SYNOPSIS

PhD. Topic: Influence of Virtual Connectivity on Employees Health & Wellbeing

Research Scholar: **Guide:**

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Introduction

According to American Heritage Dictionary, communication is viewed as thoughts, expressions, and information which are functional and relevant to day to day transactions.Internet has opened up new opportunities for companies to communicate within and outside the organization.

Virtual communication refers to any technology people use to communicate with each other when they can't be face to face. It favors the ability to see and hear one another in real time, simulating the experience of a physical visit.

The technology through which one can experience of being able to see virtually has been around for quite a few years, with the introduction of webcams in the 1990s.

Organizations have always been and always will be affected by the environment around and stakeholder is a large part of this environment. Each stakeholder has a unique effect on an organization. An organization needs to build a repo that mutually benefits the organization and the stakeholders. This repo is built through proper connectivity.

The latest technology has changed the dynamics between corporations and their stakeholders. Earlier the transparency and connection between the stakeholders were very traditional and transactional. The recent environmental dynamics are forcing organizations to give greater importance to virtual communication for its existence and sustainability. It is virtual connectivity through which the organizations are trying to maintain a competitive edge. It is no longer sufficient to have annual general meetings to build connectivity with the stakeholders. This won't ensure that the organization is trying to build connectivity. Virtual communication favors the ability to see and hear one another in real-time, simulating the experience of a physical visit.

Stakeholders may be in a different area, different cities, different countries, or any other situations that can lead to the need for a virtual connection. Even if Stakeholders are in the same area, same city, same countries there is a need for a virtual presence in today's millennium dynamic world.

The main focus of virtual connectivity by the organization is to build & maintain an image of the organization or company in the eyes of the internal and external stakeholders. It favors the ability to see and hear one another in real-time, simulating the experience of a physical presence.

There are different mediums through which virtual connectivity is maintained with the stakeholders. This connectivity can be formally or informally. Formally through E-mails, video conferencing, group calls, Skype, online forums, organization websites, customer feedback forums or Webpages and even Social networking sites like LinkedIn.

Social networking sites like Facebook, Twitter, Instagram, and WhatsApp may be informal but also plays a pivot role in connecting with the stakeholders. Nowadays there is not even a thin line between formal or informal connectivity.

The brief history of how communication has developed over years.

<u>Virtual communication with stakeholders-</u>

Communication can be broadly categorized into two parts: synchronous and asynchronous. When respondentsss can directly respond back to the communication, it is called synchronous communication. Examples of synchronous communication include telephone, teleconferencing, internet chat and videoconferencing. Asynchronous communication allows respondentsss to take significant time delay for the subsequent response. Examples of asynchronous communication include e-mail and electronic discussions.

Members work together and share information using electronic communication tools and techniques. Virtual teams tend to be ineffective initially because the usage of digital tools of communication does not facilitate building of required bonds and shared understanding amongst the team members. In order to work efficiently in a virtual set-up, members need to know and understand how virtual teams work and communicate, identify the available information and select the best suited communication technology and tool for the purpose identified. Determining which communication technology best suits the organization, incorporating these technologies into practice makes working in virtual environments more user friendly. Proper feedback is must for making communication a success. Sometimes delayed feedback and interruptions or long pauses in communication can also impact the trust building process adversely. Managers need to support their members with the positive messages when working virtually.

Virtual connectivity & Digital Wellbeing

Internet has changed the shape of the communication channel. The Global communication has become quite easy over a click. Technology has often been seen as the solution to solve all the work issues but it does have a flip side where there are more problems than the solutions. Virtual communication has definitely made the connectivity very easy for the organization employees with their stakeholders but also give employee the conveyance to avoid job responsibility over a click.

We all are in one way or the other affected by uncertainty that the current pandemic holds. COVID-19 outbreak has highlighted the employees' mental health issues in the front seat. A decade ago, most employers would have mocked at the idea of employees regularly working from home. Remote Working, working from home, flexi timings were considered to be only suitable for very few jobs and concepts which were relevant only to west. This pandemic has widely highlighted that all these concepts have its relevance beyond the limited sectors/industry/jobs. "

Health and wellbeing

In today's competitive world, it is one of the important responsibilities of employer to understand the risk the work is exposing to the wellbeing of their employees. Wellbeing doesn't limit itself to just one demission it has basic three dimensions including physical, emotional and social. The employees need to ensure the responsibility towards each dimension. Wellbeing implies how good we are living or not. It basically implying the quality of life. The kind of work we are involved in the pressure of deadliness, responsibility, challenges, interpersonal relationships etc. all have an impact on our wellbeing. We need to identify the risk that is associated with different attributes of the job.

Employees across the globe suffers from different Health (physical & mental) issues and come across factors that affect their wellbeing.

When an employee is virtually connected to work, he/she come across different problems. The employee's physical movement decreases as he/she tends to sit and work throughout the day. This might affect their eyesight, reduce activity may lead to weight gain, wrong posture, back ache, headaches, lethargy and other unexplained physical problems. When an employee is working from home, distinguish between work from home and family life may become difficult, Pressure to

hustle 24/7 without time to disconnect and unplug, may risk burning out. It may lead to angry outbursts, irritability, or frustration. Sometimes employees may feel pressure to work when they are supposed to rest. WFH may trigger sleeping pattern and eating habit affecting both physical and mental health. An employee can become depressed when he often wanting to stay at home rather than going out to socialize or do new activities or loss of interest in activities enjoyed earlier. Other very common problems are anxiety, agitation, restlessness, tiredness, lack of concentration, trouble making decisions etc.

