# Report On

# The uncut scenario of employee well-being in the Digital industry

By

Md. Masud Ahmed
20264055

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Masters of Business Administration

BRAC Business School
Brac University
May 2023

I

# Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.


**Student's Full Name & Signature:**

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**Md. Masud Ahmed**
**20264055**

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**Supervisor's Full Name & Signature:**

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**Dr. Tarnima Warda Andalib**
**Assistant Professor, BRAC Business School, BRAC University**

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**Co-Supervisor's Full Name & Signature:**

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**Dr. Mohammad Rabiul Basher Rubel**
**Associate Professor, BRAC Business School, BRAC University**

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# Letter of Transmittal

**Dr. Tarnima Warda Andalib (Assistant Professor)**

**Dr. Mohammad Rabiul Basher Rubel (Associate Professor)**

BRAC Business School, BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on 'The uncut scenario of employee well-being in the Digital industry.'

Dear Madam and Sir,

It is an immense pleasure to submit an internship report titled "The uncut scenario of employee well-being in the Digital Industry." I have tried my best to fulfill all my requirements for this course and followed your instructions while preparing this report. This allowed me to gain theoretical knowledge in the practical field, which will help me in my future career.

It would be a profound pleasure if the report could serve its purpose. I am available at any time to explain to you any queries if necessary.

I trust that the report will meet the desires.

Sincerely yours,

Name: MD. Masud Ahmed

Student ID:20264055

BRAC Business School, BRAC University

Date: September 04, 2023

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# Non-Disclosure Agreement

This agreement is made and entered into by and between Loosely Coupled Technologies and the undersigned student at BRAC University Md. Masud Ahmed.

# Executive Summary

In this thorough look at the well-being of employees at Loosely Coupled Technologies (LCT), we've learned important things about what makes for a good work setting. By doing surveys and data analysis, we've learned a lot about how and what matters most to workers when it comes to their health and well-being. The people who work at LCT care a lot about things like work-life balance, chances for professional growth, and the organization's devotion to their health. The results of this study show how important it is to put the health and happiness of employees first. LCT is at a key point where putting in place targeted strategies can greatly improve the work environment. LCT can make a good place to work by making sure workers have manageable workloads, encouraging professional growth, and helping with health and wellness. Also, the fact that most workers agree on how important well-being is to job satisfaction backs up the idea that expenditures in this area are not only helpful but also necessary to keep top talent. In the end, promoting the well-being of staff isn't just a goal for LCT; it's a strategy must. By following the suggestions in this report and keeping an eye on how things are going, LCT can solidify its place as an employer of preference, attracting and keeping the best workers in the industry while making them happier as well as more efficient.

**Keywords:**    Psychological factor; Job Insecurity; Reward; Job satisfaction.

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# Chapter 1

# Overview of Internship

## 1.1 Student Information

Name:                    Md. Masud Ahmed

ID:                       20264055

Program:                 Master of Business Administration (MBA)

Major:                   Human Resource Management

## 1.2 Internship Information

### 1.2.1  Period, Company Name, Department/Division, Address:

Period:                          February 09, 2023 to April 30, 2023

Company Name:                    Loosely Coupled Technologies (LCT)

Department/ Division:            Human Resources Department

Address:                         Manama M.s Toren (9th Floor) GA-99/3/A&B,

Pragati Sharoni, Middle Badda, Gulshan, Dhaka-1212

### 1.2.2  Internship Company Supervisor's Information: Name and Position:

Name:          Farhana Sayeeda Kamal

Position:      HR & Corporate Development Manager at Loosely Coupled Technologies

### 1.2.3 Job Scope – Job Description/Duties/Responsibilities:

I was given a variety of crucial duties in the HR department during my internship at Loosely Coupled Technologies. One of these particular duties was:

1. Talent Sourcing: Continually looking for new hires through networks unique to our sector and internet job boards.
2. Initial Screening: Conducting preliminary evaluations of resumes and applications to narrow the pool of candidates to those with the necessary training and experience.
3. Interview Coordination: In order to make the interview process efficient and streamlined for both candidates and interviewers, assistance is needed with scheduling and coordination of the interviews.
4. Employee Onboarding: Ensuring that newly hired employees have all the resources and knowledge they need to integrate smoothly.
5. Training and Development: Working together with the HR staff to plan training sessions and workshops, promoting our employees' professional development.
6. Initiatives for Employee Engagement: Assisting in the development and implementation of programs for employee engagement to promote a positive workplace culture.
7. Human Resources Documentation: Keeping complete, accurate, and current records of personnel data while assuring adherence to corporate guidelines and legal obligations.
8. Support for Performance Reviews: Participating in the performance review process by helping to collect data and feedback on performance.

**Contributing to the recruitment and selection procedure**

Moreover, my participation in the recruitment and selection process went beyond providing logistical support. I took part in the initial sifting of resumes and applications, evaluating candidates based on predetermined criteria. This thorough evaluation ensured that only the most qualified candidates advanced to the interview phase.

I played a crucial role in arranging interview schedules, which included communicating with both candidates and interview panel members, thereby contributing to a smooth and organized interview experience for all parties.

In addition, my duties included maintaining clear and effective communication with job candidates. I provided them with essential information regarding the recruiting procedure and promptly addressed their questions and concerns. This personalized interaction enhanced the candidate experience and bolstered the positive image of our company.

Overall, my participation in the recruitment and selection process contributed significantly to the HR team's operations, resulting in a well-structured, efficient, and candidate-focused talent acquisition strategy.

# 1.3 Internship Outcomes

## 1.3.1 Student's contribution to the company:

I have been actively involved in a variety of important projects and duties, which has allowed me to make a substantial contribution to the organization. My commitment to education and the novel viewpoints that I bring to the table have been very well appreciated by my colleagues, particularly in areas like as project planning, data analysis, and research. These are all areas in which I've been able to make a significant contribution to the improvement of our overall performance.

My capacity to effectively communicate and adjust to new situations has been obvious in my dealings not only with coworkers but also with clients. I have worked cohesively and effectively with the other members of the team, contributing original thoughts, and continually exhibiting a strong dedication to accomplishing the project's goals.

In addition to the obligations that have been assigned to me, I have taken it upon myself to get familiar with our industry, the principles that our firm upholds, and the goals that it has. Because of this proactive approach, I've been able to provide helpful input, which in turn adds to the ongoing improvement of our processes.

In a nutshell, the operations of our company have been much improved as a direct result of my commitment, excitement, and active participation in company activities. I am convinced that the efforts I have made have not only assisted in the expansion of the company, but they have also helped to establish a great work culture, thereby laying a solid foundation for continued success. My participation in the recruiting and selection process, which went beyond providing logistical support, has given a significant amount of value to the operations of the HR team. As a result, an approach to talent acquisition that is well-structured, efficient, and candidate-focused has been developed as a result.

## 1.3.2 Problems/Difficulties:

Even though I was great at my job and made important advances to the company, I did face a few problems:

1. Time Management: Balancing my many tasks, such as planning projects, analyzing data, and doing research, made it hard for me to use my time well. Managing many tasks and deadlines at once needed careful planning and prioritization.
2. Adapting to Complexity: Some projects had parts that were hard to understand and needed a deep knowledge of the subject. Adapting to this complexity and making sure that my analysis or study was correct was sometimes hard, and I had to work harder to get past these problems.
3. Communication with Different Stakeholders: It was important for me to be able to communicate well with my coworkers and clients. There were times when bringing together different points of view or meeting client-specific needs took more work to make sure everyone was clear and happy.
4. Handling task Peaks: At times, like when a project was at its busiest or when there were a lot of people to hire, the task got heavier. In a fast-paced workplace, it took a lot of resilience and the ability to stay organized and on task to handle these peaks.
5. Learning Curve: I eagerly took advantage of the chance to learn about the business and what it stood for, but there was a learning curve. Gaining a deep understanding of the

company's complexities and matching this knowledge with project goals took extra effort and a commitment to learning new things all the time.

Even though I had problems, I used each one as a chance to learn something. These problems forced me to improve my skills, become more flexible, and get better at handling problems. In the end, all of these things helped me grow and made me a better asset to the company.

### 1.3.3 Recommendations:

Based on what I've learned, here are some suggestions for making future internships at the company more effective and valuable:

1. <u>Structured training</u>: Create a full training process for interns that includes getting them familiar with the company's culture, values, and goals. This will help interns join the team quickly and work toward the company's goals.
2. <u>Project Goals</u>: Give each intern clear project goals and standards. By giving workers a clear idea of what they will be doing, and also make sure they know what they are responsible for and can help the company reach its goals.
3. <u>Mentorship Benefits</u>: Set up a program where each intern is paired with an experienced employee who can help them through their internship period. Regular meetings with a mentor and feedback sessions will speed up the learning curve and create a good setting for learning.
4. <u>Training and growth</u>: Give interns the chance to take part in training sessions or workshops that are relevant to their jobs and career goals. This investment in their professional growth is good for both the workers and the company as a whole.
5. <u>Feedback</u>: Set up regular feedback sessions to talk about how interns are doing, deal with any problems they may be having, and figure out where they can improve. Both the interns and the company can learn from this positive feedback loop.

6. <u>Networking Activities</u>: Set up events or workshops where interns can talk to people from different teams and learn about different parts of the business. This wider view can help interns understand how the company works better.

7. <u>Adjustable Work Arrangements</u>: When it's possible, think about letting people work from home or setting their own hours. This makes room for different ways of learning and makes it easier for interns to balance their work with other things they have to do.

8. <u>Project Diversity</u>: Give interns the chance to work on different kinds of projects. This helps them learn more skills and makes sure that their time is well spent as they learn about different parts of the company.

9. <u>Final Demonstration</u>: Ask interns to give a final presentation about what they've done, what they've learned, and what they'd suggest. This not only shows what they've done but also gives the company new ideas and useful perspectives.

10. <u>Chances for the future</u>: Keep in touch with interns who do well and think about hiring them full-time after they finish. This makes it easier to keep bright people who already know how the business works.

By putting these suggestions into action, the company can give future interns a more rewarding and useful work experience while also getting new ideas and contributions from them.

# Chapter 2

# Organization Part

## 2.1 Introduction

IT company Loosely Coupled Technologies is positioned in a market with a sizable consumer base, generating daily earnings for businesses. This article focuses on Loosely Coupled Technologies, a company that, like many others, makes a substantial economic contribution to both the local and global economies. Initially, a small company, Loosely Coupled Technologies has expanded greatly over time, branching out like a strong tree.

