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EMPLOYEE ENGAGEMENT AS PARAMETER FOR THE SELECTION OF INFORMATION DEMOGRAPHIC PROFILE FOR PART-TIME STAFF IN FEDERAL UNIVERSITY OF EDUCATION, PANKSHIN, PLATEAU, NIGERIA

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Abstract
Information Demographic Profile (DP) is essential for the selection of employee population based on specific attributes that can be used to classify and comprehend groups of individuals in a workplace. However, institutions placed poor priorities on DP, such that Part-time staff often face biases related to geographic region, permanent residence, tribal affiliations, ageism, and religious beliefs, potentially leading to unequal opportunities and treatment. Studies suggested Employee engagement (EE) (Employee Satisfaction, Employee Retention, Productivity and Performance, Employee Advocacy, Employee Well-being)) are parameter for selections of DP. Nevertheless, there is little evidence in the literature linking these variables to part-time staff in the Federal University of Education, Panshin. Therefore, the study aims to investigate the influence of employee engagement parameter for the selection of the demographic profile of part-time staff in the Federal University of Education, Pankshin, Plateau State, Nigeria. Survey design will be adopted for the study. The population of the study comprised 315 part-time staff. Total enumeration was employed for collection of data from 315 part-time staff. A structured and validated questionnaire was used to collect data on four (4) liker scales. The instrument used for data collection was questionnaire. ***Cronbach alpha for the constructs range from 0.550 to 0.670 Respondents rate was 286 (****90.9%****)*** *Data were analyzed using descriptive statistics such as frequency, mean, and standard deviation to summarize and describe the characteristics of the sample and inferential (simple regression) statistics. At a 5% significance level. The study found that employee engagement has a significant influence (Adj.R^2= 03, $F(5, 285) = 33.09$, $p < 0.05$) on information demographic profile of part-time staff in Federal University of Education, Pankshin. The study included by raising three recommendations, and conclusion for the study.*
Keywords: Employee engagement, Parameter, Information Demographic Profile, Federal University of Education.

Introduction

Information demographic profile refers to the information description of a population based on selected characteristics such as age, gender, ethnicity, education level, income, occupation, and other factors that can help categorize and understand groups of people. In addition, demographic profiles are data that are related to a particular population, which could be used to identify particular characteristics or features. However, these commonly used factors include age, gender, ethnicity, health, income, and employment status (Ferreira, 2017). Information demographic profile refers to the demographic characteristics of respondents that influence their access to, need for, and use of information (Wilson, 1999; Case & Given, 2016).

Part-time staff have been neglected over the years in favor of full-time staff in (F.U.E) Pankshin and other organizations in Nigeria on the grounds of specific geographic regional bias, favoring staff from particular regions or locations, potentially leading to unequal opportunities for part-time staff from other areas. Permanent or temporary residents may be perceived as less committed or less reliable than those with permanent residence. Tribal bias favors staff from specific tribes or ethnic groups, potentially leading to unequal opportunities and treatment for part-time staff from other tribes. Ageism occurs when part-time staff above a certain age face biases or stereotypes, affecting their opportunities for career advancement or job security. Religious beliefs may favor staff with specific religious beliefs or practices, potentially leading to unequal opportunities and treatment for part-time staff with different beliefs. Institutions can overcome the constraints of these challenges if employee engagement is utilized by management staff.

Employee engagement is the emotional bond and dedication that a person has to their work, coworkers, and the organization's goals and objectives. Employee engagement is seen as workers' involvement in the crucial productivity of work in an organization (Atolagbe, 2024). Employee engagement is described as the level to which employees are involved, committed to the organization's needs, and satisfied with their jobs. Employee engagement is the level of commitment an employee has toward their organization and values (Dandona, 2016; Budriene & Diskiene, 2020). In this study, employee engagement refers to the development of worker motivation, active participation, and involvement in all production processes, all of which should positively impact the expansion of labor efficiency.

Employee satisfaction and employee retention are key indicators of employee engagement. Satisfaction depends on factors such as pay, fair management, career advancement, and work–life balance, while retention reflects an organization's ability to keep skilled and productive employees, reduce turnover, and improve overall organizational productivity. Productivity, performance, and employee advocacy are additional indicators of employee engagement. Productivity measures efficiency (output relative to input), performance focuses on quality and goal achievement, and employee advocacy involves employees promoting their organization's brand, values, and services, thereby enhancing credibility and trust. Employee well-being is a major indicator of engagement, encompassing physical, mental, emotional, social, and financial health. Supported by organizational culture and initiatives, well-being influences job satisfaction, work–life balance, workplace safety, and overall productivity, with factors such as physical strength, financial security, professional fulfillment, and social relationships playing key roles. The Gallup Institute (2022) has identified five factors of employee well-being, such as social, economic, physical, and communal well-being, that have an impact on employee well-being.

