT, Management and Social Sciences”, Manegma - 2015, Mangalore on 23<sup>rd</sup> April, 2015, ISBN No. 978-81-929306-6-4.
8. Shailashri V.T. , Student Engagement : A Case Study of Srinivas Institute of Management Studies, PP.318-325(April 2016), ISBN No.: 978-81-929306-9-5 Aithal, P. S.,Shailashree, V. T. & Suresh Kumar, P.M. (2016).ABCD analysis of Stage Model in Higher Education.International Journal of Management, IT and Engineering (IJMIE), 6(1), 11-24, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI :<http://doi.org/10.5281/zenodo.154233>
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DOI :<http://doi.org/10.5281/zenodo.154272>
10. Aithal, P.S, Shailashree, V. T. & Suresh Kumar P.M.(2016). Application of ABCD Analysis Framework on Private University System in India. *International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 159-170, ISSN 2226-8235, I.F. 3.274.DOI :<http://doi.org/10.5281/zenodo.161111>

11. Shailashree V.T. (2016). Study on Employee Engagement among workers at RUBCO in enhancing an innovative organisational culture. *International Journal of Management*, 6(1), 481-494 (January 2016) ISSN: 2249-0558
12. V. T. Shailashri (2016). Innovation Through Human Capital Management. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 216-218, (May 2016), ISSN : 2455 – 5428.
13. Aithal, P.S, Shailashree V. T., & Suresh Kumar P.M. (2016). The Study of New National Institutional Ranking System using ABCD Framework, *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455-5428 (www.rdmodernresearch.com) 1(1),, 2016, 389 – 402.  
DOI : <http://doi.org/10.5281/zenodo.161077>
14. V. T. Shailashri (2016). Student Engagement: A Case Study of Srinivas Institute of Management Studies, *International journal of Current Research and Modern Education*, 1(1), 362-368 (June 2016), ISSN-2455 - 5428
15. Shailashri VT & Evelyne Mlemba (2016). Impact of National Culture on organization Culture. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), . 820-825 (2016) ISSN (Online): 2455 – 5630
16. Aithal, P.S, Shailashree, V. T & Suresh Kumar, P. M., (2016). Analysis of ABC Model of Annual Research Productivity using ABCD Framework. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 846-858, 2016.  
DOI : <http://doi.org/10.5281/zenodo.62022>
17. Shailashri V. T. & Dr. Surekha Shenoy. (2016). Study to Identify the Relationship Between Recruitment, Selection towards Employee Engagement. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 149-155.
18. Aithal, P. S., Shailashree V. T. & Suresh Kumar P.M. (2016). Factors & Elemental Analysis of Six Thinking Hats Technique using ABCD Framework. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*, Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 85-95. DOI : <http://doi.org/10.5281/zenodo.240259>.
19. V. T. Shailashri & Dr. Surekha Shenoy. Continuous Training and Development for Employee Engagement. . *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456-4664 (www.dvpublication.com), 1(1), 108-113.

### **Working Papers**

- A study on Engagement strategies in the education sector
- A study on Engaging employees in the hospitality sector
- A Study on Engagement strategies followed in the aviation sector
- A study on Relationship between engagement and talent retention
- A study on Retention strategy ---A way towards employee engagement
- Study to identify drivers towards employee engagement
- A conceptual study on Green HRM
- To study the relationship between green HRM and employee engagement

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