

A MINI PROJECT REPORT

ON

**“A STUDY ON CHALLENGES FACES BY RDS DIGITAL IN
MANAGING EMPLOYEES DURING THE PANDEMIC”**

MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

FROM

BENGALURU CITY UNIVERSITY



SUBMITTED BY

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Reg No. MB206247

UNDER THE GUIDANCE OF

Dr. Irfan Mumtaz K.S

ASST. PROFESSOR, AIMS



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

AFFILIATED TO BENGALURU CITY UNIVERSITY

(2021-2022)



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CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled “**A STUDY ON CHALLENGES FACES BY RDS DIGITAL IN MANAGING EMPLOYEES DURING THE PANDEMIC**” has been successfully completed by **SHAHID PASHA** of Reg. No. **MB206247** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of “**Master of Business Administration**” as prescribed by the “**Bengaluru City University**” under the guidance of **Dr. IRFAN MUMTAZ K.S.**

Place: Bangalore

Date:

Principal
Dr. BA Anuradha





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CERTIFICATE OF GUIDE

This is to certify that this Project entitled “**A STUDY ON CHALLENGES FACES BY RDS DIGITAL IN MANAGING EMPLOYEES DURING THE PANDEMIC**” Submitted by **SHAHID PASHA** bearing Reg. No. **MB206247** is an original work of the student and is being submitted in partial fulfillment of the requirement for the award of the degree of “**Master of Business Administration**” of “**Bengaluru City University**” under the guidance of **Dr. IRFAZ MUMTAZ K.S.** This report has not submitted earlier either to this university/ institution for the fulfillment of the requirement of a course of study.

Place: Bangalore

Date:

Guide's signature

Dr. IRFAN MUMTAZ K.S.





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CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **SHAHID PASHA** is an original work of students and is submitted in partial fulfillment of the requirements for the award of the degree of “**Master of Business Administration**” of “**Bengaluru City University**” under the guidance of **Dr. IRFAN MUMTAZ K.S.** This report has not submitted earlier either to this university/institution for the fulfillment of the requirement of the course study.

Place: Bangalore

Date:

Dr. Irfan Mumtaz K.S.

Associate Prof.





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CERTIFICATE OF ORIGINALITY OF PLAGIARISM

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Registration Number: **MB206247**

Title of the Project: **“A STUDY ON CHALLENGES FACES BY RDS DIGITAL IN MANAGING EMPLOYEES DURING THE PANDEMIC”**

Name of the Guide: **Dr. IRFAN MUMTAZ K.S.**

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The project report has been checked using it in plagiarism software and found within limits as per plagiarism policy instruction issued by university (CBMS).

We have verified the contents of Mini Project report as summarized above and certified that the statement made above are true to the best of our knowledge and belief.

Signature of HOD

Principal

Dr. BA Anuradh



STUDENT DECLARATION

I hereby declare that the Project Report entitled “**A STUDY ON CHALLENGES FACES BY RDS DIGITAL IN MANAGING EMPLOYEES DURING THE PANDEMIC**” has been prepared by me under the supervision and guidance of **Dr. IRFAN MUMTAZ K.S.** during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of “**Master of Business Administration**” by “**Bengaluru City University**”.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

Shahid Pasha

Date:

MB206247

ACKNOWLEDGEMENT

This Project has been a great learning experience in valuable source of knowledge and information for me, which was only possible through the guidance and help of some eminent people, to whom I would like to, render my deepest appreciation and regards.

I like to thank the principal **Dr. B.A.Anuradha**, other faculty members and the institution itself without whom this experience would have been a distant reality.

I am really thankful to **Dr. IRFAN MUMTAZ K.S.** faculty of management department, **Al-Ameen Institute of Management Studies**, for his valuable guidelines and suggestion which helped me to structure my Mini Project.

I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the Mini Project.

Last but not the least I present my heartfelt thanks to my family, Friends and well-wishers for their help and support.

SHAHID PASHA

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CHAPTER-1

INTRODUCTION



❖ **INTRODUCTION:**

The recent changes brought by the worldwide pandemic have imposed organizations to accelerate transition to digital operations. This shift has compelled the human resource management (HRM) to navigate employees in this extraordinary situation. Human Resource Management has an important role to play on the one hand to help employees in using digital platforms to access to their jobs, and on the other hand to support organizations in their efforts to continue business processes. In the digital ecosystem, employees need to upgrade their knowledge, or obtain new skills.

