

THE IMPACT OF HYBRID WORK MODEL ON EMPLOYEE PRODUCTIVITY

Assist Management Consultancy

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Internship/Project Report Approval Form

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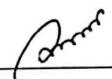
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Chapter One: Internship Preparation

My motivation to do the internship and what I plan to learn from this-

When it comes to projects and internships, I've always preferred internships. I can see myself working in a corporate setting, dealing with real-world situations, managing clients, making important decisions, and solving problems. These experiences would benefit the organization and help it grow, giving me a confidence boost in my chosen career. That's why I'm motivated to pursue an internship, where I can gain practical knowledge in real-life situations. Additionally, I've always planned to start my professional journey in a small organization. In smaller places, there's less bureaucracy, allowing me to make important decisions and handle crucial tasks independently. These organizations appreciate input from newcomers like me who want to prove themselves. Small workplaces feel like a close-knit family, providing space and opportunities for beginners to show what they can do.

My internship search process and why I chose this organization-

I started my internship at Assist Management Consultancy on the 1st of September 2023. I was already doing a job here from 1st May 2023 as a part-time content writer, I was serving them with any copywriting needed for their websites, blog posts, and all content writing assistance needed in all 3 concerns under my boss's possession. Then when the time came and I had to pursue my internship, I thought why not pursue my internship in the organization I am already familiar with and where my future career interests align as well. That's when I approached our CEO that I wanted to work in his parent company and wanted to pursue my internship here because in a consultancy firm, there is a lot to learn especially contents and areas that support my Major Human Resource and Management. At Assist Management Consultancy most of their work are aligned with HR, Administration, and Compliance because they work with ISO certifications like ISO 9001:2015, ISO 14001:2015, etc., and other social compliance certifications like BSCI, SEDEX, WRAP, etc. or standards required. So, the idea of being a part of their HR and operations team and getting hands-on experience and direct knowledge from successful consultants and auditors has quite interested me in moving forward here.

My internship interview experience-

I commenced my internship at Assist Management Consultancy on September 1, 2023. Prior to this, I had been employed as a part-time content writer from May 1, 2023. In this role, I provided copywriting services for their websites, blog posts, and assisted with all content writing needs across the three concerns under my boss's ownership. As the time for my internship approached, I decided to pursue it within the organization where I was already acquainted and where my future career aspirations aligned. Upon expressing my interest to the CEO, I conveyed my desire to undertake my internship at the parent company. I believed that working in a consultancy firm would provide me with valuable insights, particularly in areas related to my major in Human Resource and Management. Assist Management Consultancy predominantly focuses on HR, Administration, and Compliance, collaborating on projects involving ISO certifications such as ISO 9001:2015, ISO 14001:2015, and other social compliance certifications like BSCI, SEDEX, WRAP, etc. Being a part of their HR and operations team appealed to me due to the opportunity to gain hands-on experience and direct knowledge from successful consultants and auditors. This aligns with my interest in furthering my understanding of the intricacies involved in consulting services and compliance standards.

Internship Organization Profile-

Assist Management Consultancy firms have a set of objectives that guide their operations and help them fulfill their mission and vision. The main objectives of Assist Management Consultancy firm are,

- **Client Satisfaction:** The primary objective of a consultancy firm is to ensure client satisfaction. This includes delivering high-quality services, meeting or exceeding client expectations, and building long-lasting client relationships.
- **Strategic Planning:** Assist clients in developing and executing effective strategic plans that align with their goals and vision, ensuring sustainable growth and competitiveness.
- **Operational Efficiency:** Help clients improve their operational efficiency by identifying and implementing process improvements, cost-saving measures, and productivity enhancements.
- **Organizational Development:** Support clients in enhancing their organizational structure, culture, and talent management strategies to attract, retain, and develop top talent.
- **Financial Performance:** Assist clients in optimizing their financial performance by providing financial analysis, budgeting, forecasting, and profit improvement strategies.
- **Market Expansion:** Help clients expand into new markets, both domestically and internationally, by conducting market research, assessing market entry strategies, and providing market-specific insights.
- **Innovation and Technology:** Advise clients on innovation and technology adoption, including digital transformation strategies, to stay competitive and adapt to changing market conditions.

- **Risk Management:** Assist clients in identifying and mitigating risks by conducting risk assessments, developing risk management plans, and ensuring compliance with regulations.
- **Change Management:** Support clients during times of change, such as mergers, acquisitions, or major organizational restructuring, to ensure smooth transitions and employee buy-in.
- **Sustainability and Corporate Responsibility:** Help clients incorporate sustainability practices and corporate responsibility initiatives into their business strategies.
- **Market Positioning:** Work with clients to strengthen their market position, improve branding and marketing strategies, and differentiate themselves from competitors.
- **Knowledge Transfer:** Promote knowledge transfer within client organizations by training and mentoring employees to ensure that the impact of consultancy services is sustained over time.
- **Measurable Results:** Ensure that consultancy projects deliver measurable and tangible results, such as increased revenue, cost savings, improved customer satisfaction, or enhanced employee engagement.
- **Continuous Learning:** Encourage a culture of continuous learning and improvement within the consultancy firm itself, staying up-to-date with industry trends and best practices.
- **Ethical Standards:** Uphold high ethical standards in all client engagements, ensuring transparency, integrity, and confidentiality.
- **Profitability:** Achieve profitability and financial sustainability as a consultancy firm by managing costs, optimizing resource allocation, and expanding the client base.

These objectives help Assist Management consultancy firm provide valuable services to their clients, contribute to organizational success, and maintain their own competitiveness and reputation in the industry.

Company's Mission: At Assist Management Consultancy, our mission is to empower organizations to thrive and excel in an ever-changing business landscape. We are dedicated to providing exceptional strategic guidance, innovative solutions, and unmatched expertise to help our clients achieve their goals.

Company's Vision: At Assist Management Consultancy, our vision is to be the world's number one management consultancy firm.

ROLE OF THE ASSIST MANAGEMENT CONSULTANCY IN ECONOMIC DEVELOPMENT OF BANGLADESH:

The role of an assistant management consultancy firm in the economic development of Bangladesh is significant, as this firm can contribute to various aspects of the country's economic growth and transformation. Here are some key roles and contributions of management consultancy in the economic development of Bangladesh:

- **Strategic Planning and Implementation:** Management consultants assist businesses and government agencies in Bangladesh in developing and executing strategic plans. This includes helping them define their long-term objectives, identify growth opportunities, and prioritize initiatives that can drive economic development.
- **Enhancing Productivity and Efficiency:** Consultants work with organizations to streamline their operations, improve business processes, and increase productivity. This leads to cost reductions, resource optimization, and improved competitiveness, which are crucial for economic growth.
- **Infrastructure Development:** Management consultancy firms can play a role in advising on infrastructure development projects. They can assist in project management, feasibility studies, and implementation strategies for infrastructure projects that improve transportation, utilities, and connectivity, all of which are vital for economic development.
- **Investment Attraction:** Consultants can support the government in creating a favorable investment climate by providing insights into regulatory reforms, investment promotion, and industry-specific strategies. This can help attract domestic and foreign investments, which are key drivers of economic development.
- **Export Promotion:** Management consultancy firms can work with businesses to identify export opportunities and provide market entry strategies. This can boost exports from Bangladesh, contributing to foreign exchange earnings and economic growth.
- **Human Capital Development:** Consultants assist in talent development and capacity building initiatives. Through training and skill development programs, they can help create a more capable and adaptable workforce, which is essential for economic advancement.
- **SME Support:** Small and medium-sized enterprises (SMEs) are the backbone of many economies, including Bangladesh's. Consultancy firms can provide specialized support to SMEs, helping them grow, access financing, and become more competitive.
- **Technology Adoption:** Consultants can advise on the adoption of modern technologies and digitalization, which can lead to increased productivity, efficiency, and innovation in various sectors of the economy.
- **Governance and Public Sector Reform:** In collaboration with the government, consultants can work on governance reforms, institutional capacity building, and public sector modernization to improve the efficiency and effectiveness of public services.

- **Sustainable Development:** Consultants can promote sustainable business practices and corporate social responsibility, contributing to environmentally friendly and socially responsible economic development.
- **Risk Management:** Consultants assist organizations in identifying and managing risks effectively, which is critical for maintaining stability and attracting investment in Bangladesh's economic development.
- **Data and Analytics:** Leveraging data analytics, consultants can provide valuable insights into market trends, consumer behavior, and economic indicators, helping businesses and policymakers make informed decisions.
- **Policy Advocacy:** Management consultancy firms can engage in advocacy efforts to shape policies and regulations that foster economic development and business growth.

In summary, Assist Management Consultancy firm in Bangladesh can play a pivotal role in driving economic development by providing expertise, strategies, and solutions that enhance the overall business environment, promote sustainable practices, and contribute to increased productivity and competitiveness. Their involvement can help the country achieve its economic development goals and improve the quality of life for its citizens.

PRESENT PROGRAMS OF THE ORGANIZATION:

ISO 9001: Assist Management Consultancy specializing in ISO 9001 consultancy. ISO 9001 is an internationally recognized quality management standard, and its consultancy services are designed to assist organizations in achieving ISO 9001 certification. They work closely with their clients to assess their current quality management systems, identify areas for improvement, and implement the necessary changes to meet ISO 9001 requirements.

