A Swot Evaluation of Remote Work Using a Literature Review

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Abstract

Little research has been done on the remote working from an overall management and swot analysis instead, the majority of the literature that has been written on the topic has been on the advantages and disadvantages of working from home through a perspective of the company, employee, and society. Work from home has managed to seek importance during and after the pandemic situation, working from home has been encouraged millions of workers worldwide because of the anxiety and threat posed by the Covid-19. Since it is a strong likelihood that remote work will persist in this "new normal," organizations must carefully create and execute a remote working culture.
This review study, which is in line with strategic planning, looks at the body of research and attempts to pinpoint a distant working SWOT Analysis that would be helpful in the present "new normal" environment. Four topics have been defined and identified from the literature study using the thematic analysis approach, helping the paper achieve its goal. The review took into account the literature from the conceptual and empirical investigations on remote working that have been carried out over the previous many years.

Keywords: Work from home, COVID-19, SWOT Analysis, Social Isolation

Introduction

The pandemic made enormous difference in the way work was performed, the anxiety and threat that followed the COVID-19 epidemic had an unprecedented influence on communities and enterprises across all continents. From the standpoint of strategic management, it is imperative that upper management determine which immediate and long-term actions are necessary, how each trend will affect business continuity and strategic goals.

As social isolation was imposed all over the world by govt of different countries. So, understanding its new possibilities and finding ways to adapt to the change, not only to survive but also to be better day by day in each circumstance while working. When talking about wellbeing and performance we are about to discuss, family conflict, social isolation, unstable physical health, emotional and mental health environment, stress experienced, self-leadership, improve productivity, quality family time, freedom to work from home, and easily done responsibility, improved relationship, care and affection toward others. The study focuses on bringing forward the challenges and new possibilities of working from home for the near future as many organizations are on edge of using the hybrid model of working in their organization (few days WFH and few days WFO). Working from home has a different impact on each person, this study helps in understanding the best possible way of WFH to org that can use them and get benefit from them in long run and make it a new normal way of working.

Swot introduction
Albert Humphery created the SWOT analysis paradigm in the 1960s while working at Stanford Research Institute (SRI). While internal analysis aids in identifying an organization's internal environment's strengths and shortcomings, external analysis assists strategy makers in identifying opportunities and dangers associated with external elements. In order to recuperate from the disruptions brought on by the epidemic, organisations all across the world are participating in strategy planning under the present "new normal." Strategic management is the ongoing process of organising, carrying out, and

assessing the choices that will propel the company towards accomplishing its goals. Internal and external analysis is a crucial stage in strategic management, and this is where SWOT analysis dominates.

Working From Home introduction

The World Health Organisation has guidelines that everyone must abide by, including social separation and global lockdowns. The lockdown was implemented because the COVID-19 virus was affecting people worldwide, even though many individuals had lost loved ones and were in danger of losing more lives. However, making a living was necessary to survive in the world. Thus, there was a significant introduction of working from home. The massive spread virus poses a global health concern as well as a spreading health problem (Kniffin et al., 2021). Work was carried out during the period of social isolation, which led to stress and burnout; however, the lack of support can be lessened by setting up online team activities and regularly scheduling in-person meetings for home workers to discuss personal concerns (Smeenk et al., 2021). In order to reduce stress and anxiety levels during or after work, everyone involved should support and encourage one another as well as their employers (Liang et al., 2015).

For these reasons, millions of workers worldwide will adopt remote work as the "new normal" (Pennington & Stanford, 2020). Working from home is the practice of employees working for pay from their home or another location of their choose, away from the office (Reshma et al.2015), Schall (2019) draws the conclusion that the terms "teleworking," "working from home," "remote working," and "telecommuting" are essentially interchangeable because they all refer to using technology to work remotely and communicate.

SWOT evaluation of working remotely

Businesses can only decide whether a long-term move to working from home will be suitable and probably be economical with crucial assessment of their existing operations. Employers must also research local labour regulations to see how the government has addressed working from home in particular nations (Traqq, 2020).

