

HOW HAS COVID-19 IMPACTED GLOBALIZATION AND WORK CULTURE IN OFFICES? A STUDY OF INDIA



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ABSTRACT

The entire globe is facing significant challenges due to the COVID-19 pandemic, which has disrupted global economic connections and halted work cultures everywhere. With a population of 17.7% of the world's total, India is a developing middle- to lower-income nation that comes in second only to China. Nearly everyone in the nation has had to cope with the financial, social, and emotional consequences of this pandemic. As our Hon. Prime Minister calls for "ATMANIRBHAR BHARAT", in this study an effort is made to analyse the impact on globalization and work culture in offices caused due to COVID-19 pandemic. Through this study we found that people have shifted towards Indian goods and services, and the government has banned a number of international trades and services, indicating that globalisation has had an impact due to the pandemic. Office work cultures have changed to allow employees to work from home, but it has also drawn criticism. Whether it is feasible or not will depend entirely on the type of organisation or industry. In this study an electronic questionnaire that displays responses to the research objectives were floated via Google form. Primary and secondary sources were used as the method of data collecting.

1. INTRODUCTION

Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is a recently identified virus that causes the viral disease COVID-19. It was first discovered in Wuhan, China, in December 2019, and has subsequently spread throughout the world as a pandemic, while the very first recorded case may have occurred on November 17, 2019.

The entire world is grappled with the colossal pandemic, COVID-19, which has impacted work culture and worldwide economic interdependence, bringing them to a halt, including India. India is a developing lower-middle-income nation with a substantial population constituting 17.7% of the global total, ranks second after China. "The Ministry of Health and Family Welfare, as of 30 May 2020 have confirmed a total number of 1,73,763 cases, 82,370 recoveries (it includes 1 migration) and 4,971 deaths in India." The six Indian cities with the most recorded instances of COVID-19 are Ahmedabad, Chennai, Delhi, Kolkata, Mumbai, and Pune. The only region to not report even a single case as of May 24, 2020 is Lakshadweep.

The major outbreak has been declared as an endemic in more than twelve states and union territories, where the provisions of the Endemic Diseases Act, 1897 have been summoned, and all the education institutions and different business organizations have been shut. All the tourist visas have been cancelled by India since majority of the reported confirmed cases had linkages to other countries. Starting from March 22, 2020 voluntary public curfew, as appealed by the prime minister Narendra Modi, India has undergone 4.0 lockdowns since then as of May 30, 2020. As a result of which there were huge economy losses due to the closure of everything. The pandemic has caused significant social, economic, and emotional implications for the entire country.

Trade and workplace closures have been a significant shock and severely harmed the economy and to the people. The global linkages of India with the world economies have all come to a standstill. "The Gross Domestic Product (GDP) of the country is slowed down to a 11-year low of 4.2% in 2019-20 according to data released by the National Statistical Office" on May 29, 2020, Quarter4 (January-March, 2019-20) GDP slumps to 3.1%, which reflected the impact of the very first week of the lockdown due to covid-19 which began on 25 March 2020. All the business activities in the economy have faced major declines leading to permanent closures of some industries/organizations to bearing high costs. To safeguard employees from this pandemic, MNCs and all other organizations/companies in India altered their work culture from in-office to work from home to maintain socially distancing among themselves as this was the only way for such large number of employees. In addition to having an impact on workplaces, it has resulted in salary reductions for workers and significant unemployment as business enterprises are firing huge numbers of workers—for instance, Uber sacked 3500 workers.

Only the essential commodities were allowed to be trade off in this lockdown. Due to the closure of international trade, malls, etc., it has led to shifting of trades to local brands and local shops. This in turn, has affected the global trade and making people realize the quality and presence of the local brands present in the country leading to increased production for local commodities rather than imported commodities at large, creating opportunities for the domestic industries. "It is noteworthy to mention here that first, India is the largest manufacturer of Hydroxychloroquine, manufacturing 70% of the world's supply (according to Indian Pharmaceutical Alliance- IPA secretary-general Sudarshan Jain)." India exported 50 million pills to the US as this is a drug used against Malaria and it can prove useful against COVID-19 as well! But the irony is that the raw material for this drug comes from China and during the Coronavirus pandemic China suddenly raised the prices. So that's the reason why India now wants to build a complete supply chain in India itself so that we are no longer "nirbhar" on China. In the manufacturing sector China is on top, 1 out of every 5 products is manufactured in China, so as to say 20% of the global output comes from China. It is known that manufacturing in China is so cheap that we don't have any other option. But this proved to be wrong by us, Indians. During this lockdown, we Indians thought about our potentials and in the past two months a new industry worth Rs 10,000 crore is born in India! The closure of textile industries in this pandemic led them to discover an opportunity rather than shutting down they thought of making PPE (Personal Protective Equipment) kits. From one little business to many in queue, India produces 4,50,000 PPE kits daily and rose to become the second biggest PPE kit producer with projections that this industry would worth \$60 billion by 2025! Second, the Mahua flower from Chhattisgarh used for making "local liquor", the tribal women in Chhattisgarh used this flower to grow alcohol which forms the base for hand sanitizers. These women did not surrender when India was struggling to procure enough hand sanitizers. These creative tribal women understood the real meaning of "Vocal for local" and this tribal solution saved the lives of many. Third, more than 1000 American companies are moving out from China talk to move into India, 300 of them have already signed on paper. They would not manufacture in the metropolitan cities but in the interiors of the country, that is in small cities. India has reserved twice the land area as of Luxembourg (a country in the UK), for firms leaving China and settle in India. If India is not good with infrastructure, electricity or skilled labour force, India has a lot of untapped potential which needs to be discovered

which makes 10% of India's total GDP. It appealed people for being vocal for our "local" products and make them popular enough that they get global. Focusing majorly on land, labour, laws and liquidity, so to say, India is a diversified country with rich resources, people can create opportunities within the country and set limits on globalization. The effect on income of both the organizations and individuals would further lead to cut in investments. As a consequence, buying preferences are also likely to shift to affordable pricing from luxury brand-oriented markets to some extent.

The measures adopted by India to fight against COVID-19 have been appreciated worldwide but seeing the present-day scenario it feels like there is still a long way to fight against it until any vaccine is discovered. Though continuous months of lockdown is not a solution, operations have to be resumed with time. To ascertain the

dynamics of new environment that we all will step in after the lockdown, assessing the influence of COVID-19 on globalisation and workplace cultures is crucial, especially given the significant shift to remote employment.

2. LITERATURE REVIEW

COVID-19 has had an impact on foreign trade, the local economy, income per head, unemployment, and other economic indicators, leading to a drop in manufacturing and trade. Experts from several professions have shared their perspectives on the current economic scenario, weighing the benefits and drawbacks.