Our IT division, one of the many components that make up Loosely Coupled Technologies, is essential to our technical development. The success of the business is actively pursued by a committed workforce. The proactive HR team that our IT division has successfully developed not only controls the workforce but also works to keep a competitive edge in workforce management within the IT industry. I've had a fantastic opportunity to learn every aspect of managing such a sizable group by being a member of this dynamic team. My objective was to combine the theoretical information I learned from my academic studies with the practical insights I received from Loosely Coupled Technologies.

After finding a number of issues that need clarification and solutions, I deliberately decided to get involved in the hiring and screening of IT specialists inside Loosely Coupled Technologies. The HR team at Loosely Coupled Technologies faces a big issue because this department's retention rate varies more than those of other units. The specialized nature of IT roles and the cutthroat nature of the market make it difficult to motivate and keep hold of these workers. As a result, there is ongoing fluctuation in the retention rate. The HR practices of Loosely Coupled Technologies are comprehensively covered in this report, together with information on the company's history, IT services, internal organization, operations, terms, and policies, as well as the historical trend in employee retention.

The report not only provides a thorough examination of the organization but also identifies key areas that need improvement. This report also functions as a potential recruitment tool by displaying components that can entice future workers to work for Loosely Coupled Technologies.

## 2.2 Overview of the Company

The visionary goal of Loosely Coupled Technologies (LCT), founded at the beginning of 2017, is to close the digital gap for all people. The company's main goal is to democratize technology by reducing costs, enabling people and businesses to use data and technology to better their situation. With expertise in data analytics and AI-driven automation to boost sales and achieve operational scalability, LCT specializes in helping enterprises navigate the digital landscape with ease.

The two major product lines that LCT concentrates on are "Shared Today" and "EZAssist." These items serve as a testament to LCT's dedication to cutting-edge solutions that enhance and simplify the digital experience.

The business, which has its main office in Kuala Lumpur, is run by its brilliant creator Firoze M. Zahidur Rahman, who has an impressive background in the IT industry. Before founding LCT, Mr. Firoze played a critical part in molding SSD-Tech into one of Bangladesh's leading technological companies with a sizeable market worth US$63 million. Under his direction, SSD-Tech expanded operations across several nations and emerged as a major force in the Asia Pacific area.

LCT has grown impressively, obtaining crucial finance along the way. An unknown amount of seed money was given to LCT by Razor Capital on July 25, 2019. For their Series Unknown investment round on December 1, 2019, LCT also received contributions from Al Falaj Investment Company, further solidifying its financial position.

LCT is a force to be reckoned with because of its strong dedication to using AI, NLP, and data analytics in commercial applications. The business works in five countries, processes

over 10,000 GB of consumer conversation data each month, and has an amazing client list of over 100 businesses. Large multinational organizations and institutional startups make up the majority of LCT's clientele, and the project prices range from $50,000 to $100,000. Projects for the organization often last six to twenty weeks, demonstrating its adaptability and commitment to producing results.

Overall, Loosely Coupled Technologies has quickly risen to the position of a top technology pioneer, having an impact on the market and empowering businesses all over the world.

## 2.2.1 Mission:

Our goal at Loosely Coupled Technologies (LCT) is to create an equal playing field in the digital sphere. Everyone should have access to the newest technologies, whether they are large organizations, aspirational startups, or even lone people with lofty goals. Our intention is to reimagine how technology affects our lives, to continually innovate, and to simplify the difficult.

We think automation, artificial intelligence, and data analytics have the potential to completely change the way businesses run. We are dedicated to developing affordable solutions that enable businesses to scale effectively, increase productivity, and prosper in this fast-evolving digital environment.

But our focus goes beyond business. We care about morality, accountability, and having a constructive influence on society. We firmly think that every business, regardless of size, ought to have the resources and chances to use technology for the greater good.

Our passion for innovation, unshakable dedication to perfection, and conviction that technology can be a force for good in the world is what motivates us at LCT. Our vision is more than just a declaration; it is a road map for reshaping entire sectors, changing people's lives, and building a future where everyone has access to technology.

## 2.2.2 Vision:

Our vision at Loosely Coupled Technologies (LCT) is to lead technology's limitless future. We envision a world where everyone, regardless of size or resources, can use technology to enhance their lives.

Data analytics, AI, and automation present unlimited possibilities. We want to lead this digital revolution by creating solutions that transform industries, boost growth, and raise human potential.

Our Vision extends beyond technology to social progress. Technology with a purpose raises communities, bridges gaps, and promotes sustainability. We aim to lead by example in responsible tech.

Our Vision drives LCT. We enable startups, SMBs, and enterprises with accessible, cutting-edge solutions. Our journey reduces the digital divide and brings technology to everyone.

We're pursuing our Vision with innovation, honesty, and quality. Each relationship and endeavor aims to connect, empower, and flourish the planet. Loosely Coupled Technologies—where technology is limitless and the future is bright.

## 2.2.3 Values & Principles:

Our foundation at Loosely Coupled Technologies is based on a set of fundamental beliefs and concepts that govern every element of our work. Our dedication to excellence, innovation, and moral business conduct is reflected in these values. As we go through the evolving world of technology, we take satisfaction in upholding the following values:

1. <u>Innovation</u>: We appreciate the spirit of innovation and are always looking for fresh, original solutions to difficult problems. We support a culture of inquiry, where ground-breaking concepts flourish.
2. <u>Integrity</u>: Our business is built on a foundation of integrity. We cultivate trust with our clients, partners, and team members by acting with honesty, transparency, and morality.

3. Customer-Centric: Everything we do revolves around our customers. We go above and above to comprehend their needs, offer specialized solutions, and guarantee that their achievement is also our success.

4. Empowerment: We think that technology should make people and organizations stronger. We work to open up cutting-edge solutions, fostering a more diverse online environment.

5. Collaboration: Teamwork is the key to success. Collaboration is something we value, both within our company and with our clients, partners, and stakeholders. We achieve greatness as a team.

6. Continuous Learning: As quickly as technology changes, so do we. In order to better serve our clients, we are dedicated to lifelong learning, being on top of trends, and knowledge sharing.

7. Social Responsibilities: We are aware of our social responsibilities. By utilizing technology for the greater good and emphasizing sustainability and community involvement, we hope to have a beneficial impact.

8. Quality Excellence: Quality can't be negotiated. We aim for excellence in every project and interaction, providing solutions that surpass requirements and establish new industry benchmarks.

9. Flexibility: The tech world is constantly evolving. We welcome change, responding quickly to brand-new challenges and trends while being flexible to deliver the finest solutions in a fast-paced setting.

These beliefs and tenets serve as our compass as we work to define the direction of technology. They demonstrate our dedication to making a difference, forging deep connections, and leaving a lasting impression in the digital sphere.

## 2.2.4 Product offerings:

As a Loosely Coupled Technologies intern, it's really exciting to see how Shared Today and EZAssist, two of our ground-breaking digital technologies, are changing the world. These developments represent our commitment to reducing complexity, boosting efficiency, and providing value to our clients in the constantly changing digital sphere.

**Shared Today**: Think of a place where technology and working together go hand in hand. That's what Shared Today is. By allowing the real-time sharing of resources, insights, and ideas, it goes beyond the notion of a simple tool and serves as a catalyst for growth. Shared Today is the cornerstone of attaining group success, whether the objective is to improve information sharing, create team camaraderie, or streamline project management.

With Shared Today, we help teams reach their maximum potential by promoting quick decision-making, efficient workflows, and active collaboration. It's a potent solution that unites people, tears down barriers, and sparks innovation across the board.

**EZAssist**: A dependable partner for a variety of digital demands, EZAssist makes navigating the complexities of the digital world simple. EZAssist automates monotonous chores and streamlines procedures, enabling users to concentrate on what really matters. It is designed with intuitive, user-friendly solutions.

Whether it's a startup, a small firm, or an enterprise looking to optimize its operations, EZAssist is dependable ally in increasing productivity, lowering costs, and generating outstanding outcomes. User can navigate the digital environment with ease and keep one step ahead of the competition thanks to the seamless experience it provides.

More than just products, Shared Today and EZAssist are proof of our unwavering dedication to innovation, user-centric design, and practical results. They share our goal of utilizing technology's revolutionary power to empower people and organizations. Welcome to the world of Loosely Coupled Technologies' digital brilliance, where Shared Today and EZAssist pave the path for a productive, cooperative, and optimistic future.

## 2.2.5 Corporate Social Responsibility of Loosely Coupled Technologies:

At Loosely Coupled Technologies, we see corporate social responsibility as a pillar of our principles and recognize its importance. We think that prosperity and making a difference in society go hand in hand. Our dedication goes beyond just doing business; it's a dedication to making a real difference in the communities where we work and, in the globe, at large.

1. <u>Community Involvement</u>: We actively participate in community engagement projects. We believe in leaving a good mark on the communities in which we live and work, whether it is through charitable giving or sponsoring local NGOs and educational initiatives that inspire young people to pursue careers in technology.
2. <u>Social Stewardship</u>: We are aware of the effects we have on the environment. We strive to reduce our carbon footprint by integrating sustainable techniques into our daily operations. We are dedicated to encouraging eco-friendly practices within our firm and to using resources responsibly.
3. <u>Fair Business Practices</u>: At the heart of all we do is ethics. The highest values of honesty, openness, and responsibility are upheld by us. Our relationships with clients, staff members, and partners are governed by ethical values, fostering a climate of trust and decency.
4. <u>Technology Empowerment</u>: We are firm believers in the ability of technology to positively impact society. We actively look for ways to use our knowledge for the greater good. We hope to significantly impact society by funding initiatives that use technology to societal problems.

Our dedication to corporate social responsibility is ingrained into our DNA at Loosely Coupled Technologies and goes beyond a program. We work hard to be good corporate citizens, leaving a lasting impression today to create a better, more sustainable future.

## 2.3 Management Practices

### 2.3.1 Loosely Coupled Technologies's Structure of Authority:

The ladder of authority is the backbone that establishes the structure and roles within Loosely Coupled Technologies (LCT) in its dynamic environment. An experienced technology company like LCT benefits significantly from a broad group of individuals who each contribute their expertise to promote growth and innovation. The LCT organizational hierarchy is shown below:

1. Firoze M. Zahidur Rahman, CEO and founder, Primary Responsibilities include:

   -Forming the mission and strategic vision of the organization.

   -Forming important alliances and obtaining funding.

   -Giving imaginative direction and leadership.

