

Report On
**How working from home is changing our perceptions of the
workplace.**

By

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

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Brac University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:



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Letter of Transmittal

Monirul Islam Akhand
Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on how working from home is changing our perceptions of the workplace.

Dear Sir,

It is really a great pleasure to prepare my internship report on “How working from home is changing our perceptions of the workplace”. This report is the outcome of the knowledge I have gained while doing my internship report in Anonymea Private Ltd.

The report has been formulated under your supervision. I am grateful and thank you for all the concepts and direction you provided for making my internship report.

I sincerely hope that I could fulfill all the report requirements as per your directions. I hope you will appreciate all the hard work and excuse the errors.

Lastly, I would like to give thanks to you again for your valuable time and guidance.

Sincerely yours,



Shamsun Nahar
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BRAC Business School
BRAC University
Date: June 5, 2021

Acknowledgement

First of all, I would like to pay my appreciation towards the Almighty Allah for giving me the chance and quality to prepare the report within the planned time. Bearing in intellect, I am utilizing this opportunity to precise my most profound appreciation and a big thanks to our respective faculty member Professor Mr. Monirul Islam Akhand who in spite of being active with his obligations, direct and keep me on the correct way by giving me important information and counsel and permitting me to deliver out my report.

Executive Summary

By having the best administration and different departments Anonymea Private LTD. has always appreciated the employees, given them the knowledge they need and displayed them the way to success. This report is about how working from home is changing our perceptions of the workplace. Dealing with COVID 19 is not an easy task for anyone. It shacked the world without any sign. This created a lot of problems for running every organization. So many organizations had to shut their operations since they couldn't cope up with the pandemic. But Anonymea thought otherwise. They immediately changed the plan of operation and sent their employees home for good. Since then, we have been working from home. It has changed the angle of working from home. We are using so much technology that we have never done before. We have never appreciated working from home until the pandemic. Doing official work like meeting, handling clients through online meeting or phone calls is never an easy task. It is very tough for every organization especially in our country as the internet connection is not very stable and available. However, many people do not have an internet connection at home. So they have to activate mobile data or Local Internet service provider for the connection in order to continue their home office otherwise it will be impossible for them to run their office work from home.

Keywords: COVID 19; work from home; pandemic; online.

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List of Acronyms

WFH	Work from Home
TVC	Television Commercial
RDC	Radio Commercial
IT	Information Technology

Chapter 1

Introduction:

Anonymea Private Ltd. is an agency for marketing & communication solutions for other organizations. They are serving many local, regional & international clients as well. This agency is devoted to creating influential advertisements, based on professional strategies to meet the forecasted business results. Organizations face a lot of challenges and difficulties throughout their journey. Anonymea always serves them with effective strategies and planning to solve their problem for a particular period of time.

