

Impact of Remote Work on Organizational Culture and Employee Engagement: Insights from the Indian Context

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ABSTRACT

The COVID-19 pandemic has catalysed a global shift to remote work, profoundly transforming traditional organizational structures and processes. This research examines the impact of remote work on organizational culture and employee engagement in the Indian context, where unique cultural and operational challenges exist. Through a mixed-methods approach involving quantitative surveys and qualitative interviews across multiple industries, this study uncovers both the opportunities and challenges of remote work in India. The findings highlight the importance of adaptive leadership, strategic communication, and technology in maintaining a cohesive organizational culture and high levels of employee engagement. Practical recommendations are provided for Indian companies navigating the evolving work landscape.

Keywords:

Remote Work, Organizational Culture, Employee Engagement, India, COVID-19, Leadership, Communication, Work-life Balance, Technology Adoption.