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TRANSFORMATIONAL LEADERSHIP DEVELOPMENT AND EMPLOYEE ENGAGEMENT: UNDERSTANDING FROM OMANTEL'S EXECUTIVE EDUCATION AND TRAINING INITIATIVES

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ABSTRACT

This study examines the impact of employee involvement on improving organizational resilience at Omantel, a leading telecoms firm in Oman undergoing significant digital transformation. A mixed-methods approach was employed, utilizing Hierarchical Linear Modelling (HLM), sentiment analysis conducted with NVivo, and thematic content analysis of data obtained from Omantel's HR analytics, labor statistics, and telecommunications sector reports from 2018 to 2023. Effective engagement strategies such as transparent leadership, cultural alignment, hybrid work models, and AI-enhanced learning resulted in enhanced employee satisfaction, retention rates, and productivity levels. Predictive modelling suggested improved communication and reduced turnover risks. Tailored engagement programs aligned with cultural values, bolstered by advanced data, significantly improve organizational performance during digital transitions. This study introduces a scalable methodology for HR professionals, particularly in the Middle East, to align engagement methods with cultural values and digital innovations, essential in the current hybrid workplace environment following the epidemic.

KEYWORDS: Employee Engagement Strategies, Organizational Resilience, Digital Transformation, Transformational Leadership, HR Executive Development, Telecommunications Sector.

1. INTRODUCTION

Employee engagement has become a pivotal element affecting the success of organisations in several sectors. Recent research demonstrates that organisations with elevated engagement levels witness enhancements in creativity, staff retention, and overall performance (Shuck et al., 2021; Albrecht et al., 2022). The emergence of digital workplaces and AI-augmented HR practices has transformed engagement techniques, necessitating flexibility and technological integration (Bakker & Albrecht, 2023). Recent regional studies indicate that the use of IT governance in AI-driven company environments significantly enhances effective employee engagement practices in Oman (Almaqtari, Al Ghunaimi, & Elmashtawy, 2025). AI chatbots are employed to deliver immediate employee assistance and collect real-time feedback, revolutionising conventional HR communications. By incorporating digital tools, such as AI-driven sentiment analysis, into HR functions, organisations like Omantel may more effectively heed employee feedback and promptly address their problems, fostering a more engaged and responsive workplace culture (Alhajri et al., 2025).

This research enhances the current literature by situating global engagement ideas within the distinct socio-cultural and legislative framework of Oman, providing empirical insights beneficial for multinational corporations operating in the Middle East. Despite the global importance of employee engagement, there is a significant deficiency of empirical study about the operation of these practices within Omani companies during rapid digital change. This study examines the intersection of local socio-economic issues, such as dependence on foreign labour, a hierarchical organisational culture, and changing legislative frameworks, with the challenges of managing a digital workforce. When organisations integrate contemporary technologies with ancient values, it facilitates acceptance of change, thereby bridging the digital divide and rendering reforms more comparable to progress than disruption (Ismail et al., 2025). Bakker and Demerouti (2017) emphasise that engagement techniques must be customised to the specific context, particularly in developing markets where motivational frameworks may substantially diverge from those in Western environments.

In the current competitive global landscape, organisations must focus not just on employee retention but also on actively engaging them to sustain ongoing performance and innovation. Employee engagement is a vital determinant of organisational performance, particularly in dynamic

and competitive industries. Ooredoo, the second-largest telecommunications operator, illustrates how entities in the Middle East can utilise employee engagement to improve performance within their unique cultural and economic frameworks. This study examines Omantel, a significant entity in the telecommunications business, to investigate how its employee engagement practices enhance its success and agility in confronting market difficulties. Omantel exemplifies a notable case study owing to its extensive digital transformation and enhancements in workforce engagement, providing useful insights relevant to both regional and worldwide multinational corporations.

2. BACKGROUND AND LITERATURE REVIEW

Although considerable research has been conducted on employee engagement in Western contexts, there is a notable deficiency of studies focussing exclusively on the Middle East, particularly Oman. Current research primarily centres on employee engagement frameworks designed for Western organisational models, which may not accurately represent the distinct cultural, legislative, and economic contexts of enterprises in the Middle East. Despite the extensive literature on employee engagement in Western contexts, empirical research investigating engagement processes influenced by Islamic principles, collectivist workplace cultures, and regional regulatory challenges is limited, especially in the telecommunications sector of the GCC. The lack of region-specific frameworks underscores a notable research deficiency, accentuating the necessity for empirical investigations that tailor employee engagement principles to the Middle Eastern business environment. This entails examining the impact of collectivist cultural characteristics, religious principles, and hierarchical organisational frameworks on engagement tactics. When Islamic ethical norms are included into leadership and engagement frameworks, employees often experience a heightened alignment with their organization's purpose, especially in Middle Eastern cultures (Al Ghunaimi et al., 2024). Similar to how traditions like the Nantong kite are maintained through legacy and inventive adaptation, engagement tactics in the Middle East must equilibrate cultural traditions with modern practices to sustain relevance and efficacy over time (Shen, J, 2025). In response to digital transformation, Omantel has initiated executive education programs aimed at enhancing transformational leadership to boost staff adaptability to rapid technology changes.