The Assist Management Consultancy ISO 9001 consultancy services encompass

- **Gap Analysis:** They conduct a thorough assessment of your existing quality management processes and systems to identify gaps and areas that require improvement to align with ISO 9001 standards.
- **Documentation:** They assist in developing, updating, or refining the necessary documentation, including quality manuals, procedures, and work instructions, to meet ISO 9001 compliance.
- **Process Improvement:** They work with your team to optimize and streamline your business processes to ensure efficiency, consistency, and compliance with ISO 9001 requirements.
- **Training:** They provide training to your staff on ISO 9001 principles and practices, helping them understand their roles in maintaining quality standards.
- **Auditing:** They help prepare your organization for ISO 9001 certification audits, conducting internal audits to ensure readiness and compliance.
- **Continuous Improvement:** They support ongoing efforts to monitor and improve your quality

management system to maintain ISO 9001 certification.

Our goal is to guide and support your organization on the path to ISO 9001 certification, enhancing your overall quality management practices, increasing customer satisfaction, and demonstrating a commitment to delivering high-quality products or services."

ISO 14001: We specialize in ISO 14001 consultancy, focusing on environmental management systems. ISO 14001 is a globally recognized standard for environmental sustainability, and our consultancy services are designed to help organizations achieve ISO 14001 certification.

ISO 27001: They specialize in ISO 27001 consultancy, focusing on information security management systems (ISMS). ISO 27001 is a globally recognized standard for information security, and our consultancy services are designed to help organizations achieve ISO 27001 certification.

ISO 45001: With an emphasis on occupational health and safety management systems, they are experts in ISO 45001 consulting. Their consulting services are intended to assist businesses in obtaining ISO 45001 accreditation, a globally recognized standard for workplace safety.

SEDEX: Our area of expertise is SEDEX (Supplier Ethical Data Exchange) consulting, with an emphasis on moral and accountable supply chain management. SEDEX is a worldwide information management and sharing platform for supply chain ethics and responsible business practices. Our consulting services are developed to assist businesses in adopting SEDEX practices and concepts.

Chapter Two: About The Internship

Overall all internship roles and responsibilities with the organization. It contains the following three subsections:

Work Environment:

Office Setup: Modern and sleek design with ergonomic furniture.

Technology: Advanced software for HR management, data analysis, and communication tools.

Culture: Fast-paced, goal-oriented, and collaborative. Emphasis on problem-solving, innovation, and client-focused solutions.

Dress Code: Professional attire is usually expected, though it might vary from formal to business casual.

Job Duties and Responsibilities:

My position at Assist Management Consultancy is HR and Operations Intern. As an HR and operations intern, my tasks are as follows:

I need to keep track of employees' attendance, and their In/out time

Recruitment Support:

- Assisting in candidate sourcing, screening resumes, and scheduling interviews.
- Coordinating logistics for recruitment events or job fairs.
- Participating in interview panels to observe and learn the process.
- Onboarding and Training: Supporting the onboarding process for new hires, including paperwork and orientation.
- Assisting in the development of training materials or programs.

HR Administration:

- Handling documentation, maintaining employee records, and updating databases.
- Assisting in benefits administration or payroll tasks.

Employee Engagement:

- Contributing to employee engagement initiatives such as surveys, events, or recognition programs.
- Collaborating with the HR team on strategies to improve workplace culture and morale.

HR Projects:

- Participating in HR-related projects, such as diversity and inclusion initiatives, HR policy updates, or performance management reviews.

Learning and Development:

- Engaging in learning opportunities within the firm, attending training sessions, workshops, or seminars related to HR functions.

Everyday Work-Life:

- Team Collaboration: You'll work closely with HR managers, recruiters, and other team

members.

- **Learning Opportunities:** Continuous learning and exposure to various HR functions.

My day-to-day activities ranged from administrative tasks to active participation in HR projects.

Networking: Opportunities to interact with professionals from diverse backgrounds within the firm and sometimes with clients.

ii. Highlight the specific things you learned, skills you employed in carrying out your jobs, new skills acquired from your job, and the contributions you made to the company.

Specific Things Learned:

Recruitment Techniques: Learning different sourcing methods, resume screening and interview processes.

HR Systems: Understanding and utilizing HR software for data management and analysis.

Compliance and Documentation: Familiarity with HR laws, and regulations, and maintaining accurate records.

Employee Engagement Strategies: Learning about initiatives to boost morale, retention, and productivity.

Team Collaboration: Working effectively within a team, understanding the dynamics of a professional environment.

Professional Communication: Enhancing communication skills through interactions with candidates, employees, and team members.

Skills Employed:

Attention to Detail: Ensuring accuracy in paperwork, documentation, and database management.

Organization: Juggling multiple tasks like scheduling, record-keeping, and event coordination.

Analytical Thinking: Analyzing data, trends, and feedback to contribute insights for HR strategies.

Interpersonal Skills: Communicating effectively, being empathetic, and maintaining professionalism in interactions.

Adaptability: Flexibility in managing diverse tasks and adapting to changes in priorities.

New Skills Acquired:

Technical HR Skills: Proficiency in HR software and tools for data management and analysis.

Interviewing Skills: Gained through observing and potentially participating in interviews.

Time Management: Prioritizing tasks and managing deadlines efficiently.

Conflict Resolution: Handling minor conflicts or employee concerns sensitively.

Contributions Made to the Company:

Efficiency Improvements: Streamlining administrative processes, contributing to smoother operations in HR.

Fresh Perspectives: Providing new ideas or feedback on HR initiatives from a fresh perspective.

Project Support: Assisting in HR projects, contributing research, and administrative support.

Talent Acquisition Support: Aiding in candidate sourcing, and potentially identifying suitable candidates for roles.

Learning and Growth: Bringing enthusiasm and a willingness to learn, adding to the positive energy of the team.

Use of my educational learning in my internship roles and responsibilities-

In the realm of HR coursework, a foundation in concepts such as recruitment strategies, employee engagement, HR laws, and organizational behavior proves directly applicable to the tasks undertaken during your internship. This understanding facilitates the execution of responsibilities related to recruitment, onboarding, and employee relations. Business administration studies further enrich your perspective by covering organizational structure, management principles, and operations, providing insights into how HR functions within a business context. Additionally, concepts like project management and decision-making skills acquired in these courses are invaluable in effectively contributing to HR projects. Courses emphasizing communication, conflict resolution, and interpersonal skills are highly relevant, aiding in professional interactions with candidates, employees, and team members during the internship. Knowledge of data analysis and management from statistics, information systems, or data analytics courses proves beneficial when working with HR software and analyzing data for HR-related purposes. Understanding legal and ethical aspects, particularly in HR practices, derived from relevant courses, becomes instrumental in ensuring compliance and handling sensitive employee-related matters appropriately. As you integrate your educational learning into your internship responsibilities, this involves directly applying HR concepts, utilizing analytical skills, leveraging communication and interpersonal skills, and understanding legal and ethical implications. This alignment of theoretical knowledge with practical experiences enhances your ability to effectively navigate real-world scenarios, contributing significantly to your performance during the HR internship.

Chapter Three: Self Reflection

The things I liked and disliked about Assist Management Consultancy:

Things I liked-

Assist Management Consultancy is a closely-knit organization that fosters a welcoming and comfortable atmosphere for all its members. My immediate supervisor not only served as a boss but also assumed a mentorship role, providing valuable guidance. The company boasts an excellent leave policy devoid of corporate politics. As an HR and operations intern, I gained exposure not only to tasks within my field but also across various company sectors, expanding my knowledge and shaping my career vision. The company prioritizes employee well-being by offering unlimited snacks and coffee, as well as prompt emergency medical services. Notably, it creates a safe environment for females, with zero tolerance for sexual harassment. Recognising the unique needs of female employees, such as during menstruation, the company is understanding and supportive, allowing for necessary leave. My supervisor has consistently demonstrated understanding, supporting study leave and remote work when needed. Aligning with multinational corporation (MNC) standards reflects the company's commitment to excellence. Furthermore, the organization compensates interns at the highest market rate, fostering motivation and a desire to secure a permanent position. The company's encouragement of outstanding performance and proactive initiatives serves as an additional motivator for employees to excel.

Things I dislike-

The demanding workload significantly consumed my attention, leading me to immerse myself in tasks without always acknowledging my intern status. The resulting work-related stress took a toll on my health, as the intensity was unfamiliar to me. Additionally, the managerial team, often preoccupied with their own responsibilities, provided limited immediate guidance for interns, leaving us occasionally adrift and perplexed. The company places a premium on resilience, strength, and multitasking abilities, qualities that may not resonate with everyone. There exists a noteworthy imbalance in the distribution of tasks, with supervisors and higher-ups shouldering an overwhelming burden, occasionally even handling minor responsibilities independently. I believe a more effective approach could be adopted if tasks were appropriately delegated to subordinates, with timely communication about the assignments.

How I Can Do Better and How Can the Organization Utilize Me Better:

To enhance my performance, I am committed to continuous improvement by actively seeking feedback, learning from experiences in my internship journey, and staying updated on industry trends. I am open to additional training opportunities that align with my HR role and responsibilities. Moreover, I am eager to contribute more effectively to the organisation by collaborating with colleagues and taking on additional responsibilities as needed. Lastly, I believe that by fostering open communication and a proactive approach, I can better understand the organization's needs and align my efforts accordingly.

My Next plan for the future and the next Position:

In my future career within HR, I am committed to advancing my skills and expertise to assume a more substantial role within the organization. I intend to explore growth avenues that align with both my professional aspirations and the strategic objectives of the company. To realize this goal, I plan to participate in targeted professional development activities, seek mentorship from seasoned HR professionals, and proactively contribute to projects that align with my career objectives. Through unwavering dedication and a steadfast work ethic, I aspire to position myself for progression within the HR domain, making meaningful contributions to the organization's overall success.

Chapter Four: Personal Development Plan

Next Course of Action:

My immediate step is to enroll in a recognized training program focused on Social Compliance Auditing and Consulting. This will provide me with a solid foundation in the principles and practices associated with social compliance in various industries. Additionally, I plan to attend relevant workshops and webinars to stay abreast of the latest developments and best practices in this field.

