

Transforming the Indian Hospitality Industry: The study of Technology on Employee Engagement, Organizational Culture, and Performance Management

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Abstract

In a dynamic and unstable external environment that disrupts internal organizational resources, there arises a challenge for the hospitality industry to initiate the adoption of the latest technological advancements. The purpose of the study is to analyse the effect of technology adoption on several human resource practices (HRP) like employee engagement, organisational culture and performance management in the hotel industry. Through an extension of the technology fit theory, quantitative research has been conducted by Cronbach's alpha and confirmatory factor analysis using R studio with the assistance of a questionnaire that was distributed among 8 different hotel executives to understand the impact of technology implementation in hotel industry. The research demonstrates that technology serves as a valuable asset for assessing and enhancing employee engagement, organisational culture and performance management within the departments of Indian hotels. The outcomes related to employee engagement, organisational culture and performance management exhibit variations based on factors such as age, gender, educational qualifications, and the presence of a self-learning attitude. It's also important to note that training and development play a significant role in elevating employee productivity. Furthermore, technological advancements offer benefits on both financial and non-financial fronts, such as lowering implementation costs related to labour and maintenance, as well as non-financial such as, improvements in employee engagement, organisational culture, customer satisfaction, and performance enhancement within the hospitality industry.

KEYWORD: Employee engagement, Employee motivation, organisational culture, Performance management, Technology adoption, Human Resource Practices, Hotel Industry.

1. INTRODUCTION

In the world full of systems and believes, there are some of the very important systems like social and ecological system that creates a links between humans and non-humans and how their surroundings influence them in a different manner(Farrell & Twining-Ward, 2005). It is widely acknowledged that the business environment exhibits a high degree of dynamism and instability due to the current tumultuous societal and political landscape. This is further compounded by the growing implications of global economic interdependence, which underscores the critical importance of promoting an organizational culture that nurtures the well-being, engagement, and performance of employees, as pointed out by (Pawnee