2024

NAVIGATING METAVERSE IN SHAPING THE FUTURE OF BUSINESS

Dr.V.Mohana Sundaram

REDEFINING WORKFORCE INTEGRATIONIN DIGITAL TRANSFORMATION

Ms.M.Gayathri

Assistant professor

UG Department of Commerce (CA)

Nallamuthu Gounder Mahalingam College

Pollachi

gayathri.m0012@gmail.com

ABSTRACT

The article discusses the concept undertaken about the employee job satisfaction on redefining workforce integration digital transformation work from home. Redefining workforce integration amidst digital transformation involves leveraging technology to seamlessly integrate remote and in office work. While it can enhance flexibility and productivity it also presents challenges like maintaining work life balance, communication gaps and feeling of isolation. Job satisfaction can vary depending on individual preferences and the effectives of digital tools in supporting remote collaboration.

Key words: Work from home, Employee's perception, employee satisfaction -Problems.

INTODUCTION

In today's computational, technological environment employee's or workers areWork in virtual place. Recent working life system across the world has hugely we adapted the system of work from home due to happening of COVID-19; it forced the shutdown of all IT industries and education. In this period of employees moved from Work from home referred as the concept of working in a concern where the employees do not have to commute to a central and single place of work. It is also called telecommuting and remote work. Employees work at home or at home at related telework centre using communication tools, such as phone, fax, modern, internet teleconferencing, e-mailer. Employees can perform his or her work duties from are remote location. The Mostly such work presently found in Europe, U.S, Canada and other country. Telecommuting refers to a full or part time flexible work arrangement; which is essentially combines the use of telecommunication technologies with the concept of the flexible workplace.

Here are some important terms to understand that is as, an electronic cottage is a reference for telecommuting it referred to a home equipped with a computer, modem, telephone line or other that allowed an individual to perform work in the home while connected to a remote computer site. The

development in information and communication technologies has, made it very easier complete the tasks outside of the workplace. Because of good internet connectivity as well as reasonable price, more user friendly computers, laptops, and similar gadgets. This made working from home easier as well as feasible to perform tasks and likely reduced the employer costs of providing such arrangements.

Virtual work or working from home was not predominantly an option for all industries before COVID-19, but somehow now it has become a new normal and unprecedented. It has always been an area of exploration, whether there is an association between working from home and employee job satisfaction. Job satisfaction is a relative psychological feeling and understanding of an individual, which could change over the period of times based on different influencing or contributing factors like physical, financial, technological, social, and psychological.

Statement of Problem

Job satisfaction levels with remote work can very greatly deopending on individual preferences, job roles and company culture. Some people enjoy the flexibility and autonomy of working from home, leading to higher satisfaction levels, while others may miss the social interaction and structure of an ofice envirnment.However the following questions arise regarding employee job satisfaction on work from home.

1. What are the level of job satisfaction among remote workers?

2. What are the common problems they face while by working from home?

OBJECTIVE OF THE PROBLEM

In this regard, the following objectives have been framed for the purpose of the study

1. To assess the level of satisfaction among remote workers.
2. To identify the common problems they encounter while working from home.

REVIEW OF LITERATURE

Kira rupietta and Michael Beckman (2016)[7] in this article titled "working from home- what is the effect of employee's effort". This paper focus on how working from affects work effort and how working from home frequency. The 120 respondent's data was collected through questionnaire. T - test statistical tool is used for this study. The study based on both primary and secondary data. The results find out also the frequency of working from home is crucial, positive influence on work effort and frequency of working from home is crucial. **Donny susile (2020)[8]** in the research "revealing the effort of work from home on job performance-during the covid-19 crises: Empirical evidence from

Indonesia". This main objective of the study to determine the effects of work-from-home on job performance. The 330 respondents collected through questionnaire. Chi-square test is used to analyse the collected data. The study based on both primary and secondary data. The study observed that decisive contribution to research into the implications of working from and job performance. It's demonstrated that working from home increasing employee's enjoyment, job satisfaction and motivation.**Alan felsteadGolohansike (2017)[9]** this paper examines "assessing the growth of remote working and its consequences for effort, well-being and work life balance". This study focuses on consequences of working remotely for work effort, job related well-being and work life balance. The 3200 responses collected through online surveys and regression method is used to analyse the data. Study based on both primary and secondary data. The outcome of study is carrying out work away from a central workplace is beneficial to employees and workers alike.**Kathryn L.Fonner& Michael Erolot (2010)[10]**In this research paper "why teleworkers are more satisfied with their job than are office based workers: when less contact is beneficial". The study examines assumptions of the value and necessity of frequent face to face workplace interactions by building upon a theoretical framework for the consequences of telework. The 192 respondents collected through an online survey method. SPPS analysis is used for analysing the data. This study is based on both primary and secondary data. The outcome of result reveals that high intensity of teleworkers are more satisfied than office based employees and achieve significant benefits from their work arrangement, with work life conflict most influential towards job satisfaction.