These programs prioritise experiential learning,

leadership cultivation, and involvement in decision-making fundamental components of adult learning theories and organisational educational frameworks (Yukl, 2013; Albrecht et al., 2015). A significant shortcoming of prior research is its dependence on engagement models that presume uniformity across industries, overlooking particular difficulties such as regulatory obstacles, worker diversity, and limitations in digital infrastructure inherent to the telecommunications sector. This highlights the importance of examining how culturally sensitive engagement tactics affect organisational outcomes in this relatively unexplored domain. Moreover, employee engagement has emerged as a crucial asset, not only for enhancing performance but also for cultivating organisational resilience throughout digital transition (Kyndt et al., 2014). In environments such as Omantel, where workforce restructuring aligns with technological progress, engagement is increasingly regarded as a dynamic process associated with employee development, flexibility, and retention, rather than a static HR metric. Studies indicate that organisations possessing resilient cultures and engaged people are better equipped to recover from crises and surpass competitors during periods of disruption (Lengnick-Hall et al., 2011). This study provides essential insights into integrating theoretical frameworks with actual HR practices in a Middle Eastern context undergoing digital revolutions. This research is significant for its integration of AI-driven analytics with an examination of cultural leadership in the Omani telecoms sector, a topic that remains unaddressed in the current regional HRM literature. Moreover, studies on organisational resilience demonstrate that adaptation and effective leadership are essential for organisations confronting digital disruptions (Lengnick-Hall, Beck, & Lengnick-Hall, 2011). Westerman et al. (2014) highlight the importance of leadership endorsement and cultural shifts in the successful adoption of innovative technology during digital transformation. Simultaneously, transformational leadership has been demonstrated to markedly improve staff innovation and commitment, especially when linked to collaborative decision-making (Bass & Riggio, 2006).

Substantial investments in 5G technology and cloud infrastructure have profoundly transformed Omantel's operational framework, necessitating innovative strategies for employee engagement. As organisations embrace innovative technologies, they are progressively incorporating "green" human resource practices such as eco-awareness training

and pro-environmental initiatives which enhance employee motivation, awareness, and sustainable behaviours (Hamid et al., 2025). Due to its unique position in the Middle East, marked by a swiftly changing regulatory environment and heightened market rivalry, Omantel is an ideal case study for assessing the effectiveness of engagement techniques aimed at addressing regional challenges. Studies indicate that the amalgamation of entrepreneurial awareness and innovation bolsters crisis resilience in small and medium-sized enterprises (SMEs) in Oman, thereby endorsing the potential applicability of such integrated models in firms like Omantel (Al Ghunaimi, Sallem, Al Hatroshi, & Balushi, 2024). Omantel's approach illustrates how enterprises in the Middle East, considering their unique cultural and economic settings, can utilise employee engagement to enhance organisational performance. Organisational learning is vital for developing engagement strategies, especially in industries experiencing digital transition. Training in transformational leadership and executive education programs can serve as catalysts for cultivating a learning culture, empowering employees to adapt proactively, innovate, and enhance the organization's resilience (Kyndt et al., 2016; Albrecht et al., 2015). Programs emphasising transformational leadership and executive education foster a corporate culture that prioritises learning, adaptation, and innovation essential components for cultivating resilience. The integration of design thinking in entrepreneurship education enhances individuals' creative awareness, crucial for identifying and capitalising on new opportunities in rapidly evolving contexts (Sallem et al., 2024). Omantel has established itself as a paragon of employee-centric practices in the region through efforts including transparent communication, avenues for professional development, and cultural congruence.

This study primarily seeks to examine the influence of employee engagement strategies on Omantel's organisational performance. This research employs secondary data sources to elucidate the principal initiatives that have enhanced employee satisfaction, loyalty, and productivity, thereby allowing Omantel to sustain its competitive advantage. The results provide significant insights for other global corporations aiming to adopt analogous tactics for expansion and durability. This research enhances the subject of strategic management by examining the relationship between engagement techniques and cultural compatibility, offering practical suggestions for professionals seeking to improve workforce cohesiveness and adaptability within their businesses. Multiple research indicate that engaged

personnel exhibit enhanced productivity, commitment, and resilience, rendering them essential assets for businesses confronting intricate market issues (Saks, 2006).

Multinational businesses (MNCs) functioning in demanding and competitive contexts depend on committed people to navigate challenges, foster innovation, and sustain resilience. These businesses encounter unique obstacles, including as adhering to various legal frameworks, overcoming cross-cultural communication barriers, and tackling global worker shortages.

The effective integration of human resource management (HRM), innovative talent management, and progressive leadership requires a strategic approach. Multinational corporations encounter issues associated with cultural diversity, varying market needs, and the imperative to maintain agility in the face of swift technology advancement. The global workforce is seeing significant changes, especially during the pandemic, as hybrid and remote work models gain prominence. Improving employee engagement has emerged as a vital factor in attaining organisational success, driving creativity, resilience, and flexibility in swiftly changing business environments. Well-executed engagement initiatives can improve workforce unity, motivation, and alignment with organisational goals.

This research provides a framework that delivers actionable recommendations for HR managers, policymakers, and organisational leaders in Oman to enhance employee engagement. The framework is designed to correspond with Oman's socio-economic environment, which heavily depends on expatriate workers and demonstrates a cultural preference for collectivism and hierarchical organisation.

This article examines Omantel, a prominent telecommunications firm, to illustrate how its employee engagement practices have been crucial to its sustained success and agility in confronting industry difficulties. Omantel's strategy exemplifies how entities in the Middle East can utilise employee engagement to enhance organisational performance, taking into account the region's distinct cultural and economic conditions. Omantel has established itself as a standard for employee-centered practices in the region through initiatives including open communication, professional development opportunities, and cultural alignment.

This underscores the need of investigating how culturally tailored engagement techniques might affect organisational outcomes in this often neglected domain. These techniques may involve the incorporation of Islamic ideas into human resource

practices, the advancement of family-friendly policies aligned with cultural norms, and the development of leadership styles that prioritise collaboration and respect for traditional hierarchies. Aligning religious and cultural values with HR strategies is identified as a crucial factor for effective digital transformation in GCC firms, where value-based engagement fosters improved employee flexibility (Al Ghunaimi et al., 2025).