Career Plan:

Over the next few years, I aim to gain practical experience by actively participating in social compliance auditing projects. This hands-on experience will allow me to deepen my understanding of industry-specific challenges and refine my auditing and consulting skills. Simultaneously, I plan to pursue relevant certifications to enhance my professional credibility in the field.

Technical Skills Development-

Auditing Techniques: Acquiring in-depth knowledge of auditing methodologies specific to social compliance standards such as ISO Standards, SEDEX, BSCI, etc.

Regulatory Compliance: Staying informed about international and local regulations pertaining to social compliance and ensuring a comprehensive understanding of legal requirements.

Data Analysis: Developing proficiency in data analysis tools to effectively interpret and present compliance data.

Interpersonal Skills Development-

Communication Skills: Enhancing my ability to communicate audit findings and recommendations clearly and persuasively, fostering effective dialogue with stakeholders.

Cross-Cultural Competence: Cultivating a nuanced understanding of diverse cultures and their impact on social compliance, enabling effective collaboration in global contexts.

Negotiation Skills: Building skills to negotiate and influence positive changes in organizational policies and practices related to social compliance.

By strategically focusing on these technical and interpersonal skills, I aim to position myself as a competent and well-rounded professional in the field of social compliance auditing and consulting, contributing meaningfully to the ethical practices of organizations.

Executive Summary

This comprehensive study aims to clarify the complex relationships between hybrid work patterns and employee productivity in the particular setting of Assist Management Consultancy. This study uses a careful mixed research design with a representative sample of fifteen employees. The main type of data is quantitative, and the secondary type is qualitative, mostly from one-on-one interviews that are improved by using the Likert scale. The considerable dataset enables a detailed investigation of preferences, views of productivity, and the interactions between work habits, technology usage, and demographic characteristics. The study highlights the critical role that technology plays, revealing a significant dependence on communication tools and shedding light on favorable opinions about its impact on overall productivity. A majority of respondents favor a mixed work arrangement as they negotiate the complexities of working remotely and on-site. This research demonstrates how the workforce's expectations are changing and emphasizes the necessity for strategic organizational efforts that successfully combine operational efficiency and flexibility. These insights provide Assist Management Consultancy with a strong foundation upon which to navigate the changing nature of work and cultivate a climate that satisfies the varied requirements and expectations of its workforce.

Chapter One: Introduction

Corporations endeavor to establish a productive, streamlined, and fulfilling work environment for their employees. Although remote work initially results in cost savings, it also has long-term consequences such as job dissatisfaction, social isolation, and stress. Conversely, previous research surveys have shown that exclusively working on-site or in an office setting can be highly stressful due to several issues that hinder the balance between work and personal life. Nevertheless, there are advantages to it, such as acquiring practical information and developing hands-on abilities. The objective of this study is to comprehend the preferences of employees and evaluate the effects of the hybrid model on their job fulfillment and productivity. This will be achieved by analyzing data obtained from individual interviews that cover different aspects of remote and on-site work styles.

Research title:

The Impact of the Hybrid Work Model on Employee Productivity at Assist Management Consultancy.

Research Purpose:

The main aim of this research is to examine and assess the particular consequences of the hybrid work paradigm on employee productivity within the special setting of Assist Management Consultancy. This study has one main objective:

Assess the capacity for flexibility and adjustment in the field of Business consulting:

Evaluate the extent to which the hybrid work model is compatible with and adjusts to the distinctive requirements of management consulting services offered by Assist Management Consultancy.

Examine the difficulties and advantages that arise from the hybrid work model in the specific context of consultant projects, client interactions, and collaborative problem-solving.

Measure productivity metrics in all departments of a consulting firm:

Assess the effect of the hybrid work model on the efficiency of Business consultation professionals and other supporting departments in achieving the company's primary goal and producing sales at Assist Management consultation.

Analyze essential productivity indicators, such as the number of on-site market visits conducted, the number of calls and emails sent in a remote environment, and the volume of proposals submitted in both on-site and remote settings. The objective is to evaluate the impact of the model on the overall outcomes of the consultation. This includes assessing the acceptance rate of proposals in both remote and on-site settings, the ability to complete client deliverables such as report submission and documentation within a day, and the efficiency of collaboration efforts within supportive departments.

This research intends to give Assist Management Consultancy with significant insights into the efficacy of the hybrid work model in their specific operational setting by accomplishing these objectives. The results will aid in making well-informed decisions, enabling the firm to improve its work arrangements for increased productivity, customer contentment, and employee welfare.

Research context:

The contemporary workplace is undergoing a transformation with the introduction of hybrid work models, which allow employees to work both remotely and on-site. The main driving force for this transformation is the progress in technology, shifting employee demands, and the imperative for firms to adjust to volatile market circumstances. Assist Management Consultancy, like numerous other organizations, adopts the hybrid work model to increase flexibility and optimize organizational performance. The objective of this study is to evaluate the influence of the hybrid work paradigm on employee productivity at Assist Management Consultancy.

Background

Progression of Work Paradigms

Historically, employment models have predominantly revolved around the office, necessitating people to work from a certain physical site. Nevertheless, the rise of digital technology and the growing focus on achieving a balance between work and personal life have motivated firms to investigate other methods. Hybrid work, which involves a combination of remote and on-site labor, has become increasingly popular as a practical way to accommodate the different requirements of both employees and employers.

Motivation for Hybrid Work

The adoption of a mixed-work model is frequently driven by multiple causes. These factors encompass the aspiration to attract and retain highly skilled individuals, cater to various work

preferences, alleviate the strain of commuting, and improve the general well-being of employees. Furthermore, the COVID-19 epidemic has expedited the acceptance of remote work, requiring a reassessment of conventional work frameworks.

Objectives of the Study

The primary objectives of this research are:

To assess the impact of the hybrid work model on employee productivity at Assist Management Consultancy

The secondary objective of this research is:

To evaluate the effects of technology on collaboration and communication in a hybrid work model setting.

Significance of the Study

Gaining insight into the effects of the hybrid work paradigm at Assist Management Consultancy carries substantial ramifications for the business and the wider industry. The results of this survey can provide valuable insights for making strategic decisions on workforce management, corporate culture, and technology infrastructure. Moreover, the knowledge acquired from this research can aid in the creation and enhancement of optimal strategies for adopting and maximizing the effectiveness of hybrid work models in professional service settings.

Research Methodology

This study will utilize a mixed-methods approach, with a focus on quantitative research techniques as the primary method and qualitative insights as supplementary research techniques. Employees will receive surveys to collect quantitative data on productivity, while interviews and focus group discussions will offer detailed qualitative observations. The research will be carried out within a defined time period, clearly outlining the stages of data gathering, analysis, and reporting.

Ultimately, this study illuminates the effects of the hybrid work model on employee productivity at Assist Management Consultancy. The study seeks to provide significant insights into the experiences and views of employees in the changing work environment. It intends to add to the expanding knowledge of hybrid work models and their consequences for professional service firms.

Problem statement

The rise of hybrid work models, represented by a blend of remote and in-office employment, has become a dominant trend in the contemporary workplace. As firms, such as Assist Management Consultancy, increasingly embrace this adaptable method, there is an urgent requirement to examine and comprehend the consequences of the hybrid work model on staff productivity within the consulting. The objective of this study is to examine the several aspects that impact employee productivity within the hybrid work paradigm at Assist Management Consultancy. These factors encompass technology, communication tactics, and satisfaction with work. This research aims to analyze the problems and opportunities related to the hybrid work paradigm. Its objective is to offer practical insights that can guide strategic decision-making and improve the productivity and well-being of employees at Assist Management Consultancy.

Chapter Two: Literature Review

Introduction

This chapter offers a thorough literature review encompassing various facets of distinct work models, specifically on-site, remote, and hybrid configurations. Additionally, it examines the implications of technology within hybrid work paradigms and evaluates their consequential impact on employee productivity.

Employee Productivity

Employee productivity refers to the amount of time that employees actively dedicate to executing and producing activities, as stated by Shivangi Singh, et al (2022). Productivity, which has also been defined by Herti et al. (2011), is the degree of accomplishment attained by an individual in their work after the application of effort. In the same way, Coker (2011) defined employee productivity as "the extent to which employees perform their duties in terms of attendance, work quality, performance capacity, and personal factors."

The concept of employee productivity, which has evolved to encompass multiple dimensions (Palmer and Dean, 1973; Adeinat and Kassim, 2019), is not uncommon in the field of management. Numerous factors, including motivation, work-life balance, work environment, work model, technology, and compensation, have come to be linked with it. In contemporary times, there is a growing preoccupation among organizations with enhancing employee productivity (Burke and Hsieh, 2006; Yunus and Ernawati, 2017).

Remote Work Model and Employee Productivity

Remote employment was an established practice before the COVID-19 pandemic and has been implemented since 1970, per Dimitrova (2003). Conversely, how we choose to reside and conduct business has been profoundly influenced by globalization and digitalization developments in recent decades (Raeses et al., 2022). The proliferation of the internet and subsequent developments in communication technology have significantly facilitated the expansion of remote work. Concurrent with the transition, the conventional manufacturing sector has experienced a decline in significance, while the service sector has grown substantially in importance (Sewell & Taskin, 2015).

The acceleration of the transition to remote work has attracted the interest of scholars who are investigating its effects on productivity (Felstead, 2022).

