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PERSONNEL ENGAGEMENT: THE ESSENCE AND IMPORTANCE FOR ORGANIZATION

Personnel engagement is an emotional and mental connection of employees and company they work for, their peers and their job. This is an important indicator of a healthy and thriving workplace, where personnel feel valued, involved, and connected to their roles and the company at large. It is characterized by energy, involvement and efficacy.

We talk about how emotionally invested employees are in deep in their work and the organization's goals. Engaged personnel displays a high degree of commitment, are more productive, and contribute extraordinarily to the company culture. It's a work not just for salary or any further promotion, it's about high interest in the companies daily tasks and high motivation to contribute in favor of organization's success.

Personnel engagement measures the level of interest to organization and how employees feel about.

In essence, there is often used similar to personnel engagement concepts, like happiness, satisfaction, or wellbeing, but it's crucial to emphasize the difference in those.

Employee engagement is not employee happiness. Happiness is a short-term, rapidly changing measurement. An employee may feel temporary happiness from a raise and then sink back into disengagement. Employee engagement is a deep, long-term connection to the organization.

Employee engagement is not employee satisfaction. Engaged employees are productive, while satisfied employees tend to coast through their work and experience.

Employee engagement is not employee wellbeing. Employee engagement focuses on an employee's connection with their

company — not on their own wellbeing. Wellbeing evaluates many areas of an employee's life, such as how well they cope with stress or if they're fulfilling their potential. Providing resources to increase employee wellbeing can increase employee engagement.

Let's observe different determination of personnel engagement by several authors.

(1) In 1990 academic William Kahn defined it as «The harnessing of organisation members' selves to their work roles». [3]

He defined a clear link between the employee's role and their personal perception of self.

(2) According to Gallup definition it is «Those who are involved in, enthusiastic about and committed to their work and workplace. Gallup categorises workers as «engaged» based on their responses to key workplace elements it has found (to) predict important organizational performance outcomes.» [1;2]

Definition purported by Kahn with Gallup detailed by more tangible ideas.

(3) Professor John Purcell, a leading authority on people management and employment relations, and academic adviser to ACAS, expands Gallup's idea with: «Engagement is a combination of attitude and behavior. The attitude is 'commitment', and the behavior is 'going the extra mile'». [6] He combines an enthusiasm for the work and a commitment to getting the job done, both of which are significant bonuses to both employee and employer.

(4) According to MacLeod and Clarke, it was presented as: «A workplace approach designed to ensure that employees are committed to their organization's goals and values, motivated to contribute to organizational success, and are able at the same time to enhance their own sense of well-being.» [4] They are placing responsibility on the employer to boost engagement, adjusting the existing definition to a more leader-centric employee engagement model. He also appears to be suggesting that encouraging employee engagement benefits both employee and employer.

As a simple statement from David MacLeod: «Employee engagement is about how we create the conditions in which employees offer more of their capability and potential.» [4]

(5) In view of Jacob Morgan, author of *The Employee Experience Advantage*, «When organizations make real gains, it's because they're thinking longer-term. They're going beyond what engagement scores are telling them to do in the moment and redesigning employee experience, creating a place where people want, not just need, to work each day.» [5]

Considers presented determinations of personnel engagement, there is important to say that motivated and engaged personnel unlocks its potential, increase productivity and fuels sustainable business growth.

Creating mechanism of personnel engagement will lead to occurrence of corporate culture which in turn motivates employees to be proactive and pay a lot of interest how to improve efficiency of the company.

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ДЕМОГРАФІЧНА СКЛАДОВА ТРАНСФОРМАЦІЇ МІГРАЦІЙНИХ ПОЛІТИК КРАЇН СВІТУ

У сучасному світі країни продовжують спрямовувати зусилля на відновлення й залучення найцінніших матеріальних та людсь-