

Report On

“A Study on post pandemic psychological changes towards managing work life and reinventing work life balance at Wunderman Thompson”

By

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Student ID: 17304106

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

BBA - Bachelor of Business Administration

BRAC Business School

BRAC University January 2022

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Declaration

It is officially declared that:

1. The internship report given is my own original work completed at BRAC University while pursuing a degree.
2. The report does not include anything that has been previously published or authored by a third party unless it is properly cited with complete and correct referencing.
3. The report does not contain any content that has been accepted or submitted for any other university or other institution's degree or diploma.
4. I've acknowledged all major sources of assistance.

Student's Full Name & Signature:

Syed Mashaiat Afsin

Supervisor's Full Name & Signature:

Supervisor Full Name: Md. Shamim Ahmed

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Md. Shamim Ahmed

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

It is my pleasure to exhibit my internship report to you, written based on the topic “ A Study on post pandemic psychological changes towards managing work life and reinventing work life balance at Wunderman Thompson”. The report was written using the knowledge I obtained as an intern and while conducting research under your supervision.

With your gracious assistance, I did my best to express my entire experience in the report and satisfy all of the needed data. I believe this report satisfies all of the standards.

Sincerely yours,

Syed Mashaiat Afsin

ID: 17304106

BRAC Business School BRAC University

17th February 2022

Non-Disclosure Agreement

The following information used within the report is made and entered into by me and Wunderman Thompson and the undersigned student at BRAC University Syed Mashaiat Afsin ID: 17304106. The purpose of doing so is to refrain from disclosing data and related information of the organization which might be confidential.

Signature of Student

Syed Mashaiat Afsin

ID: 17304106

BRAC University

Signature

Habiba Akther

Talent Acquisition Executive

Human Resources Department

Wunderman Thompson

Signature of Supervisor

Md. Shamim Ahmed

Lecturer, Brac Buiness School

Brac University

Acknowledgment

Following the completion of my internship report, I'd like to express my heartfelt gratitude to my academic supervisor, Md. Shamim Ahmed, and co supervisor Mr. Mahmudul Haq at BRAC Business School, Sir, for their unwavering support in providing procedures and valuable suggestions as well as providing clear guidelines for the report's structure.

Furthermore, I am grateful to the entire HR team at Wunderman Thompson, as well as my direct supervisor, Mrs. Habiba Akther ma'am and my co-supervisor Mrs. Bushra Muquith ma'am for providing me with vital information and assisting me in adapting to the workplace atmosphere. I'd want to express my gratitude to Ms. Bushra Muquith, manager of Wunderman Thompson HR Department, for her continuous assistance and support. I have been lucky to know Mrs. Farhana Islam ma'am from the finance department who helped me feel welcomed at WT and Ms. Sayma Zakir for assigning the tasks that helped me hone my skills. It was my pleasure to get a chance to work as an intern over here and to get practical knowledge about the HR practices and challenges of the Tech sector which was made possible to learn smoothly through their moral support and motivation that they have showcased upon me.

Finally, the ultimate gratitude should be given to Almighty Allah for keeping me safe and healthy during this challenging time and due to his blessing today I am able to complete my internship journey.

Executive Summary

In this paper, I've discussed Wunderman Thompson's current state and HR initiatives. I've also talked about some of the difficulties they would want to address in order to strengthen their HR department and performance management system. They can improve the company's overall value by addressing these issues. This report is based on my three months of on-the-job training at Wunderman Thompson. This internship program taught me about the practical side of running a business. Wunderman Thompson is a renowned IT consulting, marketing, and software solutions organization in Bangladesh.

Most importantly, the main intention was to conduct research on the psychological changes due to pandemic which is one of the pivotal factors behind the declining employee motivation and success rate of the tech industries in Bangladesh. The main goal was to conduct study on the psychological changes post pandemic era, which is one of the major elements contributing to Bangladesh's deteriorating success or productivity rate in the tech sector. As a result, as a member of this industry, Wunderman Thompson faces comparable issues. As a result, this study attempts to represent the major characteristics connected with or causing inefficient performance among employees, as well as the HRM practices and current organizational structure that Wunderman Thompson employs to address the issue. Bangladesh has an organized and rigorous structured work culture, which helps to the professionalism of the business. Wunderman Thompson has a HR practice that offers a number of incentives for the employee like year-end paid leave but does not have the appropriate counseling or organizational structure that allows employees to feel mentally satisfied. The purpose of this research is to learn more about their HR operations and organizational culture affecting psychological behavior post pandemic.

The report, in my opinion, also provides recommendations and findings that could help the department and the organization expand more effectively.

Keywords:

Human Resource Management; Psychological Changes; Pandemic; Wunderman Thompson.

List of Acronyms:

✓ HRM

Human Resource Management

✓ WT

Wunderman Thompson

✓ KPI

key Performance Indicators

WFH

✓Work from Home

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Chapter 1 - Overview of Internship

Information of the Internship

Name: Syed Mashaiat Afsin

ID: 17304106

Program: Bachelor of Business Administration

Area of Specialization (Major): Human Resource Management

1.1 Internship related information

1.1.1 Information Related to Internship Organization:

Period: 1st December 2021 – 1st March 2022

Company Name: Wunderman Thompson

Department – Human Resources, Admin

Address Wunderman Thompson Production & Studios, Level 3, House 76/A, Road 11, Banani, Dhaka, Bangladesh.

1.1.2 Information related to Internship Company Supervisor:

Name: Ms. Habiba Akther

Position: Talent Acquisition Executive – Wunderman Thompson

1.1.3 Job Scope:

Job Description

The following were my responsibilities and commitments at work:

1. Calling candidates take their initial interview and list their responses in WPP Clouds MS excel file. Then Schedule meetings with candidates and panel members via email.

2.Also, I was responsible for creating Job Posts and publish them on Linked In as well as the social media groups where vacancies are posted.

3.Generate employee activities ideas for team bonding and discuss it with the HR team.

4.Plan HR outings and create a budget for the tour to increase employee engagement.

5.Make posters using Canva for New joiner's welcome post and make videos for the same purpose using InShot, also prepare captions for the posts.

6.Communicate with the vendors give them the requisition for equipment's and make sure they deliver it on time.

7. Maintaining files and putting the data in WPP cloud and educating myself with brand guidelines of Wunderman Thompsons local and International Identity and communicate the brand image with new joiners was my responsibility.

1.2 Internship outcomes

1.2.1 My Contribution to the company:

I would like to demonstrate my contribution to the company by the following opinion:

I have assisted my supervisor in making the payroll, gathered interview conducting materials and decided for the interview to be conducted without any interruption. Furthermore, I have input the data regarding the employees personal file, on boarding and assisted them with availing their gadgets and access to the gadgets before their joining date. Since it was pandemic, I had to observe whether all the employees are following the safety protocols and have been vaccinated, also I had collect their Important documents and organize them in cloud. I have helped my supervisor make presentation and reports. In addition to my job description, I had to monitor employee absenteeism and engagement in group discussion as well as conflict as part of my job.