According to a study conducted in Japan, employees provided subjective estimates of a 60–70% decline in productivity when compared to their regular operations within the office premises (Morikawa, 2021). Nemțeanu, Dabija, and Stanca (2021) found no evidence that remote work has a negative effect on the productivity of employees; however, there are indications that counterproductive work behaviors may result from remote work. Moreover, in continuation of the aforementioned point, Raeses et al. (2022) conducted research indicating that remote work may increase employee motivation and productivity by permitting them to work longer hours without interruption. Furthermore, employees experience additional advantages, including time conservation and decreased transportation expenses (Galanti et al., 2021).

Hybrid Work Model and Employee Productivity

Given that hybrid work is the subject of investigation, it is imperative to examine the distinctions within the model and the resulting impacts on employees in order to comprehend the study's objectives. The hybrid work paradigm, as defined by Lisa Tran (2021), entails a blend of remote work and in-person work, including physical presence at the office.

Lenka identifies three hybrid work models: remote first, office occasional, and office first-remote allowed. The remote first paradigm involves remote work for most employees and management. Some employees may work one or two days a month in the office if there is an urgent need for physical presence. Physical office space is available for those who require it, however, it is not frequently used (Lisa Tran, 2021)

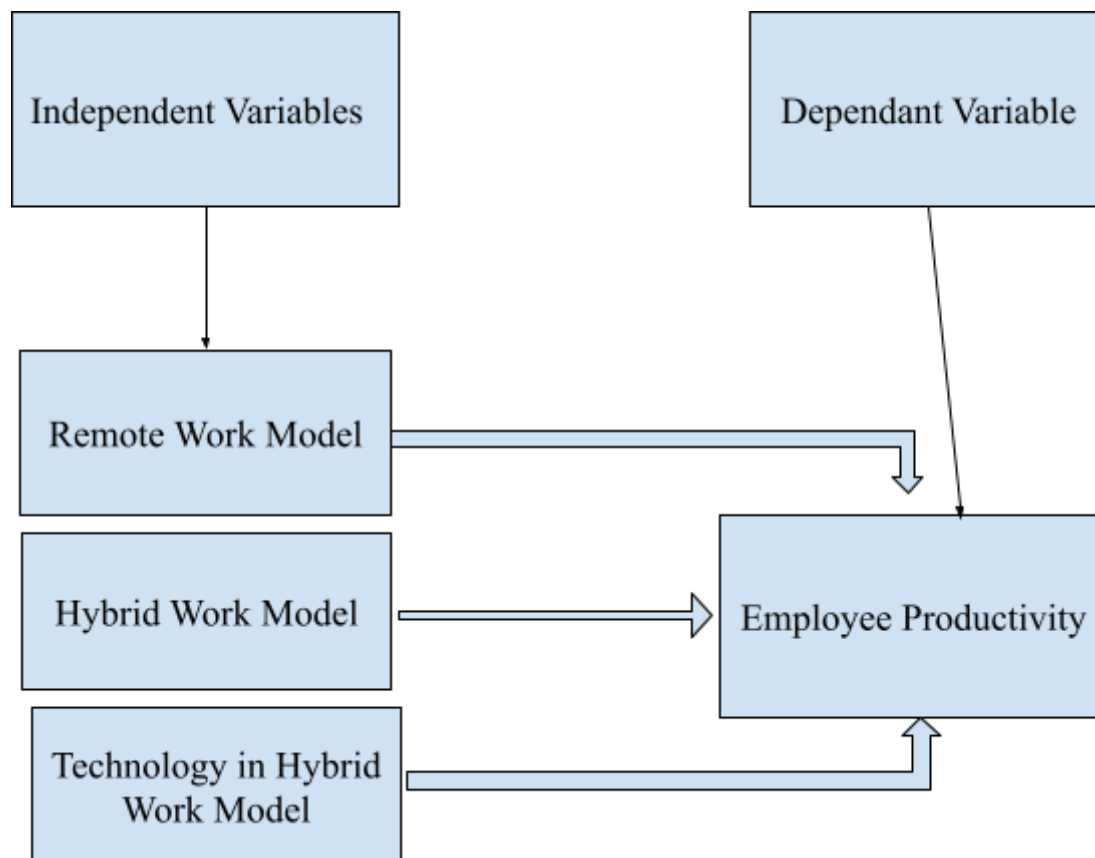
Organizations use the office occasional model, allowing staff to work two or three days a week. The idea is ideal for organizations with local employees who occasionally need to visit the office, including management and higher authority. Remote work is possible for those who cannot attend. The occasional office model may have problems, such as distant workers feeling uneasy and feeling like second-class citizens. Working remotely can create a divide between in-office and remote employees, thereby marginalizing remote workers if in-office employees are prioritized. Sometimes combining remote-first and office describes the last type, office-first-remote. (Lisa Tran 2021)

Many employees in organizations using this strategy work remotely periodically. Most employees, including management, attend the office regularly, while remote workers are informed of critical talks. Potential negatives of this notion include remote personnel feeling isolated and reduced communication. (Lisa Tran, 2021)

Effects of Technology on Hybrid Work Model

As a result of recent changes in the technological and spatial aspects of the workplace—including telework, work-from-anywhere (Choudhury, 2020), and the adaptation of Human Resource Management (HRM) to the digital economy (Donnelly & Johns, 2020)—"hybrid work" and "hybrid workspaces" will be significant characteristics of the world after the pandemic (Gratton, 2021). Hybrid workspaces are characterized as "multiply located" (Halford, 2005:22), with individuals dividing their time across various locations (e.g., coworking spaces, corporate offices, and their homes) to work more "flexibly" made possible by information technology. Orlikowski (2007) defines an approach that considers people, labour, and technology to be inextricably linked in their daily work (Orlikowski & Scott, 2008). (Petani, Fabio James & Mengis, Jeanne. 2021).

Conceptual Framework:



Chapter Three: Methodology

Type of research and research design:

In the course of this research, quantitative data were collected through a mixed research approach at Assist Management Consultancy, engaging 15 employees. The research design primarily employed one-on-one interviews as the exclusive method of data collection, among which the Likert Scale predominated. The Likert Scale, comprising a five-point response range from "Strongly agree=5" to "Strongly disagree=1," served as a pivotal instrument in gauging participant perspectives. In addition to Likert scale inquiries, the survey encompassed open-ended and closed-ended questions, contributing to a comprehensive exploration of the research objectives.

Sampling Technique:

This research employs a convenient sampling technique to collect data from employees operating under the hybrid work model, encompassing diverse job functions and position levels within the organization. The data predominantly comprises quantitative information, complemented by a set of open-ended questions designed to elucidate underlying reasons. This mixed approach integrates both quantitative and qualitative elements.

Sampling Size:

The study population consisted of 15 individuals affiliated with Assist Management Consultancy, all of whom participated as respondents. The use of convenient sampling streamlined the process, enabling a practical and accessible selection of participants. This aligns with the dual nature of the research, encompassing both quantitative and qualitative dimensions, and ensures the acquisition of pertinent data for thorough analysis.

Data Collection Technique:

The convenient sampling technique involves purposeful selection of specific individuals or cases based on predetermined criteria aligned with the research objectives. In the context of the "Impact of Hybrid Work Model on Employee Productivity" study, the data collection process encompasses the following steps:

Identify Participants:

Ideally, participants should reflect a diverse range of roles, experience levels, and backgrounds within the organization.

Interviews:

Conduct in-depth interviews with selected participants, utilizing open-ended questions. These

interviews may be either semi-structured or structured, aiming to glean insights into participants' perceptions of how the hybrid work model has influenced their productivity.

Surveys/Questionnaires:

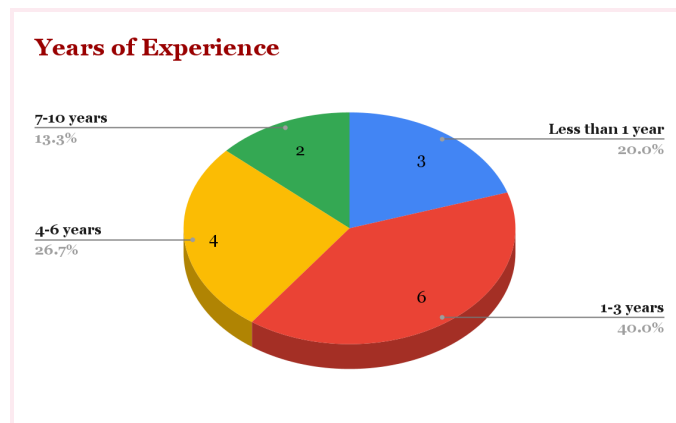
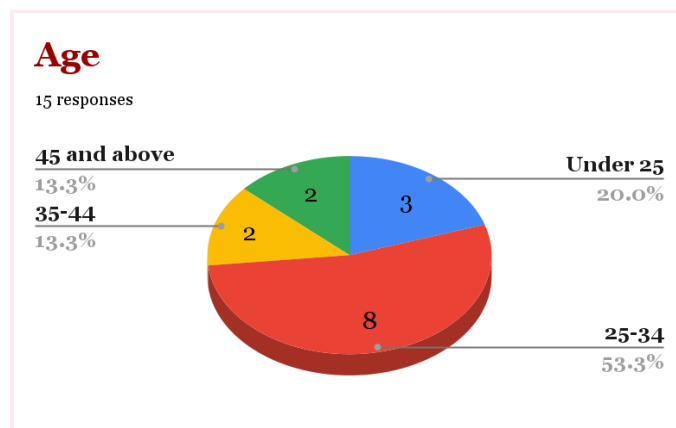
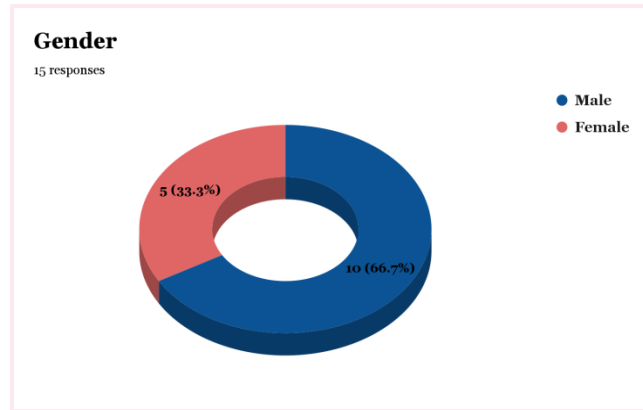
Develop and administer surveys or questionnaires to a group of employees within the organization. These instruments can gather quantitative data on the impact of the hybrid work model, as well as insights into their productivity experiences.

