



A COMPARATIVE STUDY OF DIFFERENT WORKING MODE DURING COVID-19

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ABSTRACT

The pandemic struck world is changing the industries very rapidly. Every industry had to adopt and adapt in order to survive in the market. People purchasing decisions and preferences are also affected. also . Training services market and it's acceptance in market also changed . Today it is the need of hour to survey and research about how to tackle this situation and find a perfect solution for that.

The study compares the different attributes of both option and analyses the new market trend and needs of the customer. It suggests the most important attribute for customers right now is of "demand" and price could be worked around this attribute. The training and skills development services Industry is playing a pivotal role in the IT market and research also highlights upon competition scenario, demand-supply trends, different working mode benefit , salary compensations scenario and others aspects also. a key consideration of employees , and economic factors influencing on the working mode and training & development market. This report provides insightful knowledge to the clients enhancing their basic leadership capacity explores several significant facets related to training and development market covering industry environment, segmentation analysis ,working mode preferences , compensation & benefits and competitive landscape. Pragmatic ideas of the working mode and training & development market are mentioned in an easy and plain manner in this report. A precise and elaborate primary analysis report highlights various facts such as development factors, business enhancement strategies, statistical growth, financial gain or loss to help readers and clients to understand the market on a global scale. This Project showcases the use of conjoint analysis to find the more preferred working mode . Self-Explicated Conjoint Analysis has been used to gather information. In this method different attributes were provided to respondents with levels from least to most preferred and then the attributes are being measured using constant sum scale to find the most desirable attribute This section provides a overview of the report regarding more preferred working mode ,different compensation and benefits and different ways by which newgeneration can be attracted towards the company. Moreover, macroeconomic factors and administrative procedures are discovered explanations in skill & development industry advancement and perceptible examination. Which gave the result that clients are now more concerned about the better work life balance , extra benefits , resources and during covid how the safety measures has been taken.

The research report is segmented into different sections based on geographic places, working types , benefits types , importance of social media and the manufacturers/key players of the product.

KEYWORDS :**Chapter1: Overview****INTRODUCTION**

Fulfilling Customers need is the most important for any industry in the market. NIIT have the capacity and resources to come up with products or services that would fulfill the 'wants' of the customers in this changing chaotic market.As more and more people are now trying to design their professional life with better work life balance , better working environment and more suitable and exciting benefits NIIT Ltd. can attract them and fulfill their need .Also the number of products from NIIT and the type of working conditions in their company provide a suitable working condition with great opportunities , these factors can be a key factor in order to increase the market size and profit. Also during pandemic company have to do a lot of changes in order to keep things on track.

The demand for flexibility in where and how people work has been building for decades. Before the crisis, surveys repeated showed 80% of employees want to work from home at least some of the time. Over a third would take a pay cut in exchange for the option. While the experience of working at home during the crisis may not have been ideal as whole families sheltered in place, it will give people a taste of what could be. The genie is out of the bottle and it's not likely to go back in. Covid-19, and all of the work disruption it has caused, will not soon be forgotten by organizational leaders, shareholders, or other stakeholders. Those who were not ready this time will learn what worked and what didn't work and be compelled by investors in particular to close the gaps so they are better prepared in the future.

Different Working Mode Comparative Study :-

Migration from one city to another city has become speedy

nowadays which has soared up demand and prices of almost everything. People are now dynamo, where we hop from a house after house, city after city and job after job. How many of us have still live in that same city where we were born and raised? We tend to keep changing our places quite often for various reasons like education, job switch, marriage, etc. And with this changing environment, the demand for everything in our young generation household moved on quality .We prefer a House, which is designed well which have good interior with good quality. The new generation doesn't want to spend one shot where we ourselves are not sure about the duration of the stay. The burden increases when your psychological and physical engagement increases , As we head in covid times the major working change we witnessed is change in our working environment and employees as well as management tried their best to come out with a feasible solution and making a great working environment that's suitable for everyone .

"You need not own it to experience a glass of perfection".

Pandemic Affect On Work From Home :-

Due to COVID-19 pandemic, many companies allowed their employees to work from home (WFH). Some employees are happy with WFH option, but some are not comfortable with it. There are pros & cons with WFH option for both employees and companies.

