HR STRATEGIES TO IMPROVE EFFECTIVENESS OF REMOTE WORKING EMPLOYEES

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Abstract: The worldwide COVID 19 pandemic has changed individual lives, entire economies, functioning of governments and organizations. This has suddenly popularized remote working which has been in existence for more than two decades but recently only became the main mode of working, due to complete lockdowns. Remote working comes with its own advantages and also disadvantages like security issue and employees having to adjust to the new way of working, more database management and much more. With this came the challenge of improving the effectiveness of remote workers and achieve employee engagement to not to compromise with productivity of the organization and thereby the functioning of the economy. This paper aims at identifying the benefits of remote working, the challenges faced in remote working and how to overcome those challenges.

Index Terms - **Remote Working, COVID 19, Employee Engagement.**

I. INTRODUCTION

The crisis of worldwide pandemic has forced us to work remotely altogether in most parts of all the industries, also let's understand the dynamics of remote work, Remote work which is also referred as (work from home) could be a sort of flexible working arrangement style that enables an employee to work from remote location outside of corporate offices and since the pandemic crisis has impacted lots on our economical and global factors, it's forced us to function remotely. This arrangement can help ensure work-life balance, access to more career opportunities or reduced commutation costs. Remote work arrangements may be temporary or permanent, part-time or full-time, occasional or frequent basis. Work from has its own benefits but also many challenges. Organizations must take every action to ensure the productivity of workers remain at par with their offline performance so that no losses are incurred due to reduction in productivity.

OBJECTIVE OF THE PAPER:

1) To identify the benefits of remote working.
2) To identify the challenges of remote working
3) To suggest measures and certain HR strategies to improve remote working effectiveness.

REVIEW OF LITERATURE:

1) *(Alami, et al., 2015)* According to these authors this study examines and analyses the role of HRM on improving the effectiveness of education staff. For this purpose, around 120 people from statistical community of administrators and teachers were selected using simple random sampling. Where In order to compare the results, the statistical model of 1 Sample t was used for each of the questions related to the indicator of management of HR and also using t-model of 2 independent groups where each item was compared with an emphasis on organizational status (employee-employer) and it was concluded that the impact of human resource management in improving organizational effectiveness is effective in the level of 1% alpha.

2) *(Biswas & Gautam, 2017)* has stated that the employee is the most valuable asset which constitutes the valuable HR for an organization to explore the relationship between employee performance and also the impact of SHRM activities. The results of the research also show evidence to support the hypotheses. These findings from the research clearly establish that SHRM affects organizational effectiveness and also in turn affects Employee performance.

3) *(Hamadamin & Atan, 2019)* According to this study, researchers have stated "Their study was unique among previous empirical designs and also well as behavioural which was based on psychological factor research because it has employed SEM (Structural Equation Model) techniques for the analysis. Further, SmartPLS 3 (Path, Modelling & Method) software has also been utilized to run the analysis. The main focus of their study also to examine and scan the influence of strategic Human Resource Management practices on the achievement of competitive advantages which are sustainable in an academic environment, and we also evaluated the most important mediating function of human development and also employee commitment,.

4) *(Mahadevan & Mohamed, 2014)* has stated from their research paper their study was undertaken in a Malaysian telecom major to identify the impact of Human Resource practices such as training, compensation and employee participation on employee performance. As a matter of fact the samples were collected using a questionnaire from 102 employees in order to test this hypothesis and Regression analysis was done using SPSS (Statistical Package for the Social Sciences), to find out the impact of the independent variables on employee performance and it was found that there was a significant as well as unique relationship of training and also compensation plans on employee performance. Whereas the employee participation had a lesser impact on employee performance.

BENEFITS OF REMOTE WORKING [1]

1) LOWERED BUSINESS EXPENSES:

Mostly the remote enabled companies can economize their business operations compared to actual office space, equipment and travel reimbursement cost. According to an estimate, one company can annually save roughly $11,000 (8,00,000 INR) per remote worker.

2) GREATER ACCESS TO HIGH POTENTIAL APPLICANTS:

When it comes to working in office spaces, the organizations do not get access to high potential candidates who may be geographically separated but with remote working option people separated by huge distances can also work in collaboration as a team.

3) BETTER PRODUCTIVITY:

There has been a myth that workers who are working remotely are not as productive as their offline counterparts. In fact, the telecommuters have shown a big amount of productivity even during the pandemic period, it has led to increase in efficiency among the workers and with the workplace distractions too.

4) LEADS TO BETTER CRISIS AND DISASTER MANAGEMENT:

A contingency plan may be a must within the event of natural disaster, local or national emergency, or a pandemic of a community spread illness. During this crisis utilization of collaborative applications like instant messaging, video telecommunicating or any quite software that help to attain the daily required goals in a very remote workspace.

