



A Managerial Perspective to New Normal

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ABSTRACT

Reaping the benefits under a compulsory situation of “New Normal”. Highlighting what we can gain out of a bad situation of pandemic COVID-19. It is not about only surviving but gaining & retaining it’s learning for future beneficial use. It provides a better working & psychological environment to individuals, enhancing the financial capacity of corporates by reducing various cost, support of government for some areas which will be working in virtual mode. And finally the pool of benefits for the nation at large.

Keywords: New Normal, Corporates, Government, Nation.

OBJECTIVES OF STUDY

1. To study the beneficial aspect of New Normal to Individuals Corporates and Government.
2. To study and analyze the response of Individuals, Corporates & Government sector in different age brackets.

INTRODUCTION

New Normal is the situation which has come up as a result of worldwide pandemic COVID-19 .New Normal rests on 3 pillars

- (1) Serial Distancing
- (2) Wearing Mask
- (3) Washing / Sanitizing hands

No doubt that the situation is bad and having negative psychological, social, emotional, economic & financial impact. But a ray of hope can be seen as the shining star is terms of new living environment imposed on all of us as compulsion. The art lies in exploitation of this compulsion in to situation beneficial to individuals, corporates, government and the nation at large. This forced living environment has provided the different strata’s beneficial aspects too that can be seen as.

INDIVIDUALS

- Work from home

- Better interpersonal relation
- Simple living & high thinking
- Less physical fatigue
- Reduced cost of transport
- Decreased life style expenses like pub, hotels, movies etc.

CORPORATES

- Low cost of employees
- No need to invest in huge /expensive office spaces
- Day to day cost like electricity bill, lift operator, sanitizer, cleaners has been reduced drastically.

GOVERNMENT

- Ability to run the economy in virtual mode .
- Healthcare professional showed their skills by providing best services.

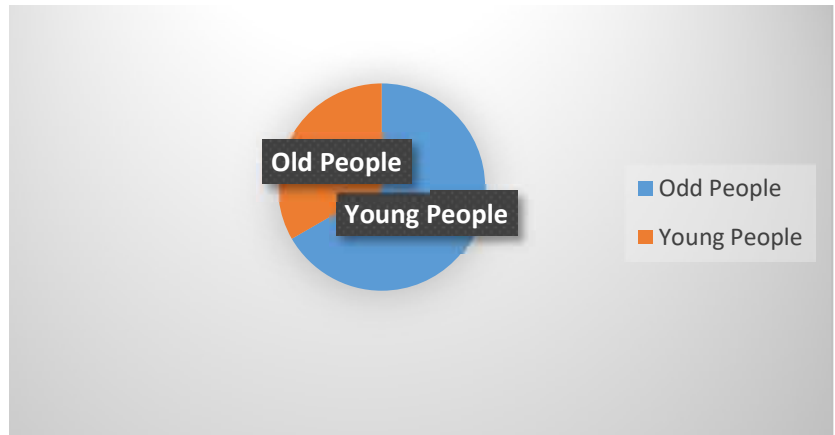
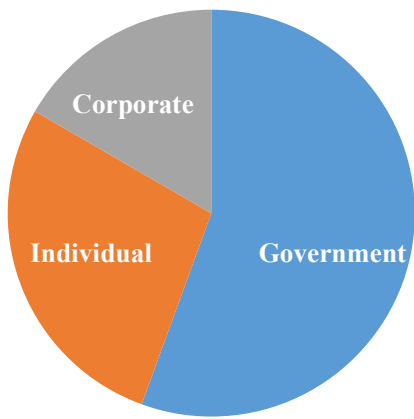
INDIA : NATION AT LARGE

- Better living Environment (with less pollution)
- Cleaners & less congested roads
- Sense of empathy among citizens
- Saving by corporates as working on virtual mode
- More leisure time
- Availability of time for creative thinking & innovation.

In the time of distress, it is important to be positive but it is more important to gain this positivity out of the difficult situation & use it forever.

RESEARCH METHODOLOGY & ANALYSIS

For our research purpose we have taken responses from 60 people 20 each from individual, corporate and government sector which further includes 20 people above the age of 50 and rest 40 are below 40 age.



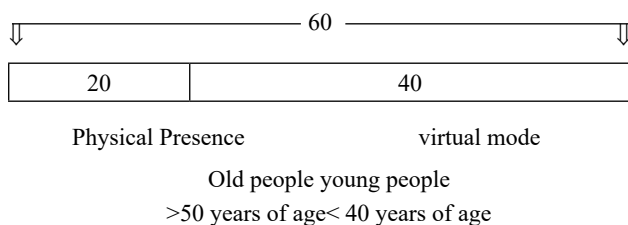
After analysing the responses of young individuals it is found that 18 out of 20 like work from home as it enhances its working capabilities, provides time for future learning courses, better personal ties with family members but they miss their life styles habits like hotels, malls, movies etc, In case of individuals it can be concluded that 90% ($18/20 \times 100$) favour the option of work from home ever after the pandemic is over.

We look forward to Corporates, 15 out of 20 are in favour of working from home as it saves a lot of money on account of rent paid, transportation facility provided, other infrastructural expenses like electricity, food & beverages etc. They are meeting their targets in terms of working but their sales of goods & services is affected because of less buying capacity of the customer. Therefore, we can say 75% ($15/20 \times 100$) corporates favour work from home provided their sales pick up as before.

Government sector is little reluctant to the concept of work from home at the lower levels, although the senior bureaucrats prefer work from home. There responses are mixed, so it can be concluded that in case of Government blend of both work from home & physical presence will work depending up on the type of service being offered.

For e.g Policing requires physical presence and District Commissioners need to present physically to see the implementation of policies but their policy formulation part can be done in virtual mode.

If we further go in to the analysis on the basis of age factor it seen as :



The elder citizens express their favour for physical presence because their problems in using the tech- sarvy modes of working but approxiamately 85% of the youngsters prefer virtual mode of working.

CONCLUSION

By analysing the data it can be concluded that most of the young individuals and corporates are in favour of work from home or virtual environment that is they are deriving benefits out of the situations created by pandemic. But the government employees have showed responses to it. Further the old people are not in favour of virtual mode.

These results clearly reflects the dynamism of various drivers of the economy may it be Individual, Corporates or Government. We have learned how to not only sustain but to flourish & touch sky heights in the difficult times. The bad memories will slowly fade away as the pandemic of COVID-19 goes & time pases. But what will remain with us in the new concept of virtual mode or work from home & its benefits to be used for years to come. Thus it can be rightly said as “The ability to adapt, adopt to the new challenges for future benefits.”

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