Advantages For Employees:

1. Travel time to and from the office will be saved.
2. They can spend more time with family. This is beneficial for many especially for parents of young children.
3. Even in modern times, women are expected to take care of home and children. With this responsibility, several

women are forced to leave their jobs. The rise in WFH culture is a boon for them. With this more women can join in jobs again.

4. The location will not be a barrier. Employees can get a job, even if the office is located in another city.
5. If they want to get to know their office and colleagues better, they can attend the office at regular intervals like once a week.

Disadvantages For Employees:

1. The line between work and home will be blurred. In general, employees leave work tensions at office and come home to relax. But this opportunity will be lost and it may cause anxiety. If work and personal life are not balanced well, work will extend to longer hours. This can create WFH burnout.
2. Employees have to set up a work environment at home, which will incur extra expense. Even then, some people may not focus on work due to the lack of a professional atmosphere.
3. Some companies are giving so much work just because their employees are working from home.
4. Teamwork is a bit difficult while working from home.
5. Working from home from a long periods of time can hamper social and interpersonal skills

CONCLUSION:

Even though work from home culture is on the rise due to COVID-19 situation, work from home opportunities will increase in number to adapt to the changing times. With time, companies and employees will take steps to reduce the disadvantages.

Pandemic Effect On Work From Office:-

Since pandemic work from office became a tougher option for the companies and they missed this working model many times. The first thing that comes to our mind when we use the word 'office' is a region or sector where service related to bureaucracy and commerce is carried out. It is a location of management and organization. Important and compulsory duties are carried out here under the supervision of a head. Work is distributed among the staff members and a monthly salary is attached to the job for maintaining a decent lifestyle and standard of living. But the bigger question here is, *Is working in an office a blessing or a problem?* According to a few surveys, both the sides have quite substantial arguments to put forward. It might look very productive from one angle but the other angle says a different story.

On that note, let's discover some of the top advantages and disadvantages that come with working in an office environment.

Advantages For Employees:

1. They can work better in team.
2. **Serendipitous collaboration:-** some CEO's talks often about the value of serendipity in a shared office space. Those are moments when people from different teams strike up a conversation about a project at the coffee machine or in the elevator, for example, and those spontaneous interactions yield a new idea or innovation. Those moments don't come easily in WFH mode.
3. **Comprehensive Communication:-** work from office is being a more effective option for better communication, you can talk face to face work in a professional environment.
4. **Effective and Efficient Meeting:-** You've got tech issues, disconnections, frozen video, lost links, apps to download, extensions to install and that one guy who always forgets he's muted when he starts talking. Plus, in my experience, meetings scheduled via conference call tend to go longer. Probably because it doesn't seem worth all that hassle for

a 10-minute chat. In person, everyone walks in the room, and you start talking. That's it.

5. **A Focused Environment:-** An office tells employees it's time to work. And you can control your office design to encourage focus with quiet areas, dim lights and white noise, for example. When you are in an office you can chill or take for some time but when there are some urgent work you can change your mood and be focused.

Disadvantages For Employees:-

1. **Injuries:** This might sound surprising to most of you but working in an office actually makes you prone to slips and injuries. Accidents are most likely to occur here. According to the HSC statistics, 30 % of tripping and falling accidents are dedicated to office workers.
2. **Strains Your Eyes:** Another side effect of working in an office is that it strains your eyes. This is because you have to look at the computer screen throughout. This could actually damage your vision in the long run or cause you to wear specs. No wonder so many office workers today wear contact lenses or specs.
3. **Encourages a sedentary lifestyle:** One of the worst side effects of working in an office is that it encourages a sedentary lifestyle. You are sitting at your desk all day while trying to finish a project. This makes you a lazier person as you don't walk around or do any chores. Not just that, it strains your neck and back. Desk work in an office is also one of the biggest reasons behind obesity.
4. **Ruins Relationships At Times:** Dealing with the same people on a regular basis in your office could actually ruin your relationship with them. This occurs due to the secret rivalry between the colleagues or because it gets monotonous to see the same faces every day.
5. **Payment could be less:** If you are working in a small company, there are chances the payment will be very less. You will be only paid more if you are working for a multinational corporation, that too for a very high post..