1.2.2 Benefits received while working at Wunderman Thompson:

Being a undergraduate student at Brac University, I have learned intensively about my courses and major HRM Classes. However, I did not have the opportunity to think outside the theories and this situation changes after I landed n my internship. Here I was getting a taste of the real-life experience and learning directly from the corporate professionals. Which has expanded y thinking capabilities as I was seeing everything with a new light. I have not only seen people work in the real corporate environment but also was a part of it and working alongside the professionals was a fantastic experience. These learnings will also help me in my future job.

I learned to be punctual, maintain formal attire, handle situations professionally rather emotionally and respect my colleagues' diverse opinions. Wunderman Thompson follows a very laid-back office culture, and everyone is very cheerful and friendly here. I learned how to divide my work manage work better as well as meet deadlines. My experience here also taught how to handle pressure better and set goals and meet them. They taught me to distinguish between professional behavior and maintain positive relationship with the fellow workers.

I got to improve my leadership capabilities and communication skills working here. In addition I learned the vitality of the HR department and how confidential their work is. The advises from my seniors and guidelines enabled me to see the clear picture that I could not have come to know just by reading about it on paper. My experience here helped me overcome my concerns and confusions and better my understanding of the role. I have improved my hard and soft skills within this period of time and got motivated to continue it. I have learned not only about the organization but also my potentials and places I need to improve myself at.

1.2.3 Difficulties faced while working as an Intern:

Working for Wunderman Thompson was a great experience. Even though the overall experience was delightful I would like to point out some difficulties I have faced.

- The computer provided by WT was not UpToDate and always need support from the IT department to keep it working, which hindered my work, and a lot of time was wasted.
- There were many late hours works and had to work after my office hour most of the time which made focusing on my report writing or personal life cause imbalance. And most of the resources were confidential for which it took the entire day to access the resources and then then bring most work home
- The kind of responsibilities I had were monotonous and there was very little chance to collaborate or work with other departments, which limited my learning opportunities during this time. Due to pandemic most employees were working from home and that is also a reason the interaction and communication was not as good as expected.

1.2.4 Recommendations for the future internships to the company:

I had a pleasant time working at Wunderman Thompson. However, I would like to give some recommendation to the internships in the near future and improve some of the aspects of Internship.

The Interns should have an orientation program where they learn vastly about the Organization. It helps the interns understand their roles better as well. The interns should be given latest or at least moderate level of laptops without technical issues for their work to be smooth. The interns should be given a temporary ID card to access the office. Furthermore, handbooks for future Interns can be offered so that they have a better awareness of their workplace, as well as the

required rules and procedures. The Intern should have more learning exposure and can even be part of the official meetings. They can provide future interns with flexibility where they can work in Hybrid mode in days needed so that they are driven to complete their tasks rather than feeling overwhelmed. Finally, they should provide in-house training for prospective Interns so that they can build the skills required for their given positions. Also, the Interns should also be allowed time for conducting their research work.



Chapter 2: Organization Part

2.1 Introduction

Bangladesh being one of the world's fastest growing economies is thriving in the export business. However, the export industry is mainly focused on the RMG sector and Agricultural products. The country's economy will collapse without a sustainable development goal focusing on its services as a backup. Wunderman Thompson being a digital service provider that works with technology and advertisement is contributing to diversifying the economic focus.

On a good note, the gross domestic product (GDP) of Bangladesh grew to 323.06 billion USD in 2020. This growth is thought to be continuing till 2026. Which indicates Bangladesh can survive in the international arena with its global approach towards economic development. I have thoroughly discussed Wunderman Thompson in this part. The details including the company mission & Vision are discussed here.

In the next segment company's "Management practices" are described which includes the "organizations leadership style", "Compensation system" of the company and "training and development" phase of the company. Moreover, the company's marketing practices has been described broadly where I have talked about the "segmentation", "targeting", "positioning" and the "4ps" of the company's marketing strategy.

Furthermore, I have talked about the company's "Operations management and information system practices" where I have talked about the different Microsoft tools that the company uses for its business operations. At the end of this part of the report, "Industry competitive analysis" has been done where different tests such as- porter's 5 forces and SWOT have been done so see the competitiveness of the company. However, confidentiality reasons the data for discussing the

Finance and Accounting part could not be availed. Finally, this part of the report ends with a summary and conclusion and with some recommendation for Wunderman Thompsons HR department.

2.2.1 Overview of the Company

Wunderman Thompson MSC Dhaka is an advanced production studio that supports the marketing and advertising agencies around the world. Wunderman Thompson is part of WPP, world's largest advertising and communications company. Wunderman joined forces with J Walter Thompson in 2018 and formed Wunderman Thompson. It is now providing all sorts of marketing support to its international clients. Being a technology powered agency, Wunderman Thompson is delivering flexible solutions to its clients that require high volume and complex, multi-lingual adaptation of print, digital production and software development. Moreover, the 3 percent Movement, a movement dedicated to commemorating and supporting underrepresented populations, WT is one of the honored partners it. Wunderman Thompson is a growth partner that is equal parts creative agency, consulting firm, and technology firm. Wunderman Thompson employs 20,000 people in 90 countries and 200 offices, assisting brands in expanding their market presence through communications, commerce, consultation, CRM, CX, data, production, and technology to create end-to-end solutions that deliver revolutionary work. "Inspire" a Wunderman Thompson exclusive worldwide platform that studies what makes businesses inspirational and what inspires customers, will be introduced in 2020. The platform identifies the qualities a brand must embody, the narratives it should weave, and the experiences it can design to spark people's inspiration and culminates in an annual list of the Inspire Score Top 100 Most Inspiring Brands in the World, which is based on a rigorous, multidimensional research methodology. According to Ad Age, the company's global revenue for 2019 is expected to be \$2.6 billion, making it the world's third largest traditional marketing services network after McCann. HSBC, Rolex, Samsung, Shell Oil Company, the US Marine Corps, Dell, and Microsoft are among WT's clients in different sectors like WT health, WT data, WT Commerce.

Mission of the Company:

"We Inspire Growth for Ambitious Brands" is the mission statement of the company. When it comes to rising to the growth challenge in an ever-changing, complex, and uncertain environment of escalating customer demands and disruptive technologies, brands must move at the speed of culture. And Wunderman Thompson wants to be the growth partner of these brands.

Vision of the Company:

To be the no. 1 Technology and Marketing agency in the world. And inspire growth in all the brands with the passion and expertise WT possesses.

Primary data:

I have gathered the primary data talking to my supervisor and via informal interviews of the employees. Also, while examining the organization and observing work in the HR department and talking to my colleagues during lunch breaks and teatime.