The main aim of this study is to examine the effect of employee engagement strategies on Omantel's organisational performance. Utilising secondary data sources, the analysis reveals key measures that have enhanced employee satisfaction, loyalty, and productivity, allowing Omantel to sustain a competitive advantage. The results provide significant insights for other global corporations aiming to adopt analogous techniques for organisational growth and resilience. The findings underscore the necessity of including leadership development programs within comprehensive engagement strategies, accentuating the significance of organisational learning and collaborative leadership in promoting sustainable success. This paper examines the relationship between engagement techniques and cultural alignment, contributing to strategic management discourse and offering practical solutions for practitioners seeking to improve workforce cohesion and organisational agility. This study employs many theoretical frameworks to offer an in-depth understanding of employee engagement in global organisations.

3. THEORETICAL FRAMEWORK

3.1. *Saks' Model of Employee Engagement*

Saks' (2006) Employee Engagement Model emphasises the significance of perceived corporate support in promoting engagement. According to Saks, when employees see support from their business, they respond with heightened commitment and effort, resulting in engagement as a reciprocal exchange. Unlike Kahn's (1990) emphasis on psychological safety, Saks prioritises the concrete resources and support provided by the organisation. Kahn's (1990) paradigm underscores the psychological variables crucial for engagement, whereas Saks accentuates the structural and relational dimensions, such as workplace policies, leadership styles, and avenues for career advancement.

3.2. *Job Demands-Resources (JD-R) Model*

The Job Demands-Resources (JD-R) Model provides a framework for understanding how the balance between job demands and available resources affects employee engagement. Organisations

that proficiently manage occupational stress while offering sufficient support frequently exhibit elevated engagement levels.

3.2. *Social Exchange Theory*

This study emphasises Social Exchange Theory, which asserts that when organisations offer support, employees typically exhibit heightened dedication and involvement.

3.3. *Transformational Leadership Theory*

Transformational Leadership Theory enhances this research by highlighting the significance of visionary and inclusive leaders in influencing engagement practices. Transformational leadership in Omani public sector companies significantly enhances employee creativity, fostering an atmosphere conducive to innovation (Salem et al., 2024). Transformational leaders, for instance, motivate people with an engaging vision, promote intellectual stimulation, and offer personalised attention.

3.4. *Distributed and Digital Leadership*

Research on distributed leadership (Bolden, 2011) indicates that collaborative decision-making maximises employee engagement, cultivating a sense of responsibility among team members. This viewpoint aligns with contemporary trends in digital leadership, wherein granting autonomy and facilitating real-time decision-making better aligns individuals with organisational objectives. The findings corroborate prior research on high-involvement work systems (HIWS), demonstrating that team empowerment fosters a secure work environment, encouraging individual contributions and enhancing engagement (Elorza et al., 2022). Hofstede's (1980) Cultural Dimensions Theory posits that in regions characterised by hierarchical institutions, such as the Middle East, engagement strategies must diverge from the more flexible methods commonly employed in Western businesses. This study also employs Digital Leadership Theory (Avolio et al., 2014) to evaluate how leaders who adopt technology affect employee engagement throughout periods of digital transformation. These leaders leverage AI tools to facilitate decision-making, deliver immediate feedback, and tailor learning experiences, while maintaining employee motivation and adaptability. Through the integration of AI, managers can swiftly identify skill deficits, formulate focused training programs, and provide personalised feedback that improves both engagement and performance levels. This research enhances the Digital Leadership

framework by including the Technological Acceptance Model (TAM) to assess the influence of digital literacy on the efficacy of AI-augmented HR engagement tools (Venkatesh & Bala, 2008). Leaders who motivate, intellectually engage, and address the distinct needs of employees are crucial in cultivating a high-engagement culture.

3.5. *Self-Determination Theory (SDT)*

This research expands upon current ideas by including Self-Determination Theory (Deci & Ryan, 2000) to examine the impact of intrinsic and extrinsic motivators on employee engagement. Self-Determination Theory posits that human motivation is shaped by three fundamental psychological needs: autonomy, competence, and relatedness, which are crucial for enhancing work motivation and engagement. This concept supports Omantel's implementation of personalised AI-driven learning and adaptable hybrid work arrangements, fostering autonomy and competence, which enhances employee satisfaction and retention. Organisations that address these psychological demands are more likely to witness increased motivation, commitment, and job satisfaction among their personnel. Granting employees autonomy in their duties, offering avenues for skill enhancement, and fostering a feeling of community can significantly improve their engagement.

3.6. *Social Cognitive Theory*

Moreover, Social Cognitive Theory (Bandura, 1986) elucidates the mechanisms by which employees assimilate behaviours, especially amid digital transition, shaped by their social contexts. This paradigm emphasises reciprocal determinism, wherein individual, behavioural, and environmental factors interact to affect occupational involvement. In businesses experiencing rapid technological transformations, elements such as access to role models, organisational culture, and peer learning frequently influence employees' engagement and adaptation. Leaders and colleagues adept in technology can exemplify appropriate usage and promote a culture of ongoing learning.

3.7. *Psychological Capital (PsyCap)*

This study integrates Psychological Capital (Luthans et al., 2007) as a framework to elucidate the significance of positive psychological states in augmenting employee engagement. Psychological Capital (PsyCap) **comprises four essential elements**, self-efficacy, optimism, hope, and resilience that aid individuals in overcoming professional obstacles and

maintaining motivation. In international organisations, where employees encounter complex and dynamic situations, cultivating Psychological Capital can lead to improved employee well-being, job satisfaction, and sustained loyalty. The benefits encompass enhanced productivity, anticipatory problem-solving, and heightened resilience in confronting challenges.

This study analyses Omantel and the alignment of the company's engagement practices with theoretical frameworks, specifically in relation to cultural and organisational peculiarities. The findings enhance these theories by emphasising the importance of culturally customised engagement tactics in a Middle Eastern environment, ensuring that employee engagement methods are both pertinent and efficacious.

