

SOCIAL INNOVATION IN ORGANIZATIONS: EMBRACING WORK FROM HOME

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ABSTRACT

The focus of researchers has been on work-life balance from over a decade now. New work styles are getting implemented and have been effective in maintaining a balance between both the personal and professional spheres. There have been debates around the globe to analyze whether these new modern methods are effective or the organizations should adopt the traditional methodology for its working style. One of the most recently adopted working styles is 'Work from Home'. This means that an employee needs to complete all his roles and responsibilities from home itself. There is no need for the employee to come to the organization physically to work.

'Work-Life Balance' is a term which is being constantly discussed in the professional world. The term includes the right balance of work and personal life. 'Work from Home' is one work style in which individual collaborates both- professional and personal worlds. Due to the pandemic entire corporate world has shifted to Work from Home mode and hence this is the perfect time to research and get insights regarding this work style of 'Work-Life balance'. The impact of this new work style on the work-life balance has been thoroughly discussed and analyzed in this study.

Keywords: *Work from home, work-life balance*

INTRODUCTION

Organizations having Work From Home (WFH) policy, allows their personnel to work from home both full-time or when it's most convenient for them. This job style of working from home has been accepted by the majority of organizations since last few years throughout the world, and during this pandemic, it's because of this policy, work is continued in many organizations especially in IT sector. It can also be seen as

one of the convenient ways of improving the work-life balance.

Kalliath and Brough (2009) defined work-life balance as work-life balance is the personal opinion that work and non-work activity are compatible and promote growth following a personal life and their priorities. Finding a healthy work-life balance is highly important to your overall well-being. It can reduce stress levels and the risk of burnout or creative block. Also, employees who are

satisfied with their work-life balance are likely to be happier at work, resulting in improved performance, productivity and commitment. There is an increasing demand for Work From Home job culture in today's world. Ideally, a workplace is converted from a physical location to a state of mind, physical location it means the workplace. A changing lifestyle traditional to modern life persuaded various changes of lifestyle by society, the same as modern working life graphed the system of work from home.

work from home is nothing but telecommuting and remote work, the growth and development in Information and Communication Technologies (ICT) has made work from home very convenient option, easy to complete any task and office work from outside of the physical workplace by using internet connectivity at an affordable cost. These benefits make work from home more comfortable as well as a flexible option for completing tasks. The increase in the adoption of this strategy is exponential currently; many companies are asking their employees to work from home due to safety concerns.

As the coronavirus (COVID-19) continues to capture headlines in the news and spread rapidly, employees are struggling with finding a sense of calm and stability throughout the ever-changing updates and reality that the survival in pandemic has

given rise to many new normal ways for the time being. Although working from home has many benefits, some being flexibility, increased productivity, zero-commute, and more quality time with your loved ones, working remotely also could make it more difficult to power off and unplug from your workday, resulting in long stressful working days, ultimately decreasing your work-life balance. Work-life balance especially during uncertain times like COVID-19 is essential to employees' growth and personal happiness and company retention. When employees are encouraged to find a positive work-life balance, they tend to be more motivated to produce great work.

LITERATURE REVIEW

A detailed Literature has been reviewed to make the research relevant. Work From Home is an increasing phenomenon of work culture in between (1981-1998) many of employee in the UK are working from to and raising rapidly our self (Felstead and Jewson): Home-working is any paid work that is carried out primarily from home(at least 20 hours per week) those working at home by employee or self-employed. Many researchers acknowledge the differentiated nature of home-working, this worker is different in demographic terms and related to gender, skills, and income. Extended to point all employee are not successfully negotiate the social, personal, professional,

and physical transition between the line of work and home. (Bussing 1998, Gurstein 2001, Moran 1993) This researcher also acknowledge the nature of work from home, Work from home can be enhancing the permeability/transparency of the line between work and family domain

One of the 1st definition in this field of work-life balance research is that of (Greenhaus and Beutell 1985)- Work-life balance states that work and non-work obstruction is a type of between part strife in which the part weight from the work and family spaces are commonly contradictory in some regard or Work can either influence on individuals personal life can influence employee work life. The balance between professional life and the rest of our daily lives is a fairly recent concern. Financial incentives to encourage flexible working which has been exp in any material aimed at the commercial where the benefits are being sold to employee and worker general, (Hyman, et, al, 2002)- As we studied many researcher opinions the work-life balance as two areas Homelife and work-life they haven't described their classification and responsibility within each share (Williams, 2002) According to this research they suggest that we can map people's work-life with three different eras: 1. Personal time and space - we need for the care of self and maintenance of the body. 2. Care time

and Space - we need to focus on care properly for other family members. 3 Work time and Space- we need to enable us to gain economic and self-sufficiency. According to Williams, a balance between work and daily life could be said to be achieved when each of these areas is balanced together.