Secondary data:

I have gathered the secondary data from these sources:

- Website.
- Newspapers\s
- Internet
- Textbook

2.2.2 Scope:

Due to their policy of not allowing interns to intervene in other departments, I did not have much opportunity to study the full breadth of the organization's pursuits, like financial and accounting reports and audit system, marketing practices, and various Human resource software that they use. However, performing an internship in this firm provided me with numerous opportunities to learn and develop my skills. Belonging from the Human Resource Management studies, I had the opportunity to gain knowledge about some of the crucial functions and practices of Human Resource Management practically. Interviewing the candidates taught me a lot about what an interviewer looks for in an applicant. All these learnings will aid in my ability to make modifications and take interviews better in the future. During my stay here, I had the opportunity to learn about a range of extraordinary business owners.

Limitations:

Completing the report's criteria was incredibly challenging., Some of the limitations are listed here

- Confidentiality policies of WT were a limitation
- Time constraint or deadline by the University was a limitation
- Busy working environment reframed from enough work outside discussions.
- Websites of WT were not up to date
- Insufficient data on the companies Finance & Accounting and executives

2.3 Management Practices

2.3.1 Organization's leadership style

Wunderman Thompson is a firm that believes in "participative" leadership. Team members can participate in the decision-making process and provide feedback, but the leader will make the final choice. The participative leadership style has been shown to be quite effectual in terms of attaining company's objectives. The organization desires great business practices throughout the company, and its goal is to advance in technology by assisting and pleasing its clients as much as we could through both various programs.

At Wunderman Thompson, we understand that diversity and inclusion are constant discussions. It entails thinking beyond the box and seeing the world in a new light. It's a pledge to ensure that underprivileged, underrepresented, and unconventional perspectives are heard. We also believe that diversity, inclusion, and bringing together the world's most diverse brains may help to reimagine our business and drive innovation.

This entails attracting, keeping, and interacting with great talent. It entails making a commitment to inclusive work practices. Also, we invest in our staff so that they can provide outstanding service to our clients. Above all, it entails treating everyone fairly and respectfully.

This is how we motivate ambitious brands to grow. Our ability to generate purposeful work that better links our clients and their different customers is aided by a diverse set of perspectives and experiences. Simply put, we feel that having a diverse culture gives us a competitive advantage. There are three elements that must be present in order for an inclusive culture to exist.

The first is People; we must ensure that our people are given the tools they need to be the best they can be. The second is Process, which entails always coming up with fresh and unusual ways to collaborate. The third goal is to create safe and respectful workplaces across the world.

As a result, the organization is laser-focused on its leadership style, which prioritizes utmost pleasure of the employees. People at these companies have the freedom of speech as well as have right to make suggestion in how decisions are made. Quarterly the higher executives and all staff teams congregate to make decisions for the upcoming season. Employees feel in charge of their work as a result of their engagement, which eliminates any negativity in their work attitude and conduct.

2.3.2 Human Resource Management Practice:

The HR department is crucial to any growing organization as it plays a vital role in organizations transparency and smother operation and activities. The Human Resource Management practices are discussed below.

2.3.3 Recruitment and selection process:

Here the first phase of recruitment is the Human resource planning. The departments give their requisition for the number of people needed by them, and HR discusses it with the high-level executives determines a budget. After that the requirements are set, and the job description is prepared then it is sent to the board members of WT and upon its approval the HR takes steps to post the jobs in appropriate sites and job portals. The vacancy is posted on LinkedIn and some selected Facebook groups. After getting responses from the candidates the candidates are short listed.

Short listed candidates are called, and a brief interview is taken afterwards. The second round of interview is conducted with the board members and candidates are given short assignments if the panel likes him/her. The candidates who were able to meet the requirements of the assignment or completed it properly are asked for a final round interview where the salary and compensations are discussed. If the candidate accepts the offer, he is given a joining date and asked to bring all the necessary documents. There is very little scope to negotiate salary as the hiring is budget dependent.

Some specifications required for recruiting employees: The employee needs to have Knowledge about the job, professional behavior, self-motivated, goal oriented, disciplined and has to have leadership quality. The HR also must maintain a personal file for new employees. It includes offering letter, appointment letter, personal documents like Tax certificate, NID, Resume, Educational certificates, Experience certificate, Passport size pictures, Nominees documents, address, Bank account number, Emergency contacts. These documents are stored in the software's that WT uses.

2.3.4 Performance Appraisal System:

The HR of WT must continuously monitor the employee's performance and conduct evaluation to check their performance and productivity. It helps WT to better train the employee that is not performing well. also, the employees who have done well are rewarded based on tier ratings. The performance is reviewing twice a year using premade assessments forms prepared by the authority. KPI is used for the assessment and the employees are rated on a score of 100 points. Wunderman Thompson puts a lot of emphasis on performance and achieving the organizations objectives.

2.3.5 Purpose of Conducting Training

Training is provided to the WT employees to be more efficient with his/her job goal and make the maximum of the it. If an employee does better in his job he takes the company closer to its goals. A good employee will represent Wunderman Thompson better in the market. And hopefully bring

more clients. To increase efficiency Wunderman Thompson arranges training need analysis. The assessment is described below.

Firstly, identify the gaps through initial observation, giving advice and recommendations and if the candidate still struggles give requisition for training. After getting approval conduct the training.

Steps of conducting training:

Wunderman Thompson offers both external and internal training, depending on the needs of the personnel. Trainer pools are developed when the training need analysis process and methodologies are determined. These trainer pools will oversee conducting internal training sessions conducted by team leaders and managers.

Some of the training program of Wunderman Thompson are

1. Orientation program for new joiners
2. Office etiquettes and behavioral training
3. New project handling orientation
4. New Technology handling
5. Client Communication Training

2.3.6 Compensation system and Benefits:

Wunderman Thompson makes sure to have the best of HR practices among all its organization. It follows the international standards for the HRM.

The starting salary of a fresher is higher than the industry standard followed locally. They ensure a healthy work balance that satisfies the employee with his/her remuneration. As a result, WT HR department ensures the employees receive their payments by the end of the month. They are paid for their overtime and are given the option to turn their paid leaves into cash at the end of the year if they have not used the leaves.

Along with the gross payment extra benefits such as lunch/dinner/snacks medical allowance, transportation, life insurance, performance bonus, project bonus, promotion is given. The base pay depends on employees' skills, years of experience and expectation.

Apart from salary other benefits and bonuses provided to an employee are as follows:

- Weekends on Saturday & Sunday as they follow the international calendar & holidays
- Paid leaves up to 15 days.
- Unlimited paid Sick leave
- Festival Bounces twice a year
- Medical Insurance & Life Insurance are provided for the employee
- Outdoor activities like Picnics, Sports and lunch or dinner are sponsored but WT
- Overtime Bonus for employees are given (only applicable for Engineers)
- Yearly increment bonus of 5% of their basic salary is given to the employees

Leave Management Procedure for Employees:

To avail the leaves the employee needs to inform his supervisor and in the HR department. After leave is granted, he needs to collect signature of the 2 managers and submit to the HR department for entering the data into the software.