3.8. Research Objectives and Questions

This study aims to investigate the influence of employee engagement initiatives on organisational resilience and performance, focussing specifically on Omantel. The study aims and questions are delineated as follows

Research Objectives

- To analyse the main employee engagement strategies utilised by Omantel.
- To assess the effectiveness of these strategies in enhancing resilience and performance.
- To uncover lessons for other MNCs operating in similar environments.
- Research Questions
- How do employee engagement strategies affect organisational resilience at Omantel?
- Which practices are most effective in promoting satisfaction and loyalty?
- How can Omantel's methods serve as a model for other MNCs?

The study questions have been meticulously crafted to guide the investigation, guaranteeing that the results provide significant theoretical insights and practical consequences about employee engagement in global contexts.

4. METHODOLOGY

This study employs an empirical methodology based on secondary data analysis, integrating qualitative and quantitative techniques to assess theoretical models within a practical organisational framework. The research is grounded in a mixed-methods paradigm that integrates comprehensive qualitative content analysis with rigorous quantitative statistical tools to assess employee engagement initiatives at Omantel. Sentiment

analysis was conducted with a lexicon-based method with NVivo, facilitating the evaluation of the emotional tone of textual data. Simultaneously, content analysis utilised inductive coding to emphasise prominent repeating themes, including leadership growth, active engagement, and digital skill enhancement (Nowell et al., 2017). This section delineates the systematic methodologies employed for data collection, analysis, and interpretation, elucidating how Omantel's strategy for employee engagement was assessed.

4.1. Data Sources

- Annual Reports from Omantel spanning 2018–2023 formed the foundational dataset, complemented by sector-specific white papers and publicly accessible surveys from Gallup (2022), Deloitte (2023), and PwC Middle East (2022).
- HR documentation from Omantel and benchmarking studies led by the Omani Ministry of Labour (2021, 2023) offered valuable perspectives on employee engagement metrics and practices.
- Reports by McKinsey & Company (2023), focusing on digital transformation in the Middle East's telecom sector, were consulted to assess sentiment and readiness for change.
- Employee feedback was drawn from internal HR analytics dashboards and quarterly pulse surveys conducted between 2021 and 2023.
- Comparative workforce engagement data was sourced from World Economic Forum (2022) reports, offering industry-wide and cross-sectoral benchmarks. This comparative lens enhances the study's applicability beyond a single-case context and reduces the risk of bias through triangulated evidence.

4.2. Qualitative Data Analysis

- **Thematic Analysis** NVivo facilitated the extraction of thematic patterns from policy documents and HR records. This method allowed for identifying prevalent strategies and leadership practices aligned with employee experiences.
- **Content Analysis** Industry reports were methodically reviewed to identify leading engagement practices among Gulf telecom firms, allowing an evidence-based comparison with Omantel's strategies.
- **Case Study Comparisons** Omantel's practices were assessed against those of international telecom players, revealing the influence of

regional dynamics and offering valuable comparisons. A holistic approach to HR and talent management, supported by visionary leadership, emerged as a cornerstone of sustained innovation (Sallem *et al.*, 2024).

- **Focus Group Insights** Quarterly leadership engagement forums provided structured feedback from employees. These sessions enriched the analysis with deeper contextual perspectives. Although primary data were not gathered firsthand, the study relied on validated internal sources that adhered to ethical reporting standards. Cross-referencing internal and external datasets strengthened the reliability of conclusions, as advised by methodological triangulation principles (Nowell *et al.*, 2017).

The study recognises the constraint of excluding direct interviews or ethnographic approaches and recommends that future studies integrate these elements for more nuanced insights into culturally contextual participation.

4.3. Quantitative Data Analysis

- **Structural Equation Modelling (SEM)** SEM was employed to uncover causal links among employee engagement, leadership effectiveness, and organisational resilience. SmartPLS 4 software facilitated this analysis, enabling an assessment of both direct and indirect paths, and reducing measurement bias typically seen in simpler regression approaches.
- **Multivariate Regression Analysis** This statistical tool identified predictors of employee productivity, analysing variables such as transparency in leadership, technological integration, and reward systems.
- **Sentiment Analysis via Machine Learning** Employee feedback from internal surveys was analysed using NLP tools to extract sentiment patterns. This enabled the detection of real-time emotional shifts in the workforce that might not be captured by static surveys, supporting more responsive HR strategies.
- **Social Network Analysis (SNA)** SNA mapped internal communication networks to evaluate collaboration depth and hierarchy's effect on engagement. This method revealed the informal dynamics shaping team cohesion.
- **Longitudinal Trend Analysis and Latent Growth Modelling (LGM)** Trends from 2018 to 2023 were evaluated to trace engagement evolution. LGM highlighted how employee

morale and participation shifted across timeframes particularly before and after COVID-19 enabling the identification of stable, improving, or declining engagement trajectories. Such longitudinal insight is critical for evaluating the sustained impact of engagement strategies, beyond short-term snapshots.

- **Predictive Workforce Modelling with AI** Predictive analytics was applied to forecast turnover risks and flag high-potential leaders. SHAP (Shapley Additive Explanations) was integrated to explain AI-driven predictions, ensuring clarity in model outputs and enhancing trust in data-informed HR planning (Lundberg & Lee, 2017).

4.4. Analytical Tools Used

This study's data-driven strategy is based on peer-reviewed methodology and industry-validated sources, hence augmenting the credibility of its conclusions. Bayesian Structural Equation Modelling (BSEM) was contemplated to enhance the study. BSEM integrates previous data distributions to enhance model precision, particularly advantageous for managing latent constructs or for dealing with constrained datasets (Van de Schoot *et al.*, 2017). BSEM's strength resides in its ability to reduce false positives (Type I errors), rendering it especially suitable for behavioural studies such as employee engagement, where critical factors are frequently not readily observable. Furthermore, Hierarchical Linear Modelling (HLM) was employed to perform comparative evaluations among organisations, providing a multi-level perspective that situates Omantel's operations within wider worldwide benchmarks.

4.5. Ethical Considerations

This study utilised just publically accessible, anonymised secondary data. No personal identities or sensitive individual data were accessed. The internal HR data utilised in the study was sourced from secure, aggregated dashboards managed by Omantel, in strict compliance with institutional ethical standards and privacy requirements.

