

PARADIGM SHIFT IN WORKING CULTURE – A CONCEPTUAL REVIEW

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ABSTRACT

The COVID-19 epidemic has had a dramatic impact on almost every part of our lives and has radically transformed the environment in which we live. To name a few, it has altered how we learn, interact, celebrate, shop, eat, and exercise. Our present working model has undergone substantial changes. As a result of the COVID-19 epidemic, businesses swiftly shifted to remote or virtual work environments. As a result of this environmental shock, organisational cultures were subjected to exceptionally high expectations and pressures, and the long-term ramifications are still unknown. By reviewing recent research, we give companies and practitioners with evidence-based practises to analyse how they manage ongoing and impending crises. Our goal is to provide answers for dealing with the COVID-19 epidemic's effects on organisational culture. As a result, there has been a significant shift in how individuals work all over the world. This study seeks to comprehend the paradigm shift in workplace culture and investigate how it affects workers.

Keywords: Work from Home (WFH), COVID-19, Epidemic, Environment, Crises

Introduction

The epidemic has had a tremendous influence on the professional environment. Long-held beliefs about the nature of labour and economic ties have been challenged by the global shutdown and travel restrictions. People are becoming more aware that working remotely allows them to do the majority of their tasks without having to physically visit an office. They are not required to commute to work. Others have chosen to stay at home rather than travel, which has had no effect on their business. Employees' work environments have been altered in a variety of ways as they prepare for recovery and adjust to working during a pandemic.

The Covid-19 epidemic is wreaking havoc on every industry on the planet. Ecological economics is a cry for help. The precipitous drop in the economy caused by the shutdown has had an impact on every element of business. Employees gave up commuting and large workplaces in favour of working from home as a considerable percentage of the workforce relocated their occupations to remote locations. As corporations lost their observable component of the company, corporate culture diminished. Everything in the professional world was gone, including social gatherings and job perks like free coffee and gym access. Businesses, on the other hand, must prepare because the post-Covid age will soon replace the current standard. Prior to the outbreak, many people believed that remote work was unachievable since it was impractical. The use of a working remotely paradigm has prompted a wide range of market reactions. As a result of the current global epidemic, business conditions have become more demanding, particularly for human resource management. According to, both the social and professional contexts are changing dramatically.

Two options for reducing contact are to switch to remote work and to implement new organisational norms. As a result of all of this, employees face difficulties in separating their personal and professional lives from work commitments, as well as other psychological concerns such as loneliness. The circumstances, which included greater work, longer hours, and less downtime, have been difficult for vital workers. Another major concern is becoming ill at work and infecting co-workers and family members.

Literature Review:

During the coronavirus outbreak, several businesses quickly turned to remote labour. However, more than a year after the crisis, both people and businesses can benefit from this work-from-home possibility. Whether there is an outbreak or not, many organisations are discovering that workplace flexibility has enhanced and facilitated operations for both the company and the employees, plainly indicating that it is the way of the future of work. (Tripathi 2021). The following list includes numerous businesses in India that permit labour from home:

1. Tata Consultancy Services (TCS)
2. OYO
3. Twitter
4. Facebook
5. Microsoft
6. Infosys

Changes in people's thoughts and cognitive habits have been one of the beneficial improvements that have occurred during this difficult time. Everyone nowadays is more personable, willing to challenge the status quo, and open. Given that remote working has encouraged everyone to become more tech knowledgeable, a digitally empowered culture and computer adept employees are vital. (Kaushik, Meenakshi, 2020). Working from home is an excellent way to ease the stress caused by unprofessional behaviour at work. With this capacity, employees may efficiently carry out their obligations. (Raman & Saranya, 2020). The COVID-19 epidemic has forced enterprises to undergo more paradigm transformations than ever before. Even the most well-prepared teams struggled to adjust to the pandemic's rapid fluctuations. Although most businesses believe that factors such as income, employee well-being, remote work, and economic repercussions have changed, it is now much more difficult for them to understand these changes and adapt in the short and long term. (Howe DC, Chauhan RS, Soderberg AT, Buckley MR, 2021). The majority of the leading IT firms have recognised these adjustments as long-term modifications in methodology. Despite numerous infrastructure and sociocultural constraints, IT organisations have adopted this new standard of completing client deliverables while working from home. (Kolluru, Krishnan, Kolluru, 2021).

Research Methodology

Problem Identification:

To investigate the paradigm shift and workplace change caused by the COVID-19 global pandemic, as well as how it affected employees.

Objectives

- To comprehend how the COVID-19 corporate culture has influenced beliefs.
- To appreciate the effects on workers of a paradigm shift in organisational culture.

Research Design

Conclusive research of Causal nature

Data collection:

The researcher examined a variety of secondary sources, including PhD dissertations, research journal articles, and reference books, as the current study is based on secondary data.