Moore and Crosbie (2004) revealed in their study Home-working is not the panacea for modern working life, those who are thinking of working from home should give careful consideration to their personality skills and aspiration, the tentative nature of employee we are to fully understand the effect of Work from home and work-life balance

Matjasko and Feldmen (2006) The researcher studied on bringing work from home the enthusiastic experience of employee they examined that getting work from home has vast inherent inspiration and help the representative in committing time for themselves, during all the everyday transmission in the middle of work from home

Gajendra and Harrison (2007) they studied that it is workers effort at home especially when some occasion is arrived being interrupted by some private responsibility of family member this distraction-affected on their productivity, work from home is

inconclusive, but work from home having positive effect more often than negative effect on work-life balance.

Amabile and Kramer(2013) they found that work from home is effectively helping the employee to maintain the balance or work-life balance and differentiate their work life and personal life, also they knew from their study that due to work from home time get also reduce and save time for personal life, also enhancing the productivity and achieve their work target on time or before deadline they found some negative effect like, create a communication gap and distraction faced during work time e.g- at time of the webinar,

Beauregard. An et al (2013) According to their study " Home is where the work is " they found employees' opinion was work from home is very comfortable for achieving well work and good work-life balance employees are highly satisfied with their work-life and professional life.

Anurag Sharma and Divya Shekhawat(2018) importance and role of work from home in the organization they try to know from their research both advantage and disadvantage equally, It depends upon employee majorly to handle their professional life in a good manner

The study discusses an issue faced by the most employee in their work life and personal life and another issue might be affected by employee performance.

Shareena and Mahammad (2020)

Understand the experience of employees work from home during COVID 19 Pandemic, according to research Working from home will be willing to work for employees, If they are having a good and supportive environment at home. They understand the employees need and know from research that employees want a controlled and supportive home environment if they achieve this kind of environment they can maintain their good work-life balance and they enhance their performance, productivity, and job satisfaction due to COVID-19 Employee of all the sectors are introduced to the work from home.

The benefits of Work from Home in terms of Work-Life Balance can be stated as below:

- Less Commute Stress
- Location Independence
- Improved Inclusivity
- Money Savings
- Impact on Sustainability
- Better stress management

- A happier, healthier life

As it is always said there are two sides to every coin, similarly, this work culture also has its positives as well as negatives. Hence to get insights regarding the sudden shift to work from home, there has been a need felt to do this research.

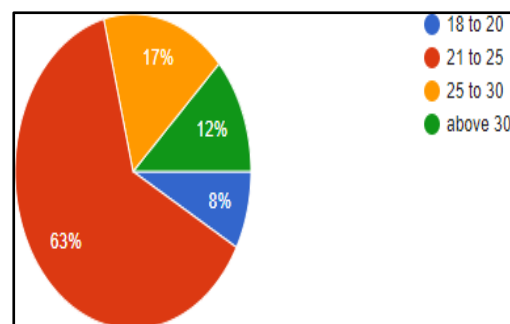
Research Methodology

Research problem

There is an increasing phenomenon for work from the home culture in this COVID-19 Pandemic. As it is always said there are two sides of every coin, similarly, this work culture also has its positive as well as negative effects, Hence to study and analyse the impact of this work home culture on work-life balance and lifestyle, health and some degree on job performance, there has been needed felt to do this research during this pandemic.