2.4 Marketing Practices

Since Wunderman Thompson is a technology-based organization, it does not have a Demographic segmentation. However, they are an international organization and have clients overseas hence, there are some marketing strategies it follows. Such as:

Geographic segmentation:

Geographic segmentation refers to a company's division of its market by region. Because the bulk of buyers come from other nations, the company also does geographic segmentation. Most Wunderman Thompson's clients are from Japan and other European countries. In terms of product design, washing, and customers, everything is different here.

Targeting:

Wunderman Thompson uses a unique marketing approach for each group, including product, pricing, positioning, and advertising campaigns. Customers are predominantly from Japan and Europe, as those countries are economically stable and have a strong fashion sector, both of which

are in high demand for marketing agencies like Wunderman Thompson. The European agency market is one of the largest, with a market value of €87 billion. The company intends to attract more global consumers from Asia and Europe because the demand for marketing agencies is expanding. Wunderman Thompson aims to establish a deep rooted business to business relationships with the clients.

Positioning:

Wunderman Thompson buys startups and firms all around the world, and the local companies it bought in Bangladesh are Graphic People and Software People who have a strong presence in the international digital marketing sector. Among European clients, it presently holds a strong & powerful position in the market. They have loyal clients as well as employees that have extensive worldwide experience and a high degree of skill. They are increasing their production on a daily basis. Furthermore, they avoid risks from competitors by giving their all-in terms of effort and marketing solutions for their clientele.

2.4.1 The 4ps of the company

Product:

Wunderman Thompson offers wide ranged services with its talented set of engineers. WT's product is its Digital marketing solutions. It offers, UI/UX solution, System Net Development, Web Development, Graphics Designing, Warehouse Data management, BI, E-Commerce and Data Analysis/Data Science Solution. Science, the clients are business organizations based on other countries, Wunderman Thompson outsources it's works to foreign clients.

Price:

The price of services depend on tier nature and overtime fee is charged for any project as part of the policy. The price is competitive which is a reason that It has a variety of increasing clients all over the world. Science Bangladeshi engineers are the service provider, the amount paid for the services are less than other countries of developed nations.

Place:

Most of Wunderman Thompsons Clients are from oversea and no matter where the location is, the platforms of getting in touch with them is over telephone, internet. Wunderman Thompson gets all its clients over reference and online pitching in Teams meeting. Hence the best place to find it is the Internet. It has its active appearance in all the Social Medias and Websites.

Promotion:

As Wunderman Thompson is a technology-based firm and do business to business marketing promotions since this is their business type.

They have client-based marketing and word of mouth is their usual medium for promotion. They arrange various marketing campaigns, CSR activities and word of mouth for promotion. Upon detecting client interest, they offer a variety of services they can offer and make their presence known. Wunderman Thompson is conscious of their public image and how they present themselves to clients. Their main source of revenue is client-based marketing. Through direct sales and social media posts and stories, clients may learn everything they need to know about how to purchase this service, which plan is best for them, and how to contact them if they have any questions.

Our Unique selling proposition (USP):

Wunderman Thompson (WT) is a Microsoft Licensing Solution Partner. Along with Dell, GSK, and Magneto, they are also WT clients. As a reputable international organization, we provide premium and affordable global digital marketing solutions and consulting.

2.5 Financial Performance and Accounting Practices (add sub-chapters)

Wunderman Thompson employs a dedicated team for their accounting and finance department. That monitors all transactions and does the audit. They are the ones keep companies' financial matters in check. Additionally, they boost the client list via positive economic impact and bring new clients and work towards increasing their investments. The processes and activities in this department, are strictly confidential and cannot be discussed.

2.6.1 Information systems in the company for collecting, storing, and sharing information:

Everything is saved on the WPP cloud because Wunderman Thompson is part of WPP. Wunderman Thompson staff utilize Outlook the official mail system, to share documents and notices. Microsoft Teams, the in-built software in all WT PCs, is used for day-to-day tasks and communication, for meetings, communications, file sharing, and calendar. Everyone has access to edit and view the calendar, as well as block time for meetings and send notifications. Employees also utilize Skype for internal communication between departments and employees. The Clients and vendors are communicated via phone and the documents are sent to them via official outlook email.

2.6.2 Office Management Software

Furthermore, customized software's are used in the Human Resource department like of Y&R brand whose functionality is designed by the Wunderman Thompson IT department. To record

personal information of the employees, salary increment, nomination posting, counseling information, leave calculation and payrolls this software is used. Wunderman Thompson uses ERP software for gate passes, store return notes, visitors. Moreover, the employee payments are made via HSBC Bank.

2.7 Industry & Competitive Analysis

An organizations Industry & Competitive test or analysis is the type of measurement instrument that allows a company to evaluate its position in the industry as well as the positions of its competitors. This is also used to test an organization's capacity and to build a plan and policy for the future. Furthermore, there are a variety of ways for a company to execute this test, also its mandatory for large organizations. As a result, the company's internal and external durability and vulnerability as well as prospective scopes & perils, will be highlighted in the SWOT analysis for Wunderman Thompson

2.7.1 SWOT Analysis:

❖ Strength:

- **Expert Workforce with Advanced Technology:** WT has a skilled crew that uses cutting-edge technology. Engineers work in shifts and are aware of the foreign time zones in order to achieve the company's goal. Engineers already have a variety of expertise, and alongside professional administrator, WT makes sure of the hinder less functionalities at the firm. With this proper supervision, employees feel self-motivated and driven.

- **360-degree Marketing solution provider:** WT offers cutting-edge technology and a skilled engineering team, resulting in a outstanding result. It gives support from the backend with its credible UI/UX designers who are skilled in BI, Photoshop, HTML, CSS.

❖ Weakness:

- **Dependency:** Wunderman Thompson (WT) is dependent on Its existing clients for business. Since the company does not have a market in Bangladesh and only outsources the work, it does not have a grab on the local market. WT is very much inclined towards the Asian and European Marek and markets like the USA, Australia and Africa are out of their reach now.

- **Cost:** Since WT is an international company that outsources the services, the only cost it had initially was registering and paying the Bangladesh government at its arrival. It gives a good amount of tax to the government every year which is the same for all the companies of similar genre. Apart from the office rent and paying remuneration to the employees, another cost that occurs is the buying new licensed software's. Since there are not many suppliers the costs are quite high and that makes the services high which could lead to customer dissatisfaction

❖ **Opportunity:**

- **Scopes of attracting local & foreign buyers:** The WT team in BD has 15 years of expertise in the IT industry and is expanding at a rapid rate to meet the market's growing demands. It boasts the largest companies as clients, such as Microsoft, Dell, and GSK, and 70-80 percent of potential clients are located outside of the United States. Since Bangladesh has many scopes for this industry it can easily avail all the facilities for being one of the firsts in the industry. WT can create a market for their services in Bangladesh soon. This will also help new business organizations to be born.

