



Human Resource Management and Analytics

The Capstone Project

Group Name – G7

Total Members in the Group - 4

Group Member	Member Name	Email ID	Phone Number
1	Bharathy John	bharathyjohn90@gmail.com	8590705857
2	Harnoor Kaur	harnoorkaur15@gmail.com	9999402466
3	Shweta Naique	shweta.naique@gmail.com	9158129124
4	Jiya Biju Jacob	jyabijujacob@gmail.com	7022883303



Work-Life Balance in Hybrid Model Culture In Service Sector

The definition of work and the workplace is changing rapidly and it's unlikely the modern office will completely return to pre-pandemic norms. For instance, the idea of a team workspace is not just an office or physical space anymore—it has evolved to include cloud-space as well.

The move to many employees working from home during the pandemic has driven quicker adoption of new technology in the workplace and shown most employees can work efficiently while remote and retain overall work-life balance, benefiting both employers and employees. Now, as we are gradually coming out of this crisis, businesses are transitioning from conventional to flexible work environments and it's imperative that they adopt a balanced and effective long-term work model, such as the hybrid work model.

The hybrid workplace is considered by many to blend of the best of both remote and on-site work styles. This work environment helps to build an employee-centric work culture, which can give employers an edge over the competitors by attracting key talent.

“Your culture is not your office; it's what you do as an organization, how you work together. What you do does not change because you're working virtually.”

— Deniz Caglar, partner at PwC, co-author of Fit for Growth: A Guide to Strategic Cost Cutting, Restructuring, and Renewal.



Table of Contents

Description	Page Number
Project Title	2
Project Abstract	2
Area of Research and Research Objective	4
Data Collection Method and Link to the Data Collected	5
Profile of the Organization	6
Theoretical Understanding of Key Concepts Related to the Problem	7
List of Metrics Identified	8
Analysis	9-10
Solutions/Recommendations	11
Link of Live HR Dashboard	12
Drive Link for Group Video	13
Conclusion and Summary	14



Area of Research and Research Objective

This project is a study of work-life balance in a Hybrid model working culture, where we have focused on the service sector. This research deals with Primary data and the responses collected from employees working in the Service Sector.

Research Objective

- Are the employees satisfied working under Hybrid Model Culture?
- Employee satisfaction on digital Onboarding and recruitment Trends.
- Productivity and efficiency in terms of organization and personal Goals.



Data Collection Method

We have collected primary data from the service sector. We have focused on employees working with Black Turtle (recruiting firm for Banking and Financial Sector) as well as Byjus App (only focused on the Marketing Department).

A survey questionnaire was designed, and the sample size was 100. But only received responses from 40 respondents and the study is based on that sample size.

Due to restricted access as well as short duration, kindly consider this data for research.

Survey Questionnaire

<https://forms.gle/dM9LGTZdqu4VfsWA9>



Profile of the Organization

BYJU'S is a global ed-tech company, providing highly adaptive, engaging and effective learning solutions to more than 150 million students around the world. Founded in India in 2011, BYJU'S mission is to make high-quality learning accessible to students everywhere.

The BYJU'S family of brands includes Disney-BYJU'S Early Learn, BYJU'S Future School, Epic!, Osmo, Tynker, Toppr and WhiteHat Jr, along with our beloved flagship product BYJU'S – The Learning App. Together, BYJU'S solutions support Pre-K – 12 education and a wide range of competitive exams.

BYJU'S is backed by blue-chip investors including the Chan Zuckerberg Initiative, Sequoia Capital, Bond Capital, Silver Lake, BlackRock, Sands Capital Management, Alkeon Capital Management, Sofina, Verlinvest, Tencent, Prosus (previously Naspers Ventures), CPPIB, General Atlantic, Tiger Global, Qatar Investment Authority, Owl Ventures, Lightspeed Venture Partners, Times Internet, Aarin Capital and IFC. Since 2017, have completed more than 15 acquisitions, including companies in the U.S., UK, Austria, India and Singapore.