Reviewed Literature

Review of Literature Plays an important role in understanding and conceptualizing any study. Different studies and articles related to the topic has been found and examined. Critically Identifying and examining what studies has been done in the field of Present study and what is the further scope. The review of literature is drawn from studies and articles from various national and international journals available.

Following are the few studies that has been examined:

Title & Author	Factors	Objective /Purpose	Outcomes , Major Findings
Organizational communication satisfaction in the virtual workplace-Akkirman, A.D. and Harris, D.L. (2005),	Virtual communication ,virtual Team & wellbeing	To Compare levels of communication satisfaction between virtual workplace and traditional workplace	Virtual office workers were more satisfied with organization communication than traditional office workers.
Study on Workplace Flexibility and Worker Well-Being by Gender Jaeseung Kim,Julia R. Henly,Lonnie M. Golden,Susan J. Lambert, (December 2019)	Flexi timings, wellbeing, work from home	To examines the associations between two distinct forms of workplace flexibility—flexible schedules and working at home—and workers' well-being, with special attention to the	Working at home as part of one's job had some benefits, but working at home to catch up on work had consistent disadvantages for worker well-being.

		distinct reasons for working at home and gender differences	The ability to adjust start and end times of work and working at home to catch up on work were associated with elevated work-to-family conflict, particularly for female workers.
Working from home: characteristics and outcomes of teleworkAudrone Nakrošiene, Ilona Buciuniene & Bernadeta Goštautaitė January 2019	Work from home, virtual teams	Investigated the relationships between theoretically grounded telework factors and various individual and organizational outcomes of telework	Reduced communication with co-workers, supervisor's trust and support, suitability of the working place at home. Higher self-reported productivity was related to reduced time in communicating with co-workers, Possibility to take care of family members when teleworking.
A rapid review of mental and physical health effects of working at home: how do we optimize	Work from home, mental & physical health	Review the impact of WAH on individual workers' mental and physical health, and	Ten health outcomes were reported: pain, self-reported health, safety, well-being, stress, depression,

health? Oakman, J., Kinsman, N., Stuckey, R. *et al* (2020)		determine any gender difference, to develop recommendations for employers and employees to optimise workers' health	fatigue, quality of life, strain and happiness.
Management Today and (IOSH) the Institution of Occupational Safety and Health conducted research across the UK on Workplace Wellbeing (2019).	Mental health and wellbeing	To understand Organizations approach towards the mental health of the employees'.	The survey revealed that most line managers don't get enough help from their organisation to support the mental wellbeing of their staff. Most Organisation offers no mental health and wellbeing training and/or support for managerial staff

Study on Internet use at workplaces and its effects on working style in Indian context. (May 2016) Medicine Apoorva Shrivastava, Manoj K. Sharma, and P. Marimuthu	Cyberloafing, health & wellbeing	Internet use at workplaces and its effects on working style	Participants reported change in their productivity due to nonwork-related Internet use at the workplace. 42% of the participants acknowledged postponement of their work due to Internet activities. 3–5% reported preference for Internet to work, meals, personal hygiene, sleep, and interaction with family members. WhatsApp was the most used application followed by Facebook and Gmail.

Research Gap – How is this study different from the studies reviewed?

- The Influence of Virtual Connectivity on Employees Health & Wellbeing will take into account the various factors like work from home, work life balance, flexi timings, mental health, Cyber loafing.
- Strategies that management can implement to increase employees' health & wellbeing with relation to virtual connectivity.

- The study will also include the aspect of covid-19 .Earlier it was just virtual teams now it's the traditional team as well which are virtually connected.

<div align="center"><u>**Methodology:**</u></div>

<u>**Title:**</u> *Influence of Virtual* Connectivity on Employees Health & Wellbeing

<u>**SIGNIFICANCE OF THE STUDY**</u>

Social work believes that people who make the society are in turn shaped by the society itself. They are the most important and crucial asset for the very survival and sustained growth of the society. One of the fields of Social work is **Human Resource Management.** Human resource is the important asset of any organization. The **managements** in the present times have realized that the process and practice of corporate need constant enrichment with support of technology.

Virtual connectivity has changed how the traditional organization worked and has a great impact on the employees' life. It is very important to understand the various opportunities/trends this virtual world brings to the organization and its people.

Covi-19 Pandemic has disrupted the lives of the individuals and society at large. It was Virtual Connectivity which has come to the rescue for the livelihood of the whole wide world.
The third goal of Sustainable Development Goals is Good Health and Wellbeing. The study focus on enhancing this goal in the working Professional.

The study will evaluate various modern factors of virtual connectivity that influences the Health and wellbeing of the employees. The suggestions and recommendations on the basis of the study can be significantly used to develop action module for enhancing the Health and wellbeing of the employees.

<u>**OBJECTIVES:'**</u>

1. To study the benefit & drawbacks of virtual connectivity for employees.

2. To understand the impact of virtual communication on work life balance.

3. To evaluate the impact of virtual connectivity on physical and mental health of employees.

4. To analyze the opportunities and the new trends that virtual connectivity introduces (work from home, flexi timings etc.).

Hypotheses of the Study

The present study is based upon the following set of hypotheses. They include:

1. There is no relationship between Virtual Connectivity and health and wellbeing.
2. There is no association between Virtual Connectivity and Work life balance.

Study Variables

Independent Variables

Include all personal information of the employee such as Age, Gender, Marital status, Education qualification, Experience in industry, Experience in present firm, type of industry.

