

Execution of Work from Home Concept through Digitalization: A Hypothetical Study

Dr. Sonali R. Kshirsagar

Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India

Abstract: I wake up from the bed with a grudge and fear in my mind for the heavy workload pending in my office and feel tired to do things that need attention at home. I cook food losing the proper recipe thinking of planning for the whole work day. I attain and dress up my child going school unhappily losing temper due to getting late for the office. I reach office with work-Family conflict like job: spouse, parent, homemaker and the impact of these types of work-family conflict on my well-being and work outcome. I have to take work home frequent evenings: yes this is the current status of working women in every field. Work-life balance (WLB) is a concept including the proper prioritization between work (career and ambition) and lifestyle (health, pleasure, leisure, family). To dilute by reducing Work life Balance Problem situation, Work from home through digitalization is helpful to delivering work life balance to the employee, and at the same time helps the industry to get the work done. This research paper is an attempt to study hypothetically, execution of Work from home Concept through digitalization leading balanced Home & Work Life for Women working in service industry of Aurangabad Region.

Keywords— Work life Balance, Digitalization, Work from home.

I. INTRODUCTION

I wake up from the bed with a grudge and fear in my mind for the heavy workload pending in my office and feel tired to do things that need attention at home. I cook food losing the proper recipe thinking of planning for the whole work day. I attain and dress up my child going school unhappily losing temper due to getting late for the office. I reach office with work-Family conflict like job: spouse, parent, homemaker and the impact of these types of work-family conflict on my well-being and work outcome. I have to take work home frequent evenings: yes this is the current status of working women in every field. Work-life balance¹ (WLB) is a concept including the proper prioritization between work (career and ambition) and lifestyle (health, pleasure, leisure, family). To dilute by reducing Work life Balance Problem situation, Work from home through digitalization is helpful to delivering work life balance to the employee, and at the same time helps the industry to get the work done. This research paper is an attempt to study hypothetically, execution of Work from home Concept through digitalization leading balanced Home & Work Life for Women working in service industry of Aurangabad Region.

II. OBJECTIVES

1. To study the work from home concept and its factors.
2. To study the work-life balance factors that affects the working women from the specified area.
3. To study the extent of how much office work can be done from home through Digitalization/ Automation in service sectors like Private Banks, Academics sectors.
4. To study the association between Work from Home strategy and Work Life Balance.
5. To analyze hypothetically, execution of Work from home Concept through digitalization for Women working in service industry of Aurangabad Region.

III. REVIEW OF LITERATURE

Work Life Balance: what is it?

Work-life balance refers to the level of prioritization between personal and professional activities in an individual's life and the level to which activities related to their job are present in the home. The work-leisure² dichotomy was invented in the mid-1800s. Paul Krassner³, an American journalist, perceived that anthropologists explain happiness as having as little separation as possible between your work and your play. The expression⁴ "work-life balance" was chiefly cast off in the United Kingdom in the late 1970s to describe the balance between an individual's work and personal life.

Kalpesh Patel⁵ signifies that, Work from home concept is recklessly gaining acceptance because of the freedom and flexibility that comes with it. Since one is not bound by fixed working hours, they can schedule their work at the time when they feel most creative and expedient to them. Women benefit a lot from this concept of work since they can balance their home and work perfectly. Persons mostly find that in this state, their productivity is higher and stress levels lower. Those who like isolation and a calm work atmosphere also incline to prefer this way of working. Today, with the kind of communication networks available, millions of people worldwide are considering this option. Women who want to be independent but cannot afford to leave their tasks at home aside will benefit a lot from this concept of work. It makes it easier to maintain a healthy balance between home and work. The family doesn't get neglected and you can get your work done too. You can thus efficiently manipulate home

responsibilities with your career. Working from home is definitely a viable decision but it also needs a lot of hard work and discipline. You have to make a time schedule for yourself and stick to it. There will be a time frame of course for any job you take up and you have to fulfill that mission within that time edge.

Work Life Programs Incorporates

Although these programmes⁶ were originally termed "work life programs", this book used to term "work life" programs, to reflect a broader standpoints of this issue. The term "work life" identifies the fact that employees at every level in an organization, whether parents or non-parents, faces private or family issues that can distress their performance on the job. A work life program includes any employer backed benefit or working condition that helps an employee to balanced work and non-work burdens. It majorly encompasses benefits like Work from Home Child and dependent care, Flexi working hours, all leave options and Organizational culture that is supportive with respect to the non-work issues of employees, co-workers, and supervisors who are sensitive to family issues.

Work From Home: A sigh of stress relief

Sarah White⁷ Work From home is a concept where the employee can do his or her job from home. Work from home gives a flexible working hour to the employee as well as the job for the employer is done with ease. Work from home is helpful to delivering work life balance to the employee, and also at the same time helps the company to get the work done. Nowadays, most of the employers are offering this option to their employees.