2. Syeda Nawshad Jahan Promee, Chief Operating Officer (COO), Essential Roles and Duties:

   -Monitoring regular activities and guaranteeing effectiveness.

   -Preparing strategically and putting policies into action.

   -Collaborating to accomplish goals with department heads.

3. Mohammad Sadiqur Rahman Khan, Chief Technology Officer (CTO), Essential Roles and Duties:

   -Leading product development and technological innovation.

   -Creating technical strategies that support the mission of the business.

   -Ensuring innovative, high-quality products.

4. Lena Idris, Head of Business, Key Roles and Responsibilities:

    -Controlling business operations and expansion plans.

    -Creating thorough plans for market development.

    -Building and maintaining essential client connections.

5. Farhana Sayeeda Kamal, HR & Corporate Development Manager, Key Roles and Responsibilities:

    -Managing all aspects of HR, from hiring to firing.

    -Encouraging employee growth and a healthy work environment.

    -Starting up business development and training initiatives.

6. Md. Shahriar Pervez Dipto, Business Development Officer, Key Roles and Responsibilities:

    -Locating strategic business alliances and development prospects.

    -Developing and putting into action plans to increase market presence.

    -Establishing and maintaining ties with clients.

7. Raiysa Zuwairiyah, Business Analyst and Product Marketing Manager, Principal Roles and Responsibilities:

    -Examining consumer and market trends.

    -Creating and carrying out marketing plans.

    -Working closely with teams in charge of product development.

8. Tanvir Hassan, Digital Marketing Executive, prominent roles and responsibilities:

-Coordinating and improving digital marketing initiatives.

-Increasing the company's online visibility and brand recognition.

-Analyzing and assessing the effectiveness of digital marketing.

9. Principal Roles and Responsibilities for Department Heads (Various):

-In charge of a particular division, such as engineering, marketing, sales, or customer service.

-Setting departmental goals, overseeing team performance, and reporting to the management team.

10. Principal Tasks and Responsibilities for Managers and Team Leaders (Within Departments):

-They manage project teams or smaller groups within their departments.

-Defining goals, supervising team performance, and assuring project success.

Every position at LCT is a component of the puzzle that comes together to become a successful and cutting-edge IT company. Each part furthers the mission and objectives of LCT, from the top-level visionary leadership to the committed staff members working in various departments. This dynamic interaction between the positions creates a solid structure that drives the business ahead in a cutthroat market. Because of its flexible organizational design, LCT can remain a leader in technical innovation and customer satisfaction even when undergoing further change.

## 2.3.2 Loosely Coupled Technologies's Management Style:

The dynamic and participatory leadership style used by Loosely Coupled Technologies is in line with the company's inventive and adaptable nature. The company values employee feedback because it understands that different viewpoints help to improve decision-making and results. This leadership style can be characterized as a hybrid of democratic and participative, in which managers promote teamwork, disseminate knowledge, and give staff members the freedom to own their jobs.

The following benefits of this strategy have been demonstrated for the organization:

1. Innovations: The leadership style's participative element promotes an innovative environment. Because employees are encouraged to offer suggestions and solutions, there is a constant flow of original thought and the capacity to adjust to shifting technological environments.
2. Participation: The company's leaders interact with their staff, communicating openly and including workers in decision-making procedures. As a result, there is a rise in employee happiness, motivation, and devotion to the objectives of the company.
3. Adaptability: The leadership approach fits the technology sector's fast-paced environment well. Utilizing the team's collective wisdom, it enables the firm to quickly adjust to market changes and adopt new plans.
4. Talent advancement: Loosely Coupled Technologies' executives are aware of the value of fostering talent. They offer direction, mentoring, and chances for skill development, enabling staff members to advance both personally and professionally.

## 2.3.3 Human Resource Planning Process:

The human resource planning process at Loosely Coupled Technologies is a methodically planned strategy that forms the foundation of our organization and ensures that it continues to be successful. We take a forward-thinking approach, and it has taught us that the people who work

with us are our most precious asset. Because of this, every area of our human resources planning aims to attract, cultivate, and keep outstanding talent.

1. Recruitment and Selection: At Loosely Coupled Technologies, the hiring procedure is systematic to guarantee that the right people with the relevant talents are hired. It is ensured that new hires are in line with the company's values and are capable of making a valuable contribution using a combination of technical evaluations, interviews, and cultural fit assessments.

2. Training and Development: Loosely Coupled Technologies is committed to the personal and professional development of its staff members. Not only do training programs emphasize technical abilities, but also leadership, communication, and current trends in the sector. Because of the team's dedication to lifelong education, they are able to keep one step ahead of the competition.

3. Compensation: The company values its workers and provides attractive packages of compensation that combine a variety of salaries, benefits, and incentives. This strategy inspires current team members while attracting and retaining top personnel.

4. Performance review System: The company has a comprehensive performance review system that recognizes excellent accomplishments, offers constructive comments, and highlights areas in which there is room for improvement. This strategy enables workers to comprehend their progression path within the company and contributes to the development of a culture that values ongoing enhancement.

In short, Loosely Coupled Technologies' leadership style and strategic planning for its people resources are very important to its goals and objectives. Employees are given more autonomy as a result, innovative ideas are fostered, and a strong talent pool is ensured. All of these things contribute to the organization's continued success and help employees feel more connected to their work.

## 2.4 Marketing Practices at Loosely Coupled Technologies

At Loosely Coupled Technologies, marketing practices are a key part of how we go about achieving our goal, which is to close the digital gap and give people and businesses the power to change through technology. Several important sub-chapters explain the details of our marketing plan within this larger framework:

1. **Marketing Strategies**: Our marketing strategy shows how we think about the future. Since we know a lot about the tech world, we can adapt our method to meet the changing needs of our target audience. Our approach is based on the idea that we should provide data-driven solutions that speed up growth and improve how we do things.

2. **Strategy for Positioning, Targeting, and Reaching Customers**: Our target customers come from a wide range, from new businesses that want to build an internet presence to large companies that want to use new technologies. Our positioning strategy is based on the fact that we know a lot about data analytics and AI-driven automation. This lets us present ourselves as a way to scale operations and improve sales through technology integration.

3. **Marketing Routes**: We take an active and multifaceted approach to marketing channels. We know that both traditional and digital channels have a lot to offer. Our strategies include content marketing, strategic partnerships, and digital campaigns to reach our audience successfully on a variety of platforms.

4. **Product Development and Competitor Practices**: Innovation is a part of who we are. Our approach to making new products is based on constant growth and new ideas. By keeping up with market trends, we make sure that our products are still useful and meet our customers' changing wants. Our strategies for competing are quick and flexible, which lets us react quickly to changes in the technology landscape.

5. **Branding Operations**: Our branding efforts are more than just pretty pictures; they also show what we stand for. Our brand story is all about empowering people, being innovative, and the fact that technology can do anything. We want to share not only what our products and services can do, but also how they can change people's lives.

6. **Advertising and Advertising Strategies**: Traditional advertising is still important, but we put a lot of weight on Internet marketing and social media. We use these tools to talk to our audience in real-time, which encourages engagement and conversation. Our approach to digital marketing shows that we want to stay on the cutting edge of technology.

7. **Critical Marketing Challenges and Gaps**: As an industry leader in technology, we know how important it is to stay ahead of the game. The speed with which technology is changing brings both problems and chances. We keep an eye on new trends and customer needs to make sure that our marketing efforts keep up with the changing world.

At Loosely Coupled Technologies, our marketing practices are based on innovation, flexibility, and a strong commitment to providing value. Our dynamic strategies not only help us stay at the top of the tech marketing world, but they also help us connect with our audience in a meaningful way and fulfill our goal of making technology available to everyone.

## 2.5 Loosely Coupled Technologies' Operations Management and Information System Practices

Loosely Coupled Technologies shows a dedication to streamlining operations, making the best use of resources, and using advanced information systems to improve overall efficiency in the areas of operations management and information system practices. This evaluation is made up of several important sub-chapters that show how well the company runs:

**Utilizing Information Systems-**

1. <u>Collecting, storing, and processing data</u>: Loosely Coupled Technologies uses information systems to gather, store, and process data in a seamless way. This method makes sure that important information is easy to find and use so that everyone in the company can make good decisions.

2. <u>Sharing Information with Stakeholders and Clients</u>: The company's information systems make it easy for stakeholders and clients to get useful information from the company. This makes sure that dialogue is clear, strengthens relationships, and makes it easier for people to work together.

3. <u>Databases and Administrative Software</u>: Our evaluation looks at how databases and office software for office management are used at Loosely Coupled Technologies. These tools are very important for managing data, making workflows more efficient, and increasing productivity as a whole.

**Practices in operations management-**

1. <u>Quality Control</u>: Loosely Coupled Technologies puts quality management at the top of its list of priorities to make sure that its goods and services always meet or exceed what customers want. By sticking to strict quality standards, the company makes sure its customers are happy and builds a name for itself as a good one.

2. <u>Scheduling and Allocating Resources</u>: Scheduling and allocating resources well are two of the most important parts of good operations management. Our research looks at how Loosely Coupled Technologies optimizes the use of resources to make sure that projects are completed smoothly and on time.

3. <u>Operations Control</u>: When we look at how the organization plans, prepares, and oversees its processes, the way it handles operations management comes to the fore. The fact that Loosely Coupled Technologies can handle the complexity of operations means that they can do their jobs well, reduce bottlenecks, and improve project results.

Loosely Coupled Technologies' operations management and information system practices show a dedication to operational excellence and using the latest technology. By using information systems to handle and share data and by putting in place efficient operations management practices, the organization sets itself up for success in the ever-changing world of technology.

## 2.6 Analysis of the market and the competition at Loosely Coupled Technologies

The direction of Loosely Coupled Technologies is heavily influenced by the competitive environment and the way the industry works. Through a detailed Porter's Five Forces analysis and a strategic SWOT analysis, we look at how competitive the industry is and find the organization's competitive edge.

### 2.6.1 Analyzing Porter's Five Forces:

**Threat of New Entrants**: Our research looks at the things that make it hard for new companies to get into the technology sector. This includes things like the need for cash, expertise in technology, and economies of scale, all of which help Loosely Coupled Technologies stay competitive.

**Bargaining Power of Buyers and Suppliers**: We look into how the business works with its buyers and suppliers. By looking at things like supplier concentration, switching costs, and buyer loyalty, we can see how the power is distributed in these important relationships.

**Threat of Substitutes**: Our research takes into account possible alternatives to the products and services that Loosely Coupled Technologies offers. We look at the things that make customers more likely to switch to other options. This helps us figure out how well the company can set its goods and services apart.