"The process of globalization was already in decline, and last year, the term 'slowbalization' was used," says Nagesh Kumar, director of the UN Economic and Social Commission for Asia and the Pacific (UNESCAP). Ever since the global financial crisis, world commerce has never fully recovered, fluctuating between 1% and 2% growth. Add in the trade conflicts, and the WTO discussions process has come to a standstill. With this epidemic, a new awareness of the risk that global economic interconnectedness causes have emerged. As a result, some countries are having difficulty obtaining medical supplies, and others are finding that their manufacturing operations are unable to function due to value chains related to China. "As the dangers and difficulties of overdependence on foreign suppliers become clearer, countries will restructure their economies to approach at import substitution with greater clarity. Import substitution, which had become a dirty word, could be reintroduced." (The Hindu, 2020, April 10)

"Countries sacrifice a part of their sovereignty while entering such trade agreements," says Biswajit Dhar, a professor at JNU's Centre for Economic Studies and Planning. "One engine of governance was observed during last quarter of the twentieth century: market pressures. However, governments are taking centre stage in major countries, and based on how long the pandemic continues, the government would remain in charge as well as markets would take a backseat. Governments seek full use of their sovereign rights if they have to perform the heavy lifting. So he believes that the globalisation effort will settle into a new normal, with a significantly different WTO as well as trade governance structure, and also other regional and bilateral contacts. Of course, India had already become a reluctant participant and had begun to disengage. Other nations were more closely linked through pacts such as the ASEAN. The European Union is already in disarray, therefore the contribution of the European Commission and the European Central Bank in obtaining a sufficient stimulus, additional to what individual countries have done, will be critical. NAFTA is currently being revised. As a result, much of the churning in regional forms will increase in the future. If we don't get back on track in three months, he believes the regulations will be significantly rewritten." (The Hindu, 2020, April 10)

"China and its management of the virus has affected the economics of globalisation, sparked anger in foreign capitals, as well as ignited anti-Chinese campaigns," says "Vaishali Dar, Senior Associate Editor with the BW Businessworld as well as Editorial Head with BW Disrupt." "Countries around the world are evaluating their commercial ties with China as they become more reliant on made-in-China goods and raw materials. Not only did India cancel orders for the 'faulty' rapid test kits, but it also changed its FDI policy to prevent 'opportunistic takeovers or the acquisitions' of Indian enterprises by Chinese companies. Not unexpected, given how Indian companies like Paytm, Byju's, Big Basket, Ola, and many others rely on the Chinese venture capitalists for billions of dollars." (Financialexpress.com) Therefore the search for alternate manufacturing and sourcing hubs is logical. Although not immediately achievable, countries such as India can rise to the challenge.

"By supporting Make in India manufacturing, encouraging the substitution of low-technology goods from several other nations, particularly China, and encouraging local produce at lower rates, the "Atmanirbhar Bharat" initiative might provide a much-needed boost to the country's disrupted economic operations." (The Financial Express, 2020, May 24)

"Ajay Sahai, director general and CEO of the Federation of Indian Export Organizations, says, according to World Bank 2018 data, China had \$14 trillion in GDP growth in 2018, up more than \$2 trillion from 2017 and it is the world's largest supplier to the world's largest retailers." However, anything can happen. "As shipments have been denied entry into US ports, a form of panic psychosis is present today. Agriculture and consumer goods such as tea, horticulture, as well as floriculture in China could suffer significant losses. As trade moves away from China, investing in the food processing sector can prove to be a lucrative opportunity for India." (The Financial Express, 2020, May 24)

"Western investors will now have to consider political uncertainties in their investment decisions more now than ever in recent decades. Instead of seeking reduced labour costs, they would either bring money back home or restructure their supply chain operations geographically. For any and all practical purposes, global supply chains

had become Chinese supply chains for a wide variety of products. "Politically, that level of economic concentration is really no longer sustainable politically." (The Indian Express, 2020, May 4)

"Economic efficiency, the foundation of market-based systems, will have to slow down for the foreseeable future. Political, not market-based reasoning, will drive future economic policy. Globalisation will not come to a halt, but it will still be pushed further back. Capitalism is approaching a new phase." (The Indian Express, 2020, May 4)

"According to the US-India Strategic and Partnership Forum, a significant number of 200 American corporations already had expressed interest in relocating their manufacturing operations from China to India by the middle of 2019. This could accelerate the post-Covid process. Around 100 US companies, including Mastercard, may relocate from China to Uttar Pradesh. UPS as well as Fredix have expressed interest in establishing logistic centres at Jewar Airport. Boston Scientific intends to establish a medical equipment programme. Because UP has over 90 lakh MSMEs and trained labour, it might be one of the fastest-growing states in the country. According to a senior official of the company's licensee Iatric Industries, Casa Everz GmbH, the owner of the German-based healthy footwear brand Von Wellx, would relocate its whole shoe production of nearly over three million pairs yearly from China to India including an initial investment of Rs 110 crore." (Business-standard.com) According to PTI, "a new manufacturing unit would be established in Uttar Pradesh as part of an agreement with the state government by way of a collaboration with Iatric Industries." (The Financial Express, 2020, May 24)

"Major top brands have established manufacturing plants, while other corporations have subcontracted the manufacturing services to electronics manufacturing services (EMS) companies in India. Apple aims to invest up to \$40 billion in India and relocate nearly a quarter of its manufacturing capacity from China to take advantage of the latest production-linked incentives (PLI) system, which provides a 4-6 percent incentive for the local production. Likewise, Lava International, a mobile phone manufacturer, would relocate its design and production centre for the export market from China to India in six months. Indeed, frightened of the interest in India, US President Donald Trump had threatened to levy taxes on firms like Apple that want to move manufacturing to India. India has also tried imposing a high customs fee (5-10%) on the imports of all mobile phones as well as on their parts. After the government raised import charges, Chinese companies like Xiaomi were forced to set up production facilities in India. However, these players have been disappointed by India's new FDI rules." (The Financial Express, 2020, May 24)

"There are several pathways through which the COVID-19 pandemic might very well affect Indian economy (or indeed any economy for that matter), of which disruption of supply chain operations is the significant one," says Prabir De, Research and Information System for Developing Countries (RIS), New Delhi, as well as Head of ASEAN-India Centre (AIC), RIS. With the recession in manufacturing and services, job losses are on the rise. Future trade contractions could be severe due to a lack of orders. The Indian rupee is likely to fall further. In addition, the travel and tourist sector has gone down, the outdoor entertainment sector has contracted, air travel has been impacted, and the number of bankruptcy and non-performing assets (NPAs) has gone up. While these are temporary impacts, an increase in death as well as destabilisation, complex diseases, and the pandemic's persistence, among other things, cannot be ruled out. As a consequence, trade and production links can cause these shocks to spread to other sectors as well as economies. There may be an economic decoupling, particularly between China and the rest of the world, which would force China to concentrate more on its own consumption. Value chains, both global and regional, will disintegrate if the crisis continues. India may have an opportunity to boost its export results. Will India open up fresh market opportunities? India can come up with a way to lessen its reliance on imports from China, particularly for pharmaceutical APIs. FDI opportunities are also available by shifting supply chains away from China. In the post-Covid-19 period, if indeed the WTO is unable to provide timely services, India may think about holding a national or perhaps global discussion to create new export and import certifications and trade standards. India might consider convening an international or maybe regional dialogue to establish new trade norms and certificates for export and import.