Black Turtle is a leading executive search firm and services over 75% of the fortune 500 companies – Financial Services, Consulting, Consumer Goods, E-Commerce and Technology/IT sector. With mandates from across the world, Black Turtle has built its position, one relationship at a time. With trust, solid relationships and agility acting as the primary fuels for its continued growth, Black Turtle has immersed in newer specialty areas with panache. Black Turtle's market intelligence acts as an enabler to stay ahead of the curve and provide clients with a severe competitive advantage.

Websites

- <https://black-turtle.com/>
- <https://byjus.com/>



Theoretical Understanding of Key Concepts Related to the Problem

A plethora of different conceptualizations exist about the work-life balance and many researchers have tried to summarize them. After a review of the conceptualizations of the WLB in the literature, Kalliath and Brough proposed a definition of the WLB that we endorse. “Work-life balance is the individual perception that work and nonwork activities are compatible and promote growth in accordance with an individual’s current life priorities” (p.326).

The move to many employees working from home during the pandemic has driven quicker adoption of new technology in the workplace and shown most employees can work efficiently while remote and retain overall work-life balance, benefiting both employers and employees. The hybrid workplace is considered by many to blend the best of both remote and on-site work styles. This work environment helps to build an employee-centric work culture, which can give employers an edge over the competitors by attracting key talent.

Work life balance has become more topical along with hybrid recently. Partly due to the enforced level of remote working due to the COVID pandemic, but mainly due to the advances in technology that have made remote working so much easier to do.

Before the advances in video conferencing software, VoIP technology and related solutions, it was almost impossible to work from home for extended periods. With cloud-based computing solutions, the home’s idea as an office has become a reality, and the line between personal time and professional time has become less clear.



List of Metrics Identified

In order to study the impact of Hybrid model on work life balance , we have carefully considered the following metrics which can be categorized into recruitment metrics, Performance metrics and compensation metrics.

- Candidate job satisfaction – While designing the survey to collect the data, we understood the need to identify the job satisfaction ratio of an employee while he is working from office as well as remotely.
- Management by objective -Performance management approach aimed to improve an organization's performance by translating organizational goals into specific individual goals. We have tried to study the problem by looking into its relationship with the organizational and individual goals.



Analysis

The following 8 questions are analyzed through a bar chart in the dashboard made on the PowerBI application with help of the 40 responses from companies who are providing their views and experience by rating the questions out of the scale of 5.

- (1) How would you rate your work life balance and hybrid working model?
- (2) How good is your home environment to work in official working hours (it includes uninterrupted internet, no distraction between calls, work space, electricity and so on) ?
- (3) How satisfied are you with Hybrid work culture ?
- (4) How do you rate the overall physical and mental health of the employees in your company has been adversely affected after the introduction of work from home models in the organization?
- (5) How do you rate your virtual onboarding experience (including learning and development , training, etc) ?
- (6) How would you rate on your salary and benefits after the pandemic in the hybrid model (including benefits, allowances, WFH allowances etc) ?
- (7) According to your opinion, what do you think about productivity, efficiency, and growth (individually and organization wise) ?
- (8) Which model do you prefer the most?



By analyzing the data responses of over 40 people where opinions of the male and female employees have been taken from the 3 main age groups- Between (1) 20-25, (2) 25-30, (3) 30-35 years. From the very first chart, It can be seen that male and female employees who are aged between 25-30 years have rated overall 4 out of 5 in terms of their experience in every type of mode of work.

If we move to the hybrid work culture, every age group and irrespective of the gender, this type of work culture has been found to be satisfying the most and thus the rating for the same is 5, which is the highest.

