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## **EMPLOYEE ENGAGEMENT AND THE ETHICAL CHALLENGES: A THEORETICAL ANALYSIS**

**Abstract:** Organizations have always performed great when they have been agglomerated with efficient and productive employees engaging themselves and moulding themselves to the organization. An engaged employee dedicates wholeheartedly to the work assigned to him or her and perceives the organization's goals as their own goals thereby increasing the efficiency as a whole. Employee Engagement plays a pivotal role in the process of growth of an organization, every organization comprises a set of ethics to be followed thoroughly while performing its task by the employees and the employers and those ethics reflect the organization's image to the outer world. Employees while performing their task assigned and being engaged maintain a great clarity and reciprocate the ethics while performing their task. This study deals with finding out the ethical challenges an organization deals with while completing the task of keeping its employees engaged. The study highlights the challenges and concludes further research to be carried out in understanding the problem and figuring out solutions to try possible ways to overcome the concern.

**Key words:** Employee Engagement, Ethical Challenges, Human Resource

**Introduction:** "Human Capital" or The "Human Resource" termed as "Employees" are witnessed and acknowledged as the greatest asset of all times while discussing how an organization's growth is embarked with efficiency and proficiency, forfeiting attention to preserve and attain such power is essential for the upliftment of the employees and

employers together. “Human Resource” defines willingness and coordinational combination of employees and employers working together and prospering one on one and as well as a whole [1]. It explains the greatest and the most significant practices and desires as an organization to be followed the various ways of the man power to keep them engaged to the desired work and not feel neglected while performing the task. “Employee Engagement”, Employees are as pivotal as heart to the organization’s body an anatomy of the organization describes employees as its vital organ and to attain them and keep them happy and make them shine is an organization’s central role [2]. Engaged employees are an asset an organization should be feeling good about to have and attain them as a blessing. An engaged employee always enjoys his task and connects himself with the organization’s mission and vision. An engaged employee stays more connected to the organization and his loyalty towards the organization is incomparable. Employee engagement is always and greatly accompanied with the organization’s ethics. Ethics are essential to set a bar for how the organization is going to hold its image outside its internal environment, ethics is the bar of excellence for any organizations [3]. Organizations possessing well lined up ethics attract employees engagement effectively and the employees tend to be more inclined towards completion of their task and more loyal towards the organization [4], however as the saying goes “Great things come with greater responsibility” so does profound ethics comes with challenges, challenges are an accompanied partner to any concepts and also the guidance to rectify and grow, ethical challenges includes challenges like unethical leadership, toxic workplace culture, discrimination and harassment, unrealistic and conflicting goals, and questionable use of technology [5]. Every organization faces such ethical challenges while maintaining a greater engagement of the employees, overcoming these challenges with proper Human Resource Management is the utmost success of an organization.

**Objectives:** i) Studying Employee engagement and Ethical Challenges Individually,  
ii) Suggesting ways to overcome the ethical challenges and maintain a great employee engagement.

**Conclusion:** The growing organizational diversification and the multilingual human resource have always searched for answers to questions that arise with the prevailing concepts of the individual organizations, these studies suggest providing solutions and ways to correct the prevailing ethical challenges faced by the organization while keeping their employees engaged happily and loyal towards the organization, the study further opens space for future research to be done on the same and come out with new findings.

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## **INTERNET BRANDING: FLOURISHING INTERNET AS A BRANDING TOOL**

**Purpose:** The aim of this research paper is to report on preliminary research that tries to advance understanding of online branding and how the online channels are used to help branding. In this paper an attempt has been made examine the extent to which e-WOM among consumers can influence brand image and purchase intention.

**Introduction:** In the internet market, websites are the main interface between online dealers and their customers. Website design plays an important role in attracting and retaining customers' interest and in inducing their purchase behavior. Internet branding, often known as online branding, is a brand management strategy that leverages social media platforms like Facebook and Twitter to position a company in the marketplace. The importance of branding is rising as the internet develops. Social media involvement and integration are also a part of internet branding. People are using word of mouth to spread awareness about the brand that works positively for brands. Online communities, online advertisement, and brand image are the factors that play an important role for building a strong presence on internet platforms. Measurement items are taken from existing scales found in the literature.

**Methodology:** Jalivand & Samiei's scale has been taken to check the purchase intention of consumer. Sample of the study includes students of different universities located in Punjab. Data will be collected through primary source and Questionnaire has been prepared to collect the data. The scales are evaluated for reliability, convergent validity, and discriminant validity using data collected in a survey. A structural equation modeling procedure will be applied to the examination of the influences of e-WOM on brand image and purchase intention.