**Competition Level**: We measure how much competition there is in the technology field. By looking at things like market concentration, methods for standing out, and industry growth rates, we can see how Loosely Coupled Technologies stands out from its competitors.

2.6.2 SWOT Analysis:

**Strengths**: We list the strengths that Loosely Coupled Technologies has in common. These are things that make it more competitive generally. Some of these strengths are a skilled workforce, cutting-edge technology, a good image for the brand, and a wide range of products.

**Imitable qualities**: Our analysis dives into the various qualities that are capable of being replicated inside the sector. These might include things like technological skills or operational efficiencies that rivals might be able to copy.

**Unique Strengths and a Competitive Advantage**: We look at the unique strengths that make Loosely Coupled Technologies stand out from its rivals. These are the most important parts of the business that give it a competitive edge and allow it to give its customers something special.

In the end, our industry and competitive analysis of Loosely Coupled Technologies is a thorough look at both the outside forces of the market and the strengths of the company itself. By using Porter's Five Forces and SWOT analyses, we get a full picture of how the company compares to its competitors. This lets us point out strategic advantages and growth opportunities.

## 2.7 Summary and Conclusions

As this detailed report comes to a close, we now have a complete picture of how Loosely Coupled Technologies works and what its strategic place is in the fast-paced technology sector.

When it comes to marketing, the company's commitment to new ideas and flexibility shows through. Shared Today and EZAssist, two of its most innovative goods, show how the company is trying to bridge digital gaps and bring about big changes.

Loosely Coupled Technologies shows a commitment to smooth resource sharing, good quality management, and the integration of technology by shifting its focus to operations management and information system practices. The fact that it uses information systems to handle and share data shows that it is committed to operational excellence and getting more done.

The analysis of the company's business and its competitors gives a clear picture of the company's strategic position. The Porter's Five Forces analysis shows how an industry works, while the SWOT analysis shows strengths, special skills, and how well a company can compete.

In the end, this trip through the report shows that Loosely Coupled Technologies is a thing that is characterized by innovation, adaptability, and thought ahead. It is a changing force in the digital world because of how it acts ethically, how it comes up with new ideas, and how it plans to grow. This report is a salute to the company's achievements, a look at how it works, and a confirmation of how hard it works to make the digital world a better place. Loosely Coupled Technologies has a stable place in the technology industry and is ready to keep changing the future of technology.

## 2.8 Recommendations/Implications

After assessing Loosely Coupled Technologies, various strategic recommendations and implications emerge to improve its operations and strengthen its competitive edge.

1. **Continued Creative Thinking**: The company should keep promoting an innovative and adaptable culture. Innovative solutions to meet the needs of emerging markets can be developed by promoting cross-functional cooperation and devoting funds for research and development.
2. **Marketplace diversification**: Opening up previously untapped markets to goods like Shared Today and EZAssist presents a growth opportunity. Investigating new regions or industries may provide access to a larger clientele.
3. **Stronger Data Security**: Given the dependence on information systems, it is critical to implement strong data security procedures. To protect sensitive information and uphold customer trust, the business should invest in cutting-edge cybersecurity solutions.
4. **The strategy centered on the consumer**: By implementing measures to collect and analyze customer feedback, Loosely Coupled Technologies will be able to better align its

offerings with customer expectations. Frequent feedback loops can spur innovation and product improvements.

5. **Strategic Alliances**: Working together with companies that offer complementary technologies or with other industry players may result in synergies and the availability of new knowledge. Partnerships can promote chances for mutual progress and the sharing of best practices.

6. **Talent Growth**: Ongoing financial support for staff members' education, certifications, and professional advancement is essential. This not only improves internal capabilities but also helps organizations retain top employees, a crucial factor in long-term success.

7. **Integration of sustainability**: Given the rising significance of sustainability, implementing eco-friendly procedures can improve a business's reputation and appeal to clients who are concerned about the environment.

8. **Expansion of Digital Marketing**: Even though the company has shown marketing prowess, boosting brand exposure and interaction with target consumers can be accomplished by extending digital marketing initiatives.

9. **Continuous Highly Competitive Evaluation**: It's crucial to stay alert to market trends, rivalry, and developing technology. To keep up with trends, regular competition analysis can aid with strategy adaptation.

10. **Ethics in AI and Data Utilization**: As AI-driven technologies advance, it is essential to ensure ethical AI implementation. Customer trust and regulatory compliance can both be maintained by implementing ethical AI practices.

These suggestions provide Loosely Coupled Technologies with a road map for enhancing company advantages, seizing expansion possibilities, and avoiding potential pitfalls. The organization may maintain its dedication to innovation, excellence, and revolutionary change while strengthening its position as an influential player in the technology industry by implementing these strategic directions.

# Chapter 3

# Project Part

This study analyzes the significance between Human Resource Management acts and employee well-being.

## 3.1 Introduction

To promote the long-term prosperity of Loosely Coupled Technologies (LCT) within the dynamic digital environment, our primary focus is on cultivating the welfare of our workforce. As we strive to expand our influence in both domestic and international markets, we prioritize the improvement of our human resource management (HRM) practices to optimize the overall welfare of our employees.

The dedication of LCT to achieving market leadership and increasing our market share has resulted in the expansion of our brand portfolio, facilitating our ability to engage with a broader range of clients. The implementation of this diversification strategy requires a continuous process of recruiting sales experts. Nevertheless, the expeditious arrival of fresh expertise poses a distinctive obstacle - guaranteeing their smooth assimilation and welfare within our institution.

This study serves as an essential tool for us to understand the variables that contribute to the rate of staff turnover and, more importantly, to identify specific areas within our human resource management practices where we can enhance the welfare of our employees. The aforementioned instrument plays a vital role in the improvement of our tactics, specifically those that contribute to the overall satisfaction and contentment of our staff.

At LCT, it is recognized that when an employee separates from our organization, they not only carry their duties and obligations but also their accumulated experiences, perspectives, and

overall welfare. Although we acknowledge the significance of engagement in organizational performance, we comprehend that it is but one aspect of our employees' overall well-being. To achieve our primary organizational goals, we are dedicated to incorporating a comprehensive strategy that encompasses the overall well-being of our employees. The integration of motivation and comprehensive well-being activities has the potential to greatly enhance the fulfillment of our employees and their overall contribution to the success of LCT.

### 3.1.1 Background/Literature Review:

In the contemporary era of dynamic digital advancements, marked by relentless rivalry and ceaseless ingenuity, the importance of employee well-being has emerged as a prominent concern. Loosely Coupled Technologies (LCT) acknowledges the importance of fostering a culture of well-being, as it not only leads to a satisfied and fulfilled workforce but also serves as a key foundation for our ability to innovate, compete effectively, and thrive in the digital domain.

An increasing amount of scholarly research highlights the crucial significance of employee well-being in influencing organizational outcomes. This concept surpasses traditional frameworks of job happiness, incorporating the comprehensive experience of individuals inside the organizational setting. The concept of employee well-being encompasses various elements, including physical health, emotional well-being, workplace engagement, the balance between work and personal life, and a deep feeling of belonging and purpose (Yan, Basheer, Irfan, & Rana, 2020).

Organizations that prioritize the well-being of their employees often experience numerous advantages. These factors include increased levels of employee engagement, improved productivity, reduced rates of absenteeism, and improved talent retention. A staff that is adequately supported and satisfied is also inclined to demonstrate characteristics that are crucial in the digital era, such as creativity, adaptability, and flexibility (Felstead & Henseke, 2017).

The dedication to employee well-being is closely connected to the larger purpose of fostering innovation, delivering excellent digital solutions, and maintaining a competitive advantage within the realm of Loosely Coupled Technologies. The acknowledgment of the complex relationship between well-being and performance motivates us to thoroughly examine the

various aspects of our human resource management practices and their direct effects on employee well-being.

This paper undertakes an investigative journey to analyze the complex intricacies of our human resource management practices, thereby deepening our understanding of their impact on the welfare of our employees. In this undertaking, our objective is to enhance employee satisfaction and well-being, while also solidifying our position as an innovative leader in the digital domain. The purpose of this journey is driven by our desire to foster a conducive work environment where workers can thrive, innovation can prosper, and Loosely Coupled Technologies can continue to thrive in the era of digitalization.

## 3.1.2 Factors & Objective(s):

### Factors

The key factors that influence employee well-being in the digital sector are examined in this report, including psychological factors, job insecurity, Reward, and job satisfaction. I hope to offer insightful information to firms that will help to improve employee productivity and well-being in a digital workplace by looking at these elements.

| Rank | Factors name | Explanation from article | Source |
|------|--------------|--------------------------|--------|
| 1. | Psychological factor | The management of employees' psychological transition is essential for successful organizational change. | Yan, Basheer, Irfan, & Rana, 2020 |
| 2. | Job Insecurity | Job insecurity is likely to affect people's overall health as well as their attitudes and behaviors at work and, in the long run, the organization's health. Employee responses to job insecurity have an impact on the efficiency of the firm. | Hellgren, Sverke, & Isaksson, 1999 |
| 3. | Reward | The term "Reward" can describe the strategies, rules, | Mugizi, |

| | | and procedures necessary to guarantee that employees' contributions to the company are acknowledged through financial and non-financial methods. | Rwothumio, & Amwine, 2021 |
|---|---|---|---|
| 4. | Job satisfaction | A more productive workforce takes up less space and proves to be less expensive to house benefits employers. On the other hand, employees gain from a better work-life balance due to remote working. Increased job satisfaction and organizational dedication are the results of this. | Felstead & Henseke, 2017 |

## Objective(s)

**Broad Objective**:

The broad objective of this study is to explore the variables affecting LCT employees' well-being and offer practical recommendations for raising general job satisfaction and efficiency.

**The specific objectives of this study are as follows**:

- To examine how psychological elements, such as workload, stress, and work-life balance, affect LCT employees' well-being.
- To evaluate how job insecurity affects workers' general well-being, job performance, and mental health.
- To investigate how rewards—such as pay, benefits, and recognition—influence workers' well-being inside the company.
- To assess how employee morale, work satisfaction, and job engagement relate to one another and how they affect general well-being.
- To offer suggestions based on the results to help LCT establish a rewarding and encouraging work environment that puts the needs of its employees first.