The current crisis of the new coronavirus pandemic initiated dramatic changes around the world. In this context, both companies and customers switched instantly to digital models. The Covid-19 has intensified digital transformation for companies, and many workers around the world need to have necessary skills to use technologies in order to perform their jobs remotely. The digital technologies enable virtual work as well as to automate tasks and make decisions. The pandemic has made it visible that the most demanded skills for the employees are digital, but also collaborative.

Any problems happening in the interconnected world encourage organizations of any size to respond and adapt to the change, as well as manage their employees accordingly. Recently, the Covid-19 pandemic has shaped extraordinary demanding conditions for human resource management. HR managers have to help their employees to handle with the rapid changes in both the workplace and the society. Moreover, Covid-19 will impact profoundly on the employment, and can cause career shock for people.

❖ **VISION AND MISSION:**



VISION:

To deliver business growth through our digital excellence.

MISSION:

To provide an innovative and effective holistic marketing approach which helps our clients grow their business and be competitive now and in the future.

Where Your SUCCESS Becomes Ours



What you need is a company that will back you and celebrate your victory with you. RDS Digital is the right platform for you and all your digital needs.

❖ **Founder's Message:**

Deepak Kumar
Founder and CEO, RDS Digital & Business Decoction

Digital presence is inevitable for brands today, in the 21st century. We believe so for the following three major reasons:

- Business is all about being where your audience is. And today the audience is online!
- Battleground has shifted – your competition is already online catching the eye of your audience. The war is still on, but majorly online.
- Brand image – having a digital presence is vital for maintaining brand image. No longer are the customer service at the outlets and support helplines alone going to help in maintaining the brand image. Today, customers expect seamless brand consistency across both offline *and* online fronts.

And now with 2020 happening, all the digital transformation that was supposed to happen over the years had to happen within a couple of months. And we, RDS Digital, helped our customers in these testing times. And we continue to help businesses in their digital transformation journey.

We believe that every business is unique and so should be its marketing strategy. We ensure to have as many client interactions as necessary for us to deep-dive into the challenges being faced by them, and come up with customized solutions.

Incepted in 2019, RDS Digital is a fast-growing start-up. We believe that big invoices are not as much of a true success as a satisfied client is. “**When your success becomes ours**” – we have lived and continue to live by this slogan! With customized solutions and quick TAT as our torch bearers we are marching ahead.

❖ **Process of RDS Digital:**

1. REQUIREMENT BRIEFING
2. STRATEGY
3. LAUNCH
4. TRACK
5. ENHANCE & OPTIMIZE

❖ **The Team:**

A Team of Young and Hungry Individuals who are just awesome when they work together.

1. Rahul Kumar

Co-founder and Finance Head

2. Sachin Rajan

Client Servicing & Operation Head

3. Ganesh Gudigar

Digital Marketing Executive

4. Nirmal .A. Raju

Creative Designer & Video Editor

5. Ankita Singh

Digital Marketing Executive

6. Eyyob Paul

Junior Graphic Designer

7. Pushpa Kumari

Website Developer

8. Ganesh Charde

SEO Analyst

9. Kavya KP

Graphic and Web Designer

10. Soujanya Jagdish

Social Media Executive

11. Dheeraj Shetty

Client Servicing Executive

12. Dhanyatha Jagath

Digital Marketing Executive

13. Girish Chandrashekar

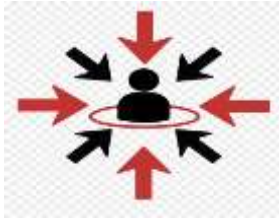
Website Development Intern

14. Soumik Ghosh

Content Writing Intern

❖ **Values:**

➤ **Customer centric:**



Client-centric, also known as customer-centric, is a **strategy and a culture of doing business** that focuses on creating the best experience for the customer, and by doing so builds brand loyalty.

➤ **Integrity and Transparency:**



Transparency in business is the basis for trust between a firm and its investors, customers, partners, and employees. Being transparent means **being honest and open when communicating with stakeholders** about matters related to the business.

➤ **Result oriented:**



Result oriented is a term used to **describe an individual or organization that focuses on outcome rather than process used to produce a product or deliver a service.**

➤ **Digital excellence:**



Digital excellence is the **culmination of adopting a series of methodologies and capabilities** that allow organizations to accelerate decision-making, improve operations, and excel at delivering products and services.

➤ **Think big be bold:**



Be Bold. **Succeed.** The ability to think big and to be bold are traits vital to success.