Although many studies have examined employee engagement alongside other variables, none have focused on this combination within the study location. Therefore, this study aims to investigate the influence of employee engagement as a parameter in selecting the demographic profile of part-time staff at the Federal University of Education, Pankshin.

Statement of the Problems

Information demographic profile describes the classification of a population based on attributes such as age, gender, ethnicity, income, religion, occupation, and education, which help in understanding group differences. Previous studies indicate that part-time staff often receive inadequate attention across geographic regions, experience bias related to residency status, tribe, age, and religion, and consequently face unequal opportunities and treatment (Omori & Bassay, 2019). These challenges may be linked to poor application of information demographic profiling, contributing to unemployment and disengagement of part-time staff at the Federal University of Education, Pankshin.

Employee engagement was identified as a key intervening variable to address this gap. Employee engagement refers to the level of commitment and motivation employees have toward achieving high performance, and effective engagement strategies are directly linked to positive organizational outcomes (Bhave, 2023). However, existing literature reveals limited research on how information demographic factors influence the engagement of part-time staff, particularly in the Federal University of Education, Pankshin. Demographic variables such as age, gender, and educational level may significantly affect engagement experiences, yet they remain underexplored, creating policy and management challenges. Therefore, this study seeks to fill this knowledge gap by examining employee engagement as a critical parameter of the information demographic profile of part-time staff in the Federal University of Education, Pankshin, with the aim of informing effective policies and management practices.

Objectives of the Study

The specific objectives of the study are to:

1. find out the level of demographic profile of part-time staff in Federal University of Education, Pankshin.
2. ascertain the extent of employee engagement of part time staff in Federal University of Education, Pankshin.
3. ascertain the influence of employee engagement on demographic profile part-time staff in Federal University of Education, Pankshin.

Research Questions

The following are the research questions

1. What is the level of demographic profile of part-time staff in Federal University of Education, Pankshin.
2. What is the extent of employee engagement of part time staff in Federal University of Education, Pankshin

Research Hypotheses

The following null hypotheses are formulated and tested at 0.05 level of significant

Ho_1. There is no significant influence of employee engagement on demographic profile of part-time staff in Federal University of Education, Pankshin Plateau State, Nigeria

Review of Related Literature

Information Demographic profile. Age, gender, marital status, years of job experience, and educational achievement are used to characterize demographic traits. Omori1 and Bassey (2019). Information demographic profile refers to attributes that describe the status of people or a person, such as age, gender, ethnicity, or income. Rafae (2021) saw Information demographic profiles are data that relate to a particular population, which is used to identify particular characteristics or features. These commonly used factors include: age, gender, ethnicity, health, income, and employment status. (Ferreira 2017) Information demographic profile was considered as first-and second-year students as junior, while third-, fourth-, and fifth-year students are considered senior. Prior such as these can have an impact on academic performance (Christmann, 2017; Amparo et al., 2018).

Employee engagement. Engagement is seen as individual's involvement and satisfaction with as well as enthusiasm for work (Gallup 2009). Employee engagement when people are dedicated to their work and driven to perform at high levels. Employers value engagement because a large body of research shows that high levels of engagement lead to behaviors like maximizing discretionary effort, taking initiative, wanting to grow, and coordinating actions with organizational needs. These behaviors yield a variety of organizational benefits, such as increased performance and productivity. Bhave (2023) Employee engagement strategy is to evaluate business outcomes directly. Engagement is a dimension that drives business performance and serves as the foundation for an inclusive culture where employees are hardworking, moral, and responsible for their actions. Bhave (2023) The term "employee engagement" refers to the degree of passion and commitment workers have for their work. Employee engagement is creating an environment where workers voluntarily choose to work in the organization's best interests (Githinji & Muli 2018). Employee engagement is seen as workers involvement to crucial productivity of numerous works in an organization (Atolagbe eta l 2024) Employee engagement is described as level to which employee are involved, committed to the organization need and are satisfied with the job. Employee engagement is the level of commitment an employee has toward their organization and values (Dandona 2016). Budriene and Diskiene (2020). Employee engagement refers to the development of worker motivation, active participation, and involvement in all production processes, all of which should positively impact the expansion of labor efficiency.

