



e-ISSN: 2319-8753 | p-ISSN: 2320-6710

# IJRSET

International Journal of Innovative Research in  
**SCIENCE | ENGINEERING | TECHNOLOGY**

# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

**Volume 9, Issue 9, September 2020**

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

**Impact Factor: 7.512**

9940 572 462

6381 907 438

[ijirset@gmail.com](mailto:ijirset@gmail.com)

[www.ijirset.com](http://www.ijirset.com)

# Virtual Offices A New Shift in Workplace Culture (A Case Study of Private Sector Organization in Rajasthan)

Dr. Neha Varshneya

Lecturer, Dept. of Commerce, SS Jain Subodh PG Mahila Mahavidyalaya, Jaipur, India

**ABSTRACT** : The term “virtual office” covers a variety of mobile and remote work environments. Any company considering a move in this direction must be clear about company objectives and needs, the type of virtual office that best addresses those needs, and the particular issues that each type of virtual office situation poses.

In Rajasthan, the reason that motivates managers to examine how people spend their time at the office and where else they could work? The most obvious reason is cost reduction. Since 1991, AT&T has freed up some \$550 million in cash flow—a 30% improvement—by eliminating offices people don’t need, consolidating others, and reducing related overhead costs. At present, AW programs are beginning to offer opportunities to capture government incentives and avoid costly sanctions. Many communities are easing zoning rules to enable more residents to establish home offices. In addition, companies are meeting Clean Air Act requirements—and avoiding hefty fines—through regional workplace strategies with extensive AW components. Finally, tax codes may change to enable more employees to deduct home office costs. As the pandemic begins to ease, many companies are planning a new combination of remote and on-site working, a *hybrid virtual model* in which some employees are on premises, while others work from home. The new model promises greater access to talent, increased productivity for individuals and small teams, lower costs, more individual flexibility, and improved employee experiences. It also risks letting two organizational cultures emerge, dominated by the in-person workers and managers who continue to benefit from the positive elements of co-location and in-person collaboration, while culture and social cohesion for the virtual workforce languish. When this occurs, remote workers can soon feel isolated, disenfranchised, and unhappy, the victims of unintentional behavior in an organization that failed to build a coherent model of, and capabilities for, virtual and in-person work. The sense of belonging, common purpose, and shared identity that inspires all of us to do our best work gets lost. Organizational performance deteriorates accordingly, specifically in Rajasthan areas higher developed cities like Jaipur, Jodhpur, Udaipur etc.

## I. INTRODUCTION

Implementing a virtual office involves subscribing to a collection of services rather than renting a physical office space. These services allow employees and contractors to work remotely — that is — from any wifi-enabled location they choose.[1]

The service package you create will be specific to the individual needs of your business and its people. Virtual office services can include (specifically in private sector organization in Rajasthan):

- A business phone number that lends credibility to the company and allows you to build a presence in a target location. Calls will redirect to specified devices such as your mobile phone
- Auto-attendant or virtual receptionist services that answer and forward calls to specific individuals, departments or voicemail
- A desirable postal address and mail forwarding services
- A virtual PA to provide comprehensive business admin support
- The opportunity to hire physical office space temporarily, for example, for meetings and networking events
- Video conferencing calls for team meetings and client calls

Among these functions of virtual offices especially in Rajasthan private sectors are:

1. Corporate culture. Offices are a place to socialize and be socialized into the culture of the organization. New workers in virtual settings have little opportunity to learn the “HP Way” or the “AT&T ethos” by example from others, which is the best way to receive tacit knowledge.
2. Loyalty. Offices create identification with the company. During an era in which corporate allegiance appears to be at an all-time low, the absence of a place to go to work further weakens loyalty.
3. Communication. Offices make possible frequent, unplanned communications. Face-to-face conversations convey not only information content but also attitudes and concerns relevant to the work.

4. Access to people. Offices are a place where people can find one another when they have a question or problem to resolve. While technology is making it easier to reach people, it is still hard to communicate effectively with colleagues when they are not in the office.
5. Managerial control. A person's presence in the office tells the world that he or she is working. Many managers are comfortable only if they can observe their subordinates at work.
6. Access to materials. Offices are normally situated near the physical artifacts of work. Computers and phones are now portable, but file cabinets, books and other documents, and large, expensive examples of product — all key sources of learning and information — are less so.
7. Corporate structure. Offices signify status to the organization. Senior managers may scoff at office status symbols, but we have noticed that most of them keep their nonvirtual enclaves.

While technology in Rajasthan can replace some office functions, it cannot supersede them all. The need for socialization, loyalty, and informal communications has not gone away in business environments; in fact, it may have increased. Furthermore, for many of the benefits of virtual offices, there is a corresponding detriment.

Money saved on reduced office space costs, for example, is spent on increased technology costs. Flexibility gained by an alternative work arrangement requires a level of self-discipline often lacking in the very workers who want to embrace the new style of work. And the freedom to work at any time during the day and night is often offset by the stress of never being able to “leave the job.”[2]

The benefits of the virtual office, then, are not obtained simply by arming workers with portable information systems and sending them out of the office. If virtual work is to pay off, managers must adopt different approaches to managing and leading in five key areas: managing people, managing information, managing teams, managing processes, and managing facilities in Rajasthan.