"In this period of crisis, governments use Keynesianism to create jobs for the general public, which will help to boost aggregate demand as well as production. If both rise, growth should eventually occur. Now, since the government bears the burden, the controlled market economy should be permitted to function until growth resumes." (The Economic Times, 2020, April 9)

"India can be the preferred destination for global manufacturing activities in the post-COVID 19 era if it somehow gets its act together and implements the correct policies," according to industry experts. They discussed potential for India after the coronavirus-affected situation recovers to normalcy, saying that areas like drones and

robots will receive significant investment as well as research moving forward in India, which will also move faster further into the digital age.

"According to a former President of the Confederation of Indian Industry, remote working would become the rule rather than the exception. There will be numerous options to work from home. Women who choose to stay at home will be significantly more involved, and this will contribute to a more productive workforce." (The Economic Times, 2020, April 29)

"Covid-19 forced companies to work from home. WFH may remain after the pandemic threat has passed. WFH, according to HR executives at major corporations, is a "large-scale trial run" as well as a "silver lining in the disaster." Even in the normal times, employers as well as employees are benefitted from WFH, they claim. Employees were benefitted from reduced travel times and greater flexibility in terms of work-life balance. Employers benefit from lower startup costs and increased productivity. Virtual workspaces represent the future of work, according to HR executives from a dozen top companies, including Axis Bank, RPG Group, Bank of Baroda, Cognizant, EY, Vedanta, Titan, Deloitte, Whirlpool, Saint-Gobain India, and Paytm.

"Work-from-home is here for a longer time and would stay," Axis Bank executive vice president and head of human resources Rajkamal Vempati stated. Customer support jobs, phone banking, HR, as well as corporate office functions, which do not require interaction with consumers, might be the first ones to be evaluated for remote working by a bank. "Nearly 20-30% of the total people can work digitally right now," Vempati says. (ET tech.com from The Economic Times, 2020, April 3)

"The Indian organised private sector is preparing huge job cuts/layoffs as a result of the coronavirus pandemic as well as shutdown, which has considerably impeded economic activities," according to a report. According to the latest findings of the MyHiringClub.com as well as Sarkari-Naukri.info Layoff Survey 2020, a significant 68 percent of companies asked have started or are planning to start layoffs. 73% of the firms polled stated they expect to reduce employee salaries, 57% said the layoff will be temporary, and 21% said they will be permanent for at least two years. "All industries are in troubles in the present pandemic crisis, and also the pain is now transferring into layoffs in each and every business at every level." Companies are even cutting the pay of all employees they plan to retain. "This is a transient crisis, also once companies recover, new job development and recruiting will undoubtedly resume, stated Rajesh Kumar, CEO of MyHiringClub.com and Sarkari-Naukri.info." (The Economic Times, 2020, May 14)

"The most concerning news is that the three major aspects of demand had also declined — consumption demand has started to slow, while investments as well as exports; both are in negative numbers, said D.K. Srivastava, chief policy advisor for Ernst and Young as well as member of the Advisory Council to the 15th Finance Commission." (www.visionias.net) He was especially concerned about figures from the Controller General of Accounts, which showed that the Centre's gross tax receipts decreased by an unprecedented 3.4 percent in 2019-20, while the budget deficit grew to 4.6 percent of GDP, much above the revised forecast of 3.8 percent. "Please keep in mind that all of this occurred in the year leading up to COVID. We had sustained an 8% GDP growth rate in the five years prior to the 2008 crisis, indicating a greater potential to endure and recover. We now have a weaker economy, as well as significantly poorer public finances and fiscal capacity." (The Hindu, 2020, May 29)

"Moving forward, with the private expenditure growth declining because of shutdowns as well as labour migration; investment demand shrinking due to weak consumer demand and tight business balance sheets," Dr. Pant stated, "government expenditure will once again be the economic engine in 2020-21." Although poor commodity prices increasing import demand would help to boost GDP, the economy will decline for the very first time since the year 1980, he predicted. (The Hindu, 2020, May 29)

1. Purpose of the study

The study's goal is to investigate how COVID-19 has affected globalisation and office work culture, with a particular focus on:

- 1) Impact on globalisation: Will the popularity of "Atmanirbhar Bharat" encourage consumers to look into more reasonably priced goods/local brand goods, so countering the luxury brand culture of globalisation and having an effect on industrialisation?
- 2) Office work culture with remote employment (work from home): a boon or a bane?

2. Study design

The study design used in the research is exploratory. Primary and secondary data were the two data sources used in the study. Questionnaires specifically designed for globalisation and work-from-home work culture were created for the study.

3. METHODOLOGY

3.1. MEASUREMENT

In order to conduct a study and gather primary data, two distinct electronic questionnaires were created and distributed: one for assessing the impact on globalisation, and the other for examining the office work culture with remote employment (work from home). Each questionnaire has two sections; first section related to demographic information and the other section related to the research objectives and related questions. Secondary data for the study was collected from websites, news articles respectively.

3.2. DATA COLLECTION

Questionnaire was used to create a survey as the study requires primary data. The researcher wanted to attain a sample size of 160 participants for the globalisation survey, thus four hundred questionnaires were sent in order to maximise the likelihood of reaching the target number while reducing the likelihood of denials and no responses. A sample of 50 participants was selected from 150 questionnaires that were delivered as part of a survey on the office work culture with remote employment (work from home). Since the research focusses on private sector workers in India, all of their replies were gathered.

To gather information, the stratified sampling method has been used. The questionnaire structure was carefully thought out, and responders were not offered any incentives. The intended audience received the electronic surveys according to their statistics, including age, sex, and level of education.

3.3. LIMITATION OF THE STUDY

When comparing to the entire population, the sample size of 160 and 50 respondents—which was chosen based on convenience and practical administration—may be quite small. Due diligence and thoughtful reflection are required when dealing with exceptional data.

4. RESULTS AND DISCUSSION

4.1. THE EFFECT OF COVID-19 PANDEMIC ON GLOBALISATION

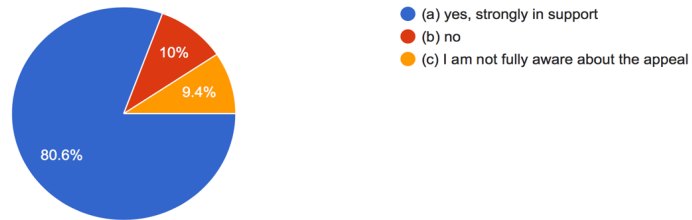
There were 160 answers in all. The largest majority of participants (53.1%) comprised 23 years old which was followed by those between the ages of 23 and 64 (46.3%), and the rest 0.6% were over the age of 64. Of the people who participated, 55% are women and 45% are men.