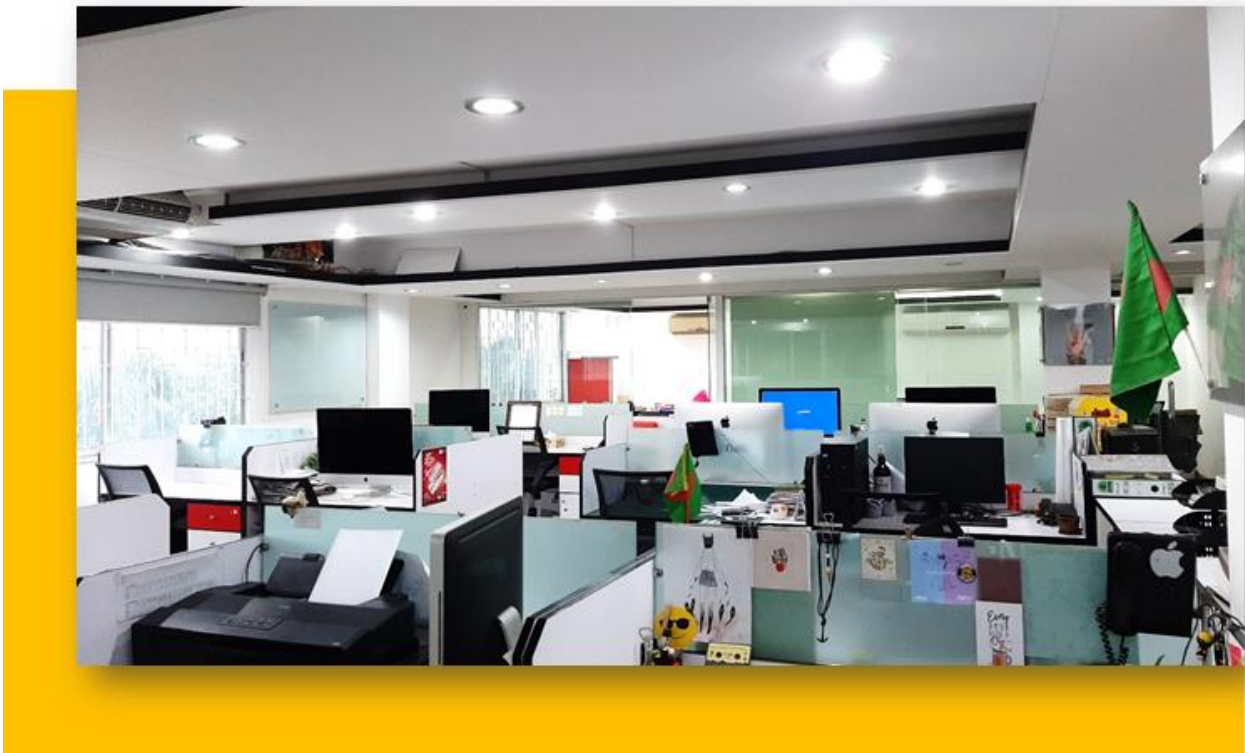


Figure 1: Office premises of Anonymea Private Ltd.

Chapter 2

Anonymea at a glance

2.1 Anonymea's Client:



Figure 2: Clients of Anonymea Private Ltd.

2.2 Mission:

Provide integrated marketing and communication solutions to help our clients grow their business effectively and efficiently.

2.3 Vision:

Being a marketing and communication agency, our vision is providing one stop solutions for our clients. We will serve everything they need to grow their business.

2.4 Anonymea's Promise (Motto):

We are not in the mood to earn fame for ourselves, rather we want to make your brands famous. So, we are always in pursuit of improving ourselves, staying updated and delivering what's best for the brands.