Research Methodology

This study employed a survey research design to explore the influence of employee engagement on the demographic profiles of part-time staff in the Federal University of Education, Pankshin, Plateau State, Nigeria. According to Marvin (2024), a survey research design provides information used to describe a population, condition, or phenomenon without manipulation or prediction. The population of the study comprised 315 staff. Total enumeration was adopted, and a

sample size of 315 part-time staff was used for the study. The total enumeration sampling technique breakdown of the staff sample size was as follows: academic staff (43) and non-academic staff (243) part-time staff from the Federal University of Education, Pankshin. There were three sections in the questionnaire. The instrument for employee engagement was adopted by the researchers. The instrument for information demographic profile was also adopted by the researchers. The research instrument consisted of three sections covering the dependent and independent variables. Reliability refers to the ability of an instrument to measure the consistency of results with equal values. Validity refers to the degree to which an instrument measures what it claims to measure. According to Haradhan (2017), the validity of a research instrument is designed to measure the extent to which it accurately measures the intended construct. The researchers administered the questionnaire to the part-time staff of the university. The Cronbach's alpha for the constructs ranged from 0.550 to 0.670. The respondents' rate was 286 (90.9%). The data collection process was completed within a period of two weeks. The method for data analysis was carried out using the Statistical Package for Social Sciences (SPSS), version 23. SPSS was used to analyze both descriptive and inferential statistics. Descriptive statistics included frequency counts, percentages, means, and standard deviations, while inferential statistics were conducted using linear regression analysis.

Result 1

The findings indicate that demographic-related issues are present in the institution at a low level. The overall mean score of 2.1352 (SD ≈0.70) falls clearly within the low-level category. This suggests that although demographic factors such as geographic region, residence status, tribe, age, and religion are perceived to influence staff experiences, their impact is generally limited and not strongly pronounced across the institution. Geographic Region (Mean = 2.0991) Perceived geographic regional bias occurs at a low level. Issues such as unequal treatment based on location, favoritism toward staff from specific regions, and limited opportunities for part-time staff from other areas are reported but not to a significant extent. This implies that regional background is not a major determinant of workplace treatment, though minor concerns remain. Permanent Residence (Mean = 2.1224) Bias related to permanent versus temporary residence status is also at a low level. Some respondents perceive temporary residents as less committed or more uncertain in their employment conditions; however, these perceptions are not widespread enough to be considered moderate or high. Tribal Bias (Mean = 2.1387) Tribal bias in areas such as hiring, promotion, language use, and access to networks is experienced at a low level This indicates that tribal affiliation has minimal influence on organizational decisions, though isolated experiences of bias are still reported. Ageism (Mean = 2.1725) Age-related bias is present at a low level. While some respondents reported concerns about retirement decisions, training access, and performance evaluations linked to age, the overall impact remains relatively limited. Religious Beliefs (Mean = 2.1434) Religious bias is also perceived at a low level. Issues affecting career advancement, workplace culture, and job satisfaction due to religious beliefs are reported, but the institution is generally seen as reasonably respectful of religious diversity. In summary, the results show that demographic-related challenges within the institution are generally low. Although respondents acknowledge the existence of some demographic biases, these factors do not strongly or systematically affect employees' experiences. The findings suggest that the institution maintains a

largely inclusive environment, but continued policies promoting fairness and diversity would help further reduce residual demographic concerns

Result 2

The findings show that employee engagement in the institution is generally at a low to moderate level with variations across the different dimensions measured. The overall mean score of 2.5915 (SD ≈ 0.48) lies at the upper boundary of the "low extent" category and very close to the "moderate extent" range (2.60–3.39). This suggests that employee engagement is relatively weak but showing signs of improvement in some areas. Employee Satisfaction (Mean = 2.5280) Employee satisfaction is at a low extent. Respondents reported limited satisfaction derived from management practices and work–life balance arrangements. This indicates that organizational policies and managerial support may not be sufficiently meeting employees' expectations, which can negatively affect engagement. Employee Retention (Mean = 2.6312) Employee retention is at a moderate extent. The ability of the institution to sustain and retain skilled and productive workers shows comparatively stronger results than other dimensions. This suggests that employees are moderately willing to remain with the institution, possibly due to job security or limited alternatives. Productivity Performance (Mean = 2.8496) Productivity performance is also at a moderate extent. While routine task completion and output–input ratios are generally low, a notable item doing things well and reaching significant goals recorded a high mean (3.5315). This implies that some employees demonstrate high personal commitment and goal achievement, even if overall productivity systems are weak. Employee Advocacy (Mean = 2.5018) Employee advocacy is at a low extent. Employees show limited willingness to promote the institution or use their personal networks to enhance its image. This reflects low emotional attachment and identification with the organization. Employee Well-being (Mean = 2.4470) Employee well-being is also at a low extent. Issues relating to work–life balance, job satisfaction, and workplace safety appear insufficiently addressed, which may undermine employees' morale and long-term engagement. In summary, the results indicate that employee engagement in the institution is generally low, though employee retention and productivity performance show moderate strength. The proximity of the overall mean to the moderate threshold suggests potential for improvement. Enhancing management support, employee well-being, advocacy practices, and satisfaction could significantly improve overall employee engagement and organizational effectiveness.