➤ **Creativity and think out of the box approach:**



Creativity is defined as the **tendency to generate or recognize ideas, alternatives, or possibilities** that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

❖ **INDUSTRIES THEY SERVE:**

1. FMCG
2. Jewelry
3. Education
4. Technology
5. Legal
6. Health & Wellness

❖ **SERVICES PROVIDED:**

 Technology:

1. CMS Website Development- A website is the heart of a company as it represents you on the digital platform. A website provides glimpses of the products and services you are offering. It tells the story behind your brand, making it more important to have a user-friendly, high-performing, interactive, and easy-to-navigate website.
2. E-Commerce Website Development- Get your local store online with a user-friendly Ecommerce Website. Ecommerce websites let you reach your customers anywhere in the world 24/7 and provide you with the platform to sell your products online. Your customers are online; let your store come online with RDS Digital.
3. App Development- Apps are one of the best ways to interact with your audience and provide them with what they want and what they like. Thus, mobile Apps help to reach out to your target audience and achieve your goal.
4. Website Revamp & Redesign- Give a new look to your website and update it to give more value and a better user experience to your customers/audience. Redesign/Revamp your website with the best digital marketing agency, RDS Digital.
5. Custom Landing Pages- Have an event or a webinar? Want to promote it? Custom Landing Pages are good to go. Landing pages are a web page created to achieve a specific goal and display relevant information related to the goal and has only one call-to-action (CTA) button and makes users take only one action.

Why Choose RDS Digital for Website Development?

- Professional and Creative Team
- Develop Based on your User needs and Market Demands
- SEO Optimized and User friendly
- Responsive Website and Apps
- Changes According to Latest Trends

 Branding:

1. Brand Design- A brand must distinguish itself from the mass, and an intelligent design is a fantastic place to start. A brand design is a big part of the identity of a business. Brand Identity Design is like a silent warrior fighting for your brand. Your brand is like the identity of your company.

2. Brand Extensions- When a firm applies one of its established brand names on a new product or new product category, this is referred to as a brand extension. In other words, brand extension is the introduction of a new product that is based on the name and reputation of an existing product. Successful brand extensions services permit firms to enhance and diversify their supplies.
3. Brand Strategy- Establish yourself as a strong brand with a proper and perfect brand strategy. A brand strategy is a complete plan that includes precise, long-term goals that contribute to your company's branding success. It connects the pieces of your brand that make it unique and weaves them together to tell a story about who you are.
4. Social Media & Marketing Collaterals- Social Media and Marketing Collaterals help represent your business, communicate value, connect your brand with the audience, and more. Marketing Collateral is the digital content you use to promote your brand. Digital marketing collateral shared on social media is becoming a more efficient approach to reach out to your customers.
5. Print Media -Print Media is an effective way to establish your business as a strong brand. Print media advertising offers a basis for your marketing strategy. It helps to engage and connect with your customer and easily promote your offers, sales, your brand message, and more.

Why Choose RDS Digital for Branding?

- Helped 50+ businesses with Effective Branding Strategy
- The Strategy that Leaves Long-Lasting Impacts
- Increase Sales, Generate leads, and more
- Branding Solutions Resonate with Brand Personality



Digital strategy and consultation:

1. Brand Marketing Strategy- Brand marketing is continuously strategizing to boost and build a brand's reputation and recognition in the market. This mainly represents the brand's communication within and with the customers, sales of the product or service or idea, and promotion.
2. Road map for Customer Acquisition- Creating a roadmap for customer acquisition plays an integral part in formulating an organization's short and long-term objectives. To achieve company growth, all businesses need new customers.
3. Marketing Automation- Marketing automation is using software to track or automate marketing activities technically. Marketing automation is mostly used for the different forms of digital marketing like email marketing, digital ad campaigns, social media posting, etc.

Why Choose RDS Digital for Digital Strategy?