Jang⁸ also used the US National Study of Changing Workforce (NSCW) dataset to examine the relationship between work-schedule flexibility and employees' perception of workplace support, supervisory support, work-life balance and well-being. The results were employees who had flexible work schedule reported higher levels of work-life balance, which in turn positively affects their well-being. In addition, perceived flexible works schedule was found a mediator of perceived supervisory and workplace support, thus fitting a theory that a good organizational culture helps creates a more positive perception of workplace flexibility.

Troup and Rose⁹ inspected the effect of formal and informal telework preparations on work-family outcomes such as job satisfaction, time spent on childcare and satisfaction with the circulation of childcare tasks in Queensland, Australia. They originated that formal telework arrangement had greater positive effect on women's job satisfaction. The flexibility of working time i.e. informal telework arrangement for women provides optimal satisfaction towards child care distribution with their better Half. It also allows them to act on family desires and tasks.

Role of digital technology

There has been a shift in the workplace as a result of advances in digital technology. As Bows well and Olson-Buchanan¹⁰ stated, "increasingly sophisticated and affordable technologies have made it more feasible for employees to keep contact with work". Employees have many approaches, such as emails, computers, and cell phones, which empower them to achieve their work beyond the physical limits of their workplace. Employees may answer to an email or a voice mail after-hours or during the vacation, typically while not legitimately "on the job". Researchers have found that employees who consider their work roles to be asignificantconstituent of their identities will be more probable to apply these communication digitaltechnologies to work while in their non-work sphere.

Certainphilosophers suggest that this indistinctborder of work and life is a result of digital technological control. Technological control "emerges from the physical technology of an organization". In other words, companies use email and distribute smartphones to enable and encourage their employees to stay connected to the business even when they are not in the office. This type of control, as Barker argues¹¹, replaces the more direct, authoritarian control, or simple control, such as managers and bosses. As a result, communication technologies in the temporal and structural aspects of work have changed, defining a "new workplace" in which employees are more connected to the jobs beyond the boundaries of the traditional workday and workplace.The more this boundary is blurred, the higher work-to-life conflict is self-reported by employees. Employee assistance professionals¹² say there are many causes for this situation ranging from personal ambition and the pressure of family obligations to the accelerating pace of technology.

According to Nurul Nadia Nordin, Maizatul Fateha MohdBaidzowi & RuzannaAb Razak¹³; Work At Home (WAH) concept is an option for individuals who are tied with family responsibilities and health issues. These modes of work will not only keep educated and skilled individuals into the labor workforce thus contributing into the economy; it also enhances gender and social equity along the concept of a caring society.

Steps to Achieving Work-Life Balance in a 24/7 World through Digitalization

Dan Abbate¹⁴ says that, as a business proprietor I have found that the biggest task for me personally is how to balance quality of life with quality of business. My solution has been to automate as much of each business as I can. Any task or process in a business that is repetitive can be automated through the use of technology; furthermore, it should be automated. Allowing tasks to be performed by automation increases efficiency and reduces costs by shrinking payroll and related overhead (if you have less human labor inputs, you also don't need as much office space, benefits programs, payroll taxes, electricity, etc.). Machines are cheaper, don't complain about work and never make a mistake. Furthermore,

an automated or semi-automated workforce gives a business a competitive advantage and decreases stress and worry related to daily activities. One can achieve this by few steps that will serve as a guide.

- Document by Going through every business procedure and write out the steps presently needed to complete a task.
- Optimizing several steps into one.
- Automate i.e. teach a computer to complete as much of the task as possible, independent of human oversight.
- Repeat by a yearly automation audit.

Chanda Kochhar¹⁵, Managing Director and CEO, ICICI Bank said that they launch women centric initiatives on international Women's Day by way of work-from-home program to prevent women employees from dropping out of its workforce. The organization has deployed face recognition technology to facilitate women to work from home and provide access to the bank's core banking servers under. The program iWork@ home will enable almost every non-customer facing task to be done from home. The platform is designed not only to recognise the employees face; it also logs her out if she leaves her seat or if another face appears within range of the camera. The technology has been developed by ICICI Bank in collaboration with IIT Delhi. The internal survey showed that women leave the organization largely do so on account of childcare, maternity, or because of long commuting. 50 women are currently undergoing the program. The bank has also announced another initiative for women managers with children up to 3 years of age as managerial responsibilities at times require them to travel outside city limits, for client interactions, business reviews or training.

Many universities¹⁶ are developing specific digital strategies in reaction to the massive shift towards using new technology. Although the transition into the digital age can be daunting, universities that develop the right business strategy that includes responsibility for digital technologies within every department can open up a host of exciting new opportunities to engage with students, academics and staff. There is no single way to deliver particular outcomes through digital technology, but by listening to end users, valuable insight can be gained and acted upon. By empowering individuals across the institution to try new ways of working with digital technologies and providing them with the support and guidance they need, a university can transform itself from a faceless organisation into a vibrant institution with its own digital personality.