Secondary Data Analysis

Working culture after COVID-19

The broad Covid-19 outbreak had a profound impact on workplace culture, yielded rapid outcomes, and changed habits. Most countries' worldwide closure and travel limitations have led to expectations about what is expected of commercial and professional interactions. People have discovered that they can conduct the majority of their jobs remotely and do not always need to be at the office. They are not required to commute to work. Others have chosen to stay at home rather than travel, which has had no effect on their business. Organisational leaders must select which mental shifts to maintain and which to reverse as they prepare to work during an outbreak and recovery.

Organisational culture also appears to be impacted by the pandemic (Mikuvá, Klabusayová, Meier, 2023). When the pandemic occurred, employers scrambled to set up remote work options, and the proportion of employees who did so quadrupled. Prior to COVID, just 16% of workers worked remotely on average, according to Fig. 1. Since then, the ratio has risen to 65%, with the majority of employees working from home in professional services (89%), information technology (88%), and financial services and insurance (74%).

The capacity of a worker to complete tasks on time is referred to as effectiveness. Effectiveness is defined as the ability to execute tasks and meet promises without wasting time or resources. Numerous researches have shown that using WFH increases productivity. According to a poll, 87% of IBM employees believed the WHF agreements boosted their productivity (Bailey & Kurland, 2002).

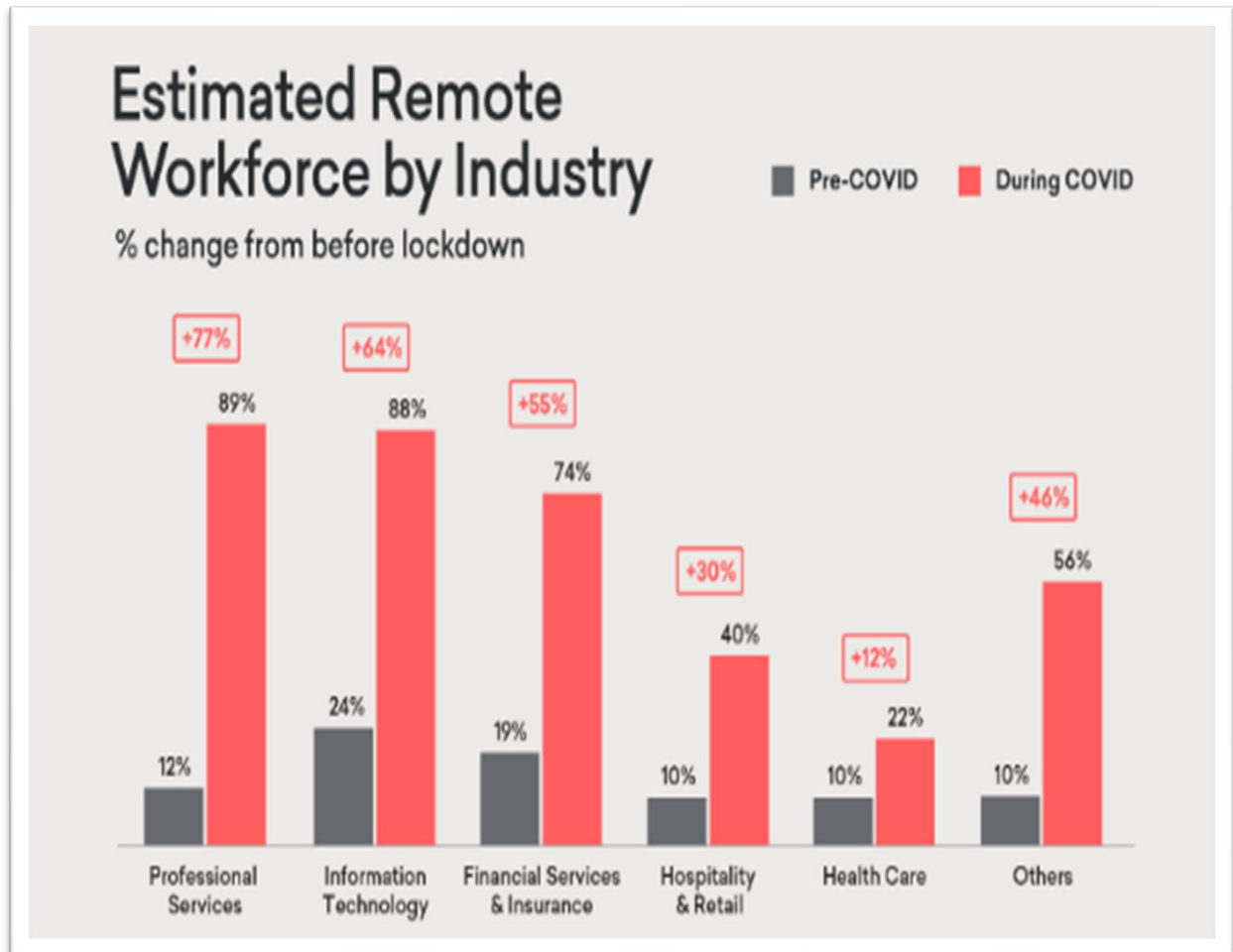


Fig. 1 Remote workers projected by sector [Source: MARCUS ERB (2021), <https://www.rubenius.in/post/home-offices-are-the-new-norm>]