- Professional and Creative Team
- Develop Based on your User needs and Market Demands
- SEO optimized and User friendly
- Responsive Website and Apps
- Changes According to Latest Trends

Search engine optimization:

1. App Store Optimization- If you have made an app for your business and want your target users to download it, it is not getting that download, maybe because it doesn't appear on the top when your potential user searches for it. App Store Optimization (ASO) is the solution to your problem.
2. E-commerce SEO- SEO is one of the cost-effective and efficient ways to grow online for an e-Commerce business. More people will find and contact your eCommerce company if you rank on the top page in search results. Nowadays, most people are shopping online, which calls many offline retailers and companies to sell their products online.
3. Local SEO- If you have a local store or a local business and want all the customers from nearby locations to come and shop your product and services from your store only, then Local SEO is your best way to achieve your business goal.
4. Link Building Strategy & Off-Page Optimization Plan- Link building strategy is the process of acquiring links to your website from other websites. All procedures that can be conducted outside of the actual website to increase its position in search rankings are referred to as off-page optimization. These two play an important role in content marketing.
5. Video SEO (YT SEO)- Optimizing your video to be ranked for relevant keyword searches on search engine results pages is video SEO. The concept behind this is to give your videos a higher ranking. When content creation is solely through videos and video graphics, Video SEO comes into the picture.

Why Choose RDS Digital for Search Engine Optimization?

- Team of experienced SEO experts
- Good ranking and higher traffic drive
- Follows best practice and white hat SEO
- Drive results with expert strategy

- Ranking on the first page is the aim
- Optimize everything to get the best for you

Amazon account management:

Why Choose RDS Digital for Amazon Account Management?

- Account Audit, SWOT and Competitor Analysis
- Amazon A+ and Enhanced Brand Content
- Improve Product Ranking
- Product Listing Optimization: Title, Bullet Points, Description, Search Terms
- Sponsored Ads Management / Amazon Advertising

Online reputation and management:

Why Choose RDS Digital for Online Reputation Management?

- Managing Social Media and Curating Creative Content
- Build a Positive Brand Image
- Promoting Positive Review
- Relevant and High-Quality Content
- Enhance interaction with your customer

Programmatic ads:

Why Choose RDS Digital for Programmatic Ads?

- Dedicated, in-house Paid Media analysts
- Analysts are versed in multi-channel solutions, including programmatic, social, and search channels
- Customizable monthly reports
- In-person, phone, and email communication channels for strategic planning
- We solve complex programmatic efforts daily to help our clients maximize their digital strategy potential.

❖ **CLIENTS:**



RAY Integrated College



❖ **NEED FOR THE STUDY:**

1. To know about RDS digital.
2. To know the impact of pandemic on managing employees.
3. To study about the problems faced in managing employees digitally.

❖ **STATEMENT OF PROBLEM:**

The formation of new digital business thinking, adaptation of company's business strategy and business process requires the search and implementation of new digital models for the employee management that meet the requirements of the performance, innovation, speed and adaptability. In order to survive and develop in the modern turbulent world under conditions of uncertainty and instability of digital era, people, companies in general need to become agile. The company should focus on keeping the employees updated with the new technology and making them comfortable in the new working conditions, keeping them engaged and motivating them in order to achieve good outcomes and better performance during the pandemic.

CHAPTER-2

RESEARCH METHODOLOGY



❖ **TITLE OF THE STUDY:**

“A STUDY ON CHALLENGES FACED BY RDS DIGITAL IN MANAGING EMPLOYEES DURING THE PANDEMIC”

❖ **OBJECTIVE OF THE STUDY:**

1. To know about the impact of digitalization on employee management.
2. To know about the challenges faced by RDS digital in managing employees during pandemic.

❖ **RESEARCH METHODOLOGY:**

SOURCES OF DATA COLLECTION: The data is collected through the secondary data.

SECONDARY DATA: The secondary data collected are

- Through Internet
- Journals
- Newspapers
- Articles
- Magazines
- Research papers

❖ **DISCUSSION:**

The secondary data will be collected, analyzed and compared with each other in order to get the required necessary information about the report so the related answers are found and put into observations to formulate necessary results. The report will be completely based on the readily available data by the respondents before.

❖ **LIMITATIONS OF THE STUDY:**

1. The study is based on the primary and secondary data previously collected.
2. The data may not be more accurate as the respondents would have shown less interest.
3. Time constraint.

❖ **CHAPTER SCHEME:**

➤ **CHAPTER: 1- INTRODUCTION**

This chapter includes Introduction on RDS digital in detail and their initiatives and services and need for study and statement of problem.

CHAPTER: 2- RESEARCH METHODOLOGY

This chapter includes background of the study, statement of the problem, need, importance, and objectives of the study, plan of analysis, limitation of the study.

➤ **CHAPTER: 3- SWOC ANALYSIS.**

Deals with the Primary objective of SWOC Analysis to help know about the impact of pandemic on the employee management in RDS digital.

➤ **CHAPTER: 4- OUTCOME IN STUDY**

It deals with the analysis and interpretation of data with the help of charts, diagrams, tables and graphs.