### 3.1.3 Significance:

The Loosely Coupled Technologies (LCT) Employee Well-being Report is crucial to the company. There are several reasons why:

1. Better Human Resource Management: The report will assist LCT in improving its HR management practices, which will benefit the company's employees. This entails the process of identifying the aspects that are functioning effectively and those that require improvement to maintain the satisfaction and active involvement of employees.
2. Gaining Insight into Employees: This would enable LCT to comprehend the sentiments of employees towards their occupations and the working environment. This particular observation holds significant importance in enhancing the overall quality of the employment environment.
3. Practical Recommendations: The report will include practical guidance for LCT to adhere to during the duration of the internship. The proposed recommendations are intended to enhance employee well-being and job satisfaction, hence potentially resulting in improved work performance.
4. Keeping Competitive: LCT can distinguish itself from rivals by emphasizing employee well-being. The ability to attract highly skilled individuals and gain a competitive edge in the field is a potential outcome.
5. Enhancing Processes: The recommendations included in the report might additionally contribute to the modernization and streamlining of LCT's procedures, hence enhancing the operational effectiveness of the organization.
6. Research Foundation: It will act as the basis for further study into ways to increase employee satisfaction and productivity in the digital sector.

In conclusion, this research holds significant importance for LCT in its pursuit of improving employee treatment, maintaining competitiveness, and fostering a more favorable work environment.

# 3.2 Methodology

A research report's methodology section acts as a road map, describing the methodical steps used to address the goals of the study and provide answers to the research questions. This section provides a thorough summary of the methodologies used to carry out the employee well-being study at LCT. The purpose of this approach is to guarantee the validity and trustworthiness of the study's conclusions by offering upfront information regarding the research process. We can successfully manage the challenges of the study process and collect analysis of data to obtain significant insights into LCT employees' well-being by using a methodically designed approach.

LCT employee well-being survey

1. Survey Development: Create a detailed survey that covers happiness and job satisfaction.
2. Administration of the Survey: Distribute the survey to every LCT employee along with detailed instructions.
3. Data gathering: Confidentially gather and compile survey responses.
4. Analyzing the data: Look for trends and areas of worry in the survey data.
5. Recommendations: Make suggestions that can be carried out based on the results of poll.
6. Reporting: Assemble findings and advice into a thorough report.

This detailed method guarantees extensive feedback gathering and useful information for LCT's well-being activities.

## 3.2.1 Research Design:

The research process starts out by highlighting how crucially important employee well-being is to LCT. The main goals are to get an in-depth overview of employee well-being and to suggest doable improvements that help create a happier work environment.

A comprehensive survey method will be used to get insightful data. These surveys will include participation from workers in a variety of departments and positions. To find trends, obstacles, and opportunities relating to organizational well-being, the data will be carefully examined.

A properly organized report will be the result of this study project. It will include recommendations that are easy to grasp, straightforward, and doable, and will be supported by visual aids. These suggestions will be a part of a clear execution plan, not stand-alone. To guarantee that the suggested modifications are carried out successfully, this plan will include deadlines and tasks that have been delegated.

In conclusion, the goal of this research design is to give a comprehensive view of employee well-being at LCT. In order to promote an atmosphere of work where employee well-being is prioritized and continuously enhanced, it makes use of surveys and an organized manner of handling recommendations and implementation.

## 3.2.2 Population, Sample and Unit of Analysis:

The LCT Employee Well-being Report's Population, Sample, and Unit of Analysis definitions are:

**Population**: All of the people who work at Loosely Coupled Technologies (LCT) are included in the population. In the Employee Well-being Report, the population includes all employees who work for the organization, no matter what department, job, or length of time they have been there.

**Sample**: The sample is a portion of the population that will be used in the research project. For this report, a sample of workers from LCT will be chosen. Statistical principles will be used to figure out the size of the group to make sure it is representative of all employees.

**Unit of Analysis**: The unit of analysis is the exact thing or part of the sample that will be looked at to draw conclusions and learn more about how well employees are doing. In this report, each employee is used as the unit of research. The main thing that will be looked at to figure out each

employee's well-being and connected factors is how they answered surveys and other related data.

### 3.2.3 Research Instrument:

Here is a brief description of each part of the research instrument:

**Part 1: The Work Place**

In this important part, I talk about the very heart of where we work. Employees are asked to be honest about how happy they are on a range from 1 to 5, where 1 means they are depressed and 5 means they are very happy. This thoughtful review helps me understand how people feel about our workplace as a whole. I also ask about how manageable tasks are seen to be. I do this to make sure that tasks fit into an acceptable work-life balance. I also want to know what chances there are for professional growth and development at LCT. This shows that we are committed to taking care of and advancing our valued employees.

**Part 2: Balancing work and life**

Work-life balance is a vital part of employee happiness. In this part, I ask workers to think about whether or not they have found a good balance between their work and personal lives. To understand staff satisfaction, I must understand this balance. I also talk about the fact that flexible work arrangements are available, which shows how committed we are to meeting the different needs of our workers.

**Part 3: Well-being and Health**

It is very important to us that our workers are healthy and happy. In this part, I ask about access to health and wellness programs so that we can help people outside of the workplace. I also want workers to rate how well LCT takes care of their health and well-being, both physically and mentally. This rating, which goes from "excellent" to "poor," helps me figure out how well our current programs and projects are working.

By getting detailed feedback in each of these parts, I hope to get a full picture of how employees are doing and make the workplace even more supportive and interesting.

## 3.2.4 Data Analysis:

I'll look at the survey results carefully to find insights. I'll use estimation techniques to look at how happy people are with their work setting, how well they can handle their workload, how many chances they have to grow, how well they can balance work and life, and how well they are cared for. This analysis will show where the company is doing well and where it needs to make changes. This will help guide future efforts to improve the well-being of employees.

## 3.2.5 Limitation:

Even though this study gives information about how happy LCT's employees are, it's important to note some possible problems:

1. Specific Bias: The poll only asks current employees to answer, so the opinions of former employees may not be taken into account.
2. Reporting: When participants self-report, social desirability might influence their answers and cause reaction bias.
3. Snapshot standpoint: The study gives a single picture of how people are doing. It doesn't show any long-term trends.
4. Length: Because the survey is short, some parts of well-being may not be fully studied.
5. Single-Company Approach: The LCT focus prevents direct comparisons between industries.
6. Influence of Language: The answers of people who don't speak English as their first language may be affected by their culture.
7. Contributor Bias: Self-selection could cause biased answers that favor people with stronger views.
8. Quantitative priority: Most of the methods in the study are quantitative, so there may not be enough qualitative detail.

# 3.3 Findings and Analysis

## 3.3.1 Employee Welfare:

Employee welfare is the variety of benefits and services businesses offer their staff to assure their well-being and enhance their quality of life. It consists of several guidelines, plans, and initiatives to promote workers' general well-being and job satisfaction as well as their physical, mental, and emotional well-being.

Employee welfare can take many forms, including offering opportunities for training and development, paid time off, flexible work schedules, wellness initiatives, and health insurance. These perks and services make workers feel appreciated and supported by their employers, boosting their loyalty, motivation, and job satisfaction (Hellgren, Sverke, & Isaksson, 1999).

A crucial component of corporate social responsibility (CSR) is employee welfare, which is becoming increasingly essential for businesses looking to recruit and keep top personnel (Felstead & Henseke, 2017). Additionally, it may benefit worker efficiency, commitment, and general well-being, all of which may enhance production and profitability for the company.

## 3.3.2 The Importance of Employee Welfare

In the digital industry, where employees frequently deal with lengthy workdays, high levels of stress, and fierce competition, employee well-being is crucial. Companies in the digital sector can gain from promoting employee welfare in several ways, including:

**Improved turnover rates**: Businesses in the digital industry may face significant difficulties due to high turnover rates because it can be expensive and difficult to find replacements for outstanding employees. Good working conditions, competitive pay, and perks can help employees feel more committed to their jobs, enhancing retention rates (Mugizi, Rwothumio, & Amwine, 2021).

**More productivity**: Work-life balance policies and wellness programs can assist employees in managing their stress levels and maintaining their health, increasing their productivity and efficiency.

**Brand image improvement**: Organizations prioritizing employee well-being can recruit top talent and improve their brand image. This is crucial in the digital industry because there is much rivalry for qualified workers.

**Positive social impact**: Encouraging employee well-being in the digital industry can benefit society by lowering employee stress and burnout and fostering a more sustainable workplace culture (Juchnowicz & Kinowska, 2021).

For businesses in the digital industry to draw and keep top people, keep their competitive advantage, and benefit society, they must prioritize employee well-being. Companies can increase their bottom line, establish a pleasant workplace culture, and build a sustainable future for themselves and their employees by investing in the well-being of their workforce.

## 3.3.3 Common Types of Employee Welfare Programs

Depending on the nature and size of the business, employee welfare programs in the digital industry might vary. However, the following are some of the most typical types:

**Health insurance**: One of the digital industry's most effective employee welfare programs is health insurance. It can ease the financial strain on workers and assist in covering medical costs.

**Retirement benefits**: To assist employees in making plans for their future financial stability, businesses in the digital industry frequently provide retirement benefits like 401(k) plans, pension plans, and stock options.

**Flexible work hours**: To help employees balance their work and personal life, digital organizations frequently provide flexible work arrangements like telecommuting, flexible schedules, and remote work possibilities.

**Wellness initiatives**: Several companies provide wellness initiatives to support staff in maintaining their physical and mental well-being. These initiatives may include stress-reduction techniques, fitness sessions, and support for mental health.

**Paid time off**: To aid employees in unwinding and lowering stress, businesses in the digital sector frequently offer substantial paid time off policies, such as sick days, vacation days, and personal days.

**Professional development**: To assist employees in gaining new skills and advancing their careers, businesses in the digital industry frequently offer professional development programs. These initiatives may include in-house training, mentorship programs, and tuition reimbursement.

Employers may provide childcare services or parental leave benefits to aid employees in juggling work and family obligations. Programs for employee welfare in the digital industry often promote workers' physical and emotional health, improve their quality of life, and assist them in striking a better work-life balance. By offering these initiatives, companies may recruit and retain top personnel and foster a positive workplace culture that encourages worker satisfaction and productivity.

## 3.3.4 Employee Welfare Programs in Loosely Coupled Technologies:

### Work-Life Balance Policies

The digital industry's fast-paced and demanding work environment can frequently lead to individuals needing a healthy work-life balance. However, LCT has acknowledged the value of work-life balance and has established rules to help its staff achieve it. Among the work-life policies provided by LCT are the following:

**Flexible working time**: LCT offers flexible working conditions, including telecommuting, flextime, and condensed workweeks. With the help of these arrangements, workers can modify

their work schedules to better suit their obligations, such as raising children or engaging in extracurricular activities.