Marketing Department: Even though Wunderman Thompson does not have a marketing department, clients approach them on their own because of the company's credibility and reputation. WT, on the other hand, can reach out to more potential clients if it has its own marketing department.

❖ **Threat:**

New Entrants:

BJIT, eGeneration, Skytech Solution, Digicon Solutions, W3 Engineers ltd, Star IT Lab, and Apex IT solution are some of Wunderman Thompson's competitors. Aside from this, the Bangladeshi market for technology-based outsourcing companies is growing at a rapid pace. Many startups are joining the field, posing a threat to Wunderman Thompson.

- **Government rules:** Even though Bangladesh's economy is in desperate need of a backup, the government is working to develop a robust regulatory framework. Throughout this process, the government is putting several rules to the test. Every time the central government enacts a policy that interferes with usual flow of functions; the company gets negatively affected in the long run.

2.7.2 Porter's Five Force

Force 1

The Threat of new entrance: Medium

The risks of new companies into this industry are medium, following the economic scale which is medium as well. As any business is cautious with its expenses, switching to another brand identity would incur a huge amount of cost. Besides the capital requirement to switch to new software and educating the marketing team about the brand is expensive and time consuming.

The high cost and time needed for brand development as a B2B software solution provider make it difficult for new entrants to succeed in competing against WT. The high economies of scale achieved by WT provide the company with a competitive edge against new entrants. The high capital requirements for software development, brand identity, and quality further limit new entrants' ability to disrupt the industry environment.

Force 2

The Threat of Substitute Products: Low

The price performance of other substitute product/services is low as WT puts a lot of emphasis on using the latest technology and best of brands. WT is very competitive globally and gives the lowest price for the best services. Moreover, the buyer's propensity to substitute is low. Because of the cost, ease, and availability of innovative solutions, most clients prefer to use WT services.

Force 3

Bargaining Power of Buyers: Medium

Buyers have moderate bargaining power due to the inexpensive switching costs of some software as solution services. Firms like BJIT, Skytech solution, Digicon Solution allows their clients to shift to other organization as the buyer is price sensitive and there is very little room for negotiation.

Force 4

Bargaining Power of Suppliers: Low to Medium

Wunderman Thompson is part of APAC and the suppliers come clients Microsoft and Dell has a 2-way business deal with WT. The suppliers are loyal and WT's reputation is known worldwide. The supplier's price is stable and low at times as WT has access to many other global suppliers who want to turn WT as their clientele. Switching cost is low and due to a high volume purchase the cost will be low for the products. The threat of forwarding integration is low, and the concentration of supplier is high.

Force 5

Competitive rivalry: Medium

The degree of competitive rivalry in Bangladesh is medium as well as the competitor count. Because it is a relatively new industry, it has a vast opportunity of growth as there are not many barriers on the way. The company can roam around the facilities as there are very little barriers on its way to growth and take advantage of being an early bird the operating financial leverage is not so high as the company is strictly budget bounded.

The industry in which WT participates has a moderate number of competitors. WT offers a wide range of services, which makes the competitive landscape for WT complicated. Furthermore, the IT business is predicted to grow fivefold by 2025, to 4.6–4.8 billion US dollars, implying that competitors are less likely to engage in competitive measures because they are not competing for market share. As a result, rivalry among existing enterprises in the Bangladeshi IT industry is a weaker force.

2.8 Summary and Conclusion

As I have perceived that the overall business process of Wunderman Thompson is innovation, the organization needed to create better and efficient business processes. I was unable to effectively describe other aspects of the organization in the report due to the short duration of my internship. In the future, the company can adopt a more quantitative decision-making technique. And achieve even more precise and accurate process for their creative works. The company's improved practices have already begun to pay dividends. The company can overcome some of its weaknesses by a collaborative approach with the government and other businesses in the same industry. A more extensive cost-benefit analysis may be undertaken to support the process improvement. These improved processes will have a long-term impact on the entire business and bring stability in the management and global relationship.

2.9 Recommendations/Implications

- The organization should internship programs like Bkash, Uniliver, BAT and other MNC/Global organizations and be more pen to the public. The collaboration with different University for internship programs and ambassadorship programs will educate the future employees and leaders about their organization.
- -Wunderman Thompson only hires experienced engineers and employees, and the turnover rate is high as they are offered lucrative offers from multiple organizations. They should start hiring freshers and train them even though it's not cost effective at the beginning but will pay off at the long run.
- The HRM department needs to put more emphasis on its strategy and collaborate with other departments and have a share-based strategy where inputs from all the department are considered and help the organization chive it's goals.
- Wunderman Thompson needs to put emphasis n it's social media presence and have marketing department of its own. I t can attract the best talents and potential clients. They need to brand themselves in the local market more distinctively and build a stranger brand image among the local market.

Chapter 3: Project Part

3.0 Introduction:

This part consists of the research outcome and implementation of a new design of work culture to fight against the psychological changes affecting work life and personal life balance. I tried to find out why Bangladeshi employees are getting poor job performance and how they are suffocating in the post-pandemic situation.

There are multiple segments that consists of the “Literature Review” that helped form the topic for this paper and then the “Research Question” that exclaims the problems we have in the work culture and then the “Research Objectives” which elaborates why we are doing this research.

In this section of the study, I did research on the implementation of a new work culture design to combat psychological shifts that affect work-life balance and personal life balance. I tried to figure out why Bangladeshi employees are underperforming at work and how they are suffocating in the aftermath of the pandemic.

This section of the report is broken down into several sections. The reader will first come across the "literature review" section, which contains a complete synopsis of prior research on this topic. The reader will find the "research question" after reading the literature review, which we hope to answer through our research. The 2 segments of the Research objectives are Broad Objective which is the overall purpose of the conducting the research and the specific Objectives that are help fulfill the criteria of the broad objectives. Then Comes the methodology section describes how the research was conducted as well as the instruments that were utilized to come up with the research. Then the “Theoretical Framework” is which contains the hypothesis that is used to determine the research question. Following the premise, I developed findings and attempted to examine the total scenario. At the end this section of the research encloses with a summary and conclusion, as well as a handful of recommendations for all Bangladeshi HR departments.