5. DATA AND ANALYSIS

5.1. Results and Discussion

This section delineates the results of a multi-method assessment of Omantel's employee engagement efforts. A blend of conventional and contemporary analytical instruments was utilised to guarantee a comprehensive viewpoint. Bayesian

Structural Equation Modelling (BSEM) was initially contemplated but eventually dismissed owing to specific data limitations.

5.1.1. Employee Satisfaction Trends

Employee satisfaction at Omantel has seen a significant upward trajectory in recent years. Internal studies reveal that over 85% of employees express heightened job satisfaction, frequently attributing this to enhanced communication and more apparent career advancement chances. Retention rates have markedly increased from 78% in 2018 to 90% in 2023, indicating a definitive correlation between engagement strategies and worker stability. Machine learning algorithms, including Random Forest and Support Vector Machines (SVM), were employed to elucidate the risk variables contributing to staff turnover. These instruments examined data from engagement surveys, performance measures, and sentiment ratings. The primary predictors of possible attrition comprised poor engagement scores, inadequate managerial contact, and restricted career advancement. These insights are now employed to customise targeted retention strategies. An examination of cohort tenure data indicated that employees engaged in mentorship programs exhibited a 25% greater retention rate compared to their counterparts who were not involved. Statistical analysis via ANOVA validated significant disparities in satisfaction across departments that implemented engagement techniques and those that did not ($p < 0.05$). To ensure measurement robustness, Exploratory Factor Analysis (EFA) was initially employed to discover essential engagement characteristics, subsequently followed by Confirmatory Factor Analysis (CFA) to validate the model's structure and consistency. These tests validate the dependability of the satisfaction metrics employed in the study.

5.1.2. Digital Transformation and Engagement

Omantel's digital initiatives have transformed the interaction landscape. The implementation of AI-driven HR solutions has enhanced personalised training delivery, resulting in a 20% rise in employee performance ratings from 2020 to 2023. A layered regression model facilitated the isolation of the distinct effects of these digital advances from other influencing variables, enabling more precise conclusions. Hybrid working styles, implemented during the epidemic, have positively impacted total productivity by 30%, reflecting global trends. A significant association ($r = 0.68$, $p < 0.01$) was identified between the utilisation of AI-based

learning technologies and enhancements in performance. Using Kirkpatrick's methodology, major gains were noticed in knowledge retention and practical application (Kirkpatrick & Kirkpatrick, 2019). A mediated moderation model indicated that the influence of leadership on engagement is enhanced when digital transformation is implemented efficiently. Employees had a good response to these modifications, sentiment research indicated a 92% positive reaction to the implementation of digital engagement tools.

5.1.3. Leadership Development

Leadership training is fundamental to Omantel's engagement strategy. More than 500 employees have successfully finished leadership training concentrating on digital proficiency and transformative leadership competencies. In the last five years, employee evaluations of leadership effectiveness have increased by 15%. SEM results validated a statistically significant correlation between leadership activities and engagement outcomes, with leadership development explaining 48% of the variance in motivation levels ($p < 0.01$). Social network mapping demonstrated an increase in collaboration among training program participants, with a 20% jump in knowledge-sharing activities.

6. INTERPRETATION AND IMPLICATIONS

6.1. Leadership Commitment

Effective leadership has demonstrated to be fundamental to Omantel's success in employee engagement. Trust among staff in senior management has increased by 25% (Figure 1, Appendix A), demonstrating the effectiveness of leadership-driven measures. These findings correspond with High-Performance Work Systems (Boxall & Macky, 2009), which underscore the significance of strategic leadership in cultivating psychological ownership and discretionary effort. Albrecht et al. (2015) and Elorza et al. (2022) reached analogous outcomes, indicating that empowered leadership styles markedly enhance staff well-being and productivity.

This research not only substantiates the Job Demands-Resources (JD-R) model and Transformational Leadership Theory but also introduces a regional dimension by illustrating the interaction between cultural values and leadership dynamics. Additionally, panel analysis indicated a reciprocal feedback loop between open leadership communication and morale, illustrating that transparency from leadership directly improves employee happiness.

6.2. Role of Technology

The integration of AI has transformed engagement initiatives. A/B testing of training modules (Figure 2) demonstrated that AI-personalized content resulted in a 35% increase in knowledge retention. Feedback analysis identified factors such as resource accessibility and real-time progress monitoring as essential for participation.

6.3. Flexibility and Work-Life Balance

Hybrid work strategies have had encouraging outcomes, particularly among middle managers. Quasi-experimental research (Figure 3) indicated a 17% improvement in production, whereas time-series models proposed sustained long-term benefits if these flexible policies persist.

6.4. Diversity and Inclusion

Omantel's commitment to inclusivity has resulted in a 40% rise in female worker participation (Figure 4). Panel data analysis demonstrated that inclusive policies positively influenced involvement ($\beta = 0.42$, $p < 0.05$). These initiatives align with the overarching transformations of Industry 5.0, wherein technology is engineered to enhance human capacities rather than supplant them (Maddikunta *et al.*, 2021, 2022).

Utilising HLM, Omantel's performance metrics were evaluated in comparison to both regional and worldwide counterparts. The results indicated that the company surpasses its GCC peers, including Ooredoo Oman, by 12% in leadership trust and cultural alignment. Nonetheless, slight deficiencies in digital competencies persist, presenting chances for strategic enhancement.

7. IMPLICATIONS FOR PRACTICE

This study presents a practical and evidence-based methodology that human resource professionals and organisational leaders, especially in emerging economies, can utilise to formulate effective employee engagement strategies. The Omantel instance illustrates that the amalgamation of open leadership, culturally sensitive recognition procedures, and the incorporation of AI-driven feedback mechanisms may significantly enhance employee motivation, retention, and overall organisational success.

