

A STUDY ON REMOTE WORKER'S PRODUCTIVITY IN COIMBATORE CITY

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ABSTRACT

This research study aims to examine the impact of remote work on work-life balance and employee productivity. The research goal is to provide insights and recommendations for organizations, policymakers, and employees to optimize remote work arrangements. The study explores various factors, including flexibility in work schedule, work environment, technological support, social interaction, and autonomy and self-management, in relation to work-life balance and employee productivity. The findings suggest that remote work offers employees increased flexibility and autonomy over their work schedules, leading to improved work-life integration and satisfaction. However, challenges such as blurred boundaries and social isolation can affect work-life balance negatively. Regarding productivity, remote work presents opportunities for increased focus and reduced commuting time, yet collaboration and task management can be challenging. The study highlights the importance of appropriate technological support, communication tools, and a supportive work environment in determining employee productivity.

INTRODUCTION:

This study aims to explore the remote work on various factors, including individual productivity, mental health, work-life balance, organizational culture, and overall job satisfaction. By examining the experiences of remote workers across different industries and regions, the research seeks to provide valuable insights into both the benefits and challenges posed by this work model.

The increasing prevalence of remote work calls for an in-depth investigation into how it influences the well-being and performance of individuals. Additionally, understanding the effects of remote work on organizational dynamics,

including communication, teamwork, and leadership styles, is crucial for companies looking to implement or sustain remote work practices in the long term.

REVIEW OF LITERATURE:

Rao, P. S., & Gopinath, M, 2021 Organizations with a flexible and trust-based culture had better outcomes in remote work adaptation. Leadership and clear communication played critical roles in overcoming remote work challenges.

Saxena, S., & Sharma, 2021 A While remote work improved flexibility, mental health and well-being were adversely impacted, and organizations needed to address these concerns by providing mental health support and fostering virtual social connections.

Srinivasan, V., & Kumar, 2021 Productivity was positively impacted for tasks that required individual focus, but team collaboration suffered. This study stressed the importance of adopting tools for seamless collaboration and communication to offset these challenges.

Bhatnagar, J., & Sharma, P 2021 While individuals appreciated the flexibility and cost savings (such as commuting time), issues such as work-life conflict, distractions at home, and the lack of direct supervision were identified as significant challenges.

Organizational support in terms of technology and mental health resources was crucial.

OBJECTIVES:

1. To evaluate the effect of remote work on individual productivity and service.
2. To identify how income of the job influences the individual to undergo remote work in their respected field.
3. To identify the work-life balance of the individuals who undergo remote works

RESEARCH METHODOLOGY:

This is a descriptive. Non –probability Convenient Sampling Method is used to collect 100 responses from remote workers in Coimbatore city.

SOURCES OF DATA

Primary Data

- Primary data is collected through structured questionnaire.

Secondary Data

- Secondary Data is collected from journals, books, websites, etc.,

SAMPLE SIZE- 100

DATA ANALYSIS AND INTERPRETATION

LIKERT SCALE ANALYSIS

How satisfied are you with your overall concept of remote work experience?

S.NO	PARTICULARS	NO. OF RESPONDENTS (f)	LIKERT SCALE VALUES(x)	TOTAL
01	STRONGLY AGREE	21	5	105
02	AGREE	53	4	212
03	NEUTRAL	22	3	66
04	DISAGREE	2	2	4
05	STRONGLY DISAGREE	2	1	2
TOTAL		100		389

$$\text{Likert scale value} = \sum f(x) / \text{No. of respondents}$$

$$= 389/100$$

$$= 3.89$$

Mean Likert Scale Value: 3.89

INTERPRETATION

From the above table, The **Likert scale value (3.89)** is greater than the mean value (3), indicating that the respondents are generally satisfied with the remote working concept

INFERENCE.

The respondents had a **positive** experience (3.89) with the way remote working concept works and helps in the development of the firm, suggesting that the remote working individual utilization goes well with them.

CHI SQUARE ANALYSIS

Degree of Freedom

$$\text{Degree of Freedom} = (r-1) (c-1)$$

$$= (4 - 1) (5 - 1)$$

$$= 3 * 4 = 12$$

Level of significance at 5%

$$\text{Calculated Value} = 18.59$$

$$\text{Tabulated Value} = 21.026$$

From the above analysis, the calculated Chi-square value (18.59) is less than the tabulated value (21.026) at a 5% significance level. Since the calculated value is lesser than the tabulated value, we accept the null hypothesis.

Tabulated Value > Calculated Value

This means that there is no significant relationship between the annual income of the respondents with the job satisfaction level of the respondent.

FINDINGS, SUGGESTIONS AND CONCLUSION

LIKERT SCALE ANALYSIS

Satisfaction with remote work experience: Overall, respondents are highly satisfied with the concept of remote working (3.89).

CHI SQUARE ANALYSIS

The Chi-square analysis indicates that there is no significant relationship between income levels and satisfaction with remote working. The calculated Chi-square value (18.59) is less than the tabulated value (21.026), thus the null hypothesis is accepted.

SUGGESTIONS

1. **Promote Individual Satisfaction:** Given that most respondents are satisfied with remote work, companies should continue fostering a remote-friendly environment. However, ensuring that communication with management is more effective is critical to enhancing satisfaction.
2. **Address Income and Satisfaction Link:** The Chi-square analysis revealed no significant relationship between income level and remote work satisfaction. This suggests that factors other than income play a larger role in individual satisfaction with remote work. Companies should focus on enhancing non-financial elements like work environment, career development, and management practices to improve satisfaction.

CONCLUSION

The study indicates that remote work is a generally accepted and positive experience for individuals, with the majority of respondents satisfied with the concept. While most individuals are aware of remote working and can balance their personal and professional lives effectively, there is room for improvement in communication with management and ensuring that individuals understand the diverse range of remote work opportunities.

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