Data Analysis Procedures:

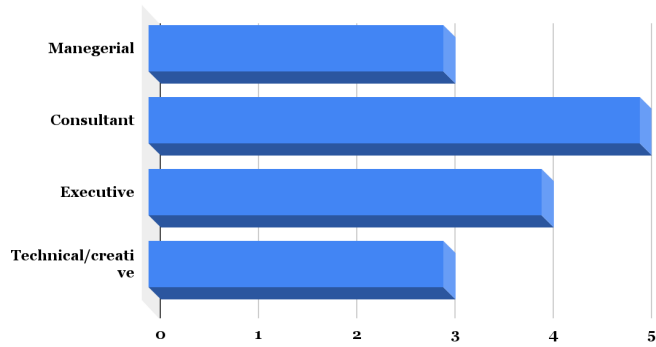
This research is primarily grounded in quantitative data, such as employee feedback and surveys, with a supplementary inclusion of a few qualitative data sources to comprehend concepts, experiences, and opinions. A convenient sampling technique is employed, involving the selection of fifteen individuals from a specific organization for the research to understand the effect of the independent variable on the nature of this sample size.

Chapter Four: Findings and Discussion

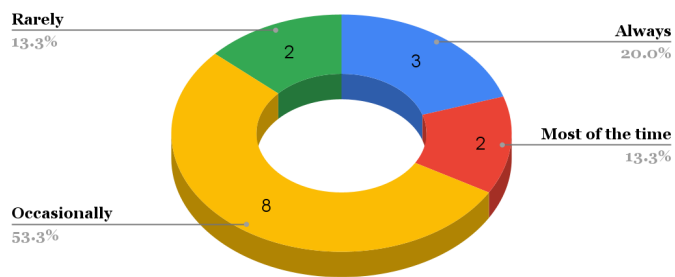
Data analysis and findings on Demographic Information, Work style, and Work Preferences:



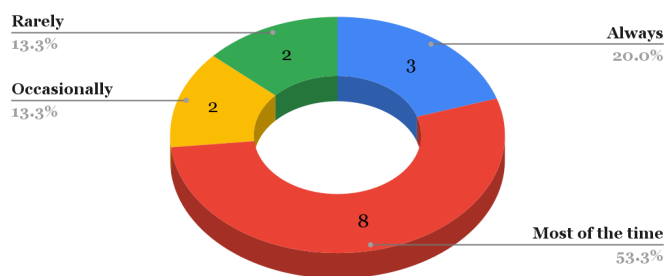
Job Role

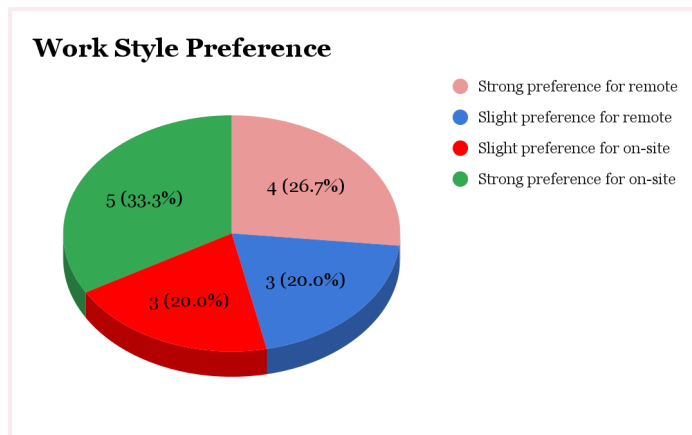


Remote Work Rate



Onsite Work Rate





The survey encompassed 15 respondents from Assist Management Consultancy, comprising 33.3% females and 66.7% males. Age distribution revealed 20% under 25, 53.3% aged 25-34, 13.3% aged 35-44, and 13.3% aged 45 and above. Older participants experienced office and remote work, and some now adopting a hybrid model. Those under 25 began as remote workers and shifted to a hybrid approach. In terms of experience, 20% had <1 year, 40% had 1-3 years, 26.7% had 4-6 years, and 13.3% had 7-10 years. Roles included 5 consultants, 4 executives in marketing, business development, HR, admin, and operations, and 3 in technical and creative departments, with top management comprising a CEO, Manager, and Assistant Manager.

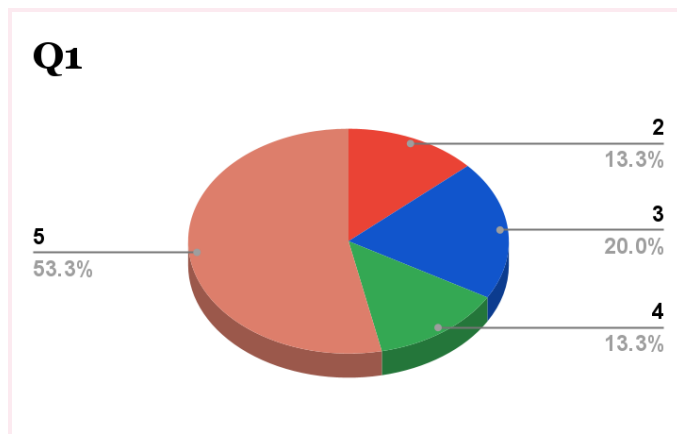
Regarding work arrangements, 20% in technical and creative roles worked remotely always, 13.3% in consulting and business development worked most of the time, and 53.3% worked remotely occasionally. Conversely, 20% of marketing preferred on-site work, and 53.3% in consulting, business development, HR, admin, and operations mostly worked on-site. The remaining 26.7% occasionally or rarely visited the office for specific needs or team meetings.

In the subsequent chart detailing respondents' work style preferences based on their structural comfort and productivity, 26.7% indicated a strong preference for remote work. In comparison, 20% had a slight preference for remote options. Additionally, 20% expressed a slight preference for on-site or office work, with the remaining 33.3% strongly preferring on-site or office settings. Notably, a majority of females favored the remote environment, primarily from the technical and creative departments. Conversely, a larger male population, predominantly from consulting, business development, and marketing, preferred on-site or office work.

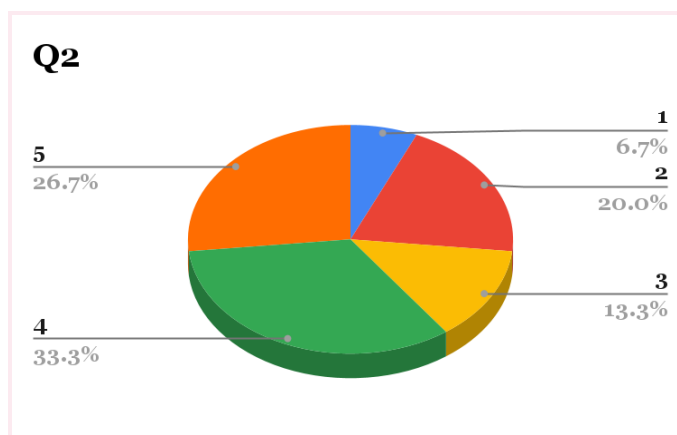
Data analysis and findings on the effect of technology on the productivity of employees in the Hybrid Model:

Rate the level of agreement with the following statements relating to technology adoption's effect on employee productivity. Where 1= Strongly Disagree; 2 = Disagree 3= Moderate, 4 = Agree and 5 = Strongly Agree

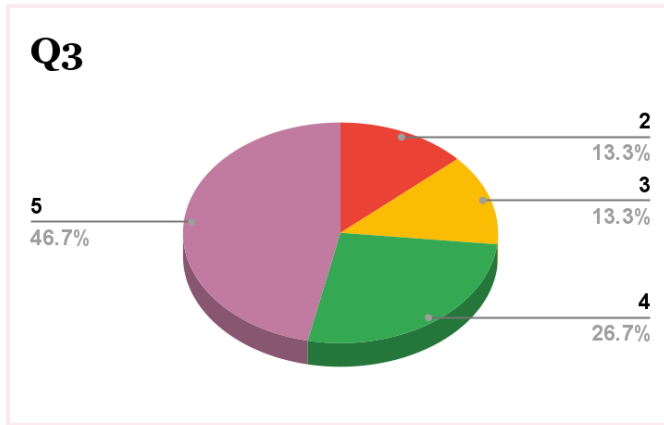
- 1) We rely heavily on technology to communicate and collaborate with internal teams and external clients when working hybrid.



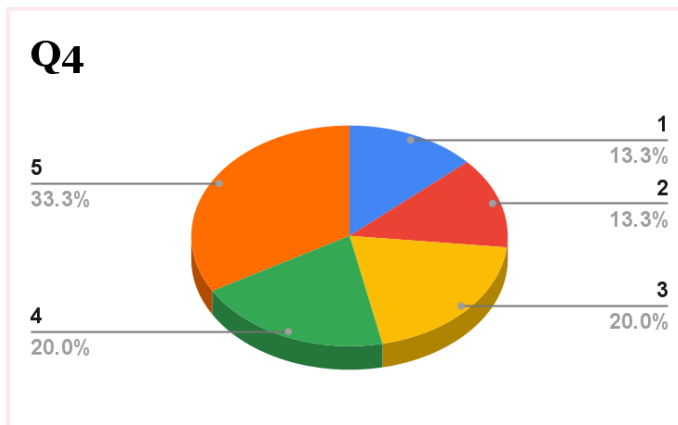
- 2) Technology-based communication tools used have been effective for remote work.



