



29	AN ANALYSIS OF EMPLOYEES STRESS AND ITS IMPACT ON PRODUCTIVITY DURING WORK FROM HOME - AFIANZAR TECHNOLOGIES PRIVATE LIMITED AT TIRUCHIRAPPALLI	141
	Dr. R. Sheela & Dr. M. Suganthi	
30	STARTUP PROGRAMME IN TRADE RELATED ENTREPRENEURSHIP ASSISTANCE AND DEVELOPMENT	146
	Mrs. B. Suganya & Dr. K. Marutha Durai	
31	A STUDY ON INTERSECTION OF WORK AND LIFE OF WOMEN EMPLOYEES IN PRIVATE BANKING SECTOR	149
	Dr. S. Rizvan Ahamed & Dr. Y. Razeeth Khan	
32	AN IMPACT OF DIGITAL MARKETING ON SMALL BUSINESS START-UPS IN TIRUCHIRAPPALLI CITY	153
	Dr. S. Gayathri Devi & Ms. K. Kousalya	
33	WORK FROM HOME PHENOMENON AND ORGANISATIONAL PRODUCTIVITY	157
	Dr. S. Anitha	
34	EXAMINING THE IMPACT OF SOCIAL MEDIA USAGE ON ACADEMIC PERFORMANCE OF COLLEGE STUDENTS IN CHENNAI CITY	162
	Ms. Shabeena Shah W. & Dr. S. G. Balaji	
35	USER SATISFACTION TOWARDS E-BIKE WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI CITY - A STUDY	167
	Dr. N. Mohamed Siddiq & Dr. E. Mubarak Ali	
36	A STUDY ON CONSUMERS' PERCEPTION TOWARDS E-PAYMENT SYSTEM IN TIRUNELVELI DISTRICT	173
	J. Pritha Ebenezer & Dr. Leelavathy Packiathai	
37	ADOPTION OF SOCIAL MEDIA AND USTAINABILITY OF START-UP IN INNOVATING TECHNOLOGY AT TIRUCHIRAPPALLI DISTRICT	178
	Dr. G. Revathy & Dr. R. Gowri	

WORK FROM HOME PHENOMENON AND ORGANISATIONAL PRODUCTIVITY

Dr. S. Anitha*

Abstract

In India, the flexible work culture or work from home wasn't quite common till the pandemic had distracted in 2020. Some organizations, majorly ITs and MNCs had the work from home possibility in their policies and practices however for a specified tenure or at regular intervals. The recent pandemic has prompted the management of various industries to think about remote working culture seriously. The confinement to one's home because of lockdown and social distancing priorities meant workers were not able to work in their places of employment. Organizations had to work on setting up a digital infrastructure for their employees at home so that they could continue working conveniently. Alongside, there was the vital facet of making certain compliance and security. This is often being thought-about because the 'World's largest work from home transition'. With the main chunk of the service sector working from home, it is relevant to know the impact of this culture on organizational productivity.

Keywords: Work from home, employee satisfaction.

Introduction

The lockdown resulting from the COVID-19 pandemic has offered unprecedented opportunities for employers to trial working from home (WFH) at scale. While it is important to note that many occupations are unable to work from home – health and care workers, delivery drivers, construction staff and supermarket checkout operators, to name just a few – the size of the experiment is nonetheless exceptional. Employee productivity increased due to changes made in their style of working. They took lesser breaks and leaves such as sick days. But, not everyone is comfortable with working from home.

Working from home reduces the strain of time-pressured work and lets employees better work around personal circumstances like attending to a sick child or to getting household work done. Workers availing the flexible work opportunity, displayed increased job satisfaction, more commitment towards their organization and a willingness to carry out tasks beyond their respective job roles. These employees were more engaged.

*Assistant Professor, Department of Business Administration, Dr. Umayal Ramanathan College for Women, Karaikudi. Email- anithasrinil19@gmail.com

Anitha
Principal,

Dr. Umayal Ramanathan College for Women,
Karaikudi.