

Abstract

The present study investigated the employee engagement situation in China. Both engagement level and drivers of different demographic groups (age, job level and industry) were studied. 1114 Chinese, including Hong Kong people, participated in the study. Results indicated that although different groups had different engagement levels, no statistically significant results were found. Regression analysis results indicated even though different groups of employees were engaged by different drivers, there were also substantial overlap in the drivers. When all participants were included, the top four engagement drivers were: employee training, management communication, involvement and product and service quality outcomes. These top drivers were also those rated the lowest scores, extra efforts should be put especially on these aspects to engage Chinese employees.