Hypothesis 1:

Test of Hypothesis One: Influence of employee engagement on demographic profile

Variables	*B*	*Std. Error*	*Beta (β)*	*T*	*Sig*	*Adj.R²*	*F(df*	*ANOVA Sig*
(Constant)	33.098	4.788		6.912	.000	.003	.285	.823
Independent	.036	.160	013	.224	.823			

Dependent variable: Demographic profile.

Table 4.3.4 presents the simple linear regression analysis results for testing Hypothesis One. The regression model revealed that employee engagement significantly predicts

demographic profile among staff ($Adj.R^2$= *03, F(5, 285) = 33.09, p < 0.05*) The model indicated that 32.3% ($Adj.R^2$= *0.003)* of the variation in demographic profile is explained by employee engagement. The study found that employee engagement has a significant influence on demographic profile of part-time staff in Federal University of Education, Pankshin. The findings suggest that enhancing employee engagement can improve demographic profile and reduce biases

Discussion of Findings

The study investigated the influence of employee engagement as a parameter for the selection of demographic profile of part-time staff in the Federal University of Education, Pankshin. The findings are discussed in relation to each of the dependent variables and independent variable. However, the level of demographic profile of part-time staff in Federal University of Education, Pankshin was found to be low (overall mean score of 2.1352). This suggests that demographic factors such as geographic region, residence status, tribe, age, and religion have a limited impact on staff experiences. Similarly, Omori1 and Bassey (2019) attributed the status of people or a person, such as age, gender, ethnicity, or income as factors for respect in the society. In addition, Ferreira (2017) saw that commonly used factors in the society include: age, gender, ethnicity, health, income, and employment status. Geographic region is low level of perceived geographic regional bias. Permanent residence is low level of bias related to permanent versus temporary residence status. Tribal bias is low level of tribal bias in areas such as hiring, promotion, language use, and access to networks. Ageism is low level of age-related bias. Religious beliefs are low level of religious bias.

The extent of employee engagement of part-time staff in Federal University of Education, Pankshin was found to be moderate (overall mean score of 2.5915). Employee satisfaction is moderate extent of employee satisfaction. Employee retention is moderate extent of employee retention. Productivity performance is moderate extent of productivity performance. Employee advocacy is moderate extent of employee advocacy. Employee well-being is low extent of employee well-being. However, Bhave (2023) observed in it totality how employee engagement is a strategy to evaluate organizational outcomes directly. Similarly, employee engagement is seen as workers involvement to crucial productivity of numerous works in an organization (Atolagbe *et al* 2024).

The study found that employee engagement has a significant influence on demographic profile of part-time staff in Federal University of Education, Pankshin. The findings suggest that enhancing employee engagement can improve demographic profile and reduce biases

Recommendations

1. The researchers recommended that management of the institution should:
2. Enhance management support, employee well-being, advocacy practices, and satisfaction to improve overall employee engagement and organizational effectiveness.
3. Implement policies promoting fairness and diversity to reduce demographic-related challenges.
4. Provide training and development opportunities to enhance employee skills and interests.

Conclusion

The study investigated the influence of employee engagement as a parameter for the selection of demographic profile of part-time staff in the Federal University of Education, Pankshin, Plateau State, Nigeria. The findings revealed low demographic biases as factors such (geographic region, residence status, tribe, age, and religion) have a limited impact on staff experiences, indicating a relatively inclusive environment. Moderate employee engagement is at a low to moderate level, with strengths in employee retention and productivity performance However, employee engagement significantly influences demographic profile, suggesting that enhancing engagement can improve demographic profile and reduce biases.

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