In terms of educational qualification, maximum respondents were graduated (55%), followed by Postgraduate (22.5%), Senior Secondary (11.3%), Professionally Qualified (10.6%) and the remaining 0.6% were M.Phil./PhD. 47.5% of the participants were students, followed by people with jobs (23.7%) and self-employed individuals (18.1%). Of those, 8.8% chose not to disclose their employment status, and 1.9% were jobless. The first 12 questions were close ended and the last 13th question was open ended about inviting suggestions to promote “Atmanirbhar Bharat” campaign at the individual level. The respondents have given their honest answers and the open-ended answers are further discussed in the discussions.

Responses

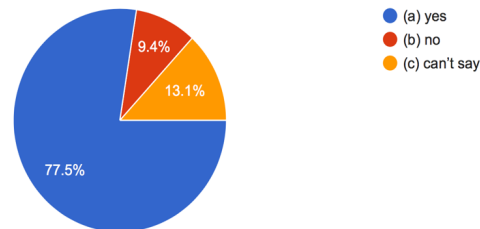
Question-1 Are you in support of our prime minister's appeal for "Atmanirbhar Bharat"?

160 responses



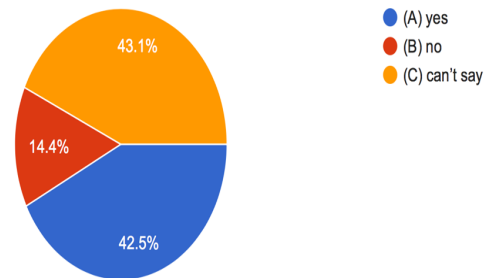
Question-2 Do you think "Atmanirbhar Bharat" will promote "Make in India" campaign of the Indian government?

160 responses



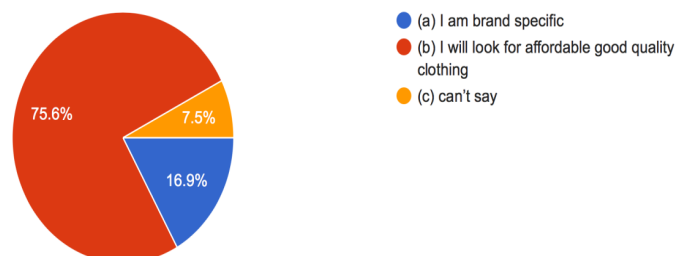
Question-3 Do you think India will be successful in its idea for import substitution?

160 responses



Question-4 Will you still shop clothes from high priced brands or you will look for an affordable good quality clothing?

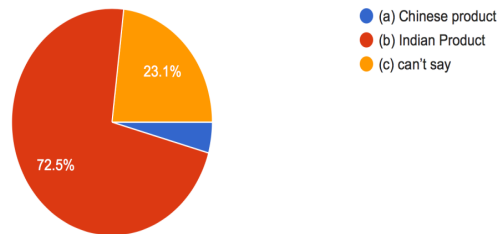
160 responses



How Has Covid-19 Impacted Globalization and Work Culture in Offices? A Study of India

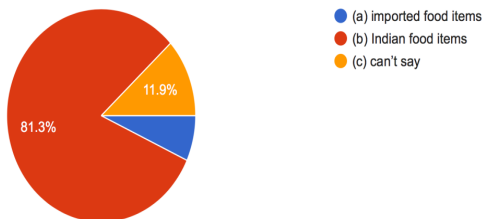
Question-5 There are two similar products in the economy, one is the Chinese product at a cheaper price and the other is an Indian product at a slightly higher price. Which product will you buy?

160 responses



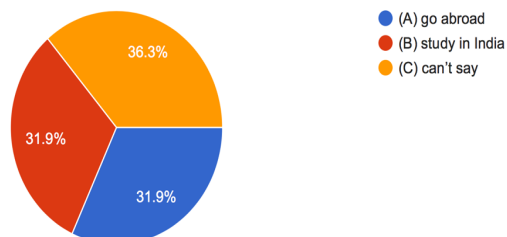
Question-6 Do you prefer imported food items or the ones produced within India itself?

160 responses



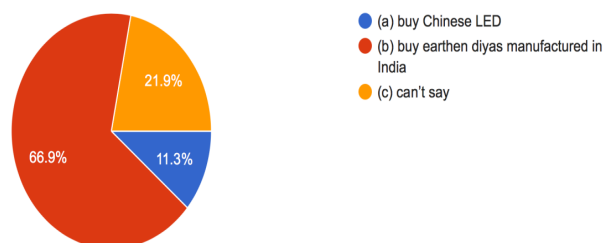
Question-7 Do you think people will go abroad for education or study in India?

160 responses



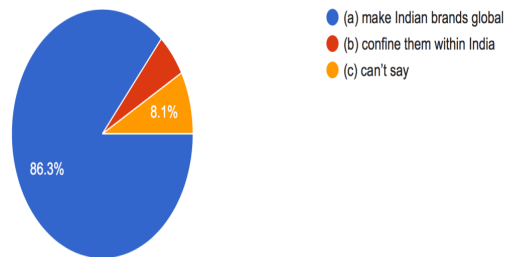
Question-8 Will you continue to buy Chinese LED lights or buy earthen diyas manufactured in India?

160 responses



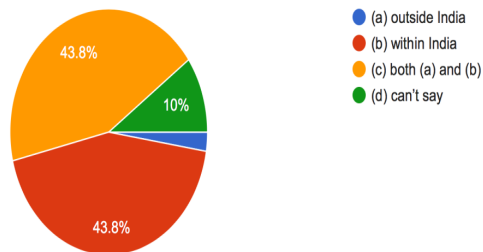
Question-9 Do you believe in being "vocal for local" and make Indian brands global or just confine them within India?

160 responses



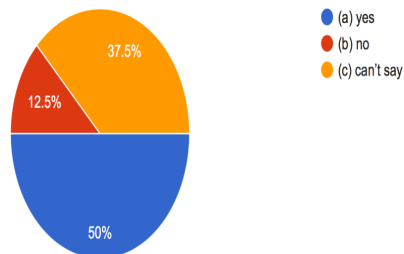
Question-10 Post lockdown will you prefer to travel outside India or within India?

160 responses



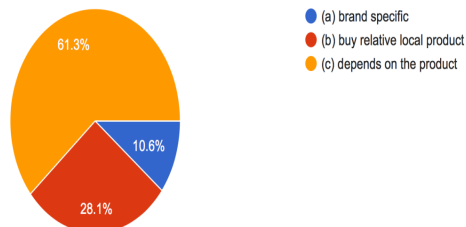
Question-11 Will you substitute luxury imported products from Indian products in the long run?

160 responses



Question-12 In these days of lockdown do you still look for brand specific products or you can buy any relative available local product?

