THE DRIVERS OF EMPLOYEE ENGAGEMENT IN THE MARITIME INDUSTRY: AN EMPIRICAL STUDY

CAPTAIN YOGENDRA BHATTACHARYA
University of Petroleum & Energy Studies, Dehra Dun

ABSTRACT

The last decade has seen the concept of Employee Engagement becoming a popular tool in enhancing organizational success, increased profits, reduced employee turnover, better customer loyalty etc. The shipping industry, on the other hand, has also been plagued by increased seafarer turnover, maritime accidents, personal injuries, and a consequently decreased financial performance. The paper attempts to identify the drivers of engagement as found in contemporary literature, and understand if the same would be applicable in a maritime setting in order to alleviate some of the problems being faced by it. To this end, a questionnaire was used to collect data from 333 Indian officers of working in various shipping companies. The analysis of the data collected produced six factors which accounted for a majority of the variance, providing the drivers of engagement amongst seafarers. These drivers were also found to be similar to the drivers of engagement identified in shore based industries, leading to the conclusion that the drivers being similar, the practices used to enhance engagement ashore could also be applied to the shipping industry with similar beneficial results for ship owners. The study also identified areas of concern in these drivers, which if attended to, would lead to increase seafarer engagement.

KEYWORDS: Drivers, Employee Engagement, Maritime, Seafarers, Shipping.