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THE STUDY OF REMOTE WORK CULTURE ON EMPLOYEE WELL-BEING AND PERFORMANCE

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ABSTRACT
This research examines the multifaceted nexus of remote work and its influence on employee happiness and productivity in Coimbatore, one of the burgeoning urban and industrial hubs in South India. Conducting a mixed-methods study, the research surveys the demographic profile of remote workers in diverse sectors, focusing on the IT and service industries, and seeks to understand the determining factors for their remote work experiences. It assesses the impact of remote work on physical and mental health, work-life balance, job satisfaction, and overall productivity. The research also examines how organizational performance indicators – such as staff engagement, task performance, and communication performance – are affected by extended remote work regimes. Based on the results, the study provides actionable, evidence-based suggestions for organizations in Coimbatore to improve remote work policies, employee support systems, and productivity in a hybrid or fully remote setup.

KEYWORDS: *Remote Work, Employee Well-Being, Productivity, Work-Life Balance, Job Satisfaction, Mental Health, Physical Health, Organizational Performance.*

INTRODUCTION
The Information Technology (IT) sector in India has become a key driver of economic progress, and tier-II cities like Coimbatore are rapidly gaining importance as hubs for IT and IT-enabled services. Known historically as the "Manchester of South India" due to its strong industrial base, Coimbatore is now undergoing a notable shift toward knowledge-based industries. This transition has been accelerated by the widespread adoption of remote work, particularly in response to the COVID-19 pandemic, which forced organizations to quickly adapt to digital work environments. As a result, remote and hybrid work models have become integral to business operations in the region.

While remote work offers numerous benefits such as flexible scheduling, reduced commuting time, and increased autonomy ,it also introduces new challenges that can affect both employees and organizations. Issues such as work-life imbalance, social isolation, digital fatigue, and communication barriers have emerged as critical factors influencing employee well-being. At the same time, organizations must contend with maintaining productivity, ensuring team cohesion, and managing performance remotely.

For IT and service-based companies in Coimbatore, where success depends heavily on employee engagement and efficiency, understanding how remote work shapes health, job satisfaction, and output is essential. Remote work may contribute to higher productivity and improved morale under the right conditions, but if poorly managed, it could lead to burnout, disengagement, and decreased performance.

This study aims to examine the complex relationship between remote work and employee well-being and productivity in Coimbatore. It explores the demographic characteristics of remote workers, investigates the main factors affecting their remote work experiences, and assesses how these experiences impact both individual and organizational outcomes. By providing empirical insights, this research offers strategic recommendations for enhancing remote work frameworks to promote a healthier, more productive workforce in the evolving digital landscape.

RESEARCH OBJECTIVES
- To evaluate the impact of remote work culture on employee efficiency.

REVIEW OF LITERATURE
Bany Mohammed, A., Hmoud, H., Sultan, L., & Yaseen, H. (2024). The influence of remote work on scrum-based information technology projects management: insights for success. *The TQM Journal*. **Usman, S. M., & Shahbar, H. N. (2025).** The Impact of Remote Work on Employees & Businesses. In *Green Finance and Energy Transition: Innovation, Legal Frameworks and Regulation* (pp. 283-292). Cham: Springer Nature Switzerland.

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Babatunde,F., & Ikoojo, I. P. (2024). The impact of remote work on employee mental health: A study of selected employees of united bank for Africa in Kogi state, Nigeria. *KIU Interdisciplinary Journal of Humanities and Social Sciences*, *5*(2), 272-288. **Usman, S. M., & Shahbar, H. N.** The Impact of Remote Work on Employees. *Green Finance and Energy Transition: Innovation, Legal Frameworks and Regulation*, 283.

Mohamed, R. K. M. H., Jayabalan, N., Radzi, N. A. A., Kathiravelu, K. R. K. K., & Nadarajan, P. K. (2024). The impact of remote work on employee well-being and moderating role of manager support: An exploratory factor analysis. **Liu, J. (2025).** Remote Working and Employee Wellbeing: A State-of-the-Art Review. **Salarvand, P. (2024).** The Impact of Remote Work on Employee Well-Being.

RESEARCH METHODOLOGY

The research adopted a descriptive methodology to examine the effects of remote work on employee well-being and productivity among professionals in Coimbatore, Tamil Nadu. Primary data was gathered using a structured questionnaire distributed to a diverse group of employees working remotely across various sectors, including IT, education, finance, and marketing. The questionnaire included both closed-ended and open-ended questions to assess factors such as job satisfaction, mental and physical well-being, work-life balance, communication effectiveness, and perceived productivity. A convenience sampling method was used to select 341 participants who had been engaged in remote work for a minimum period of six months.

TABLE 1.1 Demographic Characteristics of the respondents

		FREQUENCY	PERCENT
MARITAL STATUS	Single	179	52.3
	Married	163	47.7
AGE GROUP	18 - 23	170	49.7
	23 - 29	137	40.1
	30 and above	34	9.9
GENDER	Male	200	58.5
	Female	142	41.5
INCOME LEVEL	Below 25000	113	33
	25000-50000	120	35.1
	50000-100000	82	24
	100000 and above	26	7.6
EDUCATIONAL LEVEL	Under Graduate	108	31.6
	Post Graduate	172	50.3
	Diploma	62	18.1
RESIDENTIAL AREA	Urban	115	33.6
	Rural	147	43
	Semi-urban	80	23.4

TABLE 1.2: Working remotely provides a more flexible environment to manage and prioritize tasks by Age

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age group	**18 - 23**	45	71	49	4	1	170
	23 - 29	37	49	40	9	2	137
	30 and above	11	15	5	3	0	34
Total		93	135	94	16	3	341

The data shows that most respondents across all age groups view remote work as enhancing efficiency and flexibility. The highest agreement was seen in the 30 and above group (76.5%), followed by 18–23 (68.2%) and 23–29 (62.8%). Overall, remote work is positively perceived for improving task management.

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TABLE 1.3: The distractions faced during remote work outweigh the potential benefits of higher efficiency by Age

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age group	18 - 23	45	64	54	5	2	170
	23 - 29	34	46	34	17	6	137
	30 and above	11	12	7	4	0	34
Total		90	122	95	26	8	341

The majority of respondents (62%) believe that distractions during remote work outweigh its efficiency benefits. Agreement is strongest among the 18–23 and 23–29 age groups. This indicates that while remote work is flexible, distractions remain a key concern.

TABLE 1.4: Remote work allows me to complete tasks more efficiently compared to working in an office by Age

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age group	18 - 23	61	46	61	2	0	170
	23 - 29	53	37	39	6	2	137
	30 and above	15	7	9	1	2	34
Total		129	90	109	9	4	341

The data shows that most respondents (64.5%) strongly agree or agree that remote work helps them complete tasks more efficiently than in an office. This perception is highest among the 18–23 age group (107 out of 170). Overall, remote work is largely viewed as boosting task efficiency.

CONCLUSION

Remote work culture is found to have a meaningful influence on both the performance and well-being of the employees. While most of the employees find their work-life balance better, experience less commuting stress, and feel more autonomy, isolation, communication issues, and ill-defined boundaries between work and life can hamper efficiency overall. The results indicate that with appropriate support structures such as open lines of communication, monitoring of performance, and access to mental health care, remote work can promote well-being as well as productivity. Organizations should embrace flexible frameworks taking into consideration personal preferences as well as work assignments to enhance the advantages of remote work.

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