3.1.1 Background/Literature Review

Many people's lives will be altered in various subtle ways as a result of the epidemic. Taylor and Asmundson go into great length on these (2020). The world slowly recovering from these devastating effects COVID-19 pandemic, the companies around the world are trying to coup with the decline in productivity and revenue and overall loss caused by the pandemic. And trying to make up for the lockdown and other COVID-19 measures, according to Swanzya,202. As a result, in order to overcome these obstacles, businesses will require their staff to perform at their peak. Employees may still be afraid about COVID-19 when they arrive to work each day (Kaplan &

Milstein, 2021). COVID-19 fear, according to Labrague and de Los Santos (2020), may have significant long-term implications on employee performance if it is not controlled properly over time. Furthermore, if COVID-19 fear is not addressed, it might damage employees' decision-making abilities, which can have a negative impact on their performance (Ahorsu et al., 2020; Malik et al., 2021). Employees' performance was negatively influenced by their COVID-19 fear, according to Erer (2020) and Gunaydin (2021). Furthermore, Li et al. (2020) and Malik et al. (2021) noted that the advent of the lethal disease has had a significant detrimental impact on the mental well-being of employees in the COVID-19 era. Furthermore, a slew of research has found that employees' COVID-19 concern was a significant factor affecting their mental health. Employees' COVID-19 fear, for example, was found to have a favorable impact on their anxiety and depression levels, according to Sasaki et al. (2020). Employees' psychological suffering, such as anxiety and sadness, was favorably influenced by their fear of COVID-19, according to Khattak et al. (2020). Employees with a high level of COVID-19 dread experienced increased psychological suffering, such as anxiety and sadness, according to Labrague and de Los Santos (2021).

Employees' COVID-19 fear is related positively to their low mental wellness, according to Chen and Eyoun's findings (2021). On the other side, Labrague and de Los Santos (2021) suggested that the detrimental impact of COVID-19 fear on employees' mental health could have a negative impact on a variety of job outcomes, including performance. Furthermore, according to a review of studies by Giorgi et al. (2020), workplace circumstances can either alleviate or exacerbate the negative impact of employees' COVID-19 fear on their mental health. Employees' doubts that their organizations would help them if they contracted COVID-19, according to Shanafelt, Ripp, and Trockel (2020), contributed considerably to their anxiety and despair levels. To summarize, the study investigates the impact of employees' COVID-19 fear. In this association, there is a lot of organizational help. This research has three goals in particular. To see if (i) employees' COVID-19 fear affected their performance negatively; (ii) anxiety and depression mediated the negative relationship between employees' COVID-19 fear and their performance; and (iii) organizational support moderated the negative relationship between employees' COVID-19 fear and their performance. COVID-19 fear has an indirect effect on employee performance via anxiety and sadness.

This research's findings will help us understand the underlying regulated and mediated mechanisms by which COVID-19 fear influences employees' performance. Furthermore, this will provide organizational management with insights into how to adopt more employee-friendly policies to mitigate the negative effects of employees' COVID-19 phobia. At the same time, there is evidence that text-based learning is effective. Management and chat tools might have a negative impact on employees. Employers should build strategies to oversee and mitigate the detrimental effects of the epidemic, as well as proof-based instructions, to develop processes for new examples of work. Achieve a healthy mix between electronic change and human interaction: The general turn of events and acceptance of advanced stages altered how firms met, collaborated, communicated, and provided greater service to clients. To avoid computer fatigue, businesses must

strike a balance between technological innovation and basic human contact, which leads to solid partnerships and communities.

3.1.2 Objectives

Broad Objective:

The overall goal of this research is to determine the relationship between the post-pandemic environment and employees' behavioral and psychological changes in terms of job satisfaction, efficacy, performance, and outlook on the workplace.

Main / specific objective:

- Determine whether employees' psychological changes are influenced by pandemic
- To recognize if the new work culture adopted by organizations have adverse effects on employee's psychological behavior

3.1.3 Significance

The study's significance rests in understanding how the post-pandemic scenario has altered Bangladeshi workers' thinking. This research will aid in the discovery of the research question as well as the achievement of the goal. We will be able to determine whether there is a psychological shift among employees and whether organizations should consider investing more in employee mental health and redesigning work culture based on the findings of the survey.

3.2 Methodology

To conduct this study, I have used primary as well as secondary data. Direct surveys were given to employees for primary data, as well as my internship experience and interviews with the organization's senior-level manager were conducted. And for research reasons, a Google form was utilized while gathering the necessary information and database from various sectors of WT as well as similar organizations people to broaden the study. After completion of data collection, the attained data was entered into IBM SPSS software and the analysis was made to find out the survey result and to find out the correlation of the variables. Literature studies, articles, thesis papers, online journals, Internet based newspapers were used for secondary data attainment.

3.3.1 Theoretical Framework

Theory No. 1: The degree of motivation among Bangladeshi job holders is negatively related to Pandemic

Hypothesis (directional; negative) 1: Degree of Motivation and Pandemic is negatively related

Null Hypothesis: There exists a negative relationship between motivation & pandemic

Alternate Hypothesis: There is positive relationship between motivation & pandemic

Variables: Here, we have two variables. One is the Degree of Motivation and another one is Pandemic. So the Independent variable is Pandemic whereas Dependent one is Degree of Motivation. Correlation of this test will help us conduct the test as we are measuring the relationship among these variables. One tailed test will be used for this direct hypothesis.

The Test Results (1):

Correlations

		1. On a scale of 1-10 how motivated do you feel towards work after the pandemic? (1=Extremely motivated, 10 Extremely Unmotivated)	pandemic
1. On a scale of 1-10 how motivated do you feel towards work after the pandemic? (1=Extremely motivated, 10 Extremely Unmotivated)	Pearson Correlation	1	-1.000**
	Sig. (1-tailed)		.000
	N	20	20
pandemic	Pearson Correlation	-1.000**	1
	Sig. (1-tailed)	.000	
	N	20	20

** . Correlation is significant at the 0.01 level (1-tailed).

Theory 2: There is a positive relationship between feeling pressured and WFH (Work From Home).

Hypothesis (non-directional) 2: There exists a positive relation among Feeling Pressured & WFH.

Null Hypothesis: There is no positive relation among Feeling Pressured & WFH

Alternate Hypothesis: There is a negative relation among Feeling Pressured & WFH

Correlation will be used for this analysis as well as this is going to be a non-directional hypothesis for which two tailed test is utilized.

The Test Results (2):

Correlations

		Do you believe working from home creates more pressure for you? (1=Extreme Pressure, 10=No Pressure)	Work_From_Home
Do you believe working from home creates more pressure for you? (1=Extreme Pressure, 10=No Pressure)	Pearson Correlation	1	.987**
	Sig. (2-tailed)		.000
	N	20	20
Work_From_Home	Pearson Correlation	.987**	1
	Sig. (2-tailed)	.000	
	N	20	20

** . Correlation is significant at the 0.01 level (2-tailed).

3.3.2 Analysis & Findings:

Hypothesis no. 1

Findings: In hypothesis no. 1, the test results depict $r = -1.00$ & $p = .00$ & it is significant at 1%. Which is more than 1% or 0.01.

Hence, the significance level of (p) is more than .01 & correlation coefficient $r = -1.00$ that is exactly 1. We fail to reject the null hypothesis because of it. And we are rejecting the alternative hypothesis & come to the decision that there is a perfectly strong negative relation among motivation and pandemic.

Analysis: With the research and testing we have understood, there is a perfect strong negative relation among motivation and pandemic which means there happens to be a perfectly strong negative relationship among the motivation and pandemic. Solution if we can mitigate the effects of pandemic employee motivation will rise.