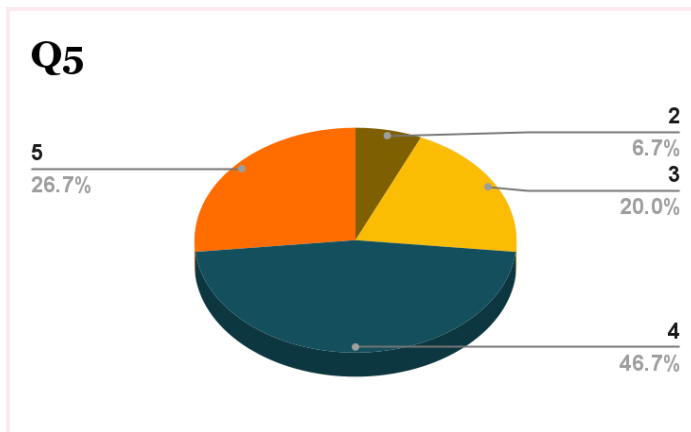
- 3) Technology has reduced operational costs in the company and increased productivity in terms of work per hour



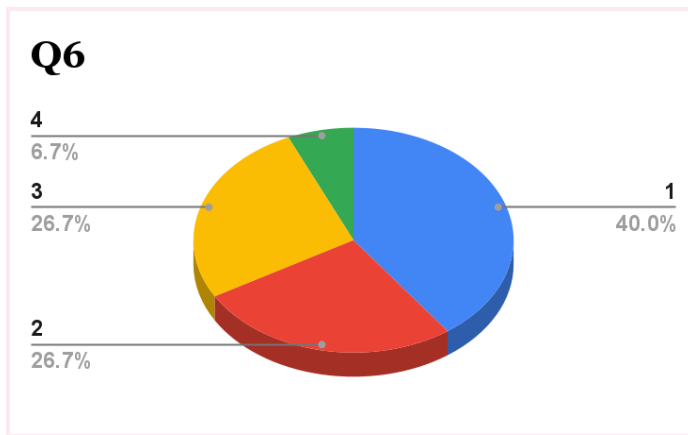
- 4) Training in technical software use has increased productivity among employees.



- 5) Management has invested and continues to invest in technical facilities to increase productivity when working hybrid.



- 6) I always have a feeling of exhaustion caused by online meetings.



The survey data related to the impact of technology on employee productivity in a hybrid work environment reveals distinct patterns. In response to Question 1, examining reliance on technology for communication and collaboration, a majority of participants (53.3%) strongly agree that they heavily depend on technology, while only about 13.3% slightly disagree. Meanwhile, Question 2, assessing the effectiveness of technology-based communication tools for remote work, indicates a generational divide. Older and middle-aged respondents express higher levels of disagreement (26.7%), citing complexity, whereas younger individuals strongly agree (26.7%) with the statement.

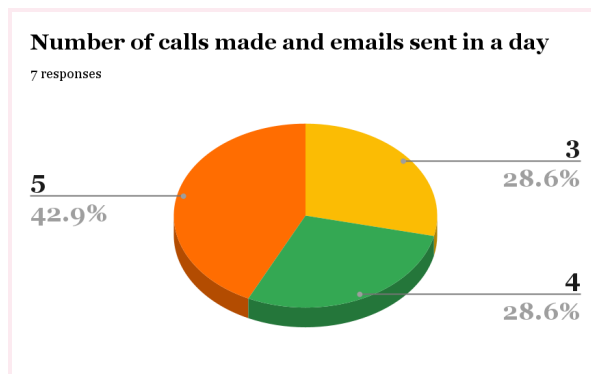
Question 3 investigates the perception of technology reducing operational costs and enhancing productivity, with 46.7% strongly agreeing from other departments, especially among those not in marketing. Question 4 indicates that training in technical software use has increased productivity, with about 33.3% strongly agreeing and 20% agreeing, especially people from the technical, creative, and consulting sectors. The lowest rate is 13.3%, representing people who don't require the use of tech much and thus don't need training.

Question 5 gauges management's investment in technical facilities, with 46.7% agreeing and 26.7% strongly agreeing, following 20% who moderately agree, suggesting overall satisfaction. Finally, Question 6 explores exhaustion from online meetings, revealing that 40% strongly disagree, emphasizing the subjective nature of fatigue and highlighting individual factors influencing productivity, irrespective of age. Overall, the data underscores the pervasive reliance on technology for communication, with nuanced attitudes toward its effectiveness and impact on exhaustion.

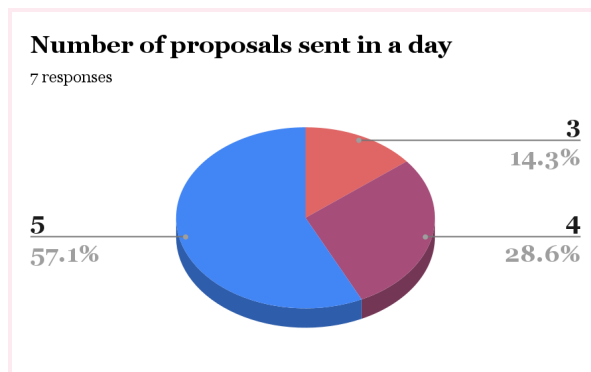
Data analysis and findings on factors affecting employee productivity in the Hybrid model:

**1) How would you rate your current productivity in the remote environment in terms of:
(Very Productive= 5, Productive=4, Average=3, Less Productive= 2, No Productivity= 1)**

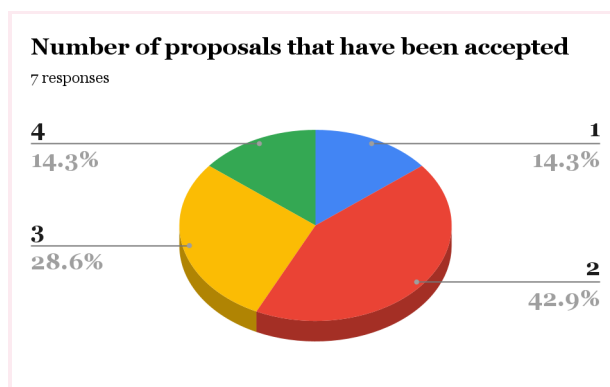
- Number of calls made and emails sent in the market in a day



- Number of proposals sent in a day



- Number of proposals that have been accepted

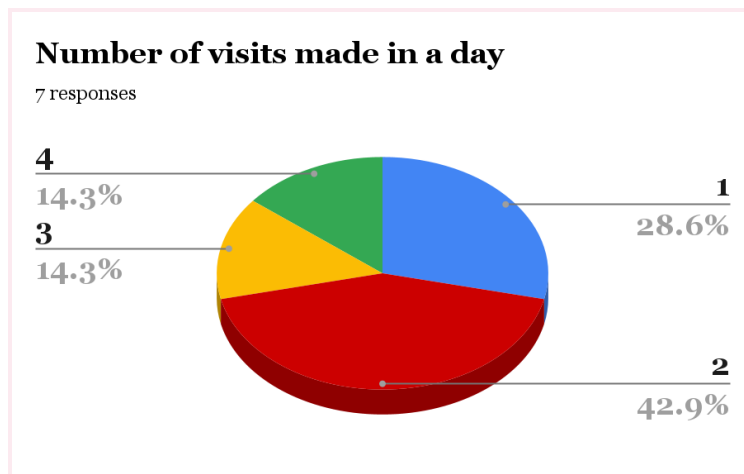


The productivity ratings for various tasks in the remote work environment were collected from a sample of 7 participants across different departments, including Managers, Marketing team, Business Development team, and Operations executives. In terms of the number of calls made and emails sent in a day, 28.6% of respondents rated themselves as "Very Productive" (5), while 14.3% rated

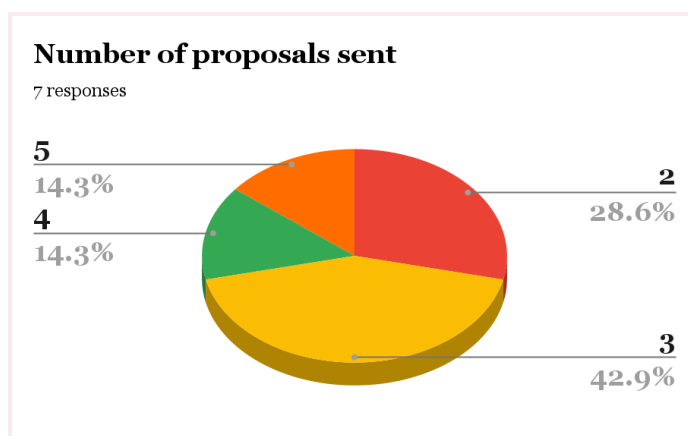
themselves as "Productive" (4). Moving to the number of proposals sent in a day, 57.1% of participants rated themselves as "Productive" (4) or higher, with 28.6% giving a rating of "Very Productive" (5). However, when it comes to the number of proposals accepted, the distribution shifted, with 42.9% rating themselves as "Less Productive" (2) or lower. This data suggests a variation in perceived productivity across the different levels of tasks, highlighting potential areas for improvement in terms of the success rate of the number of proposals being sent. Thus, implementing that there needs to be certain optimization in the remote work setting.