Dependent Variables

Include various aspects related to Work life balance, Work from home, Flexi timing, Social networking, mental health, Physical Health, Lifestyle.

Research Design

The Research Design undertaken for the present study is Exploratory cum Descriptive study. The study is an explorative in nature as it attempts to explore various aspects of Virtual connectivity that influences the health and wellbeing of employees. It also attempts to explore the opportunities and new trends the Virtual connectivity introduces. It's a descriptive study as the study also attempts to describe various aspects like Work life balance, work from home, lifestyle, physical and mental health and other parameters in relation to Virtual Connectivity.

Universe of the study: IT/Virtually/Web enabled Organization who has a presence in Gujarat.

Study Sample

Total number of sample: **385 samples** - This means 385 or more samples are needed to have a confidence level of 95% that the real value is within ±5% of the measured/surveyed value.

The sample size Is Determined with 95% confidence, and a margin of error of 5%. Assuming a population proportion of 50%, and unlimited population size. z for a 95% confidence level is 1.96.e is within ±5% of the measured/surveyed value.

Cochran formula for unknown population:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

Where,

z is the z score

ε is the margin of error

N is the population size

$\hat{p}$ is the population proportion

Nonprobability sampling is used in the study. It is the non-random sampling where the samples are drawn in a subjective manner. The sampling for the present study will be **purposive sampling**. A purposive sample, also referred to as a judgmental or expert sample, is a type of nonprobability sample The main objective of a purposive sample is to produce a sample that can be logically assumed to be representative of the population.

Inclusive Criteria: Working professional in IT/Virtually/Web enabled Organization who has a presence in Gujarat.

Primary Data Collection

Tool is the ways to collect the required data.

The primary tool of data collection was Questionnaire, structured questionnaire consisting of close and open ended questions

Reliability & Validity of Tool:

This tool is developed by referring the various standardized tools available on the relevant subject. The tools were sent to 4 experts for content validation and changes as per their suggestions and expertise were made to the tools.

A pilot sample is studied and the sample data is treated on Cronbach's Alpha Test to assure of the reliability and validity of the tool.

The Cronbach's Alpha test score for the tool for parents tool was 0.95, indicating that that the score was good according to the reliability standard and valid to be considered as a tool for data collection.

Secondary Data Collection

The source of secondary data were published journals, articles, books, reports, newspapers, journals, magazines and other published and unpublished sources in this field.

Statistical treatment

Researcher has used editing, coding, tabulation and interpretation of data. The collected data will be correlated with the various dependent and independent variables. Hypotheses will be verified using appropriate statistical tools (chi-square & correlation) with the help of Excel / SPSS.

Period of the Study

The duration of data collection was November 2022- May 2023

Ethical Consideration of the data:

The following ethical considerations were taken care of during carrying out this research study:

- ❖ Informed consent- Sufficient information regarding the objectives of the study was communicated and they are free to choose whether they want to participate or not or can withdraw in between.
- ❖ Voluntary participation – There was No force or pressure was used on any participant to participate in the study.
- ❖ Anonymity - Personal information related to either the employees or the organization is not revealed in the study.
- ❖ Confidentiality- The confidentiality of the data and the respondent profile will be maintained.
- ❖ All the information collected through questionnaire will be only be used for Academic purpose.

Limitations of the Study

These were certain difficulties that were faced during the study which might affect the study:

- ❖ Pandemic had delayed the data collection process. There were Difficulties in getting permission; its time-consuming process which increased duration of data collection.

- ❖ Experienced that respondent took long time to complete questionnaire even after constant reminders.

- ❖ As the area of studies is new it was difficult to get secondary data on a lot of factors included in the study.

Explanation of the Terms Used in the Study

- ❖ **Virtual**

Not physically existing as such but made by software/Technology to appear to do so.

- ❖ **Virtual connectivity**

Being connected to work, Personal life & World at large Using Virtual Medium.

- ❖ **Virtual Medium**

Medium of communication is Virtual .i.e. it can be any website, domain, social network account (including WhatsApp, Instagram, Facebook, Twitter, etc.), blog, feed, email address, email distribution list, or other Internet account or presence that incorporates the usage of Internet.

- ❖ **Work life balance**

The equilibrium created between work, personal interest & family life with the intervention of virtual media

- ❖ **Flexible work (flexi timings)**

Leverage in working timings to complete the allotted working hours i.e. exempting employees to work in traditional timings.

❖ **Work from home**

Employees can do his or her job from home with the aid of virtual connection.

❖ **Health**

Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. (WHO)

❖ **Physical Health**

It means the condition of one's physical body taking into consideration everything from the absence of disease to fitness level.

❖ **Mental health**

Mental health is a state of well-being in which an individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and is able to make a contribution to his or her community. State of being able to think, feel and act.

❖ **Wellbeing**

Experience of feeling well with good health, happiness and perceiving positive prosperity.

❖ **Lifestyle**

The way an individual is leading normal day or life.

❖ **IT/Virtually/Web/Telecom enabled Organization**

Organization using information technology/ Virtual medium/web/telecom to enable its communication functioning

Chapter Scheme

Preface: It is that portion of thesis stating the background of the whole thesis.

Acknowledgments: In this section, the researcher attempts to deliver her sincere gratitude to all those who have been instrumental in the successful completion of the research work.

Table of contents: It is tabulated form the heading of content research work.

List of tables and figures: This is a list indicating the various figures and table that have been incorporated in the thesis.