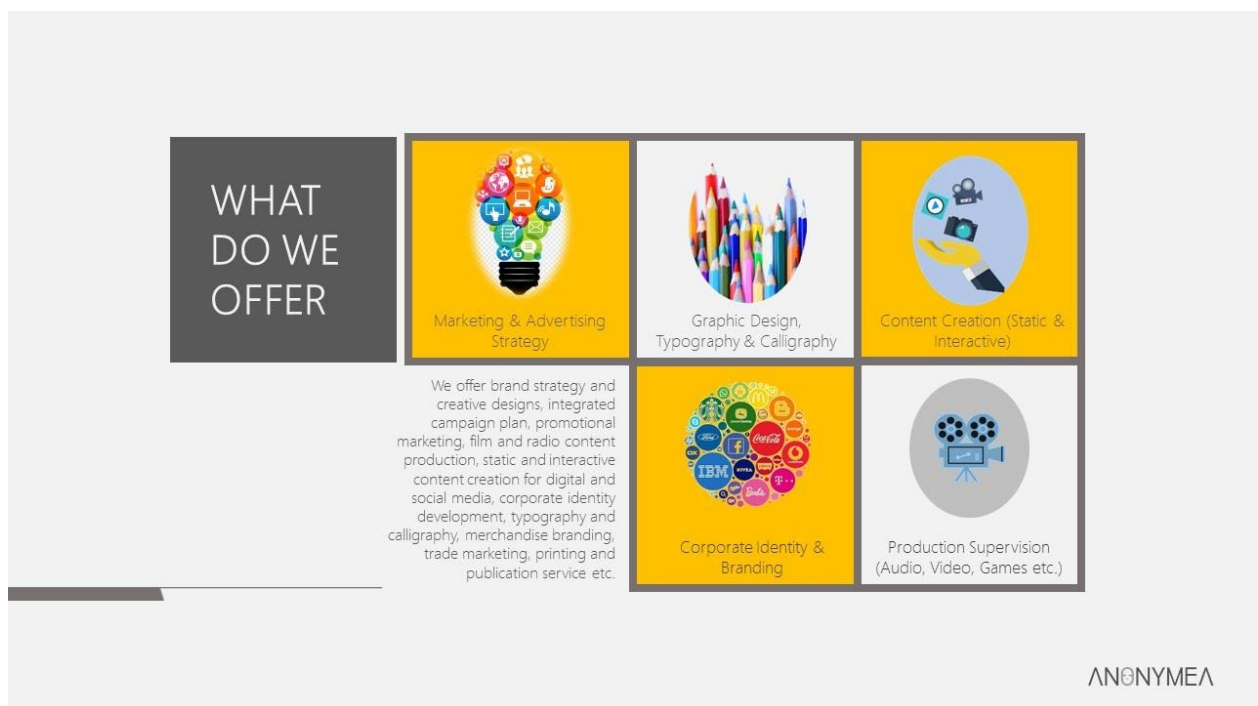


Figure 3: Offerings of Anonymea Private Ltd.

Chapter 3

Before pandemic how Anonymea Private Ltd. was operating:

Before the pandemic strikes, employees used to go to the office. Employees had a good interaction with their colleagues, team members and seniors. However, they could communicate with their clients physically and had face to face meetings. As the advertising agencies have indoor and outdoor work, so before the pandemic anytime they could go outside for their shooting to make different TVC, RDC or any other events for their clients.

Chapter 4

Crisis during pandemic:

During COVID 19 pandemic situation, people have learned how to handle the office work from our home. The widespread COVID-19 has challenged society in ways once unimaginable. Coming to office is a threat to the lives of employees and even the family members of the employees. It was not easy to run the whole operation from home. Since it is a marketing and advertising agency, most of the work is collaborative work. So gathering in a room, having meetings, brainstorming etc. was an everyday ritual. Shifting all these to online was very challenging. A large number of employees were not comfortable shifting online.



Figure 4: Scene of WFH

Also, the clients went vulnerable since they were not sure about the future of their business. So every aspect of business became unstable. Not only this had personal impacts, but it has moreover affected nations as an entire from a financial point of view.

Chapter 5

How Anonymea Private Ltd. is operating during pandemic:

To mitigate the spread of the virus, many organizations allow their employees to work from home. It has changed our lifestyle. During the pandemic situation, the management of Anonymea allowed their employees to work from home. Before the pandemic it was not possible to think about working from home but in this pandemic situation people have learned to do their official work from home. So many employees are learning to work digitally. The measures Anonymea are taking are mentioned below.

5.1 Health and safety:

Health and safety was the first priority for the employees of Anonymea Private Ltd. So in the beginning of the pandemic, the management took the decision to allow the employees to work from home. As the company provided the opportunity for the employees to work from home and trained the employees how to function digitally. This kind of initiative gives people an improved understanding of the benefits of working from home.

5.2 Workflow:

Every organization has to cope with the 'new normal life'. To survive in these new changes, organizations are giving the opportunity to work from home. Employees are not going to the office and trying their best to complete their given task as their possible ways. Initially there were some hiccups and the workflow shifted downwards. But with time we understand the benefit of working from home and utilize the benefit. Every employee is working from home and doing their respective work digitally. Before the pandemic, everything was done physically. Now everything is digital. This way, all the parties feel comfortable and keep the workflow going in normal. Employees are maintaining their office time even more often they

are giving extra time behind their work. So at this point, workflow is going normal with the hard work and dedication of all employees and even the management.