Businesses have always believed that all of their employees will frequently congregate in a single physical location. This makes it simple to hold meetings, arrange events, or simply strike up a casual conversation with folks you pass in the hallway. These interactions have the most impact on your company's culture. Compliance teams, for example, have a minimal tolerance for inaccuracy. In this atmosphere, accuracy, dependability, and a keen attention to detail are highly valued traits. The epidemic, on the other hand, has demonstrated that everyone should be able to adjust to changing circumstances. Being adaptive is especially vital in light of continuing issues such as the digital transition.

Prior to the epidemic, many business leaders believed that employee psychological health had no bearing on the job. Employers offered Employee Assistance Programmes (EAPs), but it was the most significant and immediate effects on our work lives may be produced by the increased popularity of remote work and mixed methods of working, which blend work-from-home practises with in-person work. In 2020, videoconferencing platforms such as Zoom had substantial growth. Video conferencing apps are not only becoming an important part of our work lives, but they are also changing the way we communicate with our loved ones.

The limits of remote working tools, particularly cloud computing services, such as compromised security and limited privacy in sharing, have a detrimental impact on its viewed ideals. Although security, safety, and privacy are regarded as major determining factors, the adoption of working from home platforms in this case study does not take them into account. (Jean Michel Sahut, Raphael Lissillour, 2023). Covid-19 played an important role in the increase of cybercrime in 2020. In phishing schemes, which have gained in popularity, a person is fooled by an email or other contact that purports to be from a reputable company.

Impact of Change in Working Culture after COVID on employees

Geographically scattered teams can now communicate more regularly and check in during the pandemic without incurring additional costs for travel and in-person meetings. Tighter limits on informal cooperation and

communication channels have also driven greater innovation. As a result, teams are developing unique, inclusive techniques for achieving goals by collaborating across departments, regions, and teams. open communication, dependable collaboration, and constructive criticism Employees respond strongly to accessible and visible leaders, as well as clear and acceptable workload requirements.

Employers have determined which duties may be completed from home and which demand physical presence after reviewing roles and responsibilities as well as how employees conduct their jobs. Businesses learned to be more adaptive. To develop a sense of unity and employee involvement, managers have organised virtual team-building activities for remote workers. As team-building exercises, simple video conferences to commemorate milestones or celebrate achievements might be used.

Furthermore, the pandemic presented opportunities. Working from home frees up time for family time by eliminating the need to commute. Businesses are increasingly offering flexible scheduling to assist parents with demanding schedules. Provide greater benefits The epidemic's effects on the workplace are unmistakable. Lockdowns and social isolation undermine global engagement and collaboration. In reaction to these developments, the workforce needed to act quickly. Working remotely, balancing professional and personal duties, overcoming technological challenges, and connecting with clients and coworkers online are just a few instances of these adaptations. The Covid-19 has major harmful repercussions.

They also begin to help those who are lonely and to care for their physical and mental wellbeing. To solve the existing problems, effective communication is required. In these unpredictable times, communication should be based on a fluid two-way dialogue. Personal ties with coworkers, bosses, and subordinates are critical because they influence the culture and mood of the workplace. As a result, many businesses developed communication practises that aided in increasing employee engagement, contentment, and productivity throughout the outbreak time.

Conclusions

Observing a new workplace, people were observed to simply and smoothly transition to hybrid workstations. Unusual working hours are now acceptable, and forward-thinking businesses will take advantage of this chance to adopt them as the new norm and gain a competitive edge. Businesses will gradually begin to take action in order to embrace this unfavourable circumstance and transform it into an exciting opportunity. Businesses have started to think about their employees' well-being, and employees have embraced this change. However, this cultural shift has a number of negative consequences in the workplace, including concerns about security and privacy. It has been concluded that this epidemic has altered the way the workplace operates, and that embracing the digital era has also had a significant impact.

Scope for further research

Despite the fact that many employees would like to continue working from home. Above important, resilient work cultures enable the strategic planning adjustments required to offset the harmful effects of oncoming crises. The following are a variety of practical solutions for building a more resilient culture, structured around the COVID-19 impacts addressed in this article. In-depth research on the obstacles and negative consequences is required.

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