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Employee Productivity and Job Satisfaction of Work From Home Employees in the it Sector with Special Reference to Coimbatore District

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ABSTRACT

This research provides the foundation of human resource management in work from home specifically in IT sector during COVID-19 how the IT sector plays an important role during the pandemic situation it reduces the time management of the people. It leads you to balance both personal and professional life.

INTRODUCTION:

Work is traditionally done in an office environment. workers conduct work-related tasks in a physical space where a company's operations take place. The COVID-19 outbreak has made working from home (WFH) the new way of working for millions of employees. Due to the pandemic, many workers and employers had to switch, quite suddenly, to remote work for the first time. However, not all jobs are suited for remote working, while some organizations want a mix of both remote and physical working. A sector which is easily adaptable to work from home.

STATEMENT OF THE PROBLEMS:

There are many problems faced by the employees in IT sector while working from home. Job satisfaction is considered as a key issue by the organizations where efforts are taken and programs are initiated. If an employee is not satisfied with the job there are chances for absenteeism, job turnover, lower productivity, committing mistakes. The change in work environment may affect the level of job satisfaction which might have a huge impact on employee productivity. As a result, it becomes necessary for each and every organization to know about the problems and challenges faced by the employees while working from home.

OBJECTIVES:

- To know the impact of work from home on productivity
- To identify the factors that influence the job satisfaction of employees
- To Analyse the effect of job satisfaction from work from home on employee productivity

REVIEW OF LITERATURE:

Song Yang, Lu Zheng (2011)[9], A study was conducted keeping the flexible work program as the changing variable and it was done to understand how much impact does the work flexibility has on employee productivity. The results of the research showed that employees who have a flexible work schedule are observed to be associated with a high level of productivity.

Glenn Dutcher, E., (2012)[10], said that in an effort to cut costs and improve worker morale, corporations are increasingly turning to telecommuting. Conflicting reports exist though on the effects that working outside the office has on productivity which directly affects a company's bottom line. This study explores these controversies using an experimental approach. Creative and dull individual tasks were used to mimic two extreme work climates. Results of this study indicate that the telecommuting environmental effects may have positive implications on productivity of creative tasks but negative implications on productivity of dull tasks.

SCOPE:

This study investigated the factors that affect the YouTube advertising value and its effect on purchase intention. The main concern of this research is the evaluation of advertisement on YouTube embedded to videos of youtubers before viewers are able to watch the videos.

METHODOLOGY USED IN THIS STUDY

SAMPLE SIZE:

The sample size is 110 respondents

AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

DATA COLLECTION:

Data is of two types Primary and Secondary.

PRIMARY DATA:

The primary data was collected from the work from home employees in IT sector within the Coimbatore city.

SECONDARY DATA:

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books.

TABLE: Simple percentage analysis

Factors	Options	No. of Respondents	Percentage
Age	21-30	105	87.5
	31-40	10	8.3
	41-50	4	3.3
	ABOVE 50	1	0.8
Marital status	Married	23	19.2
	Unmarried	97	80.8
Educational qualification	Ug	83	69.2
	PG	20	16.7
	Professional	12	10
	Others	5	4.2
Monthly income	Below 20000	71	59.2
	25000-50000	30	25
	50000-75000	12	8
	Above 75000	7	5.8
Productivity	More productivity	51	42.5
	Equally productive	52	43.3
Necessary Resources	Yes	86	71.7
	No	34	28.3
Completion of work	Yes	90	75
	No	30	25

Factors act as barrier	No time management	25	20.8
	new opportunities	18	15
	Self-discipline	27	22.5
	Self confidence	47	39.2
	Being adaptable	38	31.7
Job satisfaction	Yes	97	80.8
	No	23	19.2
WFH in future	Yes	97	80.8
	No	23	19.2
Job dissatisfies	Lack of interest and motivation	48	40
	Having poor management	33	27.5
	Not being heard	21	17.5
	Lack of career growth	18	15

INTERPRETATION:

Majority of people (87.5) are from the age group of (21-30). Majority of the people from rural area (52.5%). Majority of respondent are male (54.2) % Majority of the people are from nuclear family (58.3) % Majority of people (69.2) % are under graduation. Majority of people are unmarried (80.8) %. Majority of people responded 43.3% as it is equally productive. Majority of people says 71.7% yes there are necessary things are available for work from home nature. Majority of the people 75% are able to complete the task from WHF. Majority of people said 32.5% are not investing much time to learning. Majority of people said self - confidence is requiring quality in WFH. Majority of people think that it is helpful to experienced their personal growth of upgrading skill in WFH. Majority of people says that 43.3 % people are choose flexible schedule. Majority of people says that 80.8% of people are satisfied with work from home. Majority of 40% of people said that lack of interest and motivation. Majority of people said that 80.8% are want working from home in future.

SUGGESTIONS:

The employees could come up with a designated work from home desk to maintain work discipline and for better productivity. The management must ensure ways to help teams succeed by providing the tools they need to stay connected and work efficiently. The management must maintain regular contact with all the employees and ensure that they are clear on what is expected from them. Employers can implement employee assistance programs and provide adequate coverage for mental health services in order to reduce work timings related stress and fatigue's management must educate the employees on adaptive performance which is crucial for achieving maximum productivity.

CONCLUSION:

Job is one of the important elements of people's life. The employees' living style and social lives depend on their jobs. Therefore, it is essential for every organization to have satisfied and productive workforce. IT industry is one of the industries which has easily adapted to work from home. Since WFH is a new scenario for all the employees, there is a role for the employees and the organizations to maintain it effectively and efficiently. The employees have to work at least during the office working hours while working from home to provide an efficient service to their companies. Further, if there is any shortcoming for the employees of their physical working environment during work from home, the organizations should pay a little attention to provide those facilities to the employees.

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