160 responses



5. DISCUSSION

A number of evaluation criteria were taken into consideration concerning the globalisation study, including “Atmanirbhar Bharat”, import substitution, “Make in India”, reasonably priced apparel, travel and tourism, education, Chinese goods, etc. On the basis of this, a survey using a questionnaire was administered to Indian citizens. We would like to conclude that people’s choices will move in favour of Indian goods and services, which will have an effect on international brands and offerings. According to the results of our study, 80.6% of the participants strongly endorse the Prime Minister's call for “Atmanirbhar Bharat”, 10% oppose it, and 9.4% are not quite aware of it. While 9.4% of the participants have a negative attitude and 13.1% are unclear, 77.5% of participants believe that this appeal will further support the Indian government's "Make in India" effort. The people of the country are willing to accept Indian products and promote Indian manufacturing industries and services but even then to the idea of import substitution only 42.5% of the total respondents believed that India's import substitution plan will succeed while 43.1% cannot say whether it will be able to or not and 14.4% respondents clearly say it will not be successful.

The countrywide lockdown, shut in businesses or a significant slowdown in business practices across the country and globe has made people sit at homes and realise the value for money. According to the survey, a sizable portion of all respondents—75.6%—are now eager to switch from buying expensive brands to more reasonably priced, high-quality clothing. However, 16.9% of respondents are still brand specific, and 7.5% are unable to describe their preferences. Owing to China being the main centre of the coronavirus and the subsequent impact on global economies, as well as the escalating tensions between China and India, there were numerous anti-Chinese campaigns that have changed the purchasing habits of Indians. Of those surveyed, 72.5% chose to purchase Indian goods, 23.1% were unsure, and only 4.4% still believed in purchasing Chinese goods. For instance, the survey showed that 66.9% of respondents preferred purchasing Indian-made earthen diyas over Chinese LED lights, 21.9% were unsure enough, and only 11.3% preferred purchasing Chinese LED lights. The anti-China wave has impacted Indian citizens, prompting them to promote Indian industries globally. 86.3% of those surveyed believe in "vocal for local" at the global scale, while only 5.6% think of staying within India. 8.1% are unsure whether to advocate for local at the global level or stay within India. Regarding food products, 81.3% of those surveyed said they would rather purchase Indian-made goods than those that were imported, whereas only 6.9% said they thought purchasing imported goods was a good idea, and 11.9% were still undecided. A same proportion of participants expressed both views based on the education sector in India and overseas. It is evident that the quality of education in India demands to be updated and improved in order to persuade people to choose to remain and study in India rather than spending a lot of money abroad. Of the respondents, 31.9% thought that Indians would study abroad, while 31.9% thought that they would study in India only. Of those, 36.3% were unsure whether they would study abroad or in India. Following the lockdown, the tourism and travel sector experienced a very impressive response to globalisation, with 43.8% of those surveyed expressing a desire to travel only in India, 43.8% expressing a desire to travel throughout the world, including India, 10% expressing a lack of certainty, and only 2.5% expressing a desire to travel elsewhere than India.

In these days of lockdown only 10.6% of the total respondents are brand specific and 28.1% respondents believe in buying relative local products while 61.3% respondents make purchases whether branded or local depending on the product. In turn, this has, to some degree, raised awareness of the localised Indian items and their level of quality, which justifies their prices regardless of how excellent or horrible they are. That has led to the conclusion that 50% of all respondents are willing to eventually switch from luxurious imported goods to localised Indian goods, while 37.5% are unsure if they will make the change and 12.5% claim they will keep purchasing luxury imported items. Many people have offered various suggestions for advancing the “Atmanirbhar Bharat” campaign on an individual basis, such as using the phrase “Be Indian”, Buy Indian, consume and recommend; spreading the word; buying only Indian products; promoting MSME; following the government guidelines; mouth publicity; social media campaigns and publicity, etc. A lot of suggestions have also been given which are further discussed in recommendations.

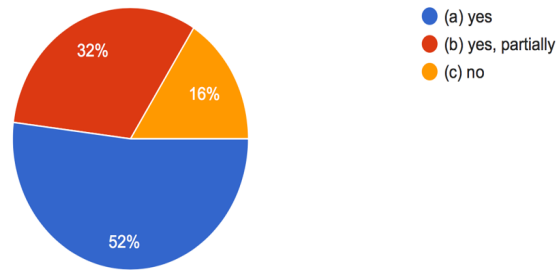
5.1. COVID-19 PANDEMIC EFFECT ON OFFICE WORK CULTURE (WORK FROM HOME)

Questionnaire survey has been used to study the effects of the shift in office work culture towards working from home due to the pandemic. Of the fifty responders, ninety-eight percent were between the ages of 23 and 64, while the remaining two percent were within the age bracket of 23. There were 20% women and 80% men from different income brackets. A large proportion of respondents (76%) fall into the income bracket over 10 lacs, followed by those between 5 and 10 lacs (12%), 1 and 3 lacs (10%), and the remaining 2% in 3– 5 lacs income bracket. Every one of the 50 participants (100%) worked in the private sector. All the 15 questions were close ended questions.

Responses

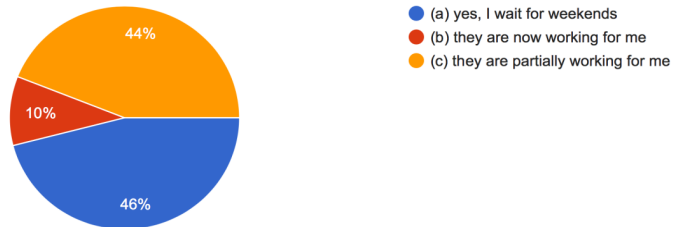
Question-1 Have your working hours increased due to work from home?

50 responses



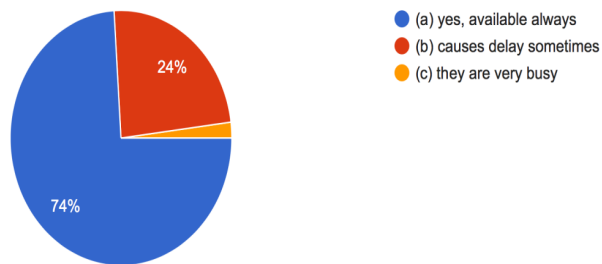
Question-2 Do you wait for weekends or they are now working for you?

50 responses



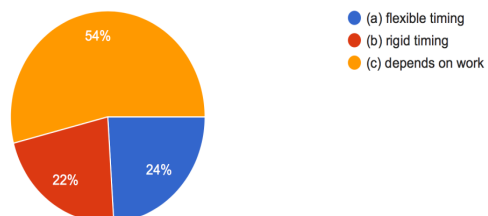
Question-3 Are your supervisors/ boss available to you or it causes delay in work?