Also, Tech companies did not exactly embrace working from home before the worldwide lockdown, despite studies showing working from home increases employee productivity. Skilled remote workers are also happier employees that are 9% more engaged and 50% less likely to quit their job.

The crisis disproved the perception that working from home was counterproductive. By mid-May, Twitter CEO Jack Dorsey emailed his employees that the entire workforce was allowed to permanently work from home – Slack followed suit in June. Google, Amazon, Facebook, and Microsoft recommended their employees work remotely until October or for the remainder of the year.

Work-life balance, mental health, and diversity and inclusion were already important subjects pre-COVID — and those problems have certainly not gone away now that our offices are virtual.

In Rajasthan offices, people who struggle with ADHD, anxiety, depression, or PTSD – and why these employees could mentally benefit from working remotely. While the pandemic has increased stress levels for many, it offers a new opportunity for companies to readdress how they've discussed employee mental health. Research shows that when mental health in the workplace is acknowledged it leads to better performances, engagement, and wellbeing of employees.

What does ‘acknowledgement’ look like from a practical standpoint? This could include anonymous counseling services with third parties, separate slack channels where employees can vent frustrations, and support groups for working parents, women, BIPOC, and LGBTQIA employees. It fosters connections within the workplace and reduces the isolation of remote work. [3]

While the pandemic is stressful enough, global protests for racial equality can be an additional layer of stress for Black and POC employees.

While several tech companies showed support on social media, Cadet explains that creating a diverse and inclusive workplace takes a lot more than performative allyship. “The same message and funding you're providing to the external Black community has to be equal, if not more, for the internal community, aka Black employees. If not, you're holding on to the values of white supremacy.”

Cadet underlined the importance of inclusive policies in the virtual workplace to guarantee psychological safety for Black employees. Guidelines should also be inclusive on how meetings are being conducted. Some employees may now want to only connect via chat rather than video call, have the opportunity to share their experiences, or receive specific support.

While it's certainly difficult to reflect as a company on lack of diversity and inclusivity, a good place to start is by telling BIPOC employees: ‘We support you.’ Being open, non-defensive, and even offering extra time off for mental health are incredibly important first steps. Companies should have regular check-ins with their Black employees, acknowledge the current unrest, and prioritize providing them resources.[4]

## II. DISCUSSION

With an increasing number of coronavirus cases, the government has locked down transport services, closed all public and private offices, factories and restricted mobilization. Based on recent studies, some economists have said that there is a job loss of 40 million people (MRD report) in the country, mostly in the unorganized sectors even in Rajasthan. The covid-19 epidemic is the first and foremost human disaster in 2020. More than 200 countries and territories have confirmed effective medical cases, caused by coronavirus declared a pandemic by the WHO. Recent growth rate case globally has accelerated to more than 12,00,000 covid-19 confirmed cases and more than 66,000 deaths till April 1, 2020.

As we have already acknowledged that India is a developing economy, it is stated as an economy passing through demand depression and high unemployment, with 21-day lockdown announced by Prime Minister Narendra Modi on March 23, 2020, it would slowdown the supply-side, accelerating the slowdown further and jeopardising the economic wellbeing of millions in all states including Rajasthan.

With an increasing number of coronavirus cases, the government has locked down transport services, closed all public and private offices, factories and restricted mobilization in Rajasthan also. Based on recent studies, some economists have said that there is a job loss of 40 million people (MRD report) in the country, mostly in the unorganized sectors.

Restaurants Services: The National Restaurant Association of India (NRAI), which represents 500,000-plus restaurants across the country, has advised its members to shut down dine-in operations starting Wednesday till March 31, 2020. This will impact operations of thousands of dine-in restaurants, pubs, bars and cafes. By extension, food delivery platforms such as Swiggy and Zomato that are by itself functioning -- have also taken a big hit. Orders on Swiggy and Zomato have dropped 60 per cent amid the pandemic even in Rajasthan.[5]

The supply of the food and Agri - the product will be affected in the coming seasons due to low sowing of the upcoming seasonal crops which will affect the mandi operations as said by the Ministry of Agriculture. The companies which deal with Agro-chemical depend on export for finished goods and import of raw materials. The food retail with the Central government and State governments allowing free movement of fruits and vegetables the Bricks and Mortar grocery retail chains are operating normally but with the shortage of staff is impacting operation in Rajasthan also.

It is expected that with prolonged lockdown the demand for the food supplies will increase. The online food grocery, on the other hand, suffers a huge loss due to the restriction of delivery vehicles. With the shortage of labour, the food processing units are facing a hunch in normal function but the government is trying to ease out the situation until that the factories have to adjust to working with low labour count. A major destination in the grapple of covid-19 for the next few months the Indian export is impacted due to low consumer demand the export-oriented commodities like seafood, mangoes, grapes are crashing this will impact the future crop availability in Rajasthan also.