2) How would you rate your current productivity in the on-site environment in terms of:
(Very Productive= 5, Productive=4, Average=3, Less Productive= 2, No Productivity= 1)

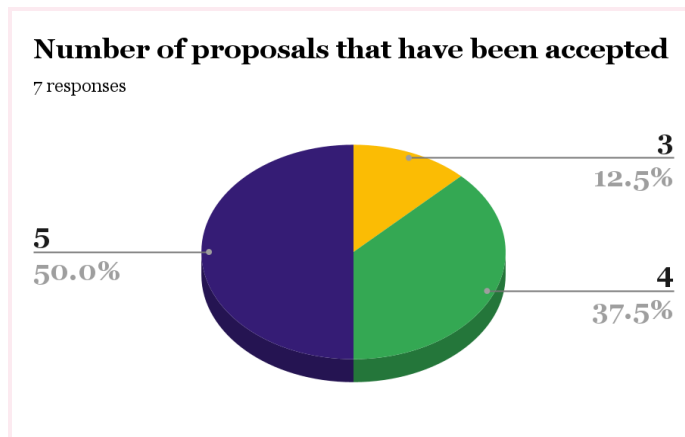
- Number of visits made in the market in a day



- Number of proposals sent



- Number of proposals that have been accepted



In evaluating the current productivity of employees in the on-site environment at Assist Management Consultancy, respondents provided ratings on specific metrics. Regarding the number of visits made in a day, the majority (40%) rated themselves as "Productive" (4), followed by 20% each for "Very Productive" (5), "Average" (3), and "Less Productive" (2). No respondent indicated "No Productivity" (1) in this category, suggesting a moderate level of productivity. For the number of proposals sent, 40% rated themselves as "Productive" (4), 20% as "Very Productive" (5), and 20% as "Average" (3), the responses skewed towards higher ratings indicating a proactive approach to business development. Impressively, regarding the number of proposals accepted, the majority (40%) rated "Very Productive" (5), followed by 30% as "Productive" (4) and 10% each for "Average" (3) and "Less Productive" (2), showcasing a high success rate in securing business opportunities in the on-site environment. The data was collected from seven participants across various departments, including Managers, Marketing, Business Development, and Operations Executives. These ratings provide insights into the perceived productivity of employees in different aspects of their on-site work.

Open-ended question:

Why have you chosen the following reasoning in terms of productivity for both remote and onsite? (Participants from Marketing, Sales, Operations, and Business Development departments)

The data gathered from interviews with sales managers, sales executives, and business development executives at Assist Management Consultancy sheds light on the dynamics of sales activities in remote and on-site environments. Respondents noted that the remote work setting allows for a higher volume of telemarketing calls and emails to potential client companies per day, say about 200 quality calls are possible for a telemarketer to make in a day following the same amount of emails. However, they emphasized the uncertainty or lower acceptance rate of proposals in a purely remote environment, highlighting that on-site visits are deemed crucial for securing deals.

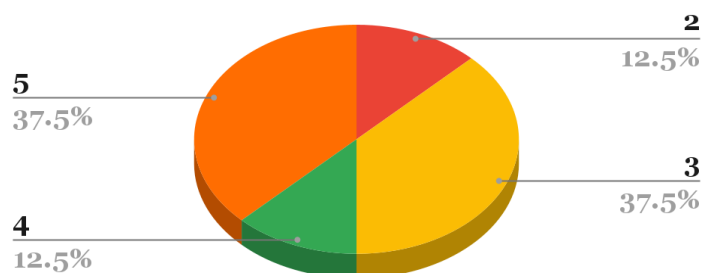
The rate of on-site visits is lower say per day one can make 5-7 visits in a day due to limitations, such as transportation issues, traffic, and energy constraints, were acknowledged, but the consensus was that these visits are more productive, of higher quality, and boast a higher success rate. Face-to-face

interactions during on-site visits were considered essential for establishing trust, leading to a more persuasive and fruitful negotiation process. The data suggests that a combination of remote and on-site approaches is necessary to enhance the success rate of sales. Additionally, it was noted that the number of proposals sent in a day is moderate for on-site due to logistical constraints. At the same time, remote work enables sales and marketing personnel to send proposals promptly, although with an uncertain success rate. The findings emphasize the nuanced interplay between remote and on-site strategies in optimizing the effectiveness of the sales process at Assist Management Consultancy.

- 3) **On a scale of 1 to 5, how would you rate your current productivity in the remote work environment in terms of your work? (Very Productive= 5, Productive=4, Average=3, Less Productive= 2, No Productivity= 1)**

Productivity in terms of Remote Work

8 responses



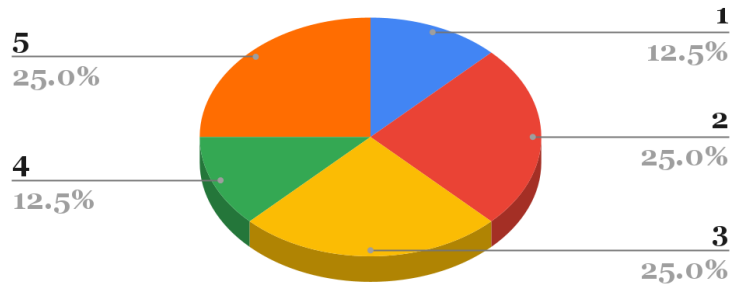
In assessing the current productivity of employees in the remote work environment at Assist Management Consultancy, participants from various departments provided ratings on a scale of 1 to 5, with 5 indicating very productive and 1 indicating no productivity. The data reveals that a significant portion of respondents, 37.5% to be precise, rated their productivity as average (3), while 37.5% considered themselves productive (4). However, there is room for improvement, as 25% of participants expressed a rating of less productive (2). No respondents indicated the lowest rating of 1, suggesting that overall, there is a baseline or moderate level of productivity. The departments represented in this survey include Consultants, Technical, and Creative, with a total of 8 participants. The findings suggest a balanced perception of remote work productivity among employees, emphasizing the importance of further investigation into factors contributing to both positive and less productive experiences.

- 4) **On a scale of 1 to 5, how would you rate your current productivity in the On-site work environment in terms of your work? (Very Productive= 5, Productive=4, Average=3, Less Productive=2, No Productivity= 1)**

Productivity= 1)

Productivity in terms of On-site work

8 responses



The data collected from the survey indicates that participants' assessments of their current productivity in the on-site work environment exhibit diversity. The majority of respondents (62.5%) rated their productivity as "Less Productive" or "No Productivity," with 37.5% providing ratings of 1 or 2 on the scale. This suggests a notable portion of employees experiencing challenges or lower productivity levels in the on-site work setting. Considering the departmental distribution, participants from the Consultants, Technical, and Creative departments are represented. Further analysis and discussion are necessary to explore the specific factors influencing these ratings, such as the work environment, collaboration opportunities, or resource accessibility. Understanding the reasons behind these ratings will be crucial for Assist Management Consultancy in tailoring strategies to enhance on-site productivity and employee satisfaction. Thus, Further discussions and interventions tailored to the identified issues could potentially lead to improvements in the on-site work environment and employee productivity.

Open-ended question:

Why have you chosen the following reasoning in terms of productivity for both remote and onsite?

(Participants from Consulting, Technical, and Creative departments)

The qualitative data gathered from participants in consulting, technical, and creative departments sheds light on their preferences and productivity experiences in both remote and on-site work settings. Consultants express a strong preference for remote work, emphasizing the convenience of working from home with a proper office setup and flexible work hours. They argue that the absence of external distractions enables them to concentrate fully on critical tasks such as data analysis and problem-solving in areas like social compliance, quality management, and risk assessment. Despite facing logistical challenges, technology, and support from the technical team, consultants find remote work more conducive to producing high-quality reports efficiently.

On the contrary, consultants report lower productivity in on-site environments, attributing it to the discomfort of adapting to different workstations while visiting various companies. While on-site visits are deemed effective for face-to-face meetings and data collection, maintaining concentration for report-making or data analysis proves challenging due to environmental distractions. Although companies provide logistical support, the quality and speed of report completion on-site are compromised compared to remote work.

In the technical and creative departments, including IT professionals, graphics designers, digital marketers, and content writers, remote work is favored for its comfort, effectiveness, and productivity. The ability to maintain a work-life balance and access advanced technological software in their home workspaces enhances their creative outcomes. Participants upgraded their home workspaces to meet their specific needs, benefiting from flexible schedules and personalized setups.

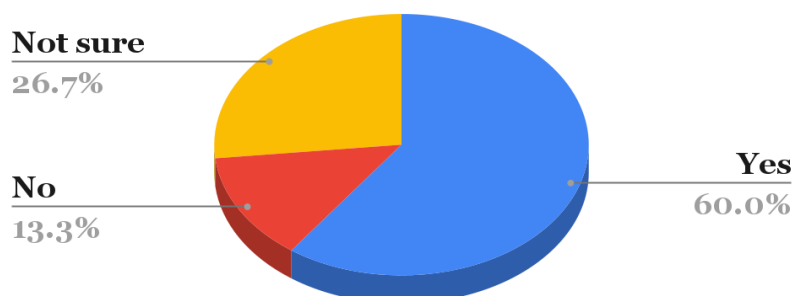
Transportation and traffic emerge as significant challenges affecting mental health and daily productivity for all departments, reinforcing the preference for remote work. However, participants expressed a desire to visit the office once a week for agenda discussions, client-specific requirements, progress updates with managers, and face-to-face interactions with colleagues, highlighting the importance of a hybrid approach. In summary, the qualitative findings emphasize the nuanced preferences and productivity dynamics across different departments, supporting the idea that a combination of remote and on-site work is essential for a well-rounded work experience.