Therefore, in order to accurately determine the organization's strengths and weaknesses, it would be necessary to take into account factors like the ability of employees to access company data remotely, the permissions set at the user convenience , investment in technology that facilitate the workforce's mobility and agility, and the degree to which employees are assisted or frustrated by current technologies quantity of platforms and applications that a typical worker utilises on a daily basis, how well software solutions integrate, the existence of a current technology to adjust to changes in the work arrangement and an established framework for making data-driven judgements (Traqq, 2020).

Paper's objective

Research that has already been done while the COVID-19 time and after, indicates that working from home will persist long after the epidemic is over. As per the situation it can be said that working from home was not a novel concept; in fact, it was already implemented by a small number of organisations worldwide prior to the pandemic. However, its mandatory implementation as a safety measure during the pandemic caused the business community to recognise the advantages and added value that working from home could offer to their organisations. Thus, as the "new normal" progresses, companies and larger working groups are beginning to recognise the benefits of remote
When putting into practice and successfully utilising strategy of working from home, organisations need to take into account a many factors. Given the importance of strategic planning, the purpose of this review study is to use a thematic analysis to fit the benefits and drawbacks of remote working that have been found in empirical and conceptual research into a SWOT framework.

Literature review

Numerous research have been done to look at the benefits and drawbacks of working remotely since the concept of work from home or remote working was first introduced decades ago. With the results derived from their ABCD analytic approach, Reshma et al. (2015) have made a substantial contribution to the scope of literature. Remote working, according to Reshma et al. (2015), requires less capital, promotes a diverse workforce, introduces a new work pattern, and increases organisational revenues.

In addition to providing individualised career prospects and the ability of working from home in the event of illness, remote work also facilitates employees to work in better manner (Nakrosiene et al., 2019). regarding the positive impact of remote work on employee job satisfaction, Reshma et al. (2015) Schall (2019) discovered that increased telecommuting intensity is positively correlated with employee job satisfaction. Increased autonomy perceptions and fewer work-family conflicts are two additional benefits noted by Schall. In addition to numerous another empirical research, Baard & Thomas (2010), and Felstead and Henseke (2017Gajendran & Haririson (2007),).

Similar benefits of remote work as reported by Reshma et al. (2015) were also observed in a different study by Baard & Thomas (2010). These benefits included decreased stress levels, better productivity, increased morale and loyalty, more work flexibility, less distractions, and lower monthly costs. Additionally, it has been demonstrated that working remotely has positive effects including reduced work stress and intention to leave (Gajendran & Harrison, 2007, Reshma et al., 2015).

The ability to create a balanced life and work is the main benefits of remote work for employees. The research conducted by Baard & Thomas (2010), and Reshma et al. (2015) provides evidence for this. Results from Crosbie & Moore (2004) corroborate this, showing that employees have more flexibility in managing their time between family work and when they working from home. This is further supported by Nakrosiene et al.'s (2019) research, which indicates that working remotely allows employees to care for family members.

A strong correlation between the number of dependents living at home and an improvement in work-life balance as a result of telework, lends credence to this. The research of Baard and Thomas (2010).
Gajendran and Harrison (2007) People who work remotely will have more time to build stronger bonds with their coworkers, families, and the community because they would not have to give as much time commuting, Employees can also benefit from a virtual organisational structure and regular opportunities for networking with peers via advanced technology. The research conducted by provided evidence of this benefit. The results of Crosbie and Moore (2004), which are covered in the evaluation of the drawbacks of remote employment, however, called into question this. Reshma et al. (2015). Employers will benefit from increased employee dedication and productivity as a result of the implementation of a remote working strategy, and workers will have the chance to improve their job satisfaction and well-being (; Felstead & Henseke, 2017 Rupietta & Beckmann, 2016).

teleworking was adopted by several companies in reaction to the COVID-19 pandemic. The bulk of them are big, international businesses. Businesses that prioritise the now above the future and lack technical innovation are those that have not yet adopted remote working. Belzunegui and Erro (2020)

As with anything, there are advantages and disadvantages to working remotely. Numerous scholars have endeavoured to ascertain the adverse effects of telecommuting. Flores (2019), Crosbie and Moore (2004), a claim that working remotely makes it harder to collaborate with coworkers and makes it harder to build and sustain social interactions, which, if not carefully handled, might lead to less social contact. Walton et al. (2020)

Because they are not physically in front of management, remote workers run the danger of not receiving a fair evaluation despite their dedication and hard work. Flores (2019) attempted to look into this in a study and discovered that there is less transparency regarding the fairness in remote employees' performance reviews. Numerous scholars (Felstead & Henseke, 2017Flores, 2019; Baard & Thomas, 2010; Walton et al., 2020) have discussed the detrimental effects of long working hours and being late to turn off from daily work, as well as the greater difficulty that employees working from home have to manage their time and switching off from work.

