

INDIAN JOURNAL OF CURRENT TRENDS IN MANAGEMENT SCIENCES

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EDITORIAL

The last two years have had a lasting impact on the conventional work culture, and it affects the future of work. New work trends have evolved, popularly called the Hybrid Models of work, which now seem to be here to stay. Research says that, 75% of hybrid or remote knowledge workers feel that their expectations about flexible working has changed and increased. There is no doubt that, the hybrid work model is the future. It is also stated by HR officers of many MNCs that, if organizations revert back to a full on-site work model, they would risk losing upto 39% of their workforce. Hence, there is a need to create a human-centric model for a hybrid environment.

Organizations have cut down on their office spaces by 30% (McKinsey report), as remote working is preferred by most employees. Many offices shifted from main cities to the suburbs, as the work dynamics changed. Virtual meetings, virtual teams, virtual strategies, all work. This has put a dent in business travel, as extensive use of video conferencing meetings serve the purpose and have become globally acceptable, while leisure travel and tourism is gradually picking up.

Consumers discovered the convenience of e-commerce and many other online activities during pandemic, even activities which require physical presence took to online modes of operation. The share of e-commerce grew two to five folds, hence promoting all the connected industries. People started using digital channels for the first time during the pandemic, and they continue to use them post pandemic, which is the new normal.

The entire pandemic experience has brought in transitions in governments, organizations, people and systems. It is a balance of the good and the bad. The key is to sustain, no matter what the uncertainty is. And this sustainability has helped people and businesses survive, thrive and move on, after a lesson well learned from a situation like C19.

This edition of the Indian Journal of Current Trends in Management Sciences is an assortment of research papers that explore many interesting perspectives of the business world.



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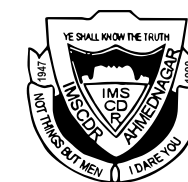
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