Employee Attitudes and Hybrid Work Culture: A Case Study of Twilight IT Solutions Private Ltd

K. Kalaivani1, R,.Lokeshwari

1Assistant Professor, 2Post Graduate Student, Department of Management Studies, Manakula Vinayagar Institute of Technology, Kalitheerthalkuppam, Puducherry, India Corresponding Author:

Lokebby19@gmail.com

Abstract

The hybrid work culture has gained prominence in the post-pandemic era, blending remote and in-office work arrangements to enhance flexibility and productivity. This study examines employee attitudes toward hybrid work at Twilight IT Solutions, a leading IT firm in Puducherry. Using a structured questionnaire and statistical tools such as Chi-square analysis and correlation methods, the research investigates factors influencing employee attitudes, the impact of hybrid work on productivity, and the challenges associated with this work model. The findings reveal that hybrid work significantly affects employee motivation, job satisfaction, and work-life balance. While employees appreciate the flexibility, challenges such as communication barriers and maintaining organizational culture persist. The study offers valuable recommendations for improving hybrid work implementation to enhance employee engagement and organizational efficiency.

Keywords: Hybrid Work Culture, Employee Attitudes, Productivity, IT Industry, Flexible Work Models

INTRODUCTION TO EMPLOYESS ATTITUDE AND OPINON TOWARDS HYBRID WORK CLUTURE

The shift to hybrid work models has reshaped modern workplaces, particularly in the IT sector. Organizations now blend remote and in-office work to balance flexibility, collaboration, and productivity. Hybrid work offers benefits such as

specializing in mobile app development, web development, and cloud computing. By analyzing employee perceptions, the study aims to provide

enhanced employee autonomy, reduced commuting stress, and increased job satisfaction. However, it also presents challenges like maintaining company culture, communication gaps, and workload management.

This study explores employee attitudes toward hybrid work culture at Twilight IT Solutions, a Puducherry-based IT company

insights into optimizing hybrid work environments for sustained productivity and job satisfaction.

OBJECTIVES OF THE STUDY

The primary objective is to assess employee attitudes and opinions toward hybrid work culture at Twilight IT Solutions. The secondary objectives include:

Identifying factors influencing employee attitudes in a hybrid work environment.

Evaluating the impact of hybrid work on productivity and job satisfaction.

Analyzing challenges faced by employees in hybrid work models.

Providing recommendations to improve hybrid work implementation.

NEED OF THE STUDY

With organizations worldwide transitioning to hybrid work, understanding employee perspectives is crucial. This study helps organizations adapt to evolving work dynamics, improve flexibility, foster collaboration, attract top talent, and enhance work-life balance.

Data Collection Methods Collected through surveys from 154 employees using a questionnaire containing 24 closed-ended questions.Secondary Data: Extracted from books, research papers, and company records.

Sampling Technique : Sampling Method: Simple random sampling. Sample Size: 154 employees from Twilight IT Solutions.

TOOLS FOR DATA ANALYSIS

Percentage Analysis: Used to interpret demographic data.

REVIEW OF LITREATURE

Hybrid work culture has evolved over decades, gaining momentum with technological advancements and the COVID-19 pandemic. The term "telecommuting" was coined in the 1970s, but large-scale adoption began in the 2000s with companies like IBM, Microsoft, and Google embracing flexible work arrangements.

A study by Baker (2021) highlights that the pandemic accelerated hybrid work adoption, demonstrating its long-term viability. Research by Iqbal et al. (2021) emphasizes the need for organizations to maximize digital tools to ease hybrid work transitions.

RESEARCH METHODOLOGY

Research Design:This study follows a descriptive research design to analyze employee attitudes toward hybrid work at Twilight IT Solutions. Data collection was conducted through structured questionnaires and interviews.

Chi-Square Test: Applied to examine relationships between employee characteristics and attitudes.

Correlation Analysis: Identifies relationships between hybrid work factors and job satisfaction.

DEFINITION OF EMPLOYEE ATTITUDE AND OPINON TOWARDS HYBRID WORK CLUTURE

Hybrid work is a contemporary employment framework that features some mix of traditional in-person work with off-site remote work. It acknowledges the reality that various tasks,

projects, and individual work styles benefit from different degrees of physical proximity and remote collaboration. Adopting a hybrid work model helps organizations create a workplace that better meets the diverse preferences and requirements of today's employees.

FACTORS INFLUENCING EMPLOYEE ATTITUDE

Employee attitudes toward hybrid work are shaped by various factors:

Work Environment: Physical workspace, work-life balance, and company culture.

Job Satisfaction: Role clarity, autonomy, and engagement levels.

Management and Supervision: Leadership styles, feedback mechanisms, and managerial support.

Communication: Effectiveness of virtual communication and collaboration tools.

Recognition and Rewards: Performance evaluations, incentives, and promotions.

Growth Opportunities: Training, career advancement, and skill development.

Workload and Stress: Task distribution, deadlines, and work pressure.