CONCLUSION

Working in an office environment certainly comes with several advantages. But like any other job opportunity, they have some downsides too. When you are working with a group of people, you are under constant speculation. You are also prone to judgement. The worst disadvantage could be if you have a tough time getting along with colleagues. But look at the brighter side of it! You can speak to your clients and maintain contact with your colleagues. You will be working with some who know you. This will definitely become a family type environment.

Hybrid Mode

After months in quarantine, employees feel strongly about getting back to the workplace. Even when enterprises keep safety measures and social distancing rules in mind, there are still very few people who come in every day to a physical building. Nevertheless, in our future work model it will not be about working from home (WFH) "or" working from the office. According to a recent Salesforce survey, at least 64% of workers like the idea of working from outside the office occasionally. Another 37% want to continue full-time work from home after the pandemic. Much as this concept may sound great in theory, it's definitely a tricky one to execute effectively. Let's go through some of the pros and cons of a hybrid workplace:

Pros Of A Hybrid Workplace

1. **Emphasis on productivity, not efficiency:-** The hybrid model allows for us to redefine our measurement of performance. Traditionally, employers want to have as much of the workforce present at the office, guaranteeing hours worked, maximizing efficiency. Management would look at the completion of projects from an "hours inputted" kind of view.

Now, with some employees working remotely, it becomes important to pinpoint who's directly responsible for what project, and have a clear understanding of how much they can realistically achieve in a day. The focus for management becomes improving productivity supporting teammates with the resources they need and scoping projects in a clear workflow.

2. **Reduced cost of operation:-** With a reduction in the number of employees at the office, employers are finding themselves in need of less office space. Not only can a hybrid model lead to rental cost savings, fewer office supplies are needed. For example, there's no longer a "normal" demand for refilling snacks and the water dispenser. Here's a story of how the telework program by AT&T helped the company save USD30 million in annual real estate costs. The hybrid model also means that employees are spending less time and money on commuting, which is great news to those unable to find affordable accommodation close to the office.
3. **Redefining collaboration:-** Employees no longer need to be in the same meeting room to brainstorm or collaborate. With the adoption of asynchronous communication and video call software, meetings are now location-independent thanks to internal communication systems. For example, our friends at Jostle provide a user-friendly intranet with targeted announcements, social posts, quick updates and sign-off features that promote synergy amongst scattered employees and still give that feeling of everyone being in the same place and working together.
4. **Employee prioritization:-** We've seen greater work-life integration with the hybrid work model. Working away from the office demands flexibility and trust from management. Some employers have also supplied employees with portable or customized work fittings like standing desks, orthopedic furniture to break the monotony and routine at home. More companies are implementing 1:1 meetings on a regular basis to check in with individual employees, on their professional and personal lives. This helps team members discuss critical milestones and update each other on relevant achievements or pain points.

Cons Of A Hybrid Workplace

1. **Diminished client experience:-** In many businesses, there's a certain level of specialization for client management. Without the mandatory need for customer-facing employees to station at the office, some urgent cases may be neglected, take for instance lawyers specializing in copyright and patent infringement.
2. **Increased employee isolation:-** As employees go long periods of time away from each other focusing on their individual tasks, the relationship and camaraderie built through physically being present at the office may be weakened..
3. **Heightened cyber risks:-** Cyber-attacks and other related pitfalls like data loss are more likely when working and communicating from changing locations. Companies need to secure their digital footprint through constant software updates, robust password management, and multi-factor authentication as they're more prone to risk of data breach.
4. **Over-politicized workplace:-** Employers have to constantly revise their systems to ensure that they're both democratic and effective. Since the office is typically the center of information and operations, power may be skewed towards those spending more time there. This can deteriorate into a situation where people fall into camps as time spent at the office may become unconscious measurements on loyalty and devotion towards the organization. All this breaks unity as some employees start to feel less favored than others according to their schedule and location.

CONCLUSION

The hybrid workplace model might be an inevitable arrangement for many organizations in the future. Now that you have a clearer picture of some of the pros and cons, think about what will work best for your organization's unique circumstances and people.

Chapter 2: Research Methodology

For this study, I have used secondary and primary both. Primary data provides authentic, specific in nature and up to date information, which will help better in analyzing the current situation of the market which has changed drastically due to pandemic and thus will make our forecasting/ prediction more precise.