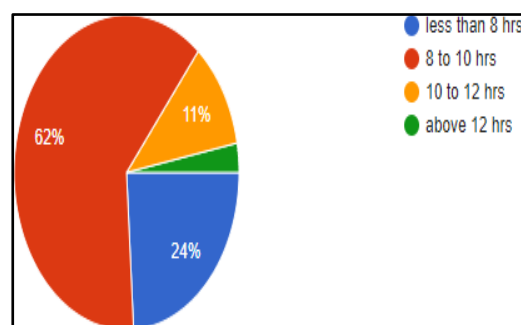
Primary data was collected from 210 employees of organizations like small scale, middle scale as well as MNCs. Secondary data was collected from the EBSCO research database and Google scholar. Convenience sampling technique was used for data collection.

DATA ANALYSIS DEMOGRAPHIC



The respondents for the research included people from various age groups. The highest proportion was of people belonging to the age bracket of 21-25 years old which constituted 63%, followed by 17% falling into the age bracket of 25-30 years old. Also, respondents were belonging to the age bracket of above 30 years who made up 12% of the total respondents. There are only 8% of the respondents who are in between 18-20 years.

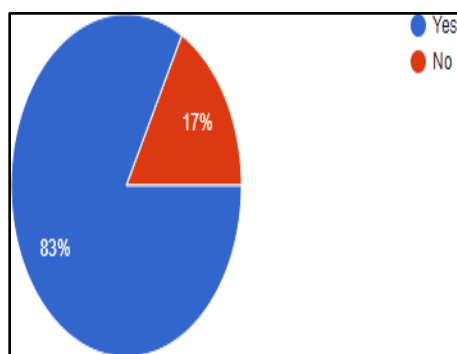
For how much hours do you need to work from home normally?



To get the holistic information; respondents for the research included people working in various organizations-small scale, middle scale as well as MNCs. There were 62% of respondents whose working hours were in between 8-10 hours like the normal office

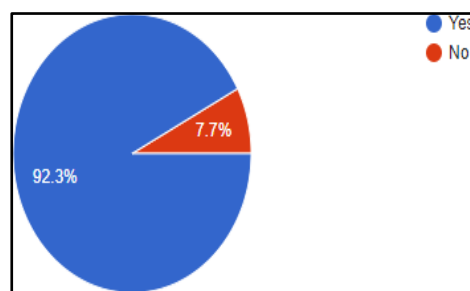
timing. Only 3% of them had to end their day tediously after 12 or above hours of work. Whereas 11% of them had to work for around 10-12 hours. There were also 24% of the respondents who worked for less than 8 hours.

Does your company have a separate policy for work from home?



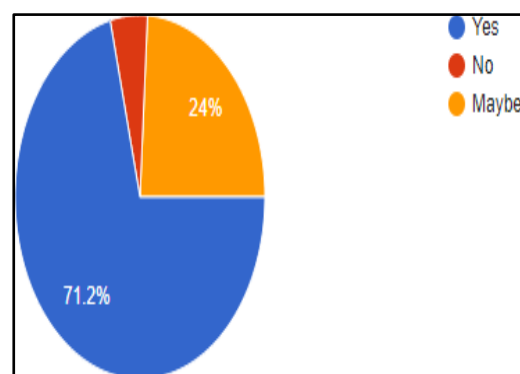
Provision of Work From Home policy is the company's choice. Nowadays companies have standardized the work from home policy. From our study, we analysed that 83% of the respondents said their company has a separate policy for Work From Home whereas 17% of them said their company has no provisions or allowances for a Work From Home

Are you currently working under a flexible schedule?



Work From Home ensures a flexible schedule. There were 92.3% of the respondents who said they are currently working in a flexible schedule while the remaining 7.7% of the respondents had a fixed regular schedule as per their shift timings. So the idea behind this flexibility is to empower employees with time flexibility. Organisation just needs that work is done, now it is up to employees how they manage their time to complete the work.

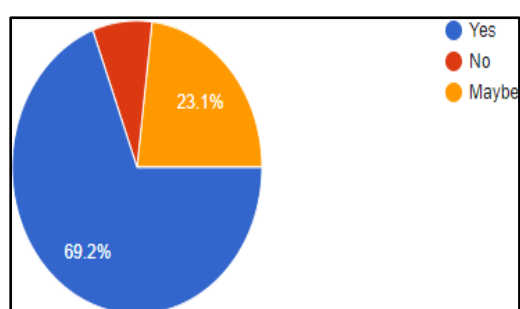
Do you think you can handle your office work as well as family time simultaneously?