Chapter 1:

Presents the introductions of the study topic where different concepts and historical background of Virtual connectivity and Health & Wellbeing are discussed.

Chapter 2:

Outlined the different research and review related to Various Factors of Virtual Connectivity and Health & Wellbeing.

Chapter 3:

Research methodology which covers significance of the study, objectives, research study, variable covered under study, hypothesis, universe, sample and sampling, tools used for data collections, analysis of data and its treatments, limitations

Chapter 4:

Described the analysis and interpretations of data in form of frequency and percentile distributions. Statistical technique used to explore relationship, and hypothesis.

Chapter 5:

Summarized the study in terms of findings & conclusion,

Chapter 6:

Recommendations and plan of actions.

References:

This section includes the links to sources used in the study in (American Psychological Association) APA style 7th edition.

Annexure:

This section includes the questionnaire is a tool of data collection is put in for proving the authenticity Reliability and validity test.

DATA ANALYSIS & INTERPRETATION

PART A:

Presentation of Data Analysis:

Section-I: **Personal and Occupational Details**

Independent Variable includes personal profile such as age, marital status, educational qualification, work experience.

Section-II: **General Information about Virtual connectivity**

Choice of Virtual Medium, Working Mode, Effect of Covid-19 Pandemic on Working Mode.

Section-III: **Perception of Virtual connectivity (Benefits & Drawbacks)**

Techno Overload, Work Overload, Privacy Invasion & Monitoring, Interruption of Work, Communication & Coordination, Productivity.

Section-IV: **Impact of virtual communication (WFH & FLEXI TIMINGS) on WORK LIFE BALANCE**

Work Family Conflict, Family Work Conflict- Interfere With Personal Life, Virtual Work/ Flexi Timings/Work from Home.
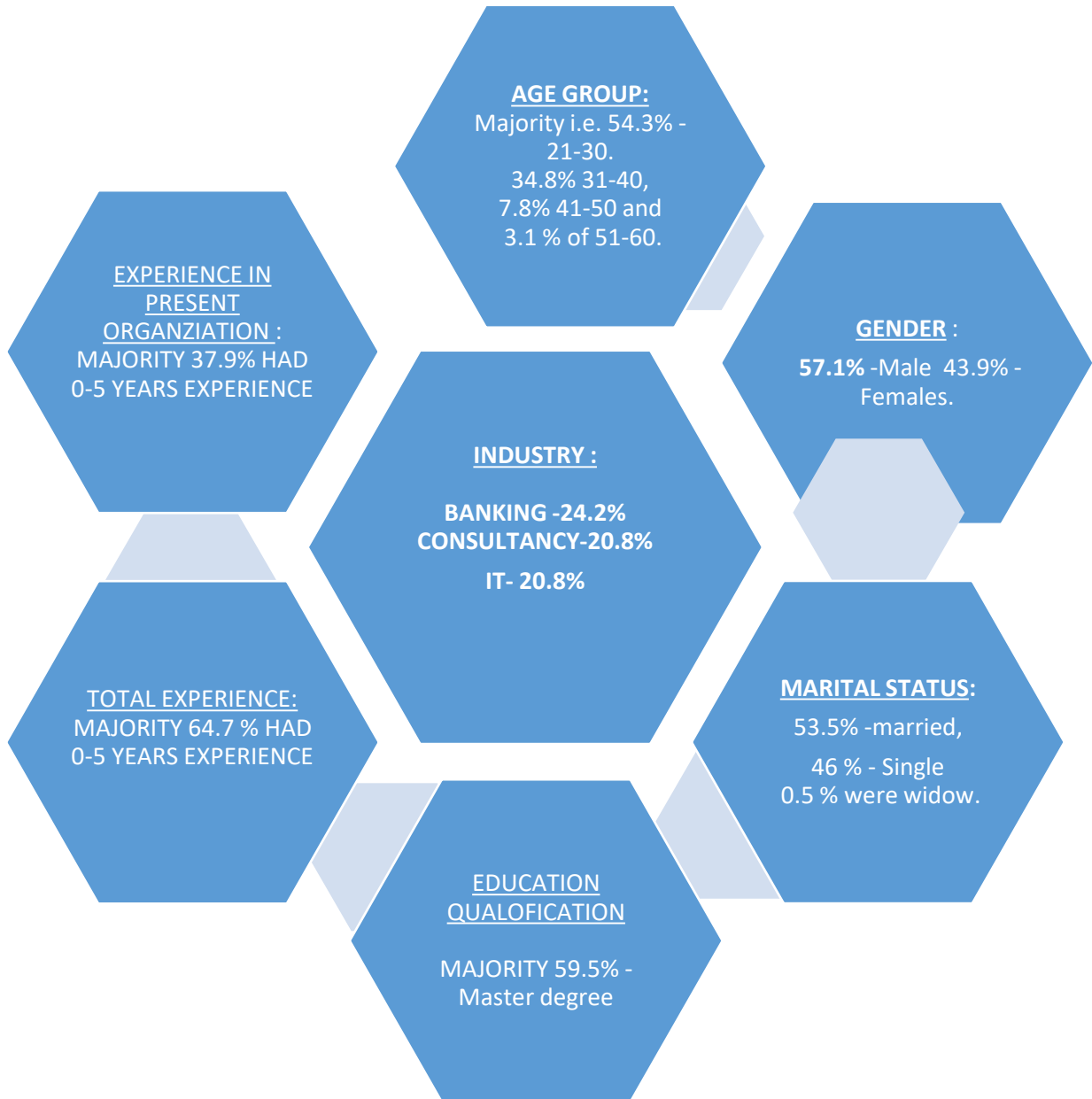
Section-V: **Health & Wellbeing**

Lifestyle, Physical Health, Mental Health, Initiatives for the wellbeing, Health Problems.