Online Business / Internet Business sector in Rajasthan: The online business in today's economy plays a major role in the economy with a market share of USD 950 billion. It contributes 10% to the Indian GDP and showed a drastic in the employment sector in the FY19 viz 8%. Its major segments are the household and personal care products (50 %), healthcare segment (31%) and the food and beverage sector (19%) in Rajasthan.

The key notable points provision in Rajasthan:  
·Daily essentials categories are massive 200% hike in searches driven by hygiene and healthcare needs.

·Lifestyle categories sales witnessed a drop between 15% to 30% with an increase in consumer price sensitivity.

·Purchase growth skewed to family vs individual purchases.

·Increase in searches skewed to brand agnostics.

Above points stated mostly the negative impact of the lockdown, but we would miss out something if we do not acknowledge the growth of digital infused technological gain. With the advent of the lockdown most of the sector shifted their functioning online the MNC are utilising their work from home option to carry on an uninterrupted working.[6]

### III. CONCLUSION

One of the most difficult challenges in developing anti-corruption measures is to make the distinction between legitimate contributions to political organizations and payments made in an attempt to unduly influence present or future activities by a party or its members once they are in power in Rajasthan private sectors. A donation made because the donor supports the party and wishes to increase its chances of being elected is not corrupt; it may be an important part of the political system and, in some countries, is a basic right of expression or political activity protected by the constitution. A donation made with the intention or expectation that the party will, once in office, favour the interests of the donor over the interests of the public is tantamount to the payment of a bribe. Regulating political contributions has proved difficult in practice. Donations may take the form of direct cash payments, low-interest loans, the giving of goods or services or intangible contributions that favour the interests of the political party involved. One common approach to combating the problem is to introduce measures that seek to ensure transparency by requiring disclosure of contributions, thus ensuring that both the donor and recipient are politically accountable. Another is to limit the size of contributions to prevent any one donor from having too much influence.[7,10]

Transparency in Government is widely viewed as a necessary condition for effective corruption control and, more generally, for good governance in private virtual offices in Rajasthan. Open information and understanding are also essential to public participation in and ownership of anti-corruption strategies. Lack of transparency is likely to result in public ignorance when, in fact, broad enthusiasm and participation are needed. It can also lead to a loss of credibility and a perception that the programmes are corrupt or that some elements of Government may have avoided or opted out of them. In private virtual offices where corruption is endemic, such an assumption will usually be widespread and can be rebutted only by programmes being publicly demonstrated to be free of corruption. Where transparency does not exist, popular suspicions about the programmes may well be justified specifically in remote areas of Rajasthan.[8,9]

### REFERENCES

1. Virtual offices are those in which technology has supplanted physical office space. They are not to be confused with virtual organizations, in which firms outsource many of their operations or build an organization using multiple suppliers for traditionally internal functions. For an overview of the latter concept, see: H.W. Chesbrough and D.J. Teece, "When Is Virtual Virtuous?" *Harvard Business Review*, volume 74, January–February 1996, pp. 65–73; and W.H. Davidow and M.S. Malone, *The Virtual Corporation* (New York: HarperCollins, 1992).
2. Early work on telecommuting, substituting technology for commuting, was done in 1974, when J.M. Nilles coined the term. For a more recent discussion of the topic, see: J.M. Nilles, *Making Telecommuting Happen: A Guide for Telemanagers and Telecommuters* (New York: Van Nostrand Reinhold, 1994).
3. For a fuller discussion of the trade-off between control and use of handheld terminals by field service personnel, see: J. O'Neil, K. Ostrofsky, and J. Cash, "Otis Elevator: Managing the Service Force" (Boston: Harvard Business School, case 191213, 1991).
4. The idea that a company generally makes accommodation decisions to improve its functioning is described as a misconception in: J.C. Vischer, "Strategic Work-Space Planning," *Sloan Management Review*, volume 37, Fall 1995, p. 35–42.
5. F.D. Becker, K.L. Quinn, A.J. Rappaport, and W.R. Sims, "Implementing Innovative Workplaces" (Ithaca, New York: Cornell University, International Workplace Studies Program, July 1994a), p. 6.
6. Infonetics Research Inc., study cited in *InformationWeek*, 22 January 1996, p. 33.
7. F.D. Becker, K.L. Quinn, and L.U. Callentine, "The Ecology of the Mobile Worker" (Ithaca, New York: Cornell University, International Workplace Studies Program, July 1994b), p. 39.
8. Information about IBM's program comes from interviews with IBM managers and a case study. See: E.W. Martin, "IBM-Indiana" (Bloomington, Indiana: Indiana University, 1994).
9. For a more detailed discussion of the ways in which communication technologies supplement and, in some cases, replace social interactions in organizations, see: L. Sproull and S. Kiesler, *Connections: New Ways of Working in the Networked Organization* (Cambridge, Massachusetts: MIT Press, 1992).
10. Conversations with IBM managers.



**INNO SPACE**  
SJIF Scientific Journal Impact Factor

**Impact Factor:  
7.512**

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details