HR IMPLICATIONS IN THE NEW NORMAL AND THE CHANGING WORK CULTURE DURING PANDAMIC TIMES OF COVID 19

Dr. A V N Murty[1], Professor, School of Business,Koneru Lakshmaiah Education Foundation (KLEF),

Deemed to be University, Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India-522302.

Mr.A.Jadish Mohan Rao[2], Assistant Professor, School of Business, Koneru Lakshmaiah

Education Foundation (KLEF), Deemed to be University, Vaddeswaram, Green fields, Guntur,

Andhra Pradesh, India -522302.

ABSTRACT

In the recent times man is struggling with economy one side and the very survival of life on the other side. No one imagined ever that the entire world is going to be shaken by a virus called COVID 19 and no medicine, no vaccine and no lockdown could able to save the world during these days. In this scenario as a precautionary many confined themselves to home itself. Most of the organizations were closed their operations but some tried options like allowing employees work from home and get some revenue and also provide employment for at least some time. There were organizations which paid months together without any work and revenue but how long. This made some of the organizations to take a call on no work no pay. Unorganized labour travelled miles of journey by walk. There is no transport and restrictions everywhere. Govt. has planned a series of lock downs to contain the situation but when we will reach to the normal is uncertain. Mean while a new concept emerged called the new normal. This paper attempts to understand how the HR factor got influenced and what changes emerged in the work culture during the pandemic times.

Key Words: Economy, Covid 19, organizations, employment, HR factor, Pandemic times

Introduction:

During the COVID times, the world has gone through several changes inviting the condition of world medical emergency. It may be developed nation or developing nation, poor

person or rich person, Asian or American, irrespective of cast and creed the virus can attack anyone at anytime and has struck into the form of a pandemic. In this context HR in the organizations across the globe has been influenced seriously resulting changes in employment conditions and work culture.

Some are struggling and some of the businesses are totally closed. Lay offs in every industry has become a common phenomenon. Numerous families were dragged on to the road as a result of unemployment and lack of business happening. There are some sectors worst hit but at the same time sectors like health care, pharma, medical equipment, online media & entertainment, platforms like e-learning, digital payments and many more on demand.. In the crisis situation HR has to handle the human delicacies with utmost care. The corporate world is under serious brainstorming of framing HR measures as they are heading towards the vulnerable conditions.

Objectives:

The following are the objectives of the study:
1. To know the about the emergence of new normal situation in HR
2. To understand HR implications and Work culture during pandemic times

Methodology:

In this paper attempt was made to meet the objectives of the study with help of data collection. This study is purely depend on the secondary data and tried to interpret the facts from various books, web sources and periodicals.

Review of literature:

Ankur Gautam (2020) has explained Work FromHome is the new normal and it will reduce the expense of office administration (electricity, phone, and infrastructure maintenance). The workforce will be more attentive now to connect with the entire team as they are working in

virtual space so their proactiveness efficiency will enhance. The organization will not require big parking spaces and cafeteria spaces to entertain all employees. This cost-cutting can be used in employee welfare by introducing new policies by HR[1].

Abhishek Patil is the Founder & CEO at Oliveboard has described in his article that the given contemporary technological advances, moreover, connectivity and synchronization is an easy matter even when working remotely. Meetings are now being conducted over a call or video chat, while communication channels like Slack are being used to share messages and files. Both employees and clients are now witnessing for themselves how effectual working from home can be with the help of technology. This could potentially direct to a major shift in the way business is carried, with remote working and virtual meetings becoming the norm even after the spread of the virus has abated[2].

Social (physical) distancing involves maintaining at least six feet of distance between people and is an effective way to help reduce the risk of exposure to the corona virus. The following steps can help employers implement social distancing in the workplace[3]:

- Encourage workers to stay home if they are sick.
- In workplaces where customers are present, mark six-foot distances with floor tape in areas wherelinesform, use drive-through windows or curbside pickup, and limit the number of customers allowed at one time.
- Stagger breaks and rearrange seating in common break areas to maintain physical distance between workers.
- Move or reposition workstations to create more distance, and install plexiglass partitions.
- Encourage workers to bringany safety and health concernsto the employers' attention.