PART B:

This section covers various statistical tests used to analyze the data collected from the respondents considering the objectives of the study in mind. Interpretation of each table is also presented below each table analyzing the chi square test for showing association between the factors. Correlation is applied to check relationship between the variables.

Major finding & Implications:

SECTION 1: PERSONAL & OCCUPATIONAL DETAILS

AGE GROUP:
Majority i.e. 54.3% -
21-30.
34.8% 31-40,
7.8% 41-50 and
3.1 % of 51-60.

EXPERIENCE IN PRESENT ORGANZIATION :
MAJORITY 37.9% HAD 0-5 YEARS EXPERIENCE

GENDER :
57.1% -Male 43.9% - Females.

INDUSTRY :

BANKING -24.2%
CONSULTANCY-20.8%
IT- 20.8%

TOTAL EXPERIENCE:
MAJORITY 64.7 % HAD 0-5 YEARS EXPERIENCE

MARITAL STATUS:
53.5% -married,
46 % - Single
0.5 % were widow.

EDUCATION QUALOFICATION
MAJORITY 59.5% - Master degree

SECTION-II: GENERAL INFORMATION ABOUT VIRTUAL CONNECTIVITY

> ➢ Majority of respondentsss choose virtual medium to connect on the bases of how formal or informal the medium is.
> ➢ 82.9% respondentsss choose the virtual medium according to how fast they get the response.

It can be implied that promptness to the response and type of medium affect the choice of Virtual Medium to Connect

> ➢ 79.7% respondentss working mode was changed during Covi-19.
> ➢ There were 30.6% who had permanent change of working mode after Covid-19 whereas, for 69.6% working mode did not change permanently.
> ➢ 44.4% respondents had the facility of flexi timings
> ➢ 42.3% respondents have WFH facility

The findings of the study implies there has been a crucial role of Pandemic towards making Virtual Connectivity as new normal in the Work life. Flexi timings and WFH is now prominent in most of the industry. It is evident that Virtual Connectivity is here to stay and we will see it explore and unfold the traditional work structure.

Section-III: Perception of Virtual connectivity (Benefits & Drawbacks)

Techno Overload

> ➢ Forced by Virtual connectivity to work much faster is agreed majority of respondents 34.3% i.e. 132 agreed and 10.6% i.e. 41 of the respondents strongly agrees.

- Forced by Virtual connectivity to do more work than can handle, most of the respondents 30.6% i.e.118 agreed & 11.2% i.e. 43 of the respondents strongly agrees.
- Most of the respondents126 i.e. 32.7% are neutral to the statement ' I am forced by Virtual connectivity to work with very tight time schedules' & 24.9% of the respondents agreed
- Forced to change my work habits to adapt to new technologies, most of the respondents 36.4% i.e. 140 agreed & 15.6% i.e. 60 of the respondents strongly agrees.

The findings of the study implies Technical connectivity has its drawbacks. There is Constant force to adapt to new technologies, work in tight schedule in more promptness than traditionally. These drawbacks needs to become challenges to make it into an advantage for the organization and also for the individuals.

Work Overload

- Most of the respondents 48.8 % i.e. 188 Agreed on the statement 'There is always a Connectivity Pressure with easy access to Virtual media' 17.7 % i.e. 68 of the respondents strongly agrees.
- Most of the respondents 48.8% i.e. 188 Agreed on the statement 'There has been increased response expectation to work calls/mail' 23.6 % i.e. 91 of the respondents strongly agrees.
- Most of the respondents 39.7 % i.e. 153 Agreed on the statement 'There is Constant accountability of work even on odd hours' 23.1% i.e. 89 of the respondents strongly agrees.
- Most of the respondents 36.1 % i.e. 139 Agreed on the statement 'Increased Virtual Meetings / training after working hour' 23.4% i.e. 90 of the respondents strongly agrees.

The findings is implying Virtual Connectivity has its share of Work Load weather it is connectivity pressure or increased response rate or constant accountability.

Privacy Invasion & Monitoring

➢ Majority of the respondents 44.7% i.e. 172 Agreed on the statement 'Using Virtual connectivity blurs boundaries between my out-of-home and my home life' and 22.6 % i.e. 88 of the respondents strongly agrees.

➢ Most of the respondents 39.7 % i.e. 153 Agreed on the statement 'I feel my personal life is being interrupted by Virtual connectivity' and 18.7% i.e. 72 of the respondents strongly agrees.

➢ Most of the respondents 29.1 % i.e. 112 Agreed on the statement 'I feel uncomfortable that with Virtual connectivity my work can be easily monitored' and 10.6% i.e. 41 of the respondents strongly agrees.

➢ Most of the respondents 33.2 % i.e.128 Agreed on the statement 'It bothers me that the information created by current technology be traced even years from now' 14 % i.e. 54 of the respondents strongly agrees

➢ Most of the respondents 39.5 % i.e. 152 Agreed on the statement 'I feel that my use of virtual connectivity makes it easier to invade my privacy' 15.3 % i.e. 59 of the respondents strongly agrees

The findings of the study implies there is constant monitoring over work & work can easily be traced & scrutinized. There is a fear of Privacy invasion while using Virtual medium to connect.