In their 2020 study, "Working from home and income inequality: risks of a 'new normal' with COVID-19," Bonacini et al. Have investigated the connections between inequality, labour income distribution, and the viability of work from home. The findings showed that, if work from home policies is not sufficiently controlled, they run the risk of escalating already-existing labour market disparities.

Song & Gao, 2019, It has been shown that working from home has a detrimental impact on one's mental and physical health, and that the impact of home working depends solely on one's gender performance and parenting status. Another intriguing discovery is that having more kids can make it harder to manage the workload when working from home because there can be too many distractions, like kids, and it can be harder to focus on your work (Walton et al., 2020, Nakrosiene et al.,2019;).

Methodology

Result is based on literature review on previous studies that have addressed the subject and offer a clear picture of the issues at hand as well as potential future research directions. Policymakers and entrepreneurs can always benefit greatly from a high-quality systematic review (Kraus et al., 2020).

Just 143 papers total relating to the term "work from home" were completed in the first step. Then, after septation, about 87 papers were selected based on abstracts; after that, about 64 related papers from 2020 to 2022 were found; after more

reading, I was only able to evaluate 47 papers; after that, only 30 papers that were helpful in developing the idea for my research could be found.

Elsevier, Google Scholar, Scopus, Emerald, Wikipedia, and Google Image were very helpful to me in my search for papers and information. Using PRISMA (Moher et al., 2009) to choose publications based on subject matter, I discovered through in-depth reading of the papers that it offers clear reporting, a view of the systematic literature, and a set of guidelines for future research (Tricco et al., 2018)

I learned that WFH is a sensitive and popular topic these days, with many believing that commercial organisations would soon need to adopt a hybrid model as the new standard.

Selection Criteria
Since the topic is relatively new and a lot of work has been done in the last two to three years, I must meet certain requirements because I am really interested in working from home and all of its possibilities and challenges. As a result, papers were prioritised exclusively from 2020 to 2023.
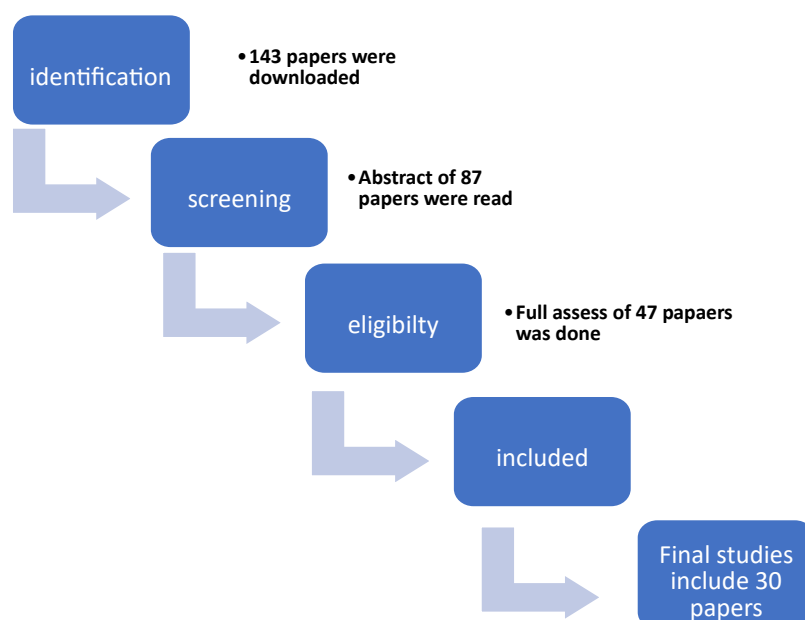

identification • 143 papers were downloaded

screening • Abstract of 87 papers were read

eligibilty • Full assess of 47 papaers was done

included

Final studies include 30 papers

Fig.1 procedure of systematic literature review process

Information Analysis
Thematic analysis was used to examine the qualitative data from earlier research on the effects of remote work. According to Braun & Clarke (2006), the author made an effort to take away anything significant from the chosen body of prior research that was relevant to the goal of this review study.