5.3 Technology:

As we all are practicing social distancing, so we cannot gather anywhere. Most of the time employees need to sit with a group for some important discussion as well they need to do meetings with their clients. Now they are doing online meetings through the help of technology. Technology made employees feel more linked with their groups and delivered better contact to leadership, and people working slightly are no longer a pressure in meetings. However, employees also stated anxiety about improved noise stages if Zoom meetings without headphones remain after an arrival to the office. To some extent it has some noise issues but at this moment no alternatives are used during the pandemic.

5.4 Tools:

When employees are working from home, it has helped people to realize which tools they want to be most effective. A computer and a mobile phone must be used for working from home. Internet connection is another vital tool for this phase. Now people are using their home as an office, they are arranging few necessary tools at home. Some are purchasing a computer table, speaker, headphone, laptop, computer table etc. to make their work easier and avoid problems. Also, to some extent they need to buy official software like zoom, teams etc. to make the operation go smoothly.

5.5 Management policy:

During this pandemic organizations are trying their best to give the full support to their employees. They are allowed to take their office laptop to their home for office work. If any employee faces any problem regarding technology issues, immediately they need to contact the

office's IT team. Organization has the policy that employees have to check their office mail on a regular basis, they have to receive their office and client's phone calls and most importantly they need to maintain their office time as they are bound to start their work from their office check in time. Also, management are having 2 meeting with all the employees in a week to get the update regarding work.

Chapter 6

Difficulties of WFH:

Working from home is not easy for everyone. When employees are working from their office, they have the spirit or energy to do work. On the other hand, when they start their work from home they face lots of difficulties, few of them are mentioned below.

- a) Home never can give the vibe of office environment.
- b) Office internet connection is so much stronger than home.
- c) Working from home can create communication gap.
- d) It also creates misunderstanding with the team members and clients.
- e) Not getting the proper information.
- f) Online working system affecting eye sights and ear drums that may cause damage to our health in future.

Chapter 7

Conclusion:

Nowadays technology plays an important role in our life. Day by day we are getting digitized. We cannot think for a single moment without the internet. So we need to use technology for the betterment of our day to day life. We all should use this technology in a positive way. Any time any unwanted situation may arrive in our life. If any bad time comes in our life we should not be puzzled. Because every unwanted situation has its positive and negative sides. As from this pandemic we have learned that “Time and tide wait for none”. We all should have alternative options to solve any kind of problem or difficulties. However, so many companies could not make it online. During the pandemic, many companies had to shut their operations because they could not start operating remotely. At first Anonymea faced a lot of problems and they took a good amount of time to solve it. Once they figured out the solutions, they start operating remotely and getting better day by day at working from home. The clients are also active now and slowly the business is getting stable.

Chapter 8

Recommendation:

Recommendation is an important part of any research paper. It is incomplete without the part of recommendation. Some recommendations are mentioned below.

a) Firstly, in this pandemic situation employees are working from home, sometimes they are facing problems with the internet connection, so they cannot give the required work on time. In this case organizations should consider the situation and should try to solve the problem.

b) Secondly, employees are facing communication problems as they are working and communicating online. So the organization should open an employee support group so that they can collaborate and solve the problems.

c) Besides, employees from many organizations are not getting full salary, so the organization should consider the situation and give them a deserving salary by ensuring the business.

d) Organizations should maintain office time. As employees are working from home, sometimes management is trying to communicate with the employee even after the office hour. So these kinds of issues should be solved.

Lastly, the employees of Anonymea is trying their best to do their work. As it is very new for them to do work from home. They are facing few problems and they have some issues. If they get more support from the organization, it will better for them to do work more effectively.

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