**Time off policies**: To encourage employees to take time off from work and concentrate on their personal lives, LCT offers generous time off policies, such as vacation days, sick leave, and parental leave.

**Sabbatical programs**: Substantial vacation and sick leave policies are provided by LCT, along with significant personal days. LCT also offers sabbatical programs that enable workers to take an extended leave of absence to pursue personal or professional objectives.

**Wellness initiatives**: LCT provides on-site gyms, health exams, and stress management courses as part of its wellness initiatives to improve employee well-being.

**Technology limitations**: To prevent staff from feeling pressured to work past their scheduled hours, LCT placed restrictions on technology use outside of business hours, including chat and email communication.

**Employee assistance programs (EAPs)**: LCT offers EAPs that offer counseling and other support services to employees who are having problems with their personal or professional lives.

**Support for family needs**: To help employees with family requirements, LCT provides benefits like parental leave and child care assistance.

Policies that support work-life balance can help LCT enhance employee well-being and foster a healthy workplace culture. These procedures aid the business in lowering staff stress levels, improving job happiness, and boosting general output and performance.

## Health And Safety Programs

LCT has adopted several health and safety measures to ensure a secure working environment and advance employee well-being. LCT provides a variety of health and safety programs, including the following:

**Ergonomic Training and Assessments**: LCT staff must sit at a desk and use a computer for extended periods. LCT provides ergonomic training and assessments to ensure workers can access the right tools and workstations to lessen strain, increase comfort, minimize musculoskeletal injuries, and promote employee well-being.

**Support for Mental Health**: LCT offers a range of tools and services to help workers dealing with stress, anxiety, or depression. This includes access to mental health resources, counseling services, and stress management courses.

**Health & Wellness Programs**: To encourage physical and emotional well-being, LCT offers a variety of health and wellness programs, including fitness classes, dietary counseling, and wellness challenges. LCT provides first aid training and support to create a secure and ready working environment. Employees are trained in basic first aid and emergency procedures.

**Workplace Safety Processes**: To prevent workplace accidents and injuries, LCT has implemented stringent safety processes, such as correctly using tools and materials and fire safety precautions.

**Health Insurance and Benefits**: Offering comprehensive health insurance and benefits to workers makes it easier for them to get the medical attention they require when they do and enhances their general well-being.

Programs for health and safety are crucial for boosting employee well-being and promoting a secure and healthy workplace. LCT may foster a good and productive work environment, lower employee turnover, and enhance general performance by addressing employee health and safety.

## Compensation And Benefits Policies

LCT offers a range of pay and benefit plans to entice, keep, and inspire outstanding employees. These regulations often consist of the following:

**Base pay**: LCT often offers competitive base pay to entice and keep qualified workers.

**Variable compensation**: LCT provides variable pay based on team or individual success, such as bonuses or commissions.

**Benefits for health and wellness**: These include wellness initiatives, dental and vision insurance, health insurance, and benefits for mental health.

**Retirement plans**: To assist staff members in putting money down for the future, LCT offers retirement plans.

**Time off policies**: To encourage a healthy work-life balance, LCT offers time off policies such as sick leave, paid time off, and parental leave.

**Professional development**: To assist employees in advancing their abilities and careers, LCT offers professional development options, such as training and education programs.

**Employee benefits**: LCT provides various benefits to increase employee satisfaction and engagement, including free meals, transportation, gym memberships, and social activities.

LCT also provides incentives based on performance, such as bonuses determined by an individual's or an organization's performance indicators. These rewards encourage workers to work toward their and the company's goals. LCT provides competitive pay and benefits packages to entice and keep outstanding professionals. These businesses may cultivate an engaged and motivated staff by offering employees extensive perks and performance-based incentives.

## 3.3.5 Evaluation of Employee Welfare Programs:

The success of employee welfare programs may generally be assessed using some criteria, including:

**Employee satisfaction**: One of the most crucial elements in assessing the efficacy of employee welfare programs is employee satisfaction. Employee satisfaction with the programs and whether they fit their needs can be evaluated via employee surveys and feedback (Hellgren, Sverke, & Isaksson, 1999).

**Employee retention**: The effectiveness of employee welfare initiatives can significantly impact retention rates. Companies can assess the success of their enterprises by keeping an eye on their turnover rates and comparing them to industry averages.

**Business performance**: Since employee welfare initiatives can boost output, lower absenteeism, and increase general job happiness, they can also affect the success of an organization's operations (Felstead & Henseke, 2017). By monitoring key performance metrics like revenue growth, profit margins, and customer happiness, businesses may assess the success of their programs.

**Cost-effectiveness**: The cost-effectiveness of employee welfare programs should also be considered when assessing their efficacy. Companies must determine whether the programs' benefits outweigh their expenses and whether they can be optimized to get better results at a lesser cost.

Overall, several variables affect how effective employee welfare programs are, so it is crucial for businesses to periodically assess their initiatives and alter them as necessary to ensure they are meeting their staff's requirements while also helping the company succeed.

## 3.3.6 The Positive Impact of The Employee Welfare Programs:

Here are some instances of how LCT and its workers have benefited from employee welfare programs:

**Wellness and health initiatives**: Employees may maintain excellent health and lower stress levels with the assistance of LCT's health and wellness services, which include gym memberships, healthy food options, and stress management classes. This may result in more production, lower absenteeism, and better morale.

**Flexible scheduling**: LCT provides employees with choices for flexible scheduling, including remote work and flexible hours, to manage their personal and professional lives better. This can raise retention rates, lessen burnout, and boost job satisfaction (Juchnowicz & Kinowska, 2021).

**Performance-based incentives**: LCT provides performance-based incentives, including bonuses, that can inspire workers to give their best efforts. This can boost productivity, promote creativity, and promote business expansion.

**Time off policies**: The substantial time off policies that LCT offers, such as paid vacation days, sick leave, and parental leave, can enable employees to preserve a healthy work-life balance. This may result in less stress, better job satisfaction, and higher retention rates.

**Employee development initiatives**: LCT invests in initiatives that help employees enhance their careers and abilities. These initiatives include training and educational opportunities. This can improve job happiness, employee loyalty, and corporate success.

Employee health and well-being, job satisfaction, engagement, retention rates, and business success are just a few ways employee welfare programs have a good overall impact.

## 3.3.7 Survey Questionnaire:

To better understand the elements that affect employees' overall contentment and fulfillment at work, this paper will examine the well-being of workers in the digital industry. A thorough questionnaire was created and distributed to various people in the digital business to acquire pertinent insights. The purpose of the survey was to gauge participants' opinions on a range of employee well-being-related topics, such as their job search priorities, knowledge of the effects of well-being, and attitudes toward self-care. A total of 55 people responded to the survey, offering insightful information on their opinions and attitudes regarding employee well-being. To better understand the elements affecting employee well-being in the digital sector and reach relevant conclusions to guide corporate plans and practices, I will examine the survey responses in this report.

1) Fifty-five people responded to the question, "Are you looking for a job right now?". The responses were divided as follows:

   All respondents (100%) said they are looking for work right now.

   No one who responded gave a negative response.

This suggests that all 55 respondents were actively looking for work at the time of the survey.

2) Fifty-five individuals answered, "How important do you consider employee well-being when evaluating work opportunities?" The responses were divided as follows:

**Very Significant**: When assessing job opportunities, 74.5% of respondents saw employee well-being as a matter of the utmost importance. This shows that the majority of participants give employee well-being a high priority during the decision-making process.

**Significant**: Employee well-being is essential to some respondents (23.6%), but not as much as those who selected "Very Significant." These individuals recognize the significance of worker well-being. However, they may also consider other aspects while assessing job opportunities.

**Slightly Significant**: Only 1.8% of respondents said that employee well-being had a minimal impact on how they judged employment chances. These people acknowledge the value of employee well-being. However, they do not use it as their main criterion for hiring.

**Not Significant**: None of the respondents claimed that considering job opportunities does not consider an employee's well-being. This shows that all survey respondents acknowledged the value placed on employee well-being to some extent.

The findings show that a sizable majority of respondents prioritize employee well-being when evaluating job prospects, demonstrating a rising understanding of the importance of employee well-being in the workplace.

3) Fifty-five people responded, "Do you actively search for companies that prioritize employee well-being?" The responses were divided as follows:

**Yes**: 98.2% of respondents said they actively look for businesses that prioritize employee well-being. This shows that the vast majority of participants actively look for companies that demonstrate a dedication to the welfare of their employees.

**No**: Only 1.8% of respondents said they didn't actively look for businesses that put employee well-being first. When looking for career prospects, these participants could put other issues first or not consider employee well-being a crucial consideration.

The findings show that a sizable fraction of survey respondents actively look for businesses that prioritize employee well-being, underscoring the growing significance of employee well-being in job seekers' hiring decisions.

4) "Would the existence of well-being initiatives or programs affect your choice to accept a job offer?" Fifty-five participants submitted responses. The responses were divided as follows:

Yes, according to 89.1% of respondents, the existence of initiatives or programs promoting well-being would affect their choice to accept a job offer. This shows that most participants use well-being initiatives as a criterion when deciding whether or not to accept a job offer.

No, according to 10.9% of respondents, initiatives or programs promoting well-being would not influence their choice to accept a job offer. These participants may give other concerns precedence or fail to value well-being efforts highly enough while making decisions.

The findings show that a sizeable percentage of respondents consider well-being initiatives or programs when evaluating a job offer, demonstrating a rising understanding of the significance of employee well-being with career decisions.

5) Fifty-five people responded to the inquiry, "Do you know how employee well-being affects job satisfaction and productivity?" The responses were divided as follows:

Yes, as stated by 96.4% of respondents, they are aware of the connection between employee well-being and job satisfaction and productivity. This indicates that most participants know the link between worker happiness, job satisfaction, and productivity.

No: 3.6% of respondents said they were unaware of the relationship between employee well-being, job satisfaction, and productivity. These individuals might not be aware of the precise effects that employee well-being has on these workplace factors.

The findings show that most respondents know the link between worker happiness, job satisfaction, and productivity. This understanding demonstrates the expanding knowledge of the significance of employee well-being and its impact on outcomes related to employment.

6) "Do you research a company's policies and practices regarding employee well-being while you're looking for a job?" Fifty-five participants submitted responses. The responses were divided as follows:

Yes, 87.3% of the respondents admitted that they look into a company's employee well-being policies and practices while seeking a job. This shows that most participants actively look for information on a company's policy on employee well-being during the job search process.