literature review findings	Impact	
flexible working hours	**Positive impact**	**Strengths**
cost saving increased productivity job satisfaction decreased pollution trust build up between employees reduced traffic and caused stress coordinal behaviour between level of org balanced work and home	**Positive impact**	
time management work space at home itself reduction in time to commute better way of communication better growth in work		**Opportunities**

*stability in family improved organizational behaviour great time to understand technology*

	Negative impact	*weakness*
behavioural problem between employees		
increased work intensity matching up with technology long		*threats*
working hours		
loneliness isolation		
low motivation no social life		
inequality during work dealing with contagious virus		

Negative impact

blur boundaries between work and home higher level of distraction imbalanced mental health decreased physical health

The outcome of L.R. of research.
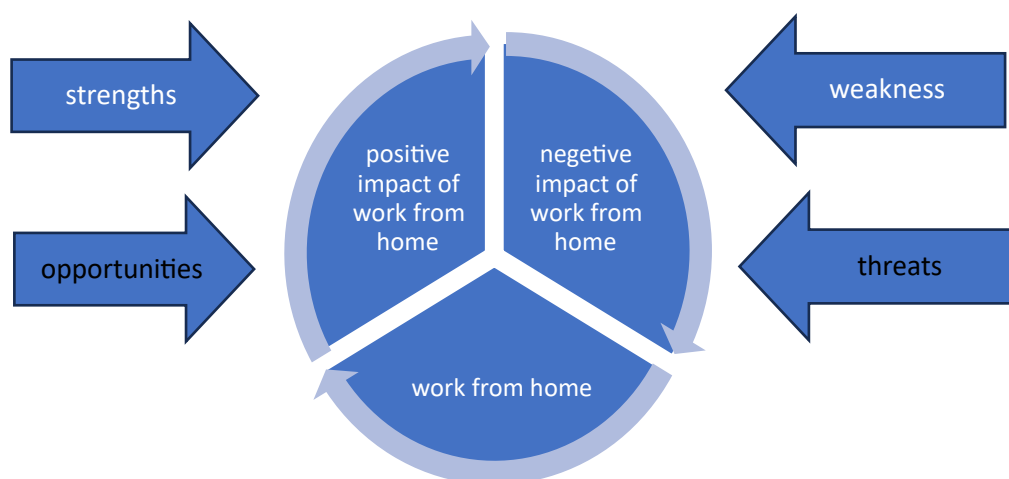
The advantages of working remotely
We've all heard the complaints from families who feel that their loved one's employment keeps them too busy to spend time with them. However, there was one benefit to pandemics: they allowed individuals to spend more time together, which may reduce family disputes and strengthen family ties. They also strengthened ties inside the organisation to facilitate better and appropriate work from home arrangements.

1. The ties to the family
Work-from-home options have been reported to have strengthened family bonds and increased affection for each member of the family while they are together. Those who work from home are better able to forge strong ties with their families (Jenkins et al., 2021). Positive effects of work-life balance include employees becoming closer to their family, which boosts job satisfaction (wirawan et al., 2021).

2. Mutual respect
Whether a man or a woman, during the social isolation period, it was observed that respect for one another changed. People began to take each other's work for granted, and as a result, close encounters were made with each other's work—which could be outside of homework or inside the home. (Afiquh and others, 2020)

3. Consider one another
This time, the family's relationship improved and their mutual respect grew as a result of spending more time together and realising how much the other person dealt with at home and in the outside world (Wirawan et al., 2021).

4. Amicable conduct

Speaking of the behavioural aspect of the COVID period, it was observed that the time we all got to spend together improved our behaviour towards one another. The caring behaviour of the employer and employee has also changed significantly in light of the recent changes, as they were both coping with essentially the same condition at home. (Afiquh and others, 2020)

5. Easy accountability

We all had the chance to spend time together during the global crisis, which aided in understanding our responsibilities and encouraging mutual aid (Jenkins et al., 2021). Prior to the pandemic, it was extremely difficult to appreciate the roles that the office and the house played in one another. However, the catastrophe let everyone realise how important one another was.

