

STRENGTHENING EMPLOYEE'S ENGAGEMENT IN E-COMMERCE BUSINESS DEPARTMENT THROUGH AN ODI APPROACH

Narachai Treetipbut¹ and Rita Aloni²

Abstract

This action research dissertation is aimed to enhance the level of employees' engagement in a flux business environment that deals with e-Commerce business operations. As a start-up firm; the focal organization often experiences certain unalignments between executives and employees or even among employees themselves. This study is expected to add extra knowledge to an academic body; while, also enhancing business results via improved employee engagement. The paper aims to determine whether an existing engagement model could be re-applied to e-commerce where operation is highly dependable on the talent, commitment and creativity of the business' personel. The study also compares levels of significance between pre-ODI and post-ODI that are concerned with "employee efficiency" and "organization performance". Furthermore, ODI papers studying "employee engagement" in relation to the digital industry are still considered rare and limited.

In conclusion, there are 3-major phases in this action research study; namely pre-ODI, ODI and Post-ODI. The research results shall elaborate whether there are significant changes in participant quantitative responses in a comparison between pre-ODI and post-ODI.

Keywords: Employee Engagement. Organization Development Intervention. Action Research on Engagement. Engagement Variables. Employee Engagement in Digital Industry.

¹Narachai Treetipbut, a Ph.D. OD (Organization Development) candidate from Assumption University, Bangkok, Thailand. He obtained his master's degree in Master of Art in International Retail Management from NHL Stenden Hogeschool, Netherlands. He is in Business Sector; where his specialty is in business-related strategic planning, management and consultation.

²Dr. Rita Aloni obtains a Ph.D. in Social Science from Tel Aviv University, Israel. Currently she is working as a lecturer in the Arison School of Business, Interdisciplinary Center (IDC) Herzlyia. She is former president of International Organization Development Network who has various experienced as OD consultant in "Change Management", "Organization Development" and "Organization Communication".