5) LESSER CARBON FOOTPRINT:

The present studies suggest that remote work has impacted environmental factors in a positive way, it has reduced carbon footprints, which is of course, good for the entire society as a whole. This could lead on to boost the standard of atmospheric phenomenon if we started working remotely. (Spawn, 2021)

CHALLENGES OF REMOTE WORKING:

1) MAINTAINING A CULTURE WITHIN THE REMOTE WORKSPACE:

Most of the days while employees do enjoy the flexible hours of remote work, it doesn't mean they're forced to enjoy being a part of an office culture, remote workers unfortunately tend to possess lesser opportunities to develop that sense of mutual trust with colleagues, and that they even have less visibility into overall company's vison and mission vales, as a result, a number of the employee's might experience dissatisfaction with their roles and responsibility.

2) KEEPING A TRACK OF EMPLOYEE PERFORMANCE:

It may be so hard to observe employee performance when your team isn't physically present within the office, mainly for jobs that need employees to be engaged for a particular time of period in an exceedingly day, another problem is when the remote workers overcompensate for not being present within the physical workspace by overworking, which might cause excretion.

3) MAINTENANCE OF SECURITY:

According to 2018 Apricorn survey the researchers have found that a 3rd of organizations claims to experience data loss or breach as a result of mobile, According to Mike Hicks, Vice President of strategy at Igloo software "All communications is completed online there are not any water coolers chats for remote workers", there has been constant challenges arising with employee's hardware. In fact, the It faces the challenge of managing mismatched devices running on different OS (Operating Systems). Hence, the remote workers tend to combine work and private data on the identical devices an apps, which might also cause unintentionally exposure to cybercrime (Benefits and Challenges of Remote Work, 2021).

The advancements of recent technology are playing a significant role in flourishing the competitive environment of workplaces. With its huge advanced capacity of interconnecting lines across the world, the communication has worked seamlessly, thus, creating more possibilities of enhancing manpower within the corporate world. These varieties of advancement have expanded more opportunities for workers who work outside of a standard office setting or people who work remotely. Furthermore, it's a piece arrangement within which employees work from home rather than commuting to a centralised work location, using information and communication technologies to interact with co-workers and clients. Remote working may also be of great advantage specifically to. However, working remotely also grows negative impact on the workers. One challenge they'll face is being isolated. Feelings of isolation can also arise for workers thanks to their lack of interaction with others face to face. apart from that, Global Workplace Analytics have reported issues on management mistrust in line with remote working. (Flores, 2021).

They found that 75% of manager say that they trust their employees, but a 3rd say they'd wish to be able to see them, just to make certain. This study also *a*ims to produce an intensive understanding about what remote working is and its implications within the business normally. Even within the time of worldwide pandemic the remote working has been a large difficulty for workers who hasn't been technological advanced, employee who lack resources also for achieving daily goals in a corporation. The adaptability of technological advancement has been huge stressed for the staff because it has changed the entire face of using of advanced tools to speak across the world as everyone seems to be forced to use the communication tools like video conferencing and virtual meetings making it tougher for the workers to remain in line within the means of achieving the tasks. Further, the worldwide pandemic has also affected the mental well-being of the staff. Hence, plunging working force to be in an exceedingly constant demotivation which is additionally affecting the performance of the staff.

CONCLUSION (FINDINGS AND SUGGESTIONS)

HR STRATEGIES TO OVERCOME CHALLENGES OF REMOTE WORKING:

HR strategies should be aimed to improve employee engagement in remote working. Engaged employees are more productive and help in the growth of the organization. Some suggested HR strategies are:

1) **Fair Reimbursement to Remote Employees:**
   Fair and equitable payment to remote workers is a proof of employers having trust in their employees and it also recognises the work of each employee.

2) **Effective Communication:**
   Remote working makes communication a challenging task hence, it is imperative to use modern communication techniques to communicate with employees to let them know their goals and objectives and the work standards expected of them. This will help in employees gain better clarity and achievement of their goals.

3) **Create Benchmarks:**
   Benchmarks help in monitoring one's own performance and thereby in self-improvement. This will improve individual productivity and group productivity too which in turn will lead to organizational productivity.

4) **Virtual Events:**
   Virtual events like webinars and conferences, training and employee addresses, management games keep the spirits of employees high and keep them connected well with the organizational team members.

5) **Support Career Development:**
   Training and development provide employees with better skills to perform their jobs more effectively and efficiently and also helps in their career advancement. Well trained employees are also more motivated and engaged in their work.

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