6. The link between employers and employees

In order for employees to trust each other and the virtual working pattern to be easily understood, there needs to be a mutually beneficial bond between the company and employees. Additionally, employees must be willing to learn new skills and be flexible in order to work from home during a pandemic. For virtual working to be successful, the organization's employees' relationships must be solid. (Assoy and others, 2021). Organisations cannot effectively manage their virtual work environments and optimise their employees' competencies and behaviours to maximise work performance without a well-thought-out work digitization strategy and a long-term focused, comprehensive plan that addresses how their HRM policies and practices should be modified to accommodate the evolving employee expectations and attitudes. (Assoy and others, 2021)

7. Contentment with one's work

(wirawan et al., 2021), While working from home, the family and organisation were also cognizant of the intricacy of pandemic scenarios as work was being done at home. Those who work from home report increased levels of job satisfaction. Employees who worked from home had the opportunity for flexible working hours, which improved performance because they could work whenever it was most convenient for them (Afiquh et al., 2020).

8. Social distancing

Only because of the government's widespread lockdown and the daily decline in the likelihood of the coronavirus spreading, was it attended. During that time, new vaccines and treatments were discovered, providing us with a new means of subsistence and a new way of life. (Assoy et al.), 2021

The drawbacks of working remotely

Every person who worked from home at this time suffered extreme stress, loneliness, a deuteriation in their mental health and physical growth, annoyance, and an excessive amount of work and responsibility. Many people were just unaware of the abrupt and radical shift in work culture, and no suitable training was provided to them when they moved their jobs online. Major negative effects of working from home include employees not taking responsibility for their work, which leads to low productivity, and employees not feeling satisfied with their jobs overall when working from home.

1. Boundaries of Work

When boundaries are unclear, it presents a hazy picture of the workplace culture, which leads to effort and a lack of clarity in the responsibilities assigned to tasks, both of which eventually lower productivity. (Bliss and others, 2021) To increase efficiency, we must define roles clearly, set boundaries at work, and conduct training sessions. (Shah and others, 2020) In the early days of working from home, when there was no set work schedule and employees were working nonstop because they believed that because they were working from home, they could easily continue working on additional projects in their own space, they were under extra pressure to work more and more. (Jenkins and others, 2021). Worker mental health has declined for many.

2 Gas and electricity use

In the past, when people worked from 9 to 5, they only had five days of work, leaving and returning from home at set times, which allowed for control over the household's monthly budget. There was less gas and electricity consumption, but because of the abrupt shift in the work ethic, everyone was confined to the home, which resulted in more gas and electricity use, internet usage, and food consumption. (Novianto and others, 2021.

3 State of mind

Working from home has been show a negative impact on people's mental health in numerous instances because it forces them to deal with unavoidable events and causes their loved ones' physical condition to deteriorate due to time changes. (Huai and others, 2021). Due to family members' multifunctionality, which causes a lack of self-control, elevated stress

levels, social isolation, and home quarantine, there has been an abrupt decline in mental health. Working from home has been shown to have a detrimental effect on mental health.

4 Family disputes

Working from home has increased family conflict since, prior to the pandemic, many couples did not have stable personal relationships; similarly, disputes with parents have increased because of poor performance at work or because seeing each other for a full day has increased. In 2021, Maulidina et al. Family disputes have increased as a result of work people who work from home and live with family also report higher levels of dissatisfaction because of constant interruptions from young children, pets, and family members who are taking care of the house during work hours (Hauai et al., 2021).

5 Lack of technical literacy

When we discuss technical illiteracy, we are going to talk about the issue that employees experience since they are not well-versed in various functioning software that was introduced, or better yet, imposed, by the companies during a shutdown. (Bliss and others, 2021).

6. Social seclusion

Compared to those living alone, those living with a family were shown to be less satisfied with WFH. The majority of married women were found to be dissatisfied with the arrangement of working from home because they had to handle more work from the office and household duties at the same time. This was because both partners had to work or take care of children or elderly family members, and house help was prohibited due to lockdown, which made their work harder and increased dissatisfaction (Maulidina et al., 2021). It was also observed that married women were more dissatisfied with the work from home pattern of working because their responsibilities were doubled during