Moving ahead with work from permanently, it can be seen through the bar chart that first 2 age brackets in term of female employee have given a satisfactory response of 4 rating, whereas the age from 30-35 have preferred work from home permanently and have shown their consent by giving full ratings of 5. In the case of male employees data was collected from only 20-25 and 30-35 years who wish to work from home on an average level and have given 3 ratings, while the second age bracket is same as for women, who are giving full acceptance to this form of work culture.

If we have a close look at the working from office, the youngest female employees are having an average take on the choice and the second age bracket from 25-30 years are also not fully happy with this type of work environment. If we see the male from the youngest lot, it can be noticed that they too are giving 4 ratings to work from office and from 30-35 years, they are giving a very average rating for all the experience in working from office.



Solution/Recommendations

As per the research findings we conclude that employees are satisfied working under hybrid model work culture. It has helped employees to have a proper work life balance. We recommend companies to focus more on building infrastructure such as investing in tools like team management tools, messaging applications, video conferencing softwares that can help companies build sustainable hybrid work model.

We recommend companies to use cloud-based on-boarding tools that can provide new hires with easy access to the right information and knowledge wherever they are located, to retain and engage them, and get them productive more quickly. Also it will help in building virtual networking between employees. We also recommend a virtual buddy program where companies can allot virtual buddies to new recruits that will help better understand organization culture, strategies, policies, etc.

A hybrid work model has given more flexibility to employees and employers which has helped in increased productivity and employee satisfaction, healthier and stress free work-life balance, that has contributed towards individual growth and organizational growth.

We also believe that a hybrid work culture would demand a higher level of focus on employee engagement and team building activities than the ones required for a permanent office culture. Serious efforts have to be made in increasing the number of team outings, team picnics and trips to various new locations this will seriously help the team in building friendship and bridges among the members.

Permanent office culture provides a solid platform to the employees to share and suggest problems they face and their solutions respectively. These in turn provide a great case base on the job training especially for the junior employees. However hybrid work culture is at a disadvantage here since the employees have a limited time frame for a face to face interaction. To curb these disadvantages we therefore suggest that the teams or the employers encourage a deliberate give and take between the employees by having sessions where the employees could talk about the various on the job situations they experienced and the methods in which they handled the situations while the rest could give suggestions to solutions to better the results.



Interactive HR Dashboard

[Dashboard](#)



upGrad

Group Video

https://drive.google.com/file/d/1RRIRPZkozI_CLy6vybLI1WfW6-dmoGyv/view?usp=sharing



Conclusion and Summary

Covid-19 pandemic changed life forever. Individuals and businesses were adversely affected. As they say adaptability is the key for every situation and it is always the survival of the fittest. Hence work from home culture became quite a norm during this situation as it allowed individuals to sit at home to break the chain of infections and yet work for their livelihood. It also helped the businesses keep running while following the protocols suggested by the authorities. As the pandemic progressed and things improved a bit, a hybrid model was adopted by many organizations. As a part of the academic project we tried to understand employees' perspective of the hybrid work culture and provide suggestions to improve the already existing hybrid work culture.

As per the data and the analysis we conclude that irrespective of the gender, younger employees do not prefer complete work from home environment. Whereas the senior aged employees have a complete acceptance towards the work from home culture. It was also observed that work from the office is not popular across the employees gender, age and seniority levels. Keeping these two points in mind we conclude that a hybrid work culture would be an ideal solution for this.

One of the key benefits of a hybrid work model is that it offers flexibility for employees and their employers, which is something that most have become accustomed to over the course of the pandemic. Some other advantages to a hybrid work model include increased productivity and employee satisfaction, more opportunities for continuous learning, improved collaboration and work relationships, and better outcomes for employees' mental health.

The flexibility offered by hybrid work is unparalleled because it gives employees what they've been demanding for years and years – a healthier work-life balance and an improved work-life fit. Things have undoubtedly changed, and many would argue for the better. However, creating a successful hybrid workplace that fosters collaboration, productivity, and growth will require some careful preparation and planning as businesses continue to evolve and adapt to the uncertainties of the future.