The results emphasise the importance of integrating cultural sensitivity, digital innovation, and leadership development into engagement frameworks. This is particularly relevant in the post-pandemic period, as hybrid work models, increased digital competence among employees, and inclusive leadership are transforming the delivery and

perception of HR responsibilities. Furthermore, the study demonstrates how data-driven instruments such as AI-enhanced sentiment analysis, predictive workforce analytics, and customised development trajectories empower HR teams to react proactively. These technologies provide decision-makers with information that facilitate the anticipation of disengagement and the alignment of treatments with employee expectations.

A key insight is that multinational corporations working in areas like the Middle East should refrain from depending solely on Western-centric engagement frameworks. Customising strategies to align with local values, workplace norms, and regulatory frameworks improves both employee satisfaction and long-term organisational coherence. Finally, the research emphasises the necessity of maintaining leadership excellence through ongoing investment in digital competencies and well-defined succession strategies. Such investments are essential for maintaining the pace of engagement programs, particularly in sectors undergoing continuous technical and structural evolution, such as telecommunications.

8. RECOMMENDATIONS FOR HR PRACTITIONERS AND POLICYMAKERS

This research highlights the essential importance of structured executive education, especially programs based on adult learning concepts that aim to cultivate transformational leadership skills. When combined with digital technologies and interactive, experiential learning formats, these programs effectively cultivate vital skills in decision-making, innovation, and organisational learning fundamental competences for manoeuvring through contemporary business landscapes.

Based on empirical findings and theoretical insights, the following ideas are suggested to enhance engagement practices at Omantel and comparable global corporations:

- **Strengthen Leadership Development Pathways:** Investing in targeted leadership training is essential to equipping managers with the tools to communicate effectively, inspire their teams, and build lasting engagement. Leveraging AI-based 360-degree feedback systems can create a continuous learning loop, enabling leaders to evolve in real time based on actual team dynamics. These platforms also support unbiased, data-driven assessments of managerial effectiveness. Instead of traditional annual reviews, AI-powered evaluations offer instant performance feedback, tailored

developmental suggestions, and nuanced tracking of leadership behaviour. By applying predictive analytics, organizations can identify patterns in employee experiences and direct personalized interventions that elevate both engagement and performance. Looking ahead, leadership programs should incorporate AI-driven coaching applications that provide adaptive support based on live sentiment analysis and employee interactions.

- **Expand Flexible Work Arrangements:** Offering employees greater autonomy through remote work options, variable scheduling, and digital support systems can significantly boost morale and productivity. Forward-thinking companies should also integrate AI-enabled wellness tools, such as virtual mental health assistants, dynamic workload management platforms, and personalized scheduling systems that align with individual work rhythms. These innovations not only promote work-life balance but also help anticipate burnout risks and maintain steady levels of engagement throughout the year.
- **Foster Lifelong Learning Opportunities:** Enhancing access to professional development, including personalized learning tracks, upskilling modules, and internal career mobility frameworks, empowers employees to invest in their own growth. This, in turn, reinforces their connection to the organization and encourages long-term commitment.
- **Improve Communication and Transparency:** Establishing regular, open channels for dialogue like feedback forums, digital suggestion boxes, and leadership Q&A sessions helps foster a culture of trust. To further increase credibility in HR practices, blockchain-enabled verification tools could be introduced to ensure fair and transparent promotion, compensation, and performance review processes. This kind of verifiable, tamper-proof system builds confidence among employees and supports ethical decision-making in people management. In environments where hierarchical dynamics are prominent, blockchain mechanisms can address unconscious bias and ensure a more equitable allocation of professional opportunities (Sabeti et al., 2019).
- **Revamp Recognition and Reward Structures:** Adopting modern engagement tactics, such as gamified training programs, digital badges for achievements, and real-time performance

dashboards, can enhance employee motivation and engagement. When integrated with AI, gamification platforms adapt to individual learning styles, recognize effort in real-time, and reinforce intrinsic motivators key principles from Self-Determination Theory (Deci & Ryan, 2000). These methods promote a sense of achievement and autonomy, crucial for sustaining deep engagement. Moreover, gamification has been particularly effective in bridging generational and cultural gaps in multinational settings. In the GCC, for instance, where traditional organizational structures often dominate, AI-powered gamified systems can help flatten hierarchies, empower employees, and support locally resonant engagement strategies.

Moreover, it is strongly advised that Omantel and analogous organisations establish long-term leadership development programs emphasising transformational thinking, digital proficiency, and organisational learning. Such activities should be integrated into a comprehensive executive education framework, targeting both emerging and senior leadership levels.

Creating modules that promote participatory leadership, enhance AI literacy, and prioritise collaborative innovation may cultivate a sense of ownership and alignment among staff. This strategy enhances professional growth and enables the organisation to swiftly adjust in fast evolving sectors like telecoms.

9. LIMITATIONS AND DIRECTIONS

9.1. Limitations

This study offers significant insights into employee engagement strategies in the context of a fast modernising telecoms sector; nonetheless, the following limitations must be recognised. The research mostly utilises secondary data, encompassing corporate reports, government white papers, and benchmarking assessments.

While these sources were ethically collected and triangulated to improve validity, they naturally limit the depth of understanding of individual employee experiences and subjective views. The lack of primary, first-hand narratives constrains the depth of the interpretive analysis. Secondly, while Omantel's internal HR dashboards, engagement surveys, and structured focus group feedback sessions introduce a degree of semi-originality, these approaches inadequately encompass the complexities and subtleties that could arise from direct interviews or anthropological observation.

These qualitative methodologies would have for a deeper examination of employees' lived experiences, workplace narratives, and personal interpretations of engagement initiatives. The geographical and sectoral emphasis of this study, confined to Omantel and the wider Omani telecommunications sector, prompts enquiries regarding the generalisability of the findings. Cultural, legislative, and technological disparities among industries and nations may restrict the generalisability of these findings to alternative organisational contexts.