Interruption of Work

➢ Most of the respondents 42.6 % i.e. 164 Agreed on the statement 'My work routine is disturbed by Internet/network disturbance' 20 % i.e.77 of the respondents strongly agrees

➢ most of the respondents 36.1% i.e.139 Agreed on the statement 'Social Media is a distraction while working virtually' 25.7% i.e. 99 of the respondents strongly agrees

➢ Most of the respondents 36.9% i.e. 142 Agreed on the statement 'Advertisement and instant popups is a distraction while working virtually'28.3 % i.e. 109 of the respondents strongly agrees

The findings implies there is a constant distraction while working, internet connectivity, social media and advertisement popups can interrupt the work while working Virtually.

Accessibility & Flexibility

➢ Most of the respondents 48.6% i.e. 187   Agreed on the statement 'I can Instantly access my work' 33.8 % i.e. 130 of the respondents strongly agrees

➢ Most of the respondents 46.2% i.e. 178 Agreed on the statement 'I am able to Access my work outside of regular work hours' 30.9% i.e. 119 of the respondents strongly agrees

➢ Most of the respondents 48.3% i.e. 186 Agreed on the statement 'There is Remote access to information' 28.6% i.e. 110 of the respondents strongly agrees

➢ The most of the respondents 42.3 % i.e. 163 Agreed on the statement 'There is easy of Flexibility to reschedule work meetings' 25.2% i.e. 97 of the respondents strongly agrees

The findings of the study implies that there is an advantage of Accessibility & Flexibility while working virtually.

Communication & Coordination

➢ Most of the respondents 49.9% i.e. 192 Agreed on the statement 'I have co-worker/team members connecting after work hours' 16.6% i.e. 64 of the respondents strongly agrees

➢ The majority of the respondents 51.2 % i.e.197 Agreed on the statement 'It has been easy to interact with work team /Coworker with Virtual Connectivity' 21.8 % i.e. 84 of the respondents strongly agrees

➢ The majority of the respondents 48.8 % i.e. 188 Agreed on the statement 'Managing information flow has been easy with Virtual Connectivity' 24.9% i.e. 96 of the respondents strongly agrees

➢ Most of the respondents 47.5 % i.e. 183 Agreed on the statement 'There is no Geographical boundary when connecting virtually' 33.2 % i.e. 128 of the respondents strongly agrees

➢ Most of the respondents 32.2% i.e. 124 Agreed on the statement 'There is Lack of informal Discussion and advice' 19.5 % i.e.75 of the respondents strongly agrees.

Findings of the study implies there is an advantage of improved Communication and coordination with the use of Virtual Connectivity. On one had there is an ease of interaction & geographical boundaries on another hand there is a drawback of connectivity after work hours.

Productivity

➢ Most of the respondents 39.2 % i.e. 151 Agreed on the statement 'Virtual connectivity has improved my Quality of work' 14.8 % i.e. 57 of the respondents strongly agrees

➢ Most of the respondents 39 % i.e. 150 Agreed on the statement 'Virtual connectivity has improved my accuracy at work' 9.9 % i.e. 38 of the respondents strongly agrees

➢ Most of the respondents 43.1 % i.e. 166 Agreed on the statement 'There is Quiet time for uninterrupted work with Virtual connectivity' 11.7% i.e. 45 of the respondents strongly agrees

Findings of the study implies there is an increase in productivity with Virtual Work.

Section-IV: Impact of virtual communication (WFH & FLEXI TIMINGS) on WORK LIFE BALANCE

➢ There were majority of 255 i.e. 66.2% respondents who are exhausted in managing the balance between work, personal & family life with the usage of Virtual Connectivity.

➢ There were majority 248 i.e. 64.4% who responded yes, they can discuss challenges and concerns of using Virtual Connectivity with immediate manager.

➢ There were 229 i.e. 59.6% who responded yes, the Immediate manager creates an environment where mental health can be discussed

➢ There were majority 193 i.e. 50.1% respondents who favor Hybrid mode & 21% i.e.81 who preferred WFH (Work from home).

The implication of above findings implies there is an exhaustion in mantling the work life balance & Hybrid mode is the preferred mode for work life balance.

Conflict in work life with family connectivity:

➢ Family worries or problems distract you from your work, 43.1 % i.e. 166 Agreed & 16.4% i.e. 63 of the respondents strongly agrees with the statement.

➢ Family activities stop you getting the amount of sleep you need to do your job well30.9% i.e.119 Agreed & 8.8% i.e. 34 of the respondents strongly agrees

➢ Family obligations reduce the time you need to relax or be by yourself, 35.6% i.e. 137 Agreed &12.2 % i.e. 47 of the respondents strongly agrees.

The implication of above findings implies there is a conflict in work life because of family distraction as there is constant connectivity.

Conflict in family life with work connectivity:

➢ Most of the respondents 41.3 % i.e. 159 Agreed on the statement 'Work demand of WFH or while working virtually often put issues in personal life "on hold' & 11.4 % i.e.44 of the respondents strongly agrees.

➢ Most of the respondents 37.1 % i.e. 143 Agreed on the statement 'Thoughts of work with WFH/Virtual connectivity makes me Unable to enjoy other non-work related activities' 11.2% i.e. 43 of the respondents strongly agrees

➢ Most of the respondents 39 % i.e. 152 Agreed on the statement 'Problems of Virtual work make you irritable at home.' & 13 % i.e. 50 of the respondents strongly agrees

➢ Most of the respondents 39.2 % i.e. 151 agreed on the statement 'Find it difficult to schedule vacation time with WFH/ Virtual connectivity' & 13.5% i.e. 52 of the respondents strongly agrees.

