

Correlation of Employee Work Values and Work Engagement in the Bpo Industry

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ABSTRACT

The purpose of this study is to gain better understanding of the factors influencing employees' work values affecting their work engagement in the Business Process Outsourcing (BPO) industry. Using the proposed theories as a foundation, the researchers presented a framework that explains the distinct types of values and engagement where it reflects the correlation between the two variables. Using a quantitative correlational method approach, the researchers used a non-probability purposive sampling technique on 385 BPO inbound call center agents working in Metro Manila, Philippines. A survey questionnaire was distributed among its respondents to gather the needed data and Pearson r was utilized to analyze correlations between variables. Result stated that there is a strong correlation between work values and work engagement among inbound call center agents. The study also concluded that most BPO inbound call center agents are more likely to put more effort and perform better if they are feeling highly valued at work. When their job matches their professional interests and talents, and they do enjoy their duties, employees are very engaged and satisfied within the workplace. This study hoped to bring awareness to BPO industries that they may need to improve employee empowerment and establish a better workplace culture with open and transparent employee communications.

Keywords: BPO Industry, Correlation, Inbound Call Center Agents, Work Values, Work Engagement.