

## Role of Industry Dynamics and Organisational Culture in the adoption of Employee Engagement Practices in Select Industries in Pune: A Pilot Study

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### ABSTRACT

*This pilot study identifies the role of industry dynamics and organisational culture in the adoption of employee engagement practices in select industries in Pune. The findings are based on the survey conducted in three organisations each belonging to Manufacturing, IT and Non-IT companies of Pune respectively. Middle-level managers and officials from top management were questioned about various aspects of Industry dynamics and organisational cultural characteristics of their organisation. The impact of these two constructs was studied to understand the adoption of employee engagement practices.*

**KEYWORDS:** Employee engagement, Organisational culture, Industry dynamics, Employee engagement practices.

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