➤ **CHAPTER: 5- LEARNING EXPERIENCE AND CONCLUSION**

It deals with the summary of findings, conclusion and suggestion.

CHAPTER-3

SWOC ANALYSIS



❖ **STRENGTHS:**

1. **Increase Employee Engagement-** Engaged employees are motivated, passionate and invested in the business. Their goals are aligned with the business objectives and they want to see themselves and the organization succeed.
2. **Improve Communication-** the digital workplace is a solution to creating an effective communication channel as it allows the organization and its employees to connect and communicate with everyone at any time. Departments can easily communicate through instant messages using platforms like Microsoft teams or Slack, and remote staff can easily communicate and keep up-to-date with business changes.
3. **Attract and retain talent-** A digital workplace allows businesses to capitalize on technological advancements through centralizing organizational information and processes, creating a social network and collaboration platform thus building a strong employer brand and attracting talent.
4. **Increase Revenue-** Digital transformation will have a positive impact on revenue as it increases overall efficiency in business processes, saving time and resources whilst maximizing capabilities.

❖ **WEAKNESS:**

1. **Loss of interpersonal communication skills-** The main goal for adopting a digital workplace is to improve online communication and productivity across the entire organization. However, instant messaging and virtual video platforms such as Skype and Slack have significantly reduced traditional communication methods. Face-to-face and group meetings are becoming a thing of the past as organizations rely on the digital environment to communicate. Interpersonal communication skills are key to building business relationships: limiting face-to-face communications can negatively impact the employee, weakening their skills, abilities and overall productivity.
2. **Dependency-** There will never be a lifetime guarantee that every technological device or system will run smoothly. Employees can become heavily dependent on technology to complete their everyday tasks. The majority of companies have computer systems at the core of their business and rely on them running successfully day-to-day. However, this dependency can become a weakness. If there is a glitch or the system crashes, so does the business until the issue is resolved.
3. **Increased Costs-** As technology is ever evolving and changing your business will also need to, which means bearing the costs of continually upgrading the software. This can have a great impact on profitability as you need to pay the cost of the upgrade and the cost of training your existing workforce to use the new software. In addition, implementing the wrong digital platforms could also have a negative effect on employee productivity.
4. **Employee resistance to change-** People fear the unknown and implementation of a new working environment could cause uncertainty amongst your organization, resulting in employees becoming resistant to the change. The most common reasons for resistance when adopting new technology is loss of job security, fear of failure, the unknown and distrust within the organization.

❖ **OPPORTUNITIES:**

1. The pandemic has helped to sustain businesses and to shorten the distance between employees and their employers while ensuring their safety.
2. Helped to sustain staffing in the organization while respecting physical distancing measures.
3. It has fostered the creativity of managers and HRM practitioners.
4. Broaden the perspective of their competencies development.
5. Develop the autonomy of their employees.
6. Upgrade their digital competencies.
7. It has facilitated the transition from traditional face-to-face socialization methods to virtual ones.

❖ **CHALLENGES:**

1. **Complexity-** One of the major digital workplace challenges is complexity. Workplaces often have numerous software packages that are not designed to work together, all trying to assist workers with their job. Not only do your workers need to learn how to use these packages to do their job, but they also must navigate secure passwords and understand how the software interrelates.
2. **Uncertainty-** Many of the digital workplace challenges businesses are facing are unique. Unfortunately, there is no guidebook on how to handle these problems. This means that often solving problems can be a trial and error process. This uncertainty in the executive suite reaches down to your workers as well.
3. **Disengaged remote workers-** effective communication is the answer to avoid this problem but sending more emails to an already crowded inbox only increases the problem. To find a solution, you must not only communicate with your employees but engage their attention, as well assist them in prioritizing their time and resources.
4. **Fear of change-** humans are risk-averse and don't like the jobs they've been doing changing as quickly as you need to change. Much of this confidence is up to the leaders. If workers see their managers navigating risk and change, they are more likely to feel capable of handling it as well.
5. **Lack of alignment-** As teams participate in individual meetings, the information created by that team has trouble being disseminated through the rest of the organization, causing a lack of alignment between the teams and the rest of the organization. The answer is to standardize solutions as much as possible, Create spaces where teams can share information, and formulate a standardized format where data can be shared.

