A STUDY ON IMPACT OF DIGITALISATION ON WORK-LIFE BALANCE

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Abstract:

The implementation of digital workplace components allows for the acceleration and success of flexible work, especially in recent times with the rising popularity of hybrid work. As telecom and mobile work arrangements become more widespread with new advancements in digitalization, these flexible models of work are rapidly expanding to new categories of employees and completely modifying working conditions and job quality. The aim of the study was to assess how digitalization affects different dimensions of job quality. This study contributes to deepening our knowledge of the impacts of flexible arrangements of work, providing an analysis of current data on different dimensions of job quality and work–life balance.

Keywords: *Remote Work; Mobile Work; Job Quality; Working Time Quality; Work–Life Balance; Work Intensity; Home-Based Work*

Introduction:

A digital workplace is an ecosystem of workplace technologies that allow companies to effectively collaborate and converse - **whether you're working remotely, hybrid, or in an office**.

With advances in mobile technology, it has become easier than ever for workers to stay connected to their colleagues even while they are working remotely. This is especially helpful for those who need to stay in **frequent contact with headquarters or other members of their team**.

Digital workplaces don't need employees to hold on-premise meetings to discuss project updates. The software provides dedicated channels for asynchronous and synchronous communication and provides insights for stakeholders. Additionally, through the use of specialized software and apps, workers can quickly share and access information such as project documents, messages, and other files right from their mobile devices, creating a more seamless digital workplace experience.

Digital transformation has become a top priority for many organizations today, as they look to streamline and automate their processes in order to keep pace with the rapidly changing digital landscape.

One of the most effective ways to do this is by utilizing digital technologies, such as robotic **process automation, artificial intelligence, and machine learning**, to digitize complex or time-consuming business processes. This enables tasks that would normally require

human labor or significant time investment to be handled quickly and efficiently, freeing workers up for more important duties.

Additionally, digital technologies can be used to create proactive tools that can scan data streams for potential issues and implement workflows that automate corrective actions before problems occur. Overall, digital transformation offers countless possibilities for transforming the way businesses operate and unlocking tremendous value in terms of productivity gains and cost savings.

Benefits of Technology at the Workplace:

Communication: Although there can be a negative impact on communication from technology, the positive results outweigh them. First and foremost, there is a variety of virtual communication tools that exist, allowing employees to communicate in a number of ways. These tools can increase efficiency and productivity as it permits interactions not only in the same office but also from one location to the other.

Furthermore, there are other tools that allow screens to be shared or that facilitate the sharing of files and information with ease and security. These tools not only increase the efficiency of communication among employees, but they can also help with communication with customers.

Efficiency: Encouraging innovation and creativity through access to different business technology tools is a useful strategy to increase productivity and efficiency. Having the newest technology available can enable employees to produce better work, it can encourage healthy competition in the workplace and make your company gain an edge over competing companies.

Technology also enhances flexibility from a spatial point of view. If companies make their content available across different technological platforms, employees can just bring their smartphone, laptop or tablet for more collaborative work, which reduces time spent on tasks. Introducing technology into the workplace also allows employees to choose their own devices, thus promoting the idea of BYOD (Bring Your Own Device)

Disadvantages & Impact of Technology at the Workplace:

Upgrades: As technology changes every day, naturally, there can be changes to systems and programs, which would require upgrades as simple as downloading the newest version. But if you need to upgrade your system very often, it can be time-consuming as well as expensive.

Dependency: Depending heavily on computer systems can become a problem if there is a technical glitch. If the system crashes, everything freezes and the business could come to a standstill until the issue is resolved. In addition, when new technology is brought in, there is a learning process that can lead to a loss in productivity. And finally, if technology or computer systems are at the core of your business, it becomes nearly impossible for employees to get anything done outside of the office.

Workplace Relationships: Increasing the presence of technology changes methods of communication throughout the workplace. Using digital technology in the workplace with phones, text messages, email or video conferencing tools decrease the amount of face-to-face communication.

Interpersonal relationships and communications are important in order to establish a functional workplace and technology can negatively impact those relations. Working relationships and overall

company ambiance can also be affected by technology, leading to a distracted workforce. The growing use of social networks can affect the productivity and efficiency of employees at work.