Digitized aids of Teaching

Web Learn¹⁷ allows members of the University to create and store materials to support their teaching and learning activities. **Live Broadcasting**¹⁸ is also called a *live* transmission generally refers to various types of media that

are broadcast without a significant delay. Other types of *live broadcasts* include: *Live radio, live television*, Internet television. **Distance learning**¹⁹ is the education of students who may not always be physically present at a school. Traditionally, this usually involved **correspondence courses**¹⁹ wherein the student corresponded with the school via post. Today it involves **online education**. (MOOC)²⁰ Massive open online courses is an online course aimed at unlimited participation and open access via the web. In addition to traditional course materials such as filmed lectures, readings, and problem sets, many MOOCs provide interactive user forums to support community interactions among students, professors, and teaching assistants. **Webinar/ web seminar/ online seminar**²¹ are a form of one-to-many communication: a presenter can reach a large and specific group of online viewers from a single location. In view of the large number of participants, smart tools are essential to channel that interaction. Hence, a webinar offers various interactive opportunities: Ask a question, Chat, Poll, Survey, Test, Call to action, Twitter. **Online attendance system**²² is one of the finest examples of advanced technology. Online attendance system allows you to automate your time management by tracking your working hours. Online attendance system helps organizations to concentrate on company issues by reducing paper works and by eliminating manual process of attendance records. With online attendance system you can log in your time virtually from anywhere and at any time. The only thing you need for this is an active internet connection and any web browser.

IV. RESEARCH METHODOLOGY

An attempt to study hypothetically, execution of Work from home Concept through digitalization leading balanced Home & Work Life for Women working in service industry of Aurangabad Region. The study is based only on secondary data. The data was collected from the sources like books, articles, research papers, websites published and bank manuals.

V. DATA COLLECTION

For this first Job Analysis was done and then the job which can be digitalized more, those job were selected for study form the service sector mainly from Academics and Banking. One Job From each sector was taken for analysis. Academics the Job Analysis of an Assistant Professor was done. And from Banking the job selected was Backend Executive. After that Job Description i.e. the task involved and its Means or process was studied, then whether that task can be digitized or not was checked. It was interpreted that if the task can be digitized up to maximum upto maximum extent, then the work from home concept can be executed at actual.

VI. FINDINGS AND ANALYSIS

The job of an assistant professor consists of job description like giving Assignment, Test / Exam, Project Practical reviews, Presentations, Paper assessment, Mentorship / Hand holding support, Research, Literature Review/ Reading EBooks, Record Keeping, Lectures& Maintaining attendance. The tabular form of job description and its execution/ Means/Process/ Ways through Digitization is shown below in Table No.1.

Table No.1.

Assistant Professor: Job Description and Digitization

Job Description/ Task	Means/Process/ Ways through Digitization
Lectures	Face to Face coaching Offline lectures recording Online lectures Web Learn Live Broadcasting Distance learning (MOOC) Webinar/ web seminar/ online seminar
Attendance Tracking	Online attendance system
Assignment Written or Oral	Online Test Google Forms Email Telephone Whats App
Test / Exam/ Paper assessment	Online Test Google Forms
Project Practical reviews	Email
Presentations	Webinar/ web seminar/ online seminar
Mentorship / Hand holding support	Email Telephone Whats App
Research	Email Google Forms
Literature Review/ Reading EBooks	Web Learn
Record Keeping	Offline reports computer

Source: Researcher's Interpretation 2017-18

The job of an Backend Operation Executive consists of job description like Checking documents for disbursement of loans, image-based verification of cheques for clearance, first-level scrutiny of documents for opening of accounts and processing of export-import documents for payments. The tabular form of job description and its execution/ Means/Process/ Ways through Digitization is shown in Table No.2.

Table No.2.

Backend Executive: Job Description and Digitization

Job Description/ Task	Means/Process/ Ways through Digitization
checking documents for disbursement of loans	Online offline
image-based verification of cheques for clearance	Online
first-level scrutiny of documents for opening of accounts	Online offline

processing of export-import documents for payments	Online
Speaking to customers	Tele calling

Source: Researcher's Interpretation 2017-18

VII. INTERPRETATION

After analyzing both the jobs it has been understood that the tasks which demand just in time service is relatively hard to execute with the help of digitalization, but also possible in case of the job of an Assistant Professor in case of Academics sector. And when it is understood that Digitization of the job descriptions of an Assistant Professor is possible up to maximum extent the Work Form Home concept can be executed in this sector. At the initiation stage on Pilot basis, partially i.e. 3 days in a week the Work from home facility can be given to the women employees in this sector.

On Pilot basis, Work from Home concept for the job of Backend operations Executive is already there in some of the reputed banks, it can be executed on large group of similar job Profiles. This would balance Home & Work Life for Women working in service industry of Aurangabad Region leading to enhanced productivity.

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