CHANGES IN WORK PLACE:
OFFICE:

In the new normal scenario one must ensure that their employees must adhere to social distancing when they are working, you'll also want to reduce their contact with "contact points". Office environments, workstations, especially seats, need to be at least 6 feet apart.

STORES:

It is better if the storesto limit the customers to the only extent that they can have in the store at any one time. Customers must be instructed to follow a one-way system up and down the aisles. They must limit their store opening hours and ensure the workplace is kept sanitized. Other ideas stores can implement are a one in one out policy. Relocating cash registers   away from each other so that the staff can maintain a safe working distancing.Customers have to unload their trolleys at least 6 feet from cashiers onto a conveyor belt and pack their bags at least 6 feet from the cashier.

LUNCH:

The new normal is that, half of the workforce to eat in their cars or to eat outside, in order to free up chairs in the canteen. Another option to ensure adherence to social distancing at lunch is to write 'yes' and 'no' on the back of chairs to remind workers not to sit too close to one another.

VENTILATION:

Increase ventilation in shared spaces by adjusting the air conditioning. Open windows where possible. Install air filters and replace old ones.

SANITATION AND DISINFECTION:

Provide wipes and cleaning products so that your employees can clean their desks prior to and on completion of their work.   Encourage the cleaning of common spaces frequently. Provide hand gel, soap, and clean washing facilities.

RECRUITMENT:

In the new normal scenario organizations must digitize their recruitment process. Candidates should come on-site as little as possible. Utilize online assessments to whittle candidates down Conduct video interviews rather than face to face (do this for team and peer interviewing too).

Find ways to provide candidates with the feeling of company culture even if they don't have an opportunity to visit your office. Ensure data privacy of your applicants

EXPLORING THE MOVES OF WORKING

If you don't have to have everyone back into the office immediately following the lockdown lifting, consider bringing people back to work in stages. If you run a shift schedule, keep an hour gap between the shifts to disinfect the space. Enforce a part-time compulsory WFH (Work From Home) to minimize the number of people at the office at any one time, and have this on rotation. For hospitality businesses, consider having a pick-up at the bar system instead of offering table service.

CONCLUSION:

In the present scenario corporate companies has to communicate the reason why an employee is being let go in their termination notice, i.e. layoffs due to COVID-19. As the laid off employees are search of work, it could be better if the employers provide an offer to draft a letter of recommendation for employees. Businesses can file a mass claim for unemployment, if permitted by their state, which should help workers receive unemployment benefits faster. HR and human delicacies has to be lead with empathy when lying off their personnel. Employees will remember how they're treated during this time. If they're treated poorly, they're more than likely going to speak poorly to their network and through online reviews about the company and their experience. The role of organizational culture extends beyond driving and supporting technological advancements in a crisis-struck environment, such as the current situation. However, with the right culture, these situations while putting organizations to test can also serve to strengthen resolve and speed up progress.Therefore, in order to establish a pandemic-proof business continuity model, organizations need to focus on two key building blocks: the technology core and the organizational culture, with the former augmenting the latter.

References:

1. Ankur Gautam, Post Covid 19 Impact on working culture, Times of India, May 07, 2020,

https://timesofindia.indiatimes.com/readersblog/post-covid-19-impact-on-working-culture/post-covid-19-the-futrure-of-work-culture-18922/

2. Abhishek Patil is the Founder & CEO at Oliveboard. COVID-19 & the HR Industry: How employee relations are changing. https://www.peoplemattersglobal.com/article/employee-relations/covid-19-the-hr-industry-how-employee-relations-are-changing-25420

3. https://www.osha.gov/Publications/OSHA4027.pdf

4. https://harver.com/blog/workplace-and-workforce-in-the-post-covid-19-era/

5. www.economictimes.com

6. www.businessline.com

7. www.humancapital.com

8. Borges, Jorge Luis. "Ficciones." Grove Press, 1994.
9. Barthes, Roland. "S/Z: An Essay." Hill and Wang, 1974.
10. Fowler, Roger. "Linguistic Criticism." Oxford University Press, 1996.
11. Chatman, Seymour. "Story and Discourse: Narrative Structure in Fiction and Film." Cornell University Press, 1980.
12. Fludernik, Monika. "Towards a 'Natural' Narratology." Routledge, 1996.