➢ Most of the respondents 41.3% i.e. 159 Agreed on the statement 'With WFH/ Virtual connectivity, constantly feel too tired after work to engage in non-work activities' & 15.1% i.e. 58 of the respondents strongly agrees

The implication of above findings implies there is a conflict in family life because of work as there is constant connectivity. Work becomes priority while working from home or virtually even after working hours, it becomes difficult to enjoy the non-work related activities. It sometimes become difficult to take break and prioritize family life.

VIRTUAL WORK/ FLEXI TIMINGS/WORK FROM HOME

- ➢ Majority of the respondents 60.3 % i.e. 232 Agreed on the statement 'Easy to take short work breaks with Virtual Work' & 20.8% i.e. 80 of the respondents strongly agrees.
- ➢ Majority of the respondents 51.2% i.e. agreed on the statement 'Spending more time in planning things than doing things while working virtually /Flexi timings/WFH' &16.1% i.e. 62 of the respondents strongly agrees.
- ➢ Most of the respondents 45.7% i.e. 176 agreed on the statement 'There is more time for recreational activities while working Virtual' &14.8% i.e. 57 of the respondents strongly agrees.
- ➢ Most of the respondents 42.5% i.e. 162 Agreed on the statement 'Trouble scheduling meetings within flexible starting and quitting time' 9.9% i.e. 38 of the respondents strongly agrees.
- ➢ Most of the respondents 51.7 % i.e. 199 Agreed on the statement 'Can Multitask official and home duties with ease with Virtual work /Flexi timings/WFH' & 12.2% i.e. 47 of the respondents strongly agrees.
- ➢ Most of the respondents 43.9% i.e. 169 Agreed on the statement 'Flexi timing/ Virtual connectivity/WFH improved Job satisfaction' &15.1 % i.e. 58 of the respondents strongly agrees.
- ➢ Most of the respondents 44.4% i.e. 171 Agreed on the statement 'Travelling/ commuting time has reduced to a great impact with Virtual work /Flexi timings/WFH' 31.7% i.e. 122 of the respondents strongly agrees.
- ➢ Most of the respondents 44.9% i.e. 173 Agreed on the statement 'Comfortable clothing while attending virtual meetings or WFH' & 33.2% i.e. 128 of the respondents strongly agrees.

The implication of above findings indicates there are lot of opportunities that Virtual connectivity has introduced for new way of working. On one hand there are opportunities and advantage like reduction in commuting time, multitask work, improved job satisfaction. On the other hand there are certain disadvantages or drawbacks like more time in planning and no time for recreational activities.

Section-V: Health & Wellbeing

Lifestyle

- The sleeping schedule has been hampered, 33% i.e. 127 Agrees & 17.1% i.e. 66 of the respondents strongly agrees.
- There is a Change in Appetite/ diet pattern, 36.9% i.e. 142 Agreed on the statement &16.6% i.e. 64 strongly agrees.
- There is Increased Procrastination, 34.8% i.e. 134 Agreed & 15.8% i.e. 61 of the respondents strongly agrees.
- There is Increased Mood swings, 37.1% i.e. 143 Agreed & 13.2% i.e. 51 of the respondents strongly agrees.
- There is Sedentary life style, 39.2% i.e. 151 Agreed & 21.3% i.e. 82 of the respondents strongly agrees.

It can be inferred that Lifestyle of the employees working has deteriorated in terms of Health and wellbeing. The sleeping schedule has been hampered, Change in Appetite/ diet pattern, increased Procrastination &Mood swings and Sedentary life style has affected Health and wellbeing

Burnout

- There were 35.8 % i.e., 138 Sometimes face Burnout, 32.7% i.e.,126 of the respondents often face with burnout because of virtual connectivity, 9.4% i.e.,36 respondents always face burnout. There is frustration of working virtually, physical & mental exhaustion, & feeling of worn-out

Initiatives for the wellbeing

➢ There were 82.3% i.e. 317 respondents who disagreed towards initiatives of digital well-being implying there is No initiatives towards digital wellbeing.

➢ Majority 7.9% i.e. 300 of respondents's organization does not use any app or a feature that forces to take breaks during your working hours.

➢ Majority 321 i.e. 83.4% of respondents's organization didn't set a time limit for social media screen time during working hours.

➢ Majority 236 i.e. 61.3 % responded their organization doesn't follow set working hours for Virtual connectivity.

➢ Majority 73% i.e. 281 responded the organization did not encourage to enforce gadget free meal.

➢ Majority 68.8% i.e. 265 did not put their phone on do not disturb' mode when they sleep.

Digital Wellbeing still being the most important initiative for virtual connectivity were not taken by most of the organization. There is no provision to set limits for social media screen time during work hours neither do organization follow set working hours for Virtual connectivity. Organization are also not encouraging gadget free meal or using any app or feature that take breaks during your working hours

Health Problems

➢ There are maximum respondents 71.2% i.e. 274 who are facing Eye Strain, 63.9% i.e. 246 are facing Neck Pain, 50.1% i.e.193 facing Shoulder pain,49.1% of the respondents i.e. 189 who has Back Strain, 45.7% i.e.176 are facing Headache, 40.8% i.e. 157 of the respondents each are facing Weight gain and are Snacking More respectively.