CHAPTER- 4

OUTCOMES OF THE STUDY



❖ **OUTCOMES:**

1. Digitalization was seen as a tool to make business activities possible during the pandemic.
2. Some companies have been affected still positively as they have become more effective by using digital channels, and take care of development.
3. Its biggest disadvantage is a lack of socialization.
4. A digital workplace allows businesses to capitalize on technological advancements through centralizing organizational information.
5. Digital workplace is complex and uncertain.
6. The pandemic has helped to sustain businesses and to shorten the distance between employees and their employers while ensuring their safety.
7. Digital transformation will have a positive impact on revenue as it increases overall efficiency in business processes, saving time and resources whilst maximizing capabilities.
8. It helped in increasing employee engagement and attract and retain talent.
9. The employees resist to change and adopt new technologies as it may lead to fear of failure, loss of job and distrust in the organization.
10. It could be difficult for workers to virtually develop and maintain skills and professional networks they need to advance.

❖ **SUGGESTIONS:**

1. HRM should help companies to make decisions whether some positions will be moved partly or entirely remotely, whereas other positions need to be identified which are unable to be performed from home.
2. Jobs will be significantly transformed. Therefore, both the companies and the workforce need to obtain more technological knowledge and experience, develop digital skills, as well as be flexible, more adaptable to changes, and prepare for future uncertainties.
3. HRM should help the workforce to arrange the space and schedules for working Remotely taking into consideration the individual differences or conditions to maintain work-life balance.
4. Even if some positions remain fully remotely there should still be Arranged face-to-face meetings occasionally to conquer isolation and facilitate social relations for employees.
5. The HRM practitioners should play a strategic role by supporting and training these managers on how to manage a virtual team, to help them to overcome these difficulties and to cope with remote working challenges in order to be able to support their team members.
6. Organizations should provide the possibility to schedule a flexible presence in the office to keep the employees connected to their workplace, by ensuring the presence of efficient health and safety measures and facilitating access to vaccination.
7. Virtual meetings are at the core of managing employees working remotely. But, just like any other communication method, you don't want to overdo it.
8. Organizing and conducting virtual training is a great way to keep remote employees engaged in their work. This type of online training can take many forms, so get creative and don't be afraid to try new things.

THE WAY FORWARD:

Covid-19 has caused organizations to adopt remote work, and now many are now having to enable and manage a digital workplace that works for both in-office and remote workers. Hybrid work is here to stay.

Analytics, collaboration tools, office space will determine the future workplace, especially as organizations aim to deliver customized employee experience to enhance productivity and performance. The Post-Covid world involves fewer commutes, more flexibility, and new ways to manage strong collaboration and innovation.

The pandemic was a forced acceleration of the digital workplace as organizations had to change and adapt quickly to protect the health of their employees. But now, leaders have to accept the fate of the digital workplace and invest in their future.

CHAPTER-5

LEARNING AND CONCLUSION



❖ **LEARNING:**

1. The remote working and managing the employees digitally is here to stay for a long time.
2. Remote working has helped in increasing employee engagement and improved communication between the employees.
3. It has helped employees to learn new skills and gain knowledge about technologies.
4. Remote working has led to lack of interpersonal skills as there is no face to face contact.
5. Lack of socialization and fear of uncertainty.
6. Fostered creativity of managers.
7. Upgrade digital competencies.
8. Employees can become heavily dependent on technology to complete their everyday tasks.
9. It is difficult to keep the employees engaged with their work digitally.
10. The employees resist to change due to the fear of failure and job security.
11. Digital workspace has led to creativity in employees and managers.
12. Increased revenue due to the increase in overall efficiency in business process.
13. Digitalization was seen as a tool to make business activities possible during the pandemic.

❖ **CONCLUSION:**

As remote working has risen during the lockdown, it is needed to adapt the new working life. In order to adapt quickly to changes, enhancing communication is of primary importance. The HR managers do not need to monitor closely the employees work activities during remote working as they can perform tasks independently with responsibility.

The workforce has increased requirement to safeguard health, and employees' health and safety is also decisive for companies to create organizational values and long-term brand. Thus, taking into account employee's work-life balance during digitalization process is crucial. Given that some employees prefer to keep working from home while others strive to return to offices, the new HR policy should allow the workforce to choose the work mode. HR managers are therefore encouraged to develop strategies accordingly.

Moreover, the policy regarding travel, business trips, and corporate events need also to be transformed. Today, the main goals companies set in association with HR management are to organize hybrid model to allow the workforce to continue working remotely, to revise organizational culture correspondingly, to hire remote employees, and create digital office spaces.

CHAPTER- 6

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