Objectives & Scope

OBJECTIVES:

To analyze the market demand and acceptance and effect of different working mode and different compensation & benefits in market by:

- 1) Analyzing the changing employees preferences in the market.
- 2) Analyzing and comparing the different factors that affects the employee decision and acceptance .

Scope:

The following methodology is adopted for Comparison of market demand:

- 1) Selection of segment of employees.
- 2) Collection of data through questionnaire.
- 3) Finding out the factors that are influencing employee's working decision in current market.
- 4) Comparing these factors to find out the most and least important during pandemic.

Research Design

Self-explicated conjoint analysis is being used, where a questionnaire was presented to the respondents with different attributes on a constant sum scale (100 points) that are to be analyzed and findings are to be drawn as per points given by the respondents to each attribute. With the help of self-explicated conjoint analysis different factors were compared and which helped in to find the preferred trend and consumer needs in the current situation of the market.

Sources Of Data Collection

Here in this Research Project, the data is collected through both Secondary and primary sources. For primary data, questionnaire was floated which gave authentic and up to date data and for secondary Data, different published sources were used which are listed below:

- Wikipedia
- Market.us Research
- I B E F (ibef.org)
- DataIntel Research

Factors were narrowed down through questionnaire (primary data) using google form https://docs.google.com/forms/d/1skOeAOW1vo4U_CXOH0164PN1AyxET5g1dX3DGdhGmo/edit

Data Analysis - Tools/techniques

Data is being collected through google form and google sheet which is then analyzed and interpreted.

Different graphs and pie chart simplifies the data and helps us understand which segment to target and what are the factors that could focused on or utilized in this sector and where the industry in order to grow.

Sampling Design

Target Employees :

- Working bachelors

- Professionals
- Higher-positioned professionals
- Startup founder
- Different sector employees

Sample Size – 130

Sampling Design – Convenient sampling

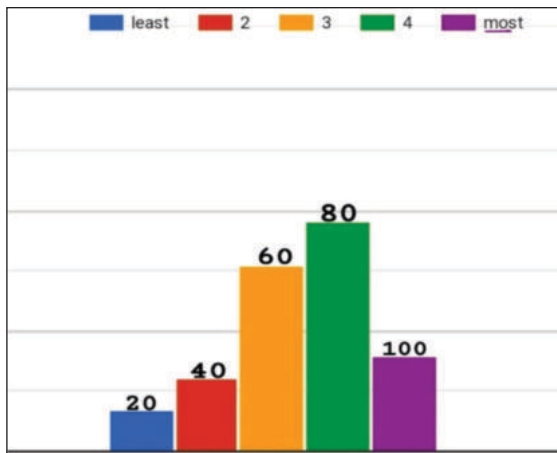
Limitations Of The Study

- 1) Lack of secondary data on this topic as this area is not too much researched or explored yet also not enough article is available.
- 2) Unable to interact and meet people from the industry and get a better insight about the industry due to lockdown.
- 3) Employees are not open to talk about their compensation and benefits .
- 4) Senior level employees are also not telling the working environment and other work affecting factors.

Chapter 4: Data Analysis and Findings

In this chapter, many attributes that will affect the buying process of the consumers are analyzed on constant sum scale. This further gave us the most preferred attribute and the least preferred attribute. The attributes that were measured are:

Weekly Work Days :



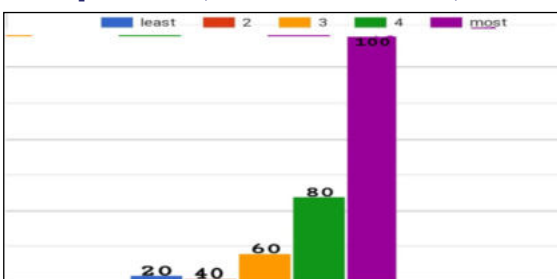
Importance of work days preferences to respondents (Fig 1.2)

Respondents were asked to give points as per their preference that how much they prefer to work on weekdays and weekends . As we can see through graph, most of the respondents i.e. 38 respondents which is around 40% of the sample size gave 80 points

Findings:

This data indicates that most of the respondents from the sample are workaholic but not all days if they will be forced to work all day they will lose interest and will be less effective so it will be more important to work 4-5 days and giving them some rest . . This means most of them want to work maximum 4-5 days a week .