50 responses



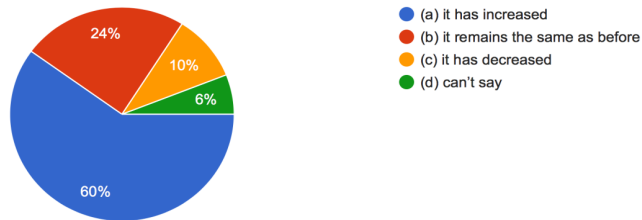
Question-4 Do you have flexible timings or you have to sit same as like office for work?

50 responses

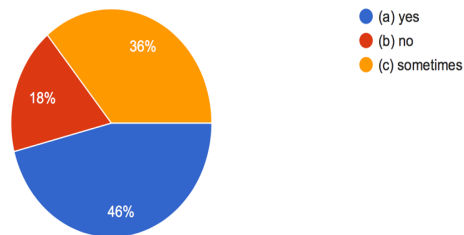


How Has Covid-19 Impacted Globalization and Work Culture in Offices? A Study of India

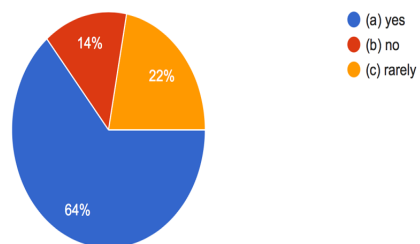
Question-5 What has been the impact on your work-load due to work from home?
50 responses



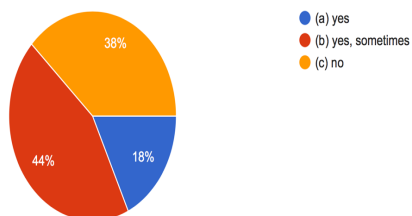
Question-6 Has the mental pressure increased due to work from home?
50 responses



Question-7 Are you able to spend time with your family?
50 responses

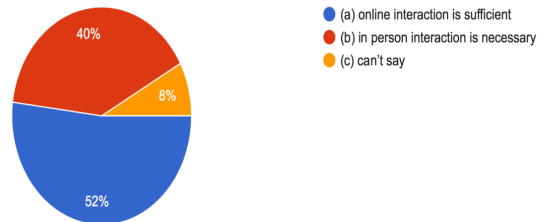


Question-8 Do you face family interruptions while working from home?
50 responses



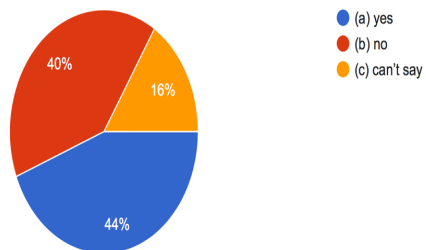
Question-9 Do you feel online interaction with peers and supervisors is sufficient or in person interaction is necessary for better outcomes?

50 responses



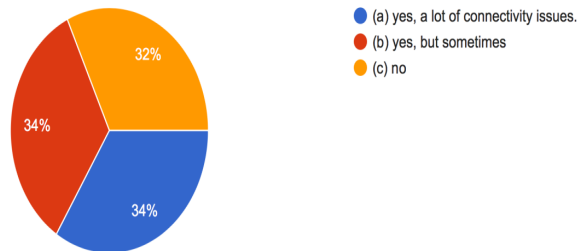
Question-10 Has work from home affected the quality of new ideas?

50 responses



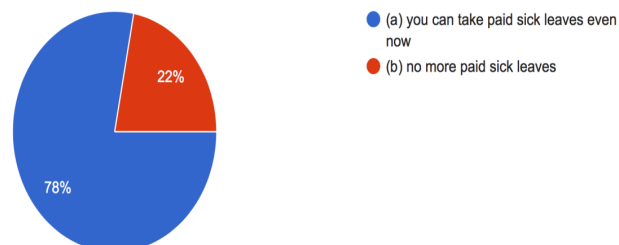
Question-11 Did you face connectivity issues like internet issue while working from home?

50 responses



Question-12 Before work from home people used to take paid sick leaves. How is it now possible with work from home?

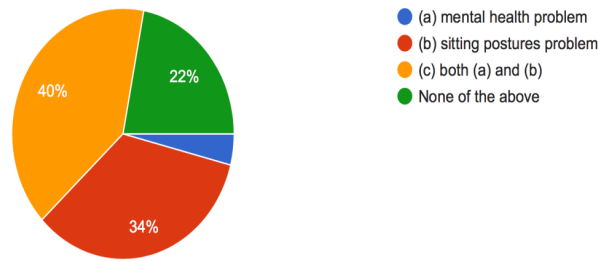
50 responses



How Has Covid-19 Impacted Globalization and Work Culture in Offices? A Study of India

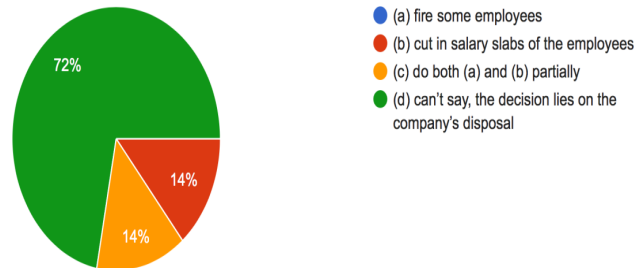
Question-13 How has long sitting hours at home with no proper office environment impacted you?

50 responses



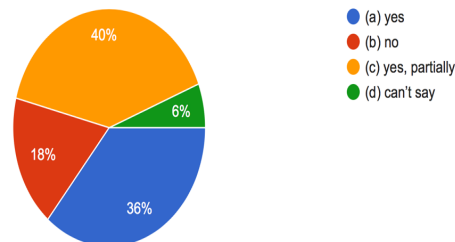
Question-14 What in your opinion any company/organization do in case it is dealing with financial problems?

50 responses



Question-15 Do you think work from home will be effective and appreciable in the long run?

50 responses



6. DISCUSSION

When performing the survey using a questionnaire to determine the effect on people working in the private sector, a number of factors were taken into account, including hours worked, supervisor availability, flexible timings, the workload, mental strain, time spent with family, satisfactory online interactions, connectivity issues, salary and employee firing issues, etc. The office work culture in India has been affected by the pandemic and the lockdown and has gone to "work from home (WFH)". Although it hasn't been the worst idea, working from home hasn't been the greatest either. According to the poll, out of the fifty people who responded, fifty-two percent have increased their working hours compared to before, thirty-two percent have partially increased, and sixteen percent have not increased their working hours at all. "Generally, for every employee Saturday and Sunday are a holiday, all the employees eagerly wait for the weekends this was of much concern in the work from home situation but we derived a positive response that even now 46% of the employees wait for the weekends to relax, though that's not a much