Review of Literature: Rice (1985) investigated the association between work satisfaction and the Quality of people's lives. He suggested that work experiences and outcomes can affect a person's Quality of life, both directly and implicitly through their influences on family interactions, leisure activities, and levels of health and energy.
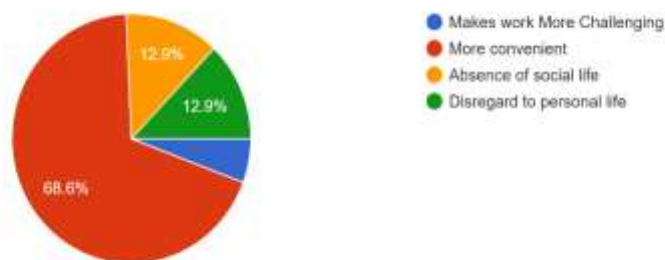
It was observed that some level of work-related email and phone use outside of traditional work boundaries (e.g., work extension) is common, but increased time spent working outside the office (e.g., digitalization-based telecommuting) is not. In addition, we find that, on average, employees report expanded work-related networks that are supported by digitalization. International Journal of Creative Research Thoughts, 2020, Volume 8.

Statement of Problem:

With digital transformation, it is important to understand the impact of digitalization on the work-

life balance of employees. It is crucial to analyze the role of digitalization in achieving the shared goals of the organization.

Objectives of Study:

1) To understand the concept of digitalization in the workplace.
2) To evaluate the positive and negative impact of digitalization in the workplace.
3) To analyse the views of employees towards the application of digital tools.
4) To suggest measures to improve employee satisfaction.

Research Methodology: An attempt is made by the researcher to collect primary data through the survey method by distributing questionnaires to employees working in various industry.
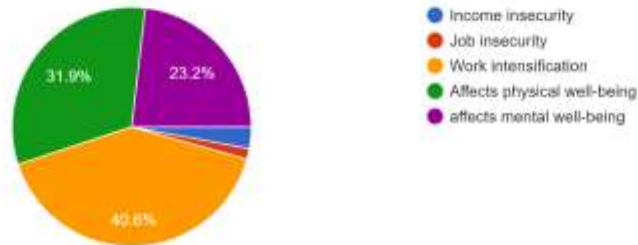
Sample Size: A sample size of 70 respondents was considered for the purpose of research.

Sampling Method: Random Sampling method was used.

Secondary data were collected by review of Books, Journals, and articles.

Data Analysis & Interpretation:

Gives your views on use of digital modes
70 responses

- Makes work More Challenging
- More convenient
- Absence of social life
- Disregard to personal life

68.6% of respondents agree that the use of digital modes makes work more convenient, whereas 12.9% accept that due to the digital mode of working, there is disregard for personal life.

Does presence of digital tools leads to following?
69 responses

- Income insecurity
- Job insecurity
- Work intensification
- Affects physical well-being
- affects mental well-being

40% of respondents agree that digital tools lead to work intensification, and 31.9% of respondents state that it affects their physical well-being.

Do you feel connected to your superiors all the time, due to digital tools.
70 responses

- Yes
- No
- Sometimes
- Always
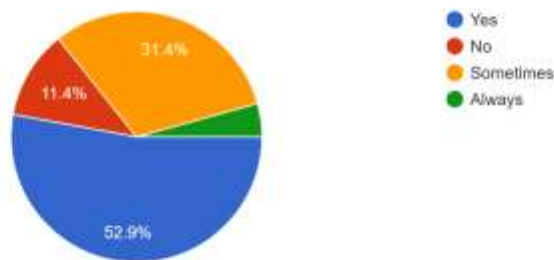
52.9% of respondents state that they are connected to their superiors all the time, due to the presence of digital technology.

