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## **THE QUESTION OF EMPLOYEE ENGAGEMENT AND THE FACTORS OF ITS FORMATION AND DEVELOPMENT**

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**Abstract.** The article is devoted to the concept and factors of staff involvement formation in companies. In the article the category of “employee engagement” from the position of a company as a subject of human resource management in an organization is considered. The analysis of the concept of “engagement” is given, the common features of the definitions given by various authors are highlighted; the analysis of its role in management theory and practice is carried out. The result of the author's theoretical study is presented, which allowed to select the "Involving the internal environment." The author reveals its constituent elements; the main factors of engagement in their interrelation with elements of the Engaging internal environment are grouped. From a practical point of view, it is argued that it is impossible to manage the involvement of staff only by HR department specialists. It is proposed to pay attention to the problem of employee engagement in the work and activities of the organization through the formation of appropriate conditions with the direct support of company executives. The presented material may help practitioners in human resource and organizational development and managers of different executive levels to become more oriented in the overall process of maintaining employee engagement in the organization.

**Keywords:** employee engagement; internal engaging environment; factors of engagement; involvement formation; human resources.

**JEL codes:** M12, M14.

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