higher percentage as compared to the ones having partial working weekends counting to be 44% of the total respondents and still 10% of the respondents have now working weekends." Another significant issue was work delays brought on by managers' or bosses' unavailability; nevertheless, seventy-four of respondents stated that their managers or bosses are always available to them, twenty-four percent stated that it occasionally causes delays, and only two percent stated that their supervisors or bosses are extremely busy. Regarding flexible timings, the majority of respondents did not have definitive responses, with 54% stating that time flexibility depends on the task, twenty-four percent having flexible timing, and twenty-two percent having inflexible time that matches their office clock. Employee workload has significantly changed, with sixty percent of respondents reporting an increase, twenty-four percent stating it has remained the same, ten per cent believing it has reduced, and six percent unable to determine whether it has gone up or down. These days, mental well-being has been a major topic of conversation. In this case, we found that forty-six percent of the participants agreed that working from home has increased mental strain, thirty-six percent said it occasionally increases, and eighteen percent said it has not. Prior to working from home, many employees found it difficult to devote time to their families. However, as evidenced by the current survey, sixty-four percent of respondents agree that they can spend time with their families, twenty-two percent still find it infrequent, and fourteen percent are still unable to do so. "Working from home has higher possibilities of family interruptions but to our surprise only 18% respondents face regular interruptions otherwise 44% respondents face it sometimes and 38% respondents do not face it at all. Interaction with peers and supervisors is necessary in any organisation, which has now shifted from in person to online interactions, 52% respondents say online interaction with peers and supervisors is sufficient for better outcomes, 40% respondents believe in person interaction is imperative and 8% respondents were unsure." 44% of those surveyed believe that new ideas have been affected in terms of quality, 40% disagree, and 16% are unsure. Since everything moved online for work from home, connectivity problems have become a major challenge for employees that arrive from different locations. 34% of respondents said they frequently experience connectivity problems, 34% said they occasionally experience them, and 32% said they never do. Every organisation offers paid sick leave, but some employees utilise it fairly and some even take advantage of it. Even while working from home, 78% of respondents claim they are able to take paid sick leave, while 22% say they do not currently have such leaves. In offices, there are proper sitting arrangements and work environment unlike home, this has affected a lot of people with various health problems such as sitting postures and mental health problems. 40% respondents admit to have both sitting postures and mental health problems while 34% respondents suffer with sitting posture problem, only 4% respondents suffer from mental health problems and 22% respondents admits to suffer no such problems. Salary cut and employee firing has taken the headlines these days but from the survey we derived that from the employees' view 72% respondents say if a company is in financial crisis the decision to either cut the salaries or fire employees lies in the company's disposal, only 14% respondents suggest to opt for both the options and 14% respondents suggest to cut in the salary slabs but no respondent is only of the view to fire employees. According to employees, forty percent of those surveyed believe that working from home is somewhat perceptible, thirty-six percent believe that it is notable; eighteen percent oppose it in the long term, and six percent are unsure in regards to its usefulness. This indicates that, depending on the organization's line of work, it may be useful and noteworthy to some degree over time.

7. CONCLUSION

As can be seen, the world economy-wide. has been greatly impacted by COVID-19. Significant alterations and transformations in office work culture and globalisation were discovered during the inquiry. It is safe to draw the following conclusion from the research study:

The need for domestic and Indian goods and services has increased in the face of globalisation, and customers are probably going to favour Indian goods and services over imported ones, which will help Indian companies flourish. The findings has also shown that the traditional market spaces of services like travel and tourism, education, etc. will also be impacted simultaneously. This will all aim to satisfy the five pillars of "Atmanirbhar Bharat", i.e.

- 1) "Economy, that would not just be bringing an incremental change but a quantum jump.
- 2) Infrastructure, that will become the symbol of modern India.
- 3) System, that will not be based on policy of past century but technology-driven.
- 4) Demography, will serve as a source of energy for a self-reliant India as it is our strength.
- 5) Demand, and supply cycle of India will help I boosting the economy and provide the power to harness and achieve its untapped potential."

Although India has a wealth of diverse resources, all of these resources are exported as raw materials to nations like China and others, increasing our reliance on these nations alone for finished goods. When the time comes for the government and each of us to achieve our potential, COVID-19 may actually be a "blessing in disguise." In addition to being a manufacturer of raw materials, we also make and assemble finished things. When it comes to FDI (foreign direct investment), investors favoured funding India's service-based sectors, many of which don't require any capital, like the IT sector. The issue is that India's industrial sector lacks the necessary skilled workers, and investors are not very interested in investing in these industries. It is untrue to say that low-cost labour would draw investors; sufficient skills are just as crucial. Good regulations, low-cost labour and land availability are useless until we provide a high-caliber skill set to support the global manufacturing industry.

Working from home has become increasingly popular in the context of office work culture (work from home). It hasn't always been bane or boon, but it's better than doing nothing. Rising mental and physical challenges have made it the target of much criticism, but even in those cases, there is no other option than to work to maintain organisational and individual survival and so shield the economy from any downturn.

8. SUGGESTIONS

8.1. EFFECT OF COVID-19 PANDEMIC ON GLOBALISATION

- 1) To discourage people from studying overseas, the government should update its education system and implement any necessary adjustments. Their investment in education will boost the economy and further discourage the currency from leaving the country.
- 2) "Made in India" should be rigorously adhered to, and Indian manufacturers should be supported.
- 3) To encourage manufacturing in India, the government must update its labour regulations.
- 4) In order to support small traders and manufacturers, the government must reconsider and update its policies. Small traders cannot succeed internationally without government assistance, so stringent and practical policies and actions are required in this area.
- 5) The manufacturers should not take advantage of this and be fair to their customers by providing good quality goods and services at fair price so that the customers start believing more in the Indian products and automatically the brand would become global.
- 6) Amazon, an American e-commerce platform, advertises on television using the slogan "Aapki Apni Dukan" (your own shop). The "Atmanirbhar Bharat" campaign won't succeed until we recognise that encouraging and developing more Indian-owned businesses and industries is more important than just allowing foreign businesses to establish and conduct business in India.
- 7) It is imperative that the people of India must understand the core of the Prime Minister's call, which is to manufacture and develop in India for both domestic and international consumption.

8.2. COVID-19 PANDEMIC EFFECT ON OFFICE WORK CULTURE (WORK FROM HOME)

- 1) Employee pay needs to be adjusted to reflect the benefits of working remotely. This would ease the burden on companies and keep many workers from losing their jobs.
- 2) To prevent both physical and mental ailments, employees should engage in regular recreational pursuits and have set standard working hours.

9. POLICY ADVOCACY

9.1. COVID-19 IMPACT ON GLOBALISATION

The willingness of buying Indian products and services that is now getting engraved in each individual needs to continue and spread more in order to make this dream of "Atmanirbhar Bharat" come true. In order to be called a self-reliant nation, every Indian has to become self-reliant and start consuming and promoting whatever is made in India.

9.2. COVID-19 PANDEMIC EFFECT ON OFFICE WORK CULTURE (WORK FROM HOME)

Although working from home has allowed individuals to work longer hours with greater efficiency, they still need to maintain a healthy schedule and take good care of their physical and emotional well-being.