➢ There were also 28.8% i.e. 111 respondents who were facing Muscle ache, 27.3% i.e. 105 Eating More, 19.5% i.e. 75 Mindless Eating, 18.7% i.e. 72 Insomnia, 15.3% i.e. 59.

➢ Eating less, 9.4% i.e. 176 Hearing loss, 3.6% i.e. 14 are facing Weight loss. There are 1.8% i.e. 7 respondents who says they aren't facing any problems.

It is implying that majority of the respondents faced some or the other health problems due to the use of virtual connectivity proving there is a negative influence of Virtual Connectivity over health.

Conclusion:

By and large it can be said the objective set to study the *benefit & drawbacks* of virtual connectivity for employees has been achieved. It can be concluded from the study it can be concluded that respondents perceived there were Technical Overload and work overload because of Virtual Connectivity. Majority of the respondents also perceived there is Privacy Invasion and increased monitoring because of Virtual Connectivity. There is an agreement by the respondents that social media, advertisement pop ups and internet disturbance interrupt the work. Though there is always a positive side to Virtual Connectivity that can be observed that most of the respondents agree as they can access the work instantly and remotely and also scheduling meeting virtually brings flexibility. Managing information flow and meetings & interaction with team members is an advantage for communication and coordination while there is a lack of informal discussion & team members connecting after work timings is a drawback to virtual connectivity. Quality and Accuracy of work with quite time for uninterrupted work has improved and adds to Productivity.

With respect to analyze the new trends / opportunities of Virtual Connectivity - the implication of findings of the study indicates there are lot of opportunities that Virtual connectivity has introduced for new way of working. On one hand there are opportunities and advantage like reduction in commuting time, multitask work, improved job satisfaction. On the other hand there are certain disadvantages or drawbacks like more time in planning and no time for recreational activities.

Work life balance - Hybrid mode is a preferred mode to work for work life balance. There is exhaustion in managing the balance between work, personal & family life with the usage of Virtual Connectivity. Though yes there are employees who can discuss challenges and concerns of using Virtual Connectivity with immediate manager. Immediate manager creates an environment where mental health can be discussed. The implication of findings also implies there is a conflict in work life because of family distraction as there is constant connectivity.

With respect to Impact of virtual connectivity on physical and mental health of employee-

- *Lifestyle* of the employees working has deteriorated in terms of Health and wellbeing. The sleeping schedule has been hampered, Change in Appetite/ diet pattern, increased Procrastination &Mood swings and Sedentary life style has affected Health and wellbeing. There are lot of factors that are adding to the Burnout of the employees. Working virtually frustrates and worn out the employees. They often are tired, physically & emotionally exhausted because of working virtually.

-*Digital Wellbeing* still being the most important initiative for virtual connectivity were not taken by most of the organization. There is no provision to set limits for social media screen time during work hours neither do organization follow set working hours for Virtual connectivity. Organization are also not encouraging gadget free meal or using any app or feature that take breaks during your working hours.

- It can be concluded, there are *health issues* faced while using Virtual Connectivity. Eye Strain, Neck Pain, Shoulder pain, Back Strain, and facing Headache is the most common problems faced. Weight gain, snacking more, Muscle ache, Eating More, Mindless Eating, and Insomnia follows the list of problems. There are Problems like Eating Less, Hearing loss, and Weight loss also faced by some minor section.

Suggestions:

These are the segregated suggestions by the respondents

➢ Majority of respondents have suggested Hybrid mode is much better for work life balance. (50.1%)

➢ It is important to take short breaks while working virtually. Time limit should be scheduled for any meeting. Breaks in between the work should be made mandatory.

➢ There should be fixed working hours while working virtually. Limited hours- Auto shutoff mode should be there to limit prolong time on virtual media. Screen time reduction mechanism needs to be put in place.

➢ Exercising is very important in the sedentary lifestyle because of Virtual Connectivity. Minor breaks for a quick walk/run/workout/eye rest.

➢ When working from home it is recommended to have a separate place for work at home. It lowers distraction and improves concentration.

➢ Well-being workshops for employees should be incorporated by the organization for the awareness of digital wellbeing. Awareness related to ergonomics should be encouraged. Boundaries created between professional life & personal life should not be condemned by management, it should be encouraged.

➢ The organisation should encourage their employees to take regular break not just because of their health but also to increase productivity and there should be fixed times during virtual connectivity

➢ Blue rays protective screens

➢ Proper facilities and supportive devices should be provided while working virtually.

RECOMMENDATIONS

The researcher would like to give suggestions on the basis of the present study and observations which may help organizations & employees to achieve better health & Wellbeing while using Virtual Connectivity.

1. There should be Proper working channel for Virtual Connectivity.
2. Time and working hours should be defined.
3. Schedule Regular Breaks in between meetings.
4. Digital Wellbeing
5. Designated workspace while working from home.
6. Planning & Scheduling the work & meetings
7. Establish the boundaries:

   - Limit Personal Communication during working hours.
   - Designated shut down ritual which marks the end of work day.
   - Silence Personal Notifications
   - Minimize personal browsing, online shopping, or entertainment during work hours.
   - Communicate to family members/ friends about work timings/schedule so there is minimum disturbance.
   - Communicate to the organization about the work load if any.
   - Check and respond to work emails or messages in designated time, rather than constantly monitoring the inbox.

8. Encourage a Healthy Work Culture.
9. Educate and create awareness about working virtually.
10. Continuous Learning & Development.
11. Continuous feedback to the managers about the working condition during virtual connectivity.
12. Practice healthy lifestyle.

There are different action plans designed for the recommendations given.

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