Safety concerned (Covid and Other reasons):



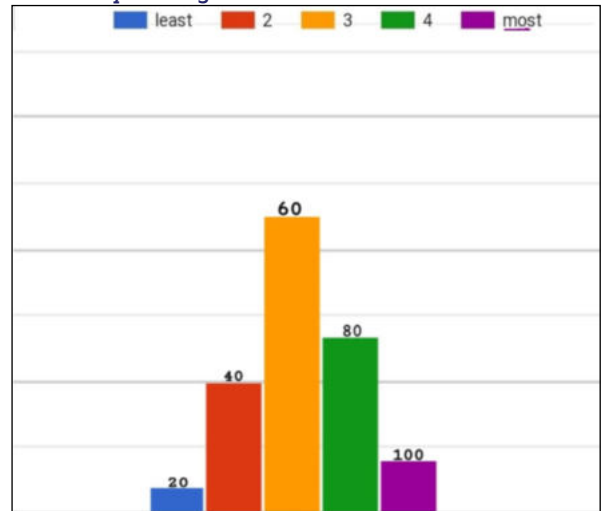
Importance of safety to respondents (Fig 1.3)

The next attribute that we focused on was 'safety'. As we know after the pandemic hit the market the sudden change has been gone on the safety process and they become more safety conscious people . This attribute must be study in the current situation as it is changing the face of the market rapidly. As we can see in the graph almost 70% of the respondents gave 100 points to this attribute while asked for that is it least or most important for them while opting for safety .

Findings:

After analyzing the market through this data, we can clearly see a new trend. People are moving towards more safer option i.e. choosing the safest working option in this pandemic. This is giving birth to new opportunities in the market. Before pandemic work from home option was not booming as much as it is right now.

Per Day Working Hour :



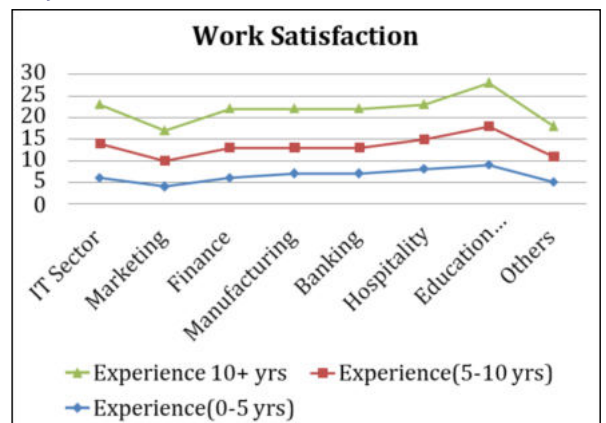
Importance of working hour to respondents (Fig 1.5)

The next factor that was analyzed was 'Working hour' . As per graph we can see most of the respondents gave 60 points to this attribute while opting for 8-10 hours of work.

Finding:

Through analyzing this data, we get that employees are moving towards more modernization so if company is taking too much work from their employees it will be bad for their long term benefit as employees will not work properly . So keeping 8-10 hours per day work is best as this will give them balance

Job Satisfaction:



Importance of Job Satisfaction to respondents (Fig 1.6)

Job satisfaction' is the next factor that I intend analyze. The

graph indicates that most of the respondents are favoring this factor ,their preference and their opinions changes according to their experiences.

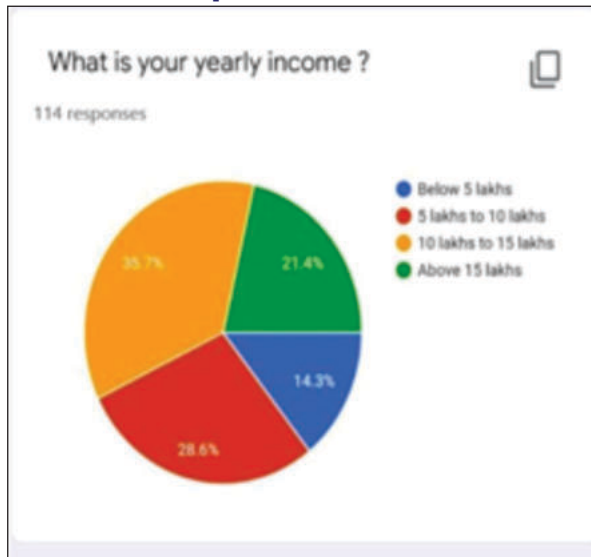
Findings:

Job Satisfaction' in this industry has turned out very important for the employees. Here also people want to first have a good Quality job. For job satisfaction most of the employees having experience less than 5 years are not satisfied because of extra workload and low salary. Whereas employees having more than 5 years of experience are satisfied even after having heavy workload because they are getting higher salary.

