

PARADIGM SHIFT IN WORK CULTURE DUE TO COVID-19 AN EMPIRICAL STUDY IN DAKSHINA KANNADA

Project Reference No.: 45S_MBA_019

College : *Vivekananda College of Engineering and Technology, Puttur*

Branch : *Department of MBA*

Guide(s) : *Ms. Jeevitha B V*
Ms. Reshma Pai A

Student(S) : *Ms. Ankitha S*
Mr. Manjunath H M
Ms. Shwetha K
Mr. Kruthan B K

Keywords:

Shift in work Culture, Work from home culture, Work from office culture, Productivity

Introduction:

Culture in simple refers to the “way of life” of a group of people and it includes how they think, act, and live their life. Work culture is the combination of attitudes, beliefs, behaviours, set of values, rules and regulations and many other related factors in the place of work that together creates an atmosphere which helps to establish a suitable work set-up and make employees to work with utmost comfort and happiness.

Objectives:

1. To understand the work culture during work from office & during work from home.
2. To study the impact of paradigm shift in work culture on employee productivity.
3. To know the employee’s satisfaction towards change in work culture.

Methodology:

1. This study Paradigm Shift in Work Culture due to Covid 19 – An Empirical study in Dakshina Kannada, is descriptive and makes use of a descriptive research design. Both primary and secondary data are used for this study. Primary data is collected from through a Structured Questionnaire. Secondary data is collected from articles, journals, etc.
2. Primary data is collected from a sample of 100 employees working from home
3. Chi- Square Test is used as a statistical tool for this study.
4. Data Collected is analysed by the methods such as graphical representation and tabular format.

Conclusion:

Null hypothesis is rejected, work is more productive in work from home culture than work from office culture. The Covid-19 pandemic had tremendous effect on workplace culture.

Changes in work culture highly impact on employee's productivity. Shift in workplace from office to home brought more flexibility in work structure and allowed workers to spend more time with their family which made workers to feel more satisfied and happier. Now they are adjusted to this work from culture and contributing to the growth of the organization effectively.

Scope for future work:

1. The future study can be extended to areas like urban and the categories like students and teaching faculties
2. Future study can analyse stress facing during changes in culture
3. In this study the present condition of post covid can be basis for developing plans