

Reimagining Employee Engagement in the Digital Age

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Abstract

Introduction: Embracing the digital transformation has brought about a paradigm shift in the modern workplace, redefining the employee engagement dynamics. This transformation has profound implications, impacting every facet of how employees engage, cooperate, and make contributions to their organizations.

Aim: The aim of the study is to examine the changing trends in employee engagement in the digital era and identify digital technology solutions that can enhance employee engagement levels.

Method: To achieve the aim, a systematic literature review on employee engagement in the digital age was conducted, with a specific emphasis on the most recent developments in the field.

Findings: The study underscores the need for a change in mindset and approach to attain effective employee engagement in the digital age. The integration of digital technologies significantly reshapes the employee-work interaction, offering opportunities for personalized development, real-time feedback, and remote work options. Cultivating a culture of continuous learning, transparent communication, and adaptability within organizations can significantly enhance employee engagement.

Originality and value: The study makes a theoretical contribution to the literature by emphasizing the need for organizations to reimagine their approach to employee engagement in the digital age. By adopting innovative approaches to employee engagement, organizations can ensure their competitiveness and adaptability in an ever-evolving digital world, ultimately adding value to their long-term success.

Key Words: Digital transformation, technology, employee engagement, human resource

Jel Codes: D23, J24, O15

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