No: 12.7% of respondents said they do not look into a company's employee well-being policies and practices when looking for a job. These participants may give other factors precedence or fail to value employee well-being policies highly while making decisions.

The findings show that a sizeable percentage of respondents understand the value of learning about an employer's policies and practices surrounding employee well-being while looking for a job. This demonstrates an increase in the significance placed on such information during the job search process and increased awareness of the impact of employee well-being on the entire work experience.

7) Fifty-five participants answered, "Do you tend to inquire about employees' well-being in job interviews?" The responses were divided as follows:

Yes, as reported by 92.7% of respondents, they frequently ask about prospective candidates' well-being during interviews. This shows that during the interview process, a sizable majority of participants actively exhibited an interest in learning about the well-being support offered by the organization.

No, according to 7.3% of respondents, employers do not ask candidates about their well-being during interviews. These participants might place other factors higher on their priority lists or might not think it's important to talk about well-being throughout the interview process.

The findings show many respondents ask about employees' well-being in job interviews. There appears to be a growing understanding of employee well-being and a desire to obtain pertinent information at the interview stage to make informed decisions regarding possible employment.

8) Fifty-five people responded to the inquiry, "Would you be willing to prioritize your health while looking for work by using self-care techniques?" The responses were divided as follows:

Yes, 90.9% of respondents said they would prioritize their health while seeking a job by employing self-care methods. This indicates that most participants understand the value of self-care and are prepared to apply it to their job search.

No: 9.1% of those surveyed said they wouldn't be willing to put their health first by practicing self-care while looking for a job. These people might not view self-care as necessary or required during the job search phase or have other priorities.

The findings show that most respondents are receptive to putting their health and well-being first by practicing self-care while seeking work. This shows a readiness to take proactive measures to promote their health and knowledge of the necessity to maintain personal well-being throughout the job search process.

9) Fifty-five people responded to the inquiry, "Do businesses that emphasize employee welfare foster a better work environment?" The responses were divided as follows:

Yes, according to 92.7% of respondents, organizations that prioritize employee wellness do provide a better working environment. This shows that most participants think it is beneficial when employers put their employees' needs first.

No, according to 7.3% of respondents, companies prioritizing employee well-being don't always create better working conditions. These participants can hold different opinions or not think that employee welfare significantly affects the workplace.

The findings show that a sizeable percentage of respondents understand the link between companies that put employee well-being first and the improvement of the working environment. This may indicate a rising understanding of the value of employee wellness in building a positive and effective work environment.

10) Fifty-five participants answered, "How essential is employee well-being to your overall job satisfaction, ranking 1 to 5, with 5 being the highest?" The responses were divided as follows:

"1" None of the respondents gave employee well-being a 1 (Not Important) score, indicating its importance to their overall job satisfaction.

"2" This option doesn't specify a percentage in any way.

"3" 6% of respondents said that the well-being of their coworkers considerably influenced their overall job happiness.

"4" According to 20% of the respondents, their total job happiness depends on the health of their coworkers.

"5" (Very Important): 76.4% of respondents rated employee well-being 5 (Very Important), indicating that it is crucial to their sense of overall job satisfaction.

The findings show that most survey respondents value employee well-being highly and view it as critical to their overall job satisfaction. The substantial percentage of respondents who rated it as extremely important implies that they strongly believe that employee well-being positively impacts their level of overall job satisfaction.

### 3.3.8 Result of Hypothesis Analysis:

Based on the survey data, hypothesis testing was done to confirm the research hypotheses. The findings confirmed the following theories:

H1: Workers who believe they have a good work-life balance claim to be more satisfied with their jobs (Supported).

H2: Overall satisfaction with employment is positively correlated with awareness of how well-being affects work satisfaction (Supported).

H3: Employees are more likely to question about well-being during interviews if they prioritize their health during the hiring process (Supported).

### 3.3.9 Observed Findings:

According to survey answers and data assessment, the following important conclusions were made:

1. The majority of people think that employee wellbeing is vital, and that importance is highly relevant for career chances.
2. The majority of participants actively look for companies that value employee well-being.
3. For a sizable majority of respondents, actions to promote well-being can have a beneficial impact on job acceptance decisions.
4. Most employees are aware of how well-being affects workplace happiness.
5. During job searches, a sizable portion of respondents look at a company's benefits programs.
6. Employee happiness is thought to have a significant impact on overall job satisfaction.

Based on the replies to the 10 survey questions, these observed results offer insights into the significance of employee well-being in the job hunt and its impact on work satisfaction across employees at Loosely Coupled Technologies.

## 3.4 Summary and Conclusions

In this thorough look at the well-being of employees at Loosely Coupled Technologies (LCT), we've learned important things about what makes for a good work setting. By doing surveys and data analysis, we've learned a lot about how and what matters most to workers when it comes to their health and well-being. The people who work at LCT care a lot about things like work-life balance, chances for professional growth, and the organization's devotion to their health.

The results of this study show how important it is to put the health and happiness of employees first. LCT is at a key point where putting in place targeted strategies can greatly improve the work environment. LCT can make a good place to work by making sure workers have manageable workloads, encouraging professional growth, and helping with health and wellness.

Also, the fact that most workers agree on how important well-being is to job satisfaction backs up the idea that expenditures in this area are not only helpful but also necessary to keep top talent.

In the end, promoting the well-being of staff isn't just a goal for LCT; it's a strategy must. By following the suggestions in this report and keeping an eye on how things are going, LCT can solidify its place as an employer of preference, attracting and keeping the best workers in the industry while making them happier as well as more efficient.

## 3.5 Recommendations/Implications

LCT is working to improve employee well-being, and to succeed, it needs a clear set of suggestions for improvements. Consider these suggestions as doable actions that will help everyone at LCT enjoy their time at work even more. They serve as the building blocks of a

workplace that is happier and more productive, therefore they are more than just suggestions. Concentrating on an employee's well-being is not just lovely; it is practical in the modern world where recruiting and keeping exceptional personnel is crucial. So, let's get started with these suggestions, each of which aims to make LCT a great place to work and demonstrate how highly valued its employees are.

1.  Make work-life balance a priority: A key component of LCT's employee well-being plan should include work-life balance. Offering flexible work options is just the beginning; LCT also needs to actively encourage staff to make use of them. LCT may develop a more devoted and motivated workforce by fostering an environment where people can succeed at work without compromising their personal lives.

2.  Fund Well-Being Initiatives: LCT ought to think about funding a range of well-being initiatives if they want to promote well-being comprehensively. They can include everything from physical exercise programs and nutrition advice to stress management classes and mental health help. LCT exhibits a sincere commitment to its employees' welfare by making investments in their overall well-being, creating a more motivated and resilient workforce.

3.  Campaigns for Employee Awareness: Making sure that staff are aware of the services available to them for their well-being is crucial for LCT. Employees can learn about the value of wellness and how to take advantage of the company's programs through regular education initiatives, workshops, and seminars. This can enable staff to make educated decisions regarding their health, demonstrating how much LCT values their wellness.

4.  Aid to Job Seekers: During the hiring process, LCT can highlight its dedication to employee well-being as a differentiator. A company that appreciates and makes investments in this area will attract job candidates who place a high priority on well-being. In addition to looking to acquire the greatest talent, LCT may show that it cares about the health and happiness of its potential workers by showcasing well-being programs.

5.  Considering Employee Feedback: Paying attention to employees is a crucial part of enhancing well-being. LCT needs to set up frequent avenues for workers to voice their opinions on policies and programs about their well-being. Actively solicit feedback, then

utilize it to improve already-existing programs or create new ones that are in line with employee demands and preferences. This shows how LCT values employee opinions and is dedicated to making improvements over time.

6. Track Worker Satisfaction: LCT should regularly assess employee work satisfaction to comprehend the effects of well-being efforts. Periodic surveys and feedback systems can give important insights into how well these programs are working. To ensure that LCT's efforts are in line with its employees' well-being and job happiness, job satisfaction data analysis can help highlight areas where additional changes are required.

7. A competitive edge: LCT should use its dedication to employee well-being as a strategic advantage. In the current job market, prospective employees and clients are becoming more curious about the company's culture and wellness programs. By emphasizing these features, LCT may improve its reputation as a moral and employee-focused company, increasing its position in the market and its ability to attract and keep top people.

8. Health-Related Metrics: Establishing precise metrics is essential for assessing the effectiveness of wellness initiatives. LCT needs to monitor important metrics like staff engagement levels, health advancements, and retention rates. The use of these indicators will make it possible to evaluate the effectiveness of wellness campaigns and make data-driven decisions, guaranteeing that employee well-being remains a top focus.

9. Integration of wellness: The organizational culture and principles of LCT should place a strong emphasis on well-being. Employees ought to believe that the company values their well-being and that it is inherent to its very nature. This calls for clear leadership support, consistent messaging, and the incorporation of well-being into routine work procedures. LCT can encourage a sense of community and purpose among its employees by embracing well-being as a fundamental value.

10. Managerial Education: To promote employee well-being, managers are essential. Managers should receive training from LCT on how to spot indicators of stress or burnout in their team members and how to deal with them. LCT may improve the working environment by giving managers the resources they need to enhance employee well-being, which will ultimately result in higher productivity and staff retention.

These persuading additions emphasize the importance of each suggestion and demonstrate how putting these ideas into practice may result in more effective, engaged, and contented employees at Loosely Coupled Technologies.