10. WAY FORWARD

10.1. Effect Of COVID-19 Pandemic On Globalisation

While the goal of a "Atmanirbhar Bharat" might not materialise right away, but it has the potential to do so in the future. With the help of well-revised and new regulations that encourage industry and commerce in the nation, people's mindset to boycott international brands and create and consume domestically would create a new India where each person's "I" is synonymous with imagination and innovation. The efforts of every person will contribute to India becoming "Atmanirbhar Bharat." Though the foreign industries are setting up in India and no doubts that these industries will generate trade and employment in the economy but the government really needs to promote domestic industries more that is when India will become self-reliant in all terms.

10.2. COVID-19 Pandemic Effect On Office Work Culture (Work From Home)

Only a small percentage of people have found the move to working from home very noteworthy. There was no better option during the COVID-19 shutdown than this. Even after the lockdown, a sizable portion of the workforce at several organisations, including TCS, IBM and Wipro has stated that they will be working remotely. Significant modifications have been made to the office working atmosphere, which have drawn positive as well as negative reactions. After things get back to normal, the business organisations should adopt those working practices that are suitable according to the nature of business of the organisations/companies.

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CONFLICT OF INTEREST

The author have declared that no competing interests exist.

ACKNOWLEDGMENT

None.

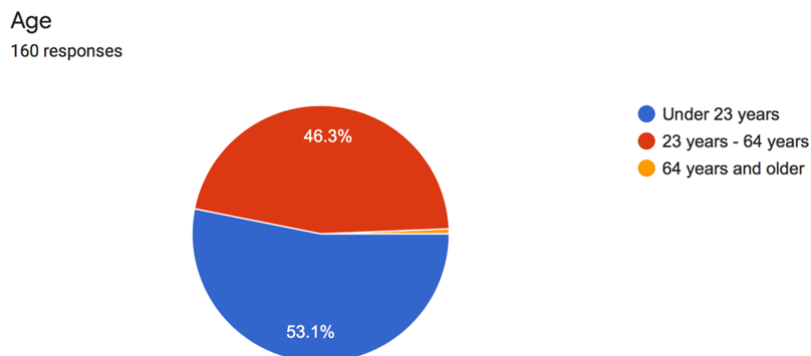
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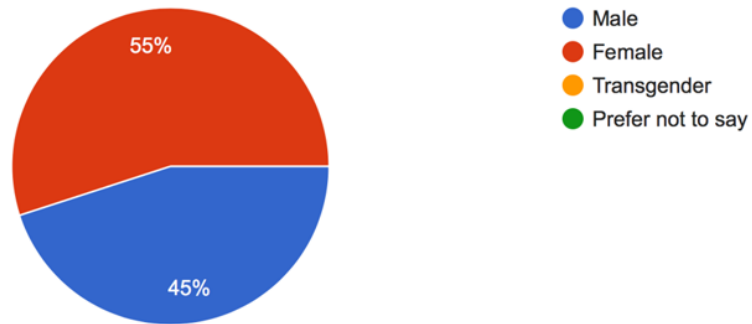
APPENDICES

Appendix 1: Demographic information for COVID-19 Impact on Globalisation. Total 160 respondents.



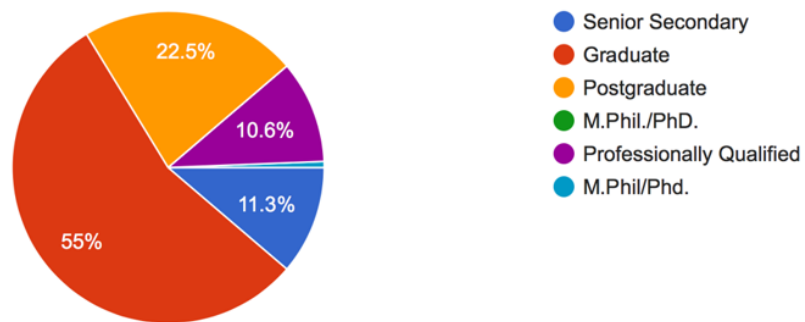
Gender

160 responses



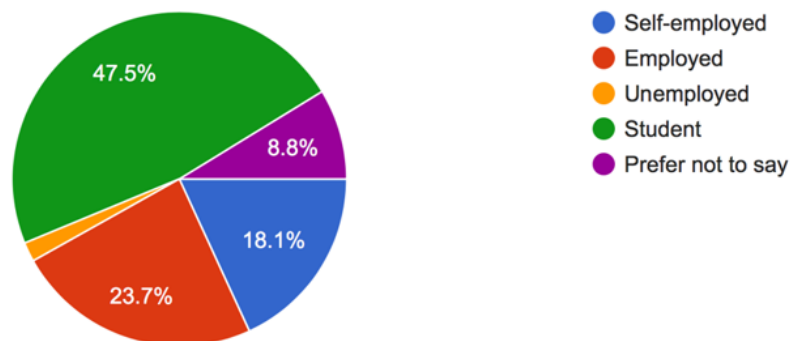
Educational Qualification

160 responses



Employment type

160 responses

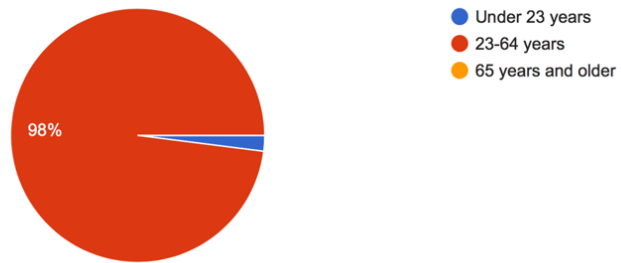


Appendix 2: Demographic information for COVID-19 Impact on Work Culture in Offices. Total 50 respondents.

How Has Covid-19 Impacted Globalization and Work Culture in Offices? A Study of India

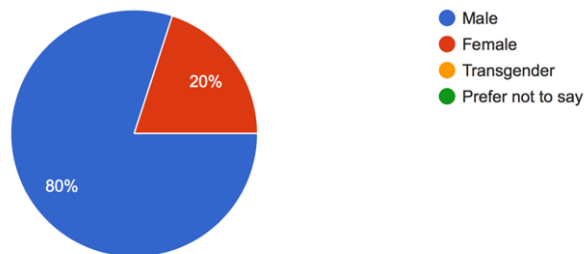
Age

50 responses



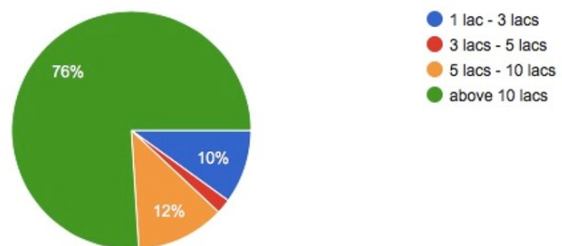
Gender

50 responses



Income slabs

50 responses



Employment type

50 responses