Targeting In The Market:

The research was also design to find the target segment of the customers in this industry. Following are the factors that are looked upon and analyzed to find the target market:

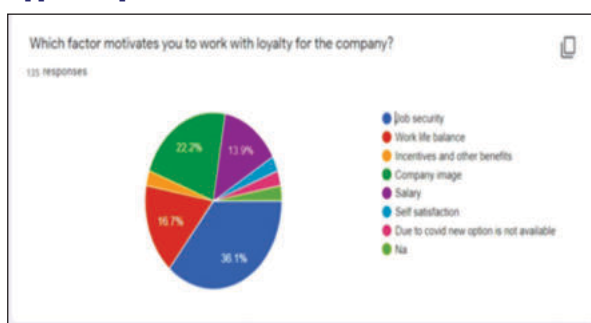
On the basis of Salary:



Distribution of sample size on the basis of yearly income (Fig 1.10)

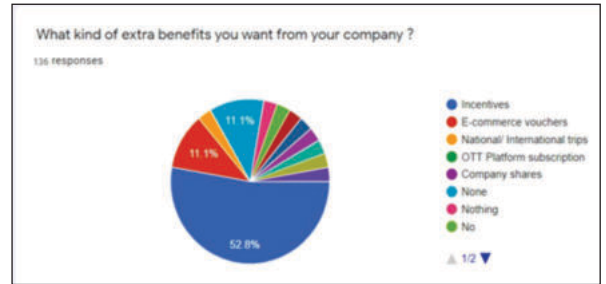
According to the response, we can see approx. 36% of the respondents are earning more than 10- 15 lakhs 21% more than 15 lakhs 29% between 5-10 lakhs so these segment employees want more salary and benefits and if we can target them on the basis of income we can gain a huge competitive advantage. This segment of new professionals, working employees, newly graduates they are the ones that must be targeted in the market as they are the people who can put more effort to increase their salary and benefits in this service without thinking too much about workload as they keep on changing their lifestyle as well as house or city.

Opportunity:



Distribution of sample size on the basis of salary, compensation,

work- life balance. To gain the market competitive advantage company can offer good salary benefits, work life balance to the new employees to work their . (Fig 1.11)



Distribution of sample size on the basis of preference of benefits (Fig 1.12) Here, we can see 52,8% of people want incentive as their most preferred benefits so in order to be the most preferred company choice among employees NIIT should introduce a good incentive based salary structure also from the fig 1.12 we can see that 24% of customers don't mind to take e-vouchers or OTT subscription as their extra benefit.

CHAPTER 5: DISCUSSION AND CONCLUSION

The research is dedicated to study of A Comparative Study Of Different Working Mode During COVID -19. Many businesses have to change according to the changing environment of the market, which is really important to survive and sustain these days.

The market is changing due to the changing trends and preferences of the consumers, this brings us to the first objective of the research paper which is 'Analyzing the changing consumer preferences in the market'. To analyze the changing consumer preferences, detailed study on different attributes was done. As per findings, 'salary' & safety came as one of the most concerned factors along with work life balance & incentive for the customers, which is molding the market and is also creating various opportunities in different sectors. Here, companies can grab this opportunity in the market and surely can be a major player in the sector of skill and development industry.

CONCLUSION:

1. working bachelors and middle-income group & newly graduates are to be targeted for better workforce team with enthusiastic working approach.
2. Market trends are changing and people are moving towards safer option in the market due to covid-19 for e.g. here people are moving towards WFH mode because this is most safest option in the market.
3. Incentives and extra benefits should also be kept in mind while working in different mode.
4. New market opportunity are arising and the company should work in order to get a better market share in this changing market.

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