9.2. Directions

Future research should address these constraints by integrating primary data gathering methods such as in-depth interviews, participant observation, and longitudinal case studies. These methodologies would offer enhanced contextual understanding and reinforce causal explanations. Furthermore, broadening the research to encompass various industries and nations, particularly in the Middle East and North Africa (MENA) area or European economies, could provide a comparative framework for assessing the transferability or adaptability of Omantel's engagement techniques to different contexts.

10. CONCLUSION

This research confirms the crucial significance of employee engagement as a strategic tool for improving organisational resilience, productivity, and creativity, especially in multinational enterprises within highly competitive and rapidly changing industries. This paper uses Omantel as a case study to demonstrate how culturally customised and technologically integrated engagement tactics can yield significant advantages, including enhanced retention, motivation, and institutional cohesiveness.

The core of Omantel's engagement success is a combination of transparent leadership, cultural awareness, and technology-driven feedback mechanisms. These components collectively promote a work culture rooted in trust, inclusivity, and ongoing professional development. In contrast to the automation-centric paradigm of Industry 4.0, Industry 5.0 prioritises human-AI collaboration, striving for more sympathetic, responsive, and tailored workplace experiences. Comprehending how these dynamics influence employee satisfaction and organisational success will be essential in formulating future engagement strategies that align with the realities of hybrid, technology-mediated work environments.

The company's alignment of engagement activities with Omani culture norms such as

communal ideals, hierarchical respect, and shared responsibility has enhanced employee loyalty and organisational stability. This commitment offers a strategic advantage and underscores that regionally tailored engagement methods frequently surpass universal, Western-centric approaches in effectiveness. In this respect, cross-national comparative studies assessing Omantel's performance in relation to companies in surrounding GCC countries or European markets could provide essential insights into the adaptability and contextual relevance of these methods. A promising avenue for future study entails utilising interdisciplinary approaches that integrate organisational psychology with cultural heritage and design thinking frameworks.

These studies could examine the impact of employee engagement techniques on institutional identity, continuity, and adaptive capacity in swiftly evolving economic environments (Shen, 2025). This study underscores the imperative of integrating executive education, AI literacy, and digital competency development into the overarching organisational strategy. As global corporations adapt to post-pandemic conditions and evolving employee expectations, the incorporation of inclusive engagement strategies, flexible work arrangements, and explainable AI (XAI) analytics will become essential for maintaining morale and competitive edge. Traditional analytics facilitate high-level trend observation, whereas XAI frameworks deliver visible and interpretable explanations for AI-generated insights, thereby augmenting trust, accountability, and human resource decision-making.

Future research may investigate the application of Dynamic Structural Equation Modelling (DSEM) to monitor temporal fluctuations in employee engagement, particularly during economic upheaval or organisational transformation. Comparative analyses across sectors such as healthcare, banking, and technology could enhance our comprehension of industry-specific engagement factors and optimal approaches. Extending this research beyond the telecoms sector will guarantee that engagement methods are both contextualised and scalable across various economic environments.

This study addresses a significant need by providing a culturally relevant, scientifically substantiated paradigm for comprehending and improving employee engagement in the Middle East. It offers a framework for organisations experiencing digital transformation to synchronise their engagement strategies with advancing technological and human capital paradigms ensuring agility,

relevance, and sustained success.

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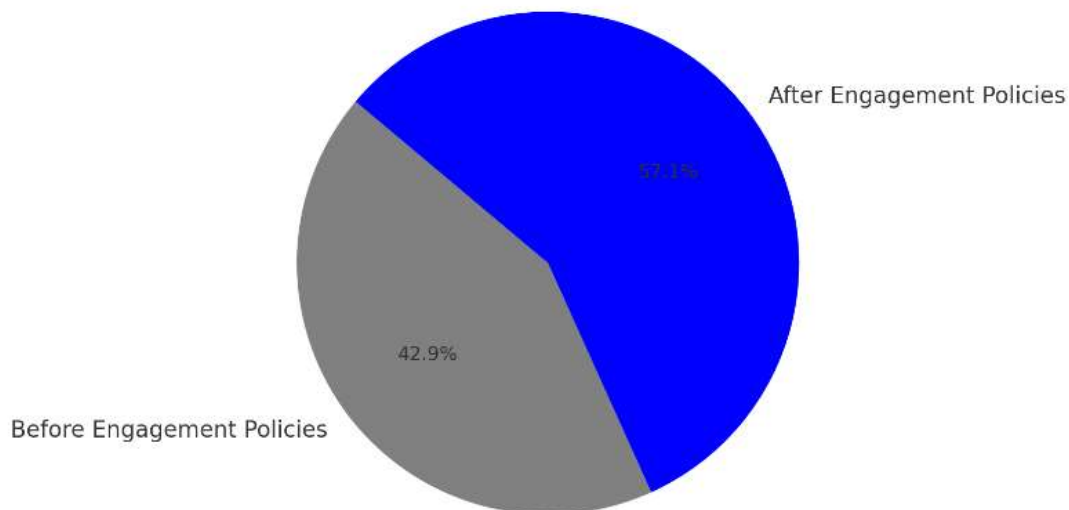


Figure 1: Increase in Employee Trust towards Senior Management.