Therefore, we can say that the companies that already took steps toward mitigating the pandemic affects have employees with higher motivation

Hypothesis 2

Findings: From the hypothesis no. 2 that we have done, it's test results portray; $r = .987$ & $p = .000$ which specifies that, there is strong positive relation among WFH & Feeling pressured also that it is significant at 5%.

Hence, the Significance level of (p) is less than .05 & correlation coefficient which is $r = .987$ & around 1 which depicts it is a strong positive relationship. And we can conclude by saying we are unable to reject null hypothesis. This being the reason we reject alternative hypothesis & come to the decision that there is a strong positive relationship among work from home & feeling pressured.

Analysis: Since we figured out that there is a strong positive relation among WFH & feeling pressured, which indicates employees feel pressure working from home, so an optimal amount of work should be given to feel less pressured.

Therefore, if the optimal work can be ensured the satisfaction of employees would increase and the employee would be productive.

3.4 Summary & Conclusions

I have done 2 hypotheses to serve the questions of this research. I wanted to find out whether the questions could be answered by the testing.

First, I wanted to find out whether motivation and pandemic were negatively related or not and through our hypothesis we tried to see if there were any psychological changes related with the pandemic. The results show that the variables are related and it's a negative one, pandemic has negative affect on a employee's motivation for work. That means an employee will progress more if the motivation level is high and the pandemic affects could be mitigated, and that serves our first objective.

Secondly, I wanted to figure out whether there is any relation among change in job methods & employees psychological or mental health. The motive was to dig deep and see the effects of this new change we call new normal, The findings prove that there is a positive relation among these factors and most employees feel pressurized having to work from home. So, our second objective has been fulfilled and the work culture adopted by organization has adverse effect on employee's psychological behavior.

To conclude recognizing these changes at the early stage can help the organization produce efficient employees. And promoting healthy work life balance keeping the post pandemic affects

in mind and giving access to adequate resources of mental health will benefit the organization creating loyal employees

I have conducted qualitative research with the literature review and a conclusive research as well through the quantitative one that with the IBM SPSS software. I have collected different articles and journals and went through websites that supports my topic. Moreover, collected data from 80 ppl via a survey for my analysis purpose. I have gathered convenient sampling and findings of positive and negative relationship among variables proving my hypothesis.

3.5.1 Recommendations/Implications

The recommendation is that all the registered organizations will arrange board meetings and conferences among the organizations of the same industry and “Redesign a new work culture” and “Job structure” that meets the need of time and provides adequate support to the employees that improves mental health and helps reduce psychological dissonance.

The high-level executives need to understand that the pandemic has hit the lower-level income and middle level income people harder and performance bonus and counselling from the organization should be always available for the pandemic overcoming employees.

And the management should focus on sufficient job characteristics, the Job holder must have feedback, autonomy significance and given enough consideration during the truing situation. variables such as operational growth factors, work security elements, job role variables, compensation and incentive factor programs, and resources that have provided workers with satisfaction such as promotion and career growth in order to maximize productivity.

3.5.2 Limitations:

- There was a constrained time period while conducting the research.
- Due to the pandemic In-Person Interview ad organizational visit of the same industry was not possible.
- Because of the small sample size, which is non presentative to the entire population size research was done in a limited arena.
- Lack of availability of enough resources and network was another disadvantage.
- Lack or prevalent literature to conduct adequate groundwork also made the research work limited.

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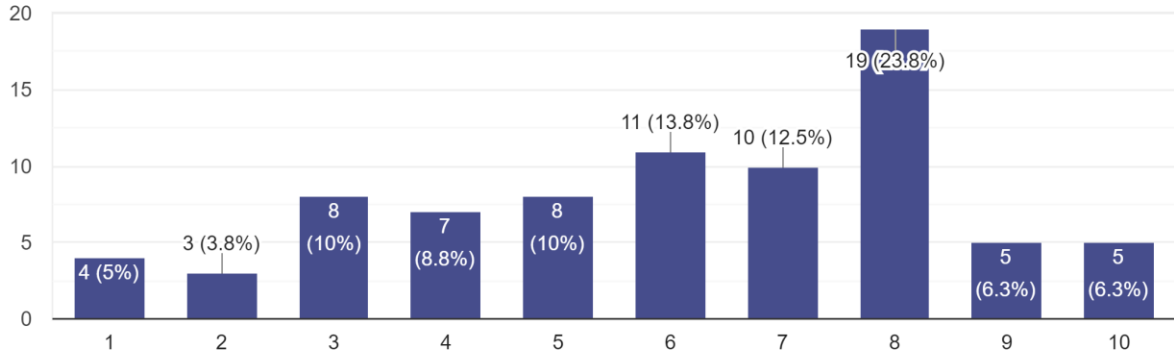
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Appendix

Survey questionnaire and response summary:

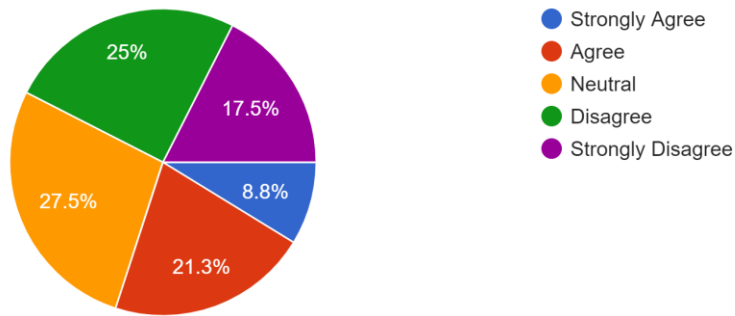
1. On a scale of 1-10 how motivated do you feel towards work after the pandemic? (1=Extremely motivated, 10 Extremely Unmotivated)

80 responses



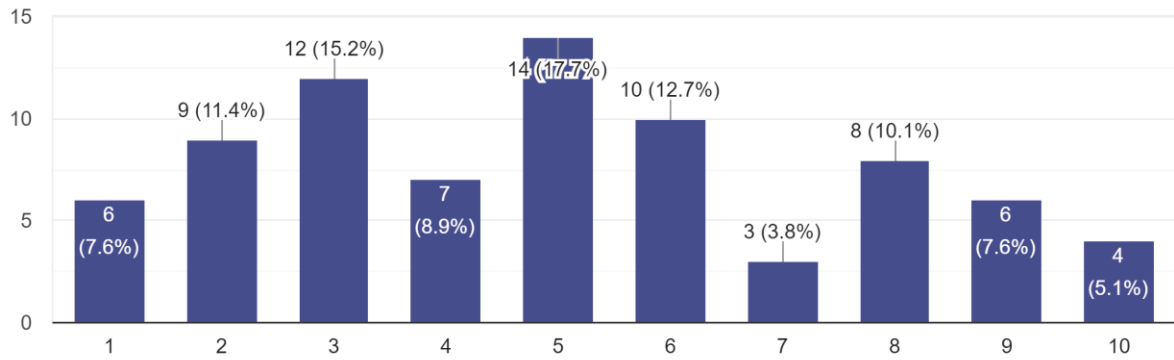
2. My manager pressurizes me to attend late-night meetings or work after office time to make up for the loss during pandemic