Data analysis and findings on the performance of the organization and future work preference from employees:

- 1) The performance of the Assist Management Consultancy improved since the Remote era.

Performance of Organization since Remote era

15 responses

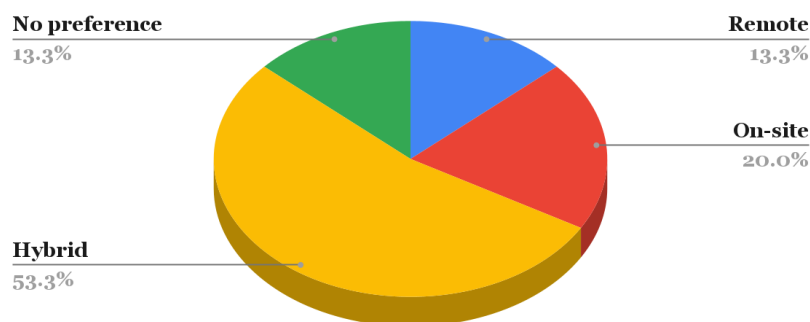


In analyzing the data from the 15 respondents at Assist Management Consultancy regarding the impact of the remote work era on the organization's performance, a notable 60% of respondents affirmed a positive change. Specifically, 9 respondents indicated that they observed an improvement in the organization's performance during the remote work era. Conversely, 13.3% (or 2 respondents) reported a negative impact, expressing that they did not perceive an enhancement in performance. A smaller portion, constituting 26.7% (or 4 respondents), remained uncertain about the effect of the remote era on the organization's performance. This data suggests a generally favorable sentiment among the majority of respondents, pointing to a perceived improvement in the company's performance and success rate since the remote work period began.

2) What is your preference for the future work model at Assist Management Consultancy?

Future work Model at Assist Management Consultancy

15 responses



In assessing the preferences for the future work model at Assist Management Consultancy, it is evident from the data that the hybrid work model holds the highest appeal among the respondents, with 53.33% (8 out of 15) expressing a preference for a combination of remote and on-site work. On-site work follows closely behind, with 20% (3 out of 15) indicating a preference for a traditional, in-office approach. Surprisingly, a relatively lower percentage of respondents, 13.33% (2 out of 15) each, expressed a preference for a fully remote or no preference in the future work model. This data suggests a notable inclination toward a hybrid work structure among the surveyed employees, possibly influenced by a desire for flexibility and a balanced approach to work arrangements. As we delve into the implications of these preferences, it becomes imperative for Assist Management Consultancy to consider and potentially implement strategies that cater to the diverse needs and expectations of its workforce, ensuring a harmonious transition into the future work landscape.

Chapter Five: Recommendations

Encouraging the Flexible Adoption of Technology: The research highlights the central role of technology in shaping the work environment. To optimize productivity, it is recommended that the organization encourages ongoing and strategic adoption of technology for communication, collaboration, and task execution. This could involve providing advanced training programs and support for employees to harness the full potential of available tools.

Tailored Training Programs for Skill Enhancement: Recognizing the significance of technology in the hybrid work model, the organization should consider implementing tailored training programs. These programs would specifically address the needs of employees, especially those in technical roles, aiming to enhance their proficiency in using technical software. This strategic investment can contribute to increased efficiency and productivity.

Implementation of a Hybrid Work Model: The majority of respondents express a strong preference for a hybrid work model. It is recommended that Assist Management Consultancy seriously considers the implementation of flexible work arrangements. This model should accommodate the diverse preferences of employees, balancing remote and on-site work, to foster a work environment that resonates with the evolving expectations of the workforce.

Task-Specific Approaches for Productivity Enhancement: The research highlights variations in perceived productivity across different tasks and roles. A nuanced approach is recommended to optimize performance in specific areas. For instance, identifying strategies to improve the success rate of proposal submissions could involve task-specific training, targeted resources, or revised processes.

Addressing On-Site Productivity Challenges: The study identifies lower productivity ratings in the on-site work environment for some participants. It is recommended that the organization investigates and addresses the factors influencing these ratings. Potential considerations include the work environment, collaboration opportunities, and resource accessibility. A comprehensive understanding of on-site challenges will facilitate tailored interventions to enhance productivity.

Chapter Six: Conclusion

It is clear from assembling together the many strands of this thorough study that the effects of hybrid work patterns on worker productivity are complex. The complex interactions between experiences, preferences, and technology adoption that this study found are extremely insightful for Assist Management Consultancy. The company is on the verge of a revolution in work environment dynamics, where it will be essential to recognize the critical role that technology plays, accommodate a range of preferences, and deal with task-specific difficulties. The data indicates that strategic interventions that are necessary when the organisation considers implementing a hybrid work paradigm. These could be developing a culture of continuous technical skill improvement, customizing training programs to meet particular demands, and setting up an adaptable workspace that blends the actual and virtual worlds. The study's nuanced recommendations provide the organisation with a roadmap to negotiate the intricacies of the post-pandemic work landscape and ensure a staff that is not only productive but also satisfied and able to adjust to the changing demands of modern work environments. The knowledge gained here provides Assist Management Consultancy with a compass to help it steer into a future where employee preferences, organisational strategies, and technology work together to propel the company toward resilience and long-term success.

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Appendix

Questionnaires

Name:

Demographic Information:

1. What is your gender?
 - a) Male
 - b) Female

2. What is your age?
 - a) Under 25
 - b) 25-34
 - c) 35-44
 - d) 45-54
 - e) 55 and above

3. Please select your years of experience at Assist Management Consultancy:
 - a) Less than 1 year
 - b) 1-3 years
 - c) 4-6 years
 - d) 7-10 years
 - e) More than 10 years

4. What is your job role?
 - a) Executive
 - b) Managerial
 - c) Technical/Professional
 - d) Administrative/Support
 - Business Consultant

Current Work Arrangement:

5. How often do you work remotely?
 - a) Always
 - b) Most of the time
 - c) Occasionally
 - d) Rarely
 - e) Never

6. How often do you work on-site?
 - a) Always
 - b) Most of the time

- c) Occasionally
- d) Rarely
- e) Never

Hybrid Work Experience:

7. Do you prefer working remotely or on-site work?
- a) Strong preference for remote
 - b) Slight preference for remote
 - c) No preference
 - d) Slight preference for on-site
 - e) Strong preference for on-site

Communication and Collaboration:

Rate the level of agreement with the following statements relating to technology adoption's effect on employee productivity. Where 1= Strongly Disagree; 2 = Disagree 3= Moderate, 4 = Agree and 5 = Strongly Agree

- 1) We rely heavily on technology to communicate and collaborate with internal teams and external clients when working hybrid.
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 2) Technology- based communication tools used have been effective for remote work
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 3) Technology has reduced operational costs in the company and increased productivity in terms of work per hour
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 4) Training in technical software use has increased productivity among employees.
 - a) 1
 - b) 2
 - c) 3
 - d) 4

- e) 5
- 5) Management has invested and continues to invest in technical facilities to increase productivity when working hybrid.
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 6) I always have a feeling of exhaustion caused by online meeting
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5

Productivity Measures:

How would you rate your current productivity in the remote environment in terms of: (Very Productive= 5, Productive=4, Average=3, Less Productive= 2, No Productivity= 1)

- 1) Number of calls made and emails sent in the market in a day
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 2) Number of proposals sent in a day
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 3) Number of proposals that have been accepted
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 4) Why have you chosen the following reasoning?

How would you rate your current productivity in the on-site environment in terms of: (Very Productive= 5, Productive=4, Average=3, Less Productive= 2, No Productivity= 1)

1) Number of visits made in the market in a day

- a) 0
- b) 2
- c) 3
- d) 4
- e) 5

2) Number of proposals sent

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

3) Number of proposals that have been accepted

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

4) Why have you chosen the following reasoning?

5) On a scale of 1 to 5, how would you rate your current productivity in the remote work environment in terms of your work? (Very Productive= 5, Productive=4, Average=3, Less Productive= 2, No Productivity= 1)

- a) 0
- b) 2
- c) 3
- d) 4
- e) 5

6) What is the reasoning behind your rating?

7) The performance of the organization improved since the remote era

- a) Yes
- b) No
- c) Not sure

Future Preferences:

8) What is your preference for the future work model at Assist Management Consultancy?

- a) Remote
- b) On-site
- c) Hybrid
- d) No preference

Internship Proposal Form

Name:	Nishat Tasnim
ID:	183011161
Semester (Spring/Summer/Fall)	Fall 2023
Department:	BBA
Supervisor's Name (Faculty):	Mohammad Tawhid Reaz
Organization Name:	University of Liberal Arts Bangladesh
Internship Title:	Assessing the impact of HybridWork Model on Employee Productivity and Job Satisfaction


24/10/2023

Student's signature & date
date

Supervisor's signature &



Assist Management Consultancy

House # 429, Road-#7, Baridhara DOHS. Cell- +8810672420600..www.assistbd.com, info@assistbd.com “A Home of Management Consultancy”

1 Sep, 2023

Nishat Tasnim
HR Operation Executive (Intern)

Subject: Appointment for post of HR Operation Executive (Intern)

Dear Nishat Tasnim,

We are pleased to offer you, the position of **HR Operation Executive (Intern)** with Assist Management Consultancy on the following terms and conditions:

1. Commencement of employment

Your employment will be effective, as of **01 Sep, 2023**.

2. Job title

Your job title will be **HR Operation Executive (Intern)** and you will report to Md. Kaiser Hamid, CEO.

3. Salary

Your salary and other benefits will be as set out in Schedule 1, hereto.

4. Place of posting

You will be posted at Dhaka. You may however be required to work at any place of business which the Company has, or may later acquire.

Assist Management

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