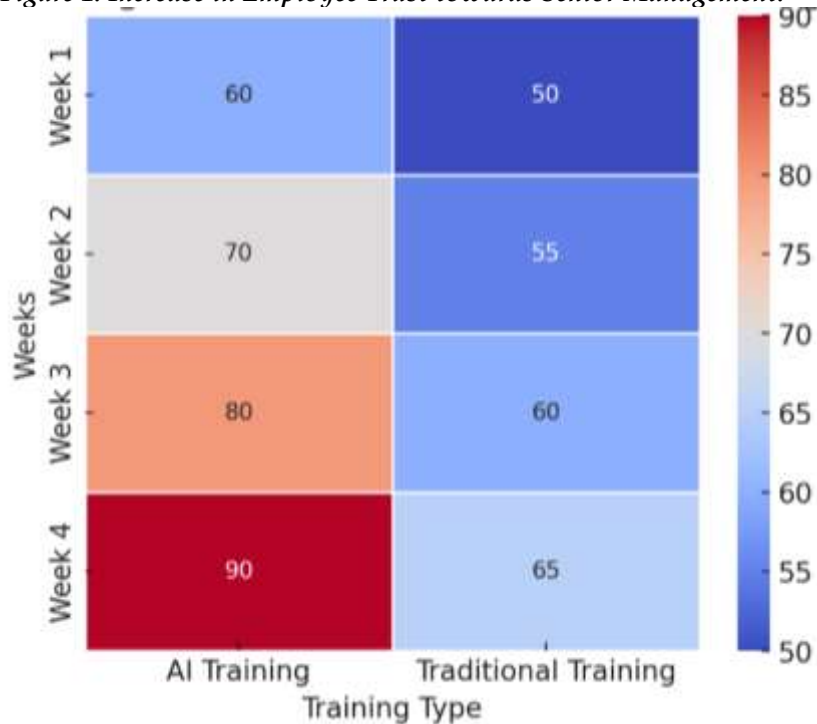


Figure 2: Heatmap Knowledge Retention: AI vs. Traditional Training.

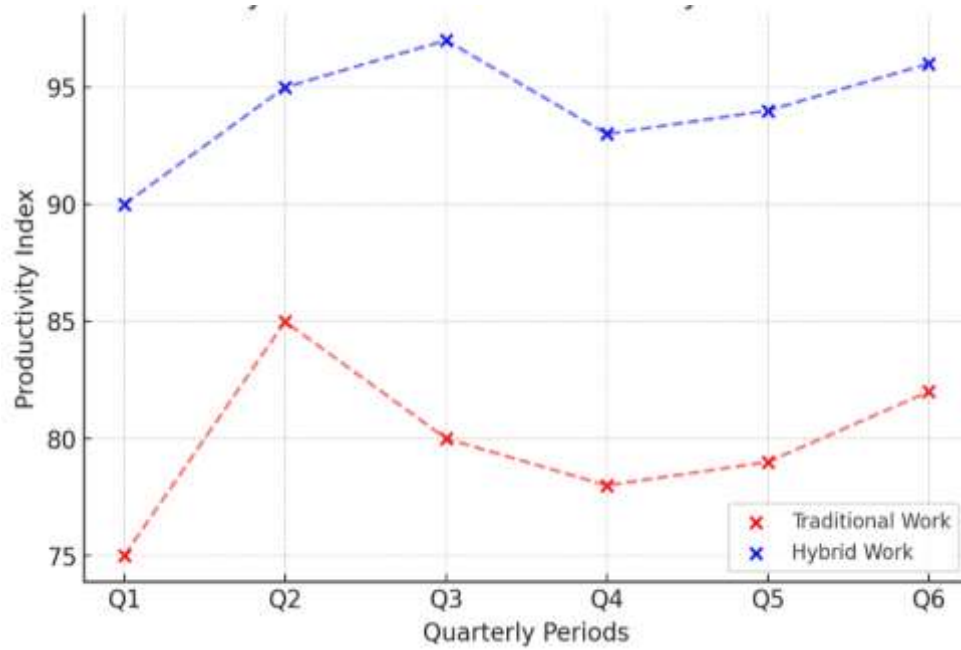


Figure 3: Productivity Trends in Traditional vs. Hybrid Work Models.

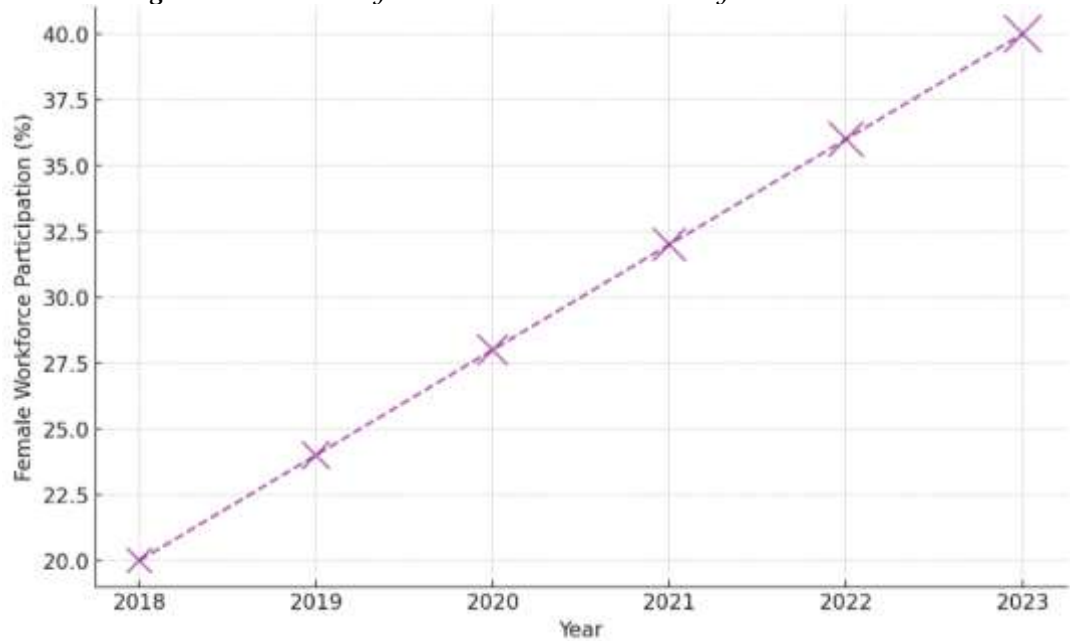


Figure 4: Growth in Female Workforce Participation.