80 responses



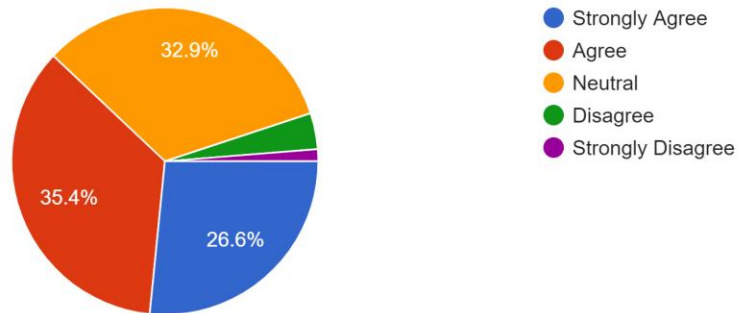
3. How much has the increased use of technologies, by your organization affected/overwhelmed you? (1=Extremely Overwhelmed, 10=Not Overwhelmed at all)

79 responses



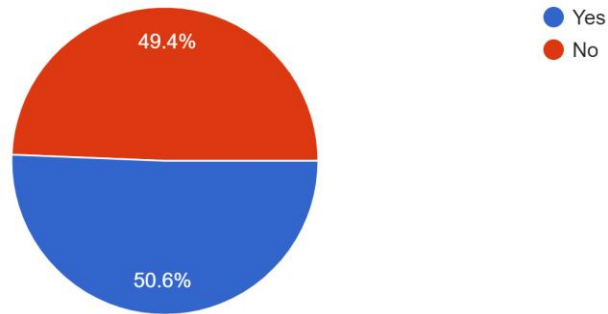
4. Do you agree you struggle getting back to your former work habit?

79 responses



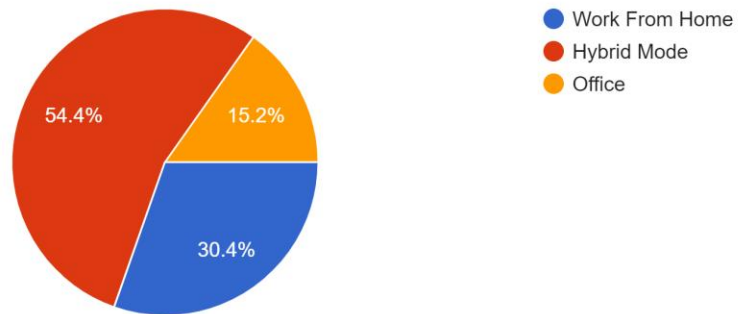
5. Do you think your management is transparent?

79 responses



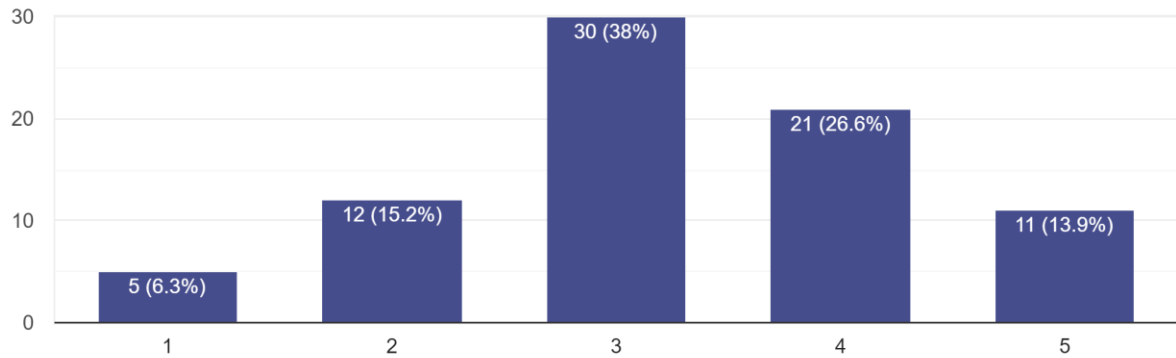
6. What's your preferred method of working to be efficient in the post pandemic situation?

79 responses



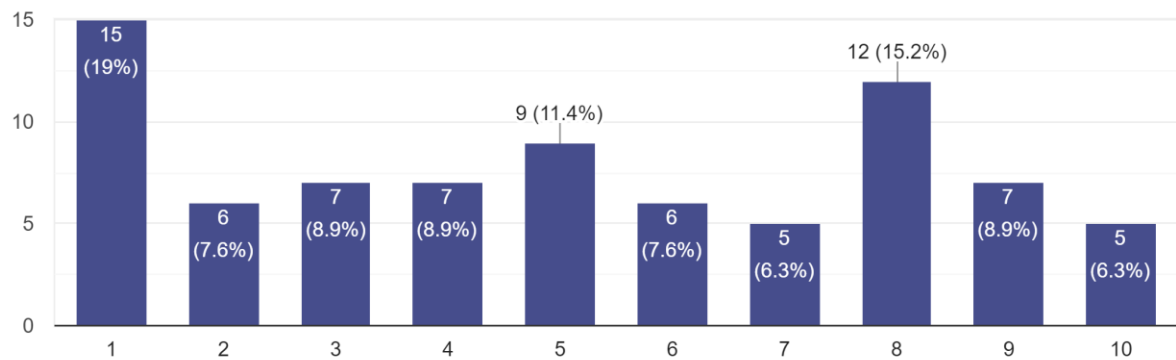
7. How satisfied are you with your work-life balance post-pandemic(1=Extremely Satisfied, 5=Extremely Unsatisfied)

79 responses



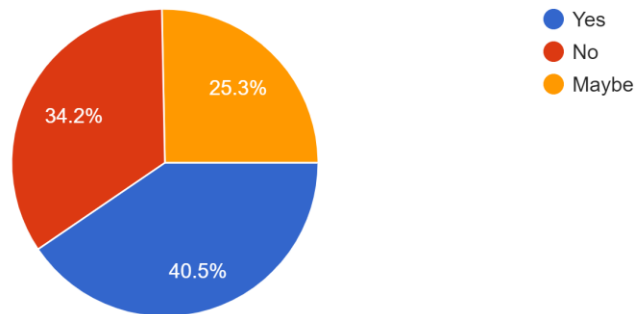
8. Do you believe working from home creates more pressure for you? (1=Extreme Pressure, 10=No Pressure)

79 responses



9. Do you think you have become lazy completing tasks due to paradigm shift during pandemic ?

79 responses



10. The work you used to enjoy makes you depressed after pandemic hit

79 responses