CHALLENGE FOR HYBRID WORK MODEL

Despite its advantages, hybrid work presents challenges:

Difficulty scheduling in-person meetings.

Lack of visibility into office attendance.

Issues in forecasting office capacity.

Reduced employee engagement in virtual settings.
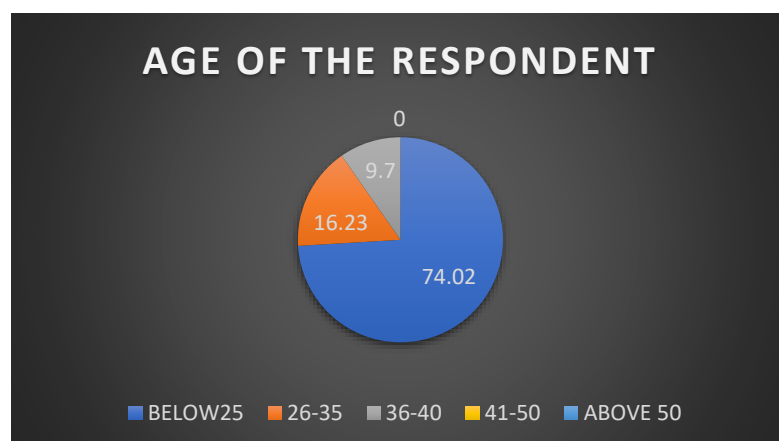
DATA ANALYSIS AND DATA INTREPRETATION

Pie Chart

Figure 1: Pie chart of age of respondents

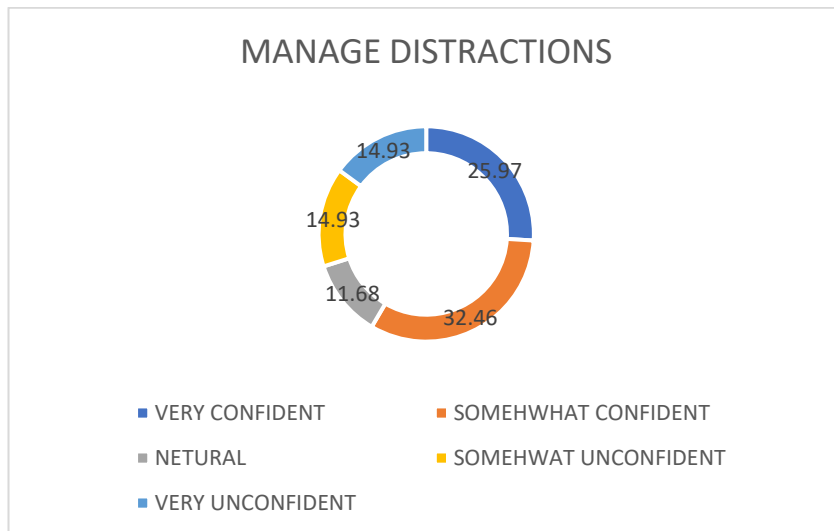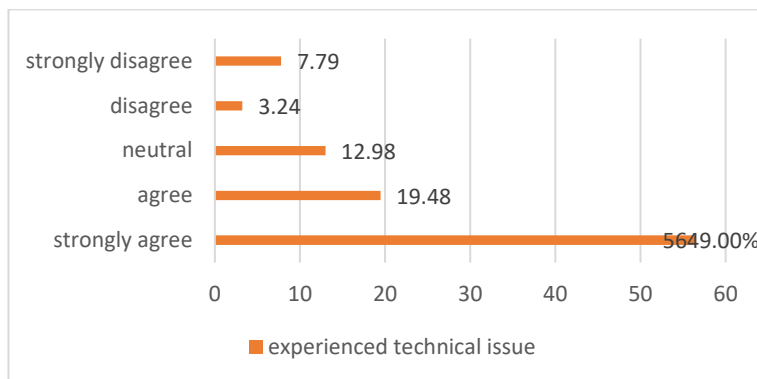**Figure 2**: Pie chart of Managing Distractions

Figure 3: Pie chart of experienced technical issues

FINDINGS

- From the study that 32.46% of the respondents are somewhat confident in managing distraction and 25.97% of the respondents are not feel the same.

- Moreover the data reveals that most 56.94% individual's are strongly agreed that they were had an technical issues

SUGGESTIONS

- It is suggested to the company to Establish Clear Communication Channels and has to Implement compressed workweeks or telecommuting options..

- Company can monitor to consider the demographic characteristics of the respondents, such as age and gender, when designing and implementing hybrid work policies.

CONCLUSION

The study finds that hybrid work positively impacts employee motivation and job satisfaction at Twilight IT Solutions. However, challenges like

communication gaps and inconsistent office attendance need to be addressed.

RECOMENDATION

1. Implement a structured hybrid work policy defining office attendance schedules.

2. Enhance digital communication platforms for seamless collaboration.

3. Provide training on remote work best practices to improve productivity.

4. Introduce wellness programs to support mental health in hybrid work settings.

5. Develop employee feedback mechanisms for continuous improvements.

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