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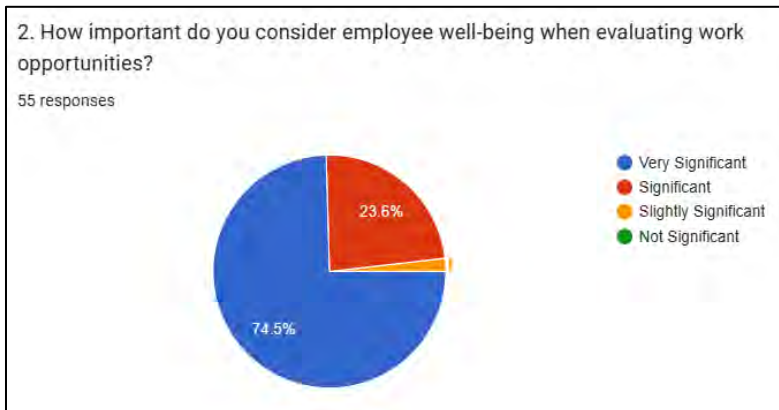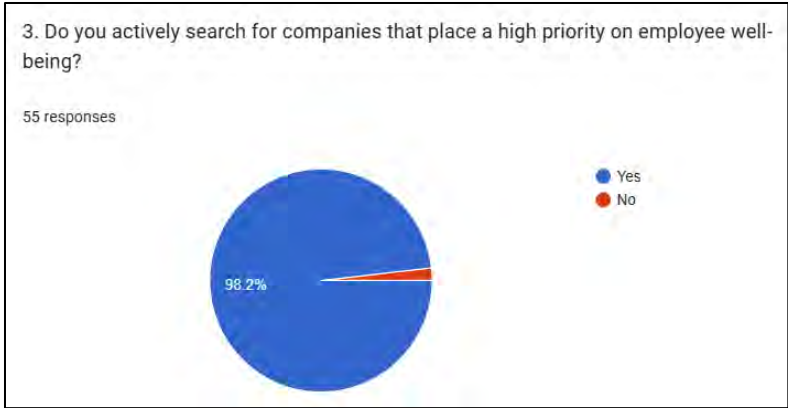
# Appendix

Survey Questionnaire:

1. Fifty-five people responded to the question, "Are you looking for a job right now?". The responses were divided as follows:
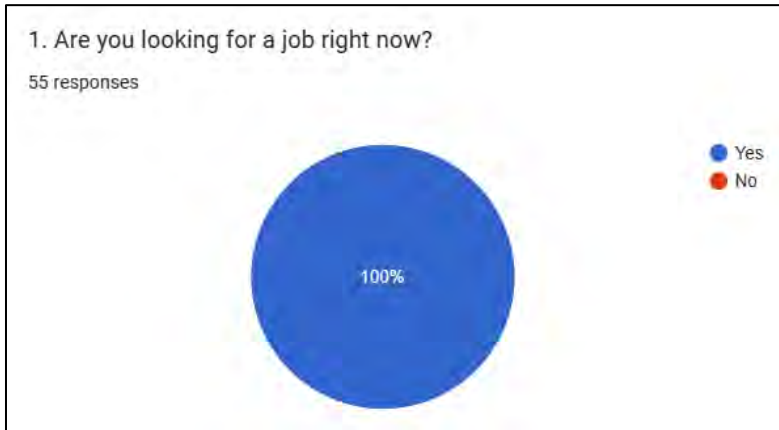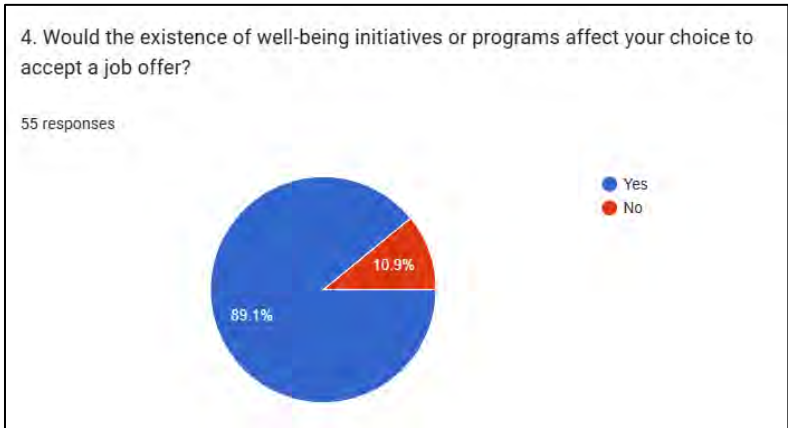


2. Fifty-five individuals answered, "How important do you consider employee well-being when evaluating work opportunities?" The responses were divided as follows:



3. Fifty-five people responded, "Do you actively search for companies that prioritize employee well-being?" The responses were divided as follows:

3. Do you actively search for companies that place a high priority on employee well-being?
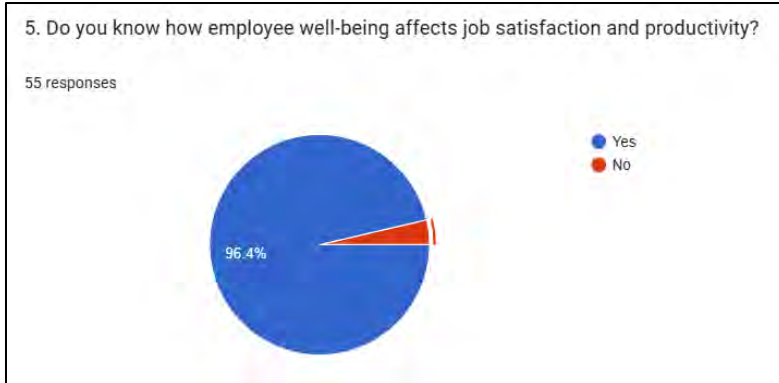
55 responses

- Yes
- No

98.2%

4. "Would the existence of well-being initiatives or programs affect your choice to accept a job offer?" Fifty-five participants submitted responses. The responses were divided as follows:



4. Would the existence of well-being initiatives or programs affect your choice to accept a job offer?
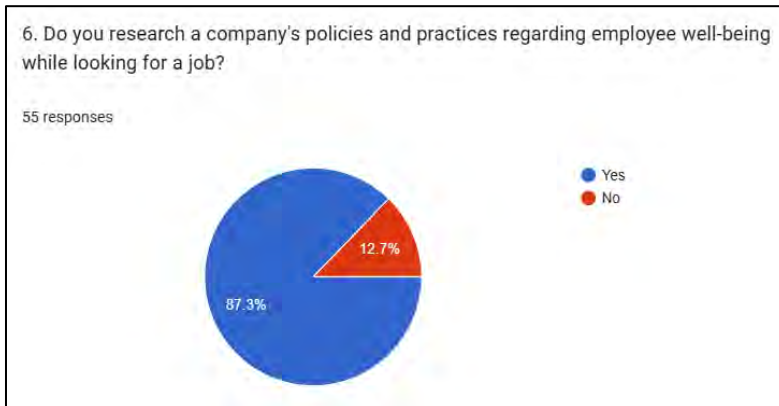
55 responses

- Yes
- No

10.9%

89.1%

5. Fifty-five people responded to the inquiry, "Do you know how employee well-being affects job satisfaction and productivity?" The responses were divided as follows:

5. Do you know how employee well-being affects job satisfaction and productivity?
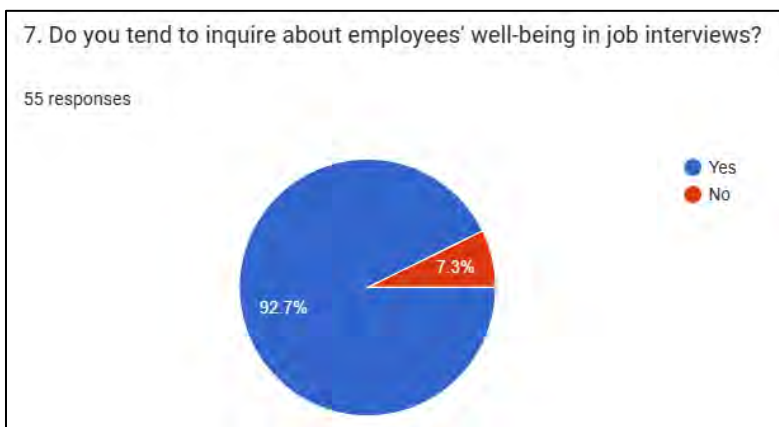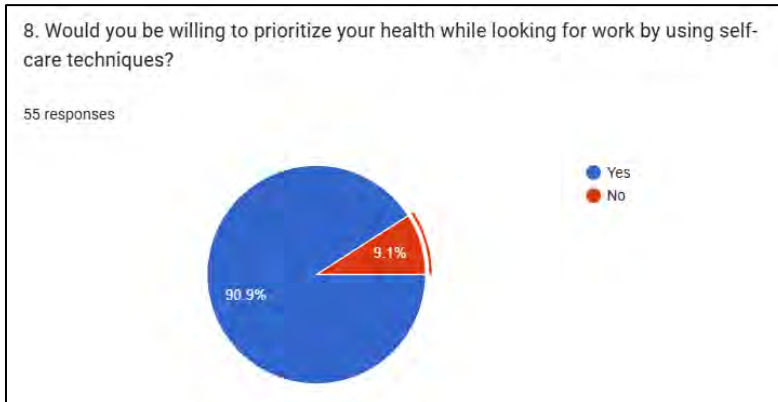
55 responses

Yes
No

96.4%

6. "Do you research a company's policies and practices regarding employee well-being while you're looking for a job?" Fifty-five participants submitted responses. The responses were divided as follows:
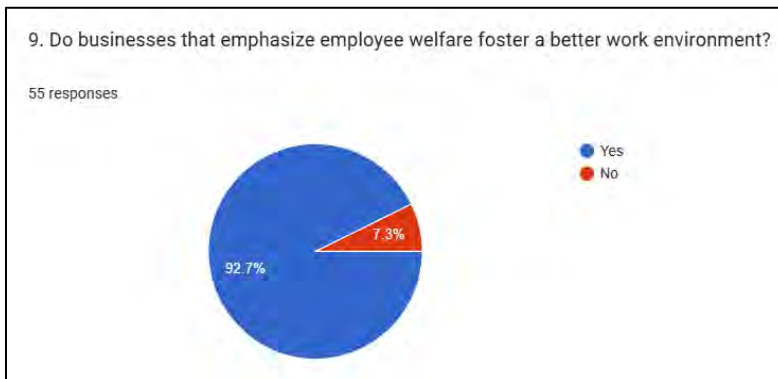


6. Do you research a company's policies and practices regarding employee well-being while looking for a job?

55 responses

Yes
No

12.7%

87.3%

7. Fifty-five participants answered, "Do you tend to inquire about employees' well-being in job interviews?" The responses were divided as follows:



7. Do you tend to inquire about employees' well-being in job interviews?

55 responses

Yes
No

7.3%

92.7%

8. Fifty-five people responded to the inquiry, "Would you be willing to prioritize your health while looking for work by using self-care techniques?" The responses were divided as follows:



9. Fifty-five people responded to the inquiry, "Do businesses that emphasize employee welfare foster a better work environment?" The responses were divided as follows:

10. Fifty-five participants answered, "How essential is employee well-being to your overall job satisfaction, ranking 1 to 5, with 5 being the highest?" The responses were divided as follows:



10. How essential is employee well-being to your overall job satisfaction, ranking 1 to 5, with 5 being the highest?

55 responses

- 1 (Not Important)
- 2
- 3
- 4
- 5 (Very Important)

76.4%

20%