The Influence of Demographic Variables in Virtual Team Effectiveness.

R. Arunadevi[1]*, Dr. G. S. Subashini[2]

[1]*Research Scholar, Department of Business Administration, Annamalai University.
[2]Associate Professor, Department of Business Administration, Annamalai University.

Literature Review

Akshata Bilagi (2023)[1] mentioned that the COVID-19 outbreak and the regulations against social distance have caused many firms to convert to a virtual workplace. As more companies use remote teams, it's critical to first understand the particular needs and characteristics of virtual teams. Through the analysis of various peer-reviewed articles and other texts, this study highlights building trust, effective communication, and performance management as the main areas of attention in order to ensure the efficacy of virtual teams. The global software development industry has taken the lead in implementing cutting-edge setups and strategies for remote teamwork in the digital age employing information and communication technologies. The interaction between crises and technological breakthroughs has changed how people work. During the so-called oil crisis of the 1970s, the phrase "teleworking" was originally used to refer to using remote computer technology to access office equipment and avoid driving around in traditional automobiles. Later, with advancements in communications and the widespread adoption of the Internet, the first virtual work teams were adopted in software development organizations from the beginning of the 1990s. Some of the essential characteristics needed to function in this way were already present in these organizations, including clearly defined tasks, cultural variety, and geographical distribution of members, task interdependence, communication, leadership, empowerment, cohesion, confidence, and vitality.

Sanna Ala-Kortesmaa and Candice Muñoz (2023)[2] stated that the capacity to meaningfully communicate in computer-mediated, cross-cultural situations has become essential since technology has made it possible for individuals all over the world to collaborate and build virtual communities. This is especially true for young adults who work in virtual teams throughout their academic careers, such as during virtual exchange projects, and later on in their professional lives. In this qualitative study, we looked at the characteristics and practicalities of intercultural communication in online exchange teams. We investigated what kinds of communication challenges arise in virtual teams and how students use theories of computer-mediated communication when attempting to make sense of those challenges by analyzing three datasets created by Finnish university and American community college students (n=38) who participated in a virtual exchange. The results of the reflexive thematic analysis showed that cultural and motivational differences are to blame for the difficulties that virtual teams have in communicating. By expanding the shared work time allotted for social information sharing and for developing appropriate, team-specific techniques to demonstrate online social presence and proximity, these difficulties could be overcome. The results show how important and relational virtual team communication is and they provide light on what motivates people and makes them feel a part of the group even when there are communication problems.

H1: There is no significant difference between socio-demographic factors (age, gender and education) and dependent variables (team performance and virtual team satisfaction)

Virtual Teams and Demographic Variables:

Cohen and Bailey defined a team as a group of individuals who possess autonomy in their respective tasks, collectively assume accountability for results, perceive themselves and are perceived by others as a cohesive social unit within one or multiple broader social systems, and effectively navigate their relationships across organizational boundaries.[3] According to Lipnack and Stamps, virtual teams can be characterized as groups that collaborate beyond temporal and spatial constraints, as well as organizational and cultural borders, utilizing communication technology to improve their connections

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[1] Bilagi, A. (2023). A thematic analysis on a study on effectively managing virtual teams created due to covid-19 pandemic. IJARIIE, 9(3), 3285 - 3295.
[2] Ala-Kortesmaa, Sanna and Muñoz, Candice. (2023). "Challenges in Virtual Team Communication in the Context of Virtual Exchange Experience" European Journal of Open, Distance and E-Learning, 25(1), pp. 49-61
[3] Cohen, S. G., & Bailey, D. E. (1997) "What makes teams work: Group effectiveness research from the shop floor to the executive suite". Journal of Management, vol. 23, pp. 239-290