



Explorative Study on  
**Employee  
Engagement**  
with **Selected Cases  
in Malaysia**



Zuraina Dato' Mansor  
Nor Siah Jaharuddin



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

Employee Engagement is a concept which has gained interest among researchers and practitioners. Organization seems to actively put effort not only to boost motivation but to enhance engagement among the employees. In this e book, we explore the concept of employee engagement, the drivers, the impacts, the theories (based on the past literatures) and we also bring examples from selected companies as well as abstract from articles that have been written based on the studies on employee engagement in Malaysia.

Companies across industries are striving to survive and to rise above the stiff competition, and one of the strategies to face the challenge is to give attention to the psychology and mental well-being of employees. Hence, we see that employee engagement as a powerful source for sustainability and competitive advantage in this turbulent time.

We hope this e book can give understanding and direction to those who wants to explore more about this topic. We also hope that this e book can be a light reading to everyone interested with this topic, be they the academics, students or practitioners.



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E-mail: [penerbit@upm.edu.my](mailto:penerbit@upm.edu.my)

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# Preface

The aim of this eBook is to give an overview on employee engagement based on the literature, and industrial perspectives with some examples from companies and studies in Malaysia. It provides knowledge originated based on findings from several surveys and studies by the practitioners and academics in the field of human resource management. The eBook is solid and easy to be used by undergraduate and postgraduate students and also suitable for business managers and practitioners to have understandings in the related area.

Six chapters are presented in this eBook which includes introduction, current issues and challenges, definition and concepts, drivers and determinants, selected studies, and theories on employee engagement and conclusion. This eBook is presented in a way to give an understanding on this topic with the hope to give an idea or ideas and open the readers mind on the important of employee engagement. To the future researchers, we hope this eBook can help them identify the gaps for their future research.

**Zuraina Dato' Mansor**  
**Nor Siah Jaharuddin**  
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*Zuraina Dato' Mansor*