Work-life balance is all about maintaining the right balance between office work and family time. There were 71.2% of respondents who think they can handle the two responsibilities

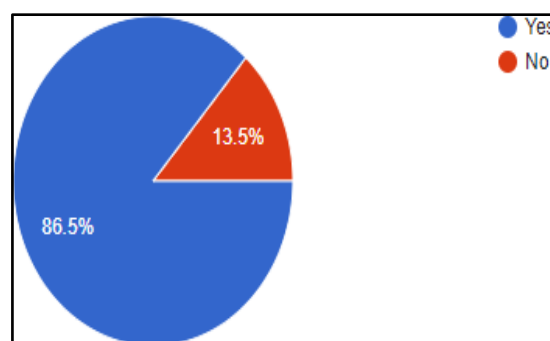
simultaneously while there were 24% of the respondents who thought they were unsuccessful in handling both responsibilities together because of long work commitments. Only 4.8% of the respondents felt they were confused and unclear about the same idea.

Do you think work from home has a positive impact on your health?



It is an urgent need in today's time to manage personal and work-life effectively and efficiently. There were 69.2% of the respondents who think work from home has a positive impact on health. As the travel time is saved, they can utilize that time in exercise. While 23.1% said maybe they didn't observe any change in routine or health. Only 7.7% of the respondents said that due to long work hours and more sitting, their health is not seeing any positive impact.

Do you think Work From Home has a positive effect on your performance?



Work From Home has become popular in recent years. There are 86.5% of the total respondents who think Work From Home has increased their performance while 13.5% of them think there is no effect on the Work from home on performance

FINDINGS

1. The respondents for the research included people from various age groups. The highest proportion was of people belonging to the age bracket of 21-25 years old which constituted 63%, followed by 17% falling into the age bracket of 25-30 years old. Also, respondents were belonging to the age bracket of above 30 years who made up 12% of the total respondents. There are only 8% of the respondents who are in between 18-20 years.
2. To get holistic information, respondents for the research included people working in various organizations-small scale, middle scale as well as MNCs.
3. Many organisations have adopted work from home policy. From our study, we

analysed that 83% of the respondents said their company has a dedicated standardized policy for Work From Home whereas 17% of them said their company has no provisions or allowances for a Work From Home policy.

4. Work From Home ensures a flexible schedule to a certain extent. There were 92.3% of the respondents who said they are currently working in a flexible schedule while the remaining 7.7% of the respondents had a fixed regular schedule as per their shift timings.

5. Work-life balance is all about maintaining the right balance between office work and family time. There were 71.2% of respondents who think they can handle the two responsibilities simultaneously while there were 24% of the respondents who thought they were unsuccessful in handling both responsibilities together. Only 4.8% of the respondents felt they were confused and unclear about the same idea.

6. It is an urgent need in today's time to manage personal and work-life effectively and efficiently. There were 69.2% of the respondents who think work from home has a positive impact on their health, as they can utilise saved travel time in exercise. while 23.1% said maybe as they have not yet observed any noticeable change in their health.

Only 7.7% of the respondents said that due to long working hours and sitting, there is no positive impact on health.

7. Work From Home has become popular in recent years. There are 86.5% of the total respondents who think Work From Home has increased their performance while 13.5% of them think there is no effect on the Work from home on performance.

CONCLUSION:

This study is an attempt to get insights regarding work from home and work-life balance. The research paper demonstrated the importance and role of work from home in an employee's life. As per the primary data analysis and research findings suggest that the majority of employees' feel work from home has positively affected work-life balance, health and performance to a certain extent. Employees are empowered with flexible time for better handling of their professional as well as personal commitments.

Due to COVID-19 employees of many sectors are working from home for the very first time. Many small-scale and medium-scale companies are adapting this work culture to ensure smooth function of business operations; they are getting fruitful results for the same. This indicates that work from home has become most adapted

working styles globally and even though it's a sudden shift it having a positive impact. Thus, company management must make provisions for work from home for maximum possible employees. Online training and development sessions for

ensuring that employees are well aware with protocols of work from home would be a good practice. Regular feedback meetings are need of the hour to understand the comfort level of the employees who are new to this work from homework culture.

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