Data and methodology

The study concerned with employee job satisfaction on work from home. The data for the study have been collected by issuing questionnaire to 120 respondents. Google form technique has been adopted to collect data from the sample of respondents. Convenient sampling method is taken to select the samples. Both primary and secondary data are used for this study. The statistical tools used for the study are simple percentage and weighted average rank method.

Results and discussion

- Majority 50(41.7%) of the respondents to the group of below 25 years.
- Majority 68(56.7%) of the respondents are female.
- Majority 50(41.7%) of the respondents are residing in semi urban area.
- Majority 62(51.7) of the respondents are unmarried.
- Majority 61(50.83%) of the respondents are nuclear family.

- Majority 48(40%) of the respondents are having 2 child.

- Majority 57(47.5%) of the respondents educational qualification is undergraduate.

- Majority 36(30%) of the respondents are it workers.

- Majority 53(44.2%) of the respondents monthly income is Rs.20001-Rs.40000.

- Majority 76(63.3%) of the respondent family is 2 person earned.

- Majority of that 51(42.5%) of the respondents are using laptop for work from home.

- Majority of that 42(35%) respondents are using laptop for work from home.

- Majority of that 44(36.7%) respondents are using bed room for work from home.

- Majority 86(71.7%) of the respondents are having regular breaks in work from home.

- Majority 96(80%) of the respondents are having good work life balance in work from home.

- Majority 96(80%) of the respondents are satisfied in work from home in work from home.

Device used for work from home

Device name	No of respondents	percentage
Smart phone	32	26.7
Pc	19	15.8
Laptop	51	42.5
Tab	13	10.8
Others	5	4.2
Total	**120**	**100**

Primary data

From the above table it is inferred that out of 120 respondents, 32(26.7%) of them are using smart phone, 19(15.8%) are using pc, 51(42.5%) of them are using laptop, 13(10.8%) are using tab, 5(4.2%) of them are using other device for work from home. Hence, majority of that 51(42.5%) of the respondents are using laptop for work from home.

PROBLEMS OF WORK FROM HOME

In the ranking system, based on problems of work from home, technology issue is given first rank with the mean value of 5.25, communication issue is given second rank with the mean value of 4.42, virtual meeting issue is given third rank with mean value of 4.39, lack of social interactions is given fourth rank with mean value of 3.75, finding reliable Wi-Fi given fifth rank with mean value of 3.63, difficulty in collaborating with colleagues given sixth rank with mean value of 3.61 and unplugging after work given seventh rank with mean value of 2.76.

LIMITATIONS OF THE STUDY

- The primary data is collected through questionnaire. So, all limitation to it are binded.
- This study is based on obtained information only 120 respondents. So, this finding and suggestions of the study cannot extent to all .

SUGGESTIONS

Based on employee suggestions and data analysed in this study as follows:

✓ The duration of work from home must be controlled.

✓ Sometime work from home create more stress.

✓ There is no more interaction with colleagues.

✓ Over work pressure affect family time also, so maintain employees without pressure.

✓ network issues is more irritating in this way of work

REFERENCE:

➢ **Donny susile (2020)** "revealing the effort of work from home on job performance-during the covid-19 crises: Empirical evidence from Indonesia". The journal of contemporary issue in business and govt. volume no: 26, Issue no 1, pp 23-40.

➢ **Alan felsteadgolohansike (2017)** "assessing the growth of remote working and its consequences for effort wellbeing and work life balance". Volume no 32, issue no 1.

➢ **Kathryn L.Fonner& Michael Erolot (2010)** "why teleworkers are more satisfied with their job than are office based workers: when less contact is beneficial". Journal of applied communication research, volume no 38, issue no 4, pp 336-361.

➢ **Nichole.F. Church (2015**) "Gauging perceived benefits from working from home as a job benefit". International journal of business and development, volume no 3, issue no 3.

➢ **Spies mattias (2006)** "Distance between home and workplace as a factor for job satisfaction in north west Russian oil industry". Volume no 182, issue no 2, pp 133-149.