Respondents' views on managing digital tools(Multiple responses are recorded)
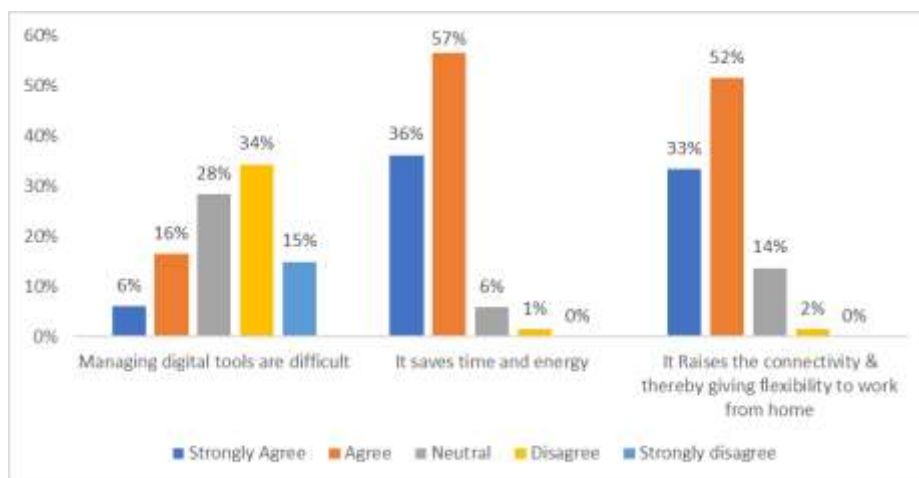
The above graph depicts that the maximum number of respondents accept that digital tools raise connectivity & give flexibility to work from home; also it saves time and energy.
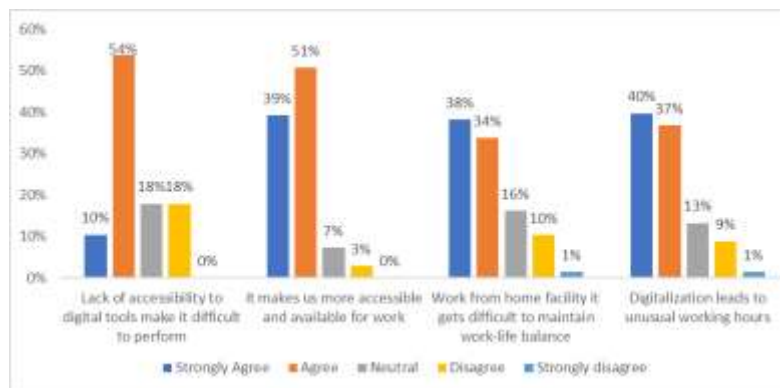
The study state that the lack of accessibility to digital tools makes it difficult for respondents to do work effectively, respondents also agree that due to the presence of digital tools they are approachable beyond working hours which makes it difficult to maintain a work-life balance.
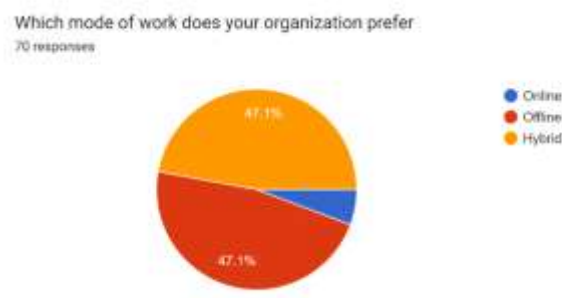
The study shows that 47% of organizations prefer a hybrid mode of working.

Findings of the Study:

1) The study shows that a maximum number of respondents use digital modes for managing various work-related activities, this could be due to the fact that organizations give more importance to artificial intelligence as compared to human efforts.

2) Though a maximum number of respondents agree that digital tools make work more convenient, there are some respondents who believe that digital modes affect their social life, and there is a need to make proper use of digital tools.

3) It is observed that respondents feel connected to their superiors most of the time, which can affect their personal life too.

4) The study state that digital tools lead to work intensification and affect their physical and mental well-being.

5) It was analysed that some of the respondents agree that digitalization adds to stress at work, though managing digital tools are not so difficult for them.

6) The study states that a maximum number of respondents agree that the lack of accessibility to digital tools makes it difficult to show their performance.

7) Due to digital tools employees are available and accessible during post-working hours, which affects their personal life.

8) Employees get the flexibility to work from home.

Suggestions:

1) Proper training should be provided for the efficient use of digital tools.
2) Digital tools should be accessible and available to the employees for raising their efficiency.
3) There is a need to decide on stipulated working timings, even if digital tools are available.
4) Programs should be arranged on work-life balance, to equip employees to manage their work effectively.
5) Hybrid system can be implemented for raising the overall efficiency of employees.

Limitations of Study:

1) The sample size is restricted to 70 respondents, results may vary if the sample size increases.
2) The response may be subject to biases.
3) The study is restricted to a limited area in Mumbai.
4) The results of the study may vary if covered over a long period of time and over a wide geographical area.

Conclusion: Developments in information and communication technology (ICT) have been among the key drivers of change in working life over the past two decades. Specifically, telework and ICT-based mobile work (TICTM) exemplify how digital technology has led to more flexible workplace and working time practices. However, the ability to work anywhere and at any time can lead to greater work intensification, competition, and work on demand. If this is not explicitly addressed, it threatens to override the advantages that ICT-based flexible working brings to work–life balance. As part of extensive research into the impact of TICTM on working conditions and on work–life balance, this report aims to provide policymakers with ways to address new challenges in the world of work and to serve as a reference for future initiatives in relation to digitalization, working time and work–life balance.

Future scope of the study: This study could be helpful to policymakers in understanding the implementation of digital tools. A specific study on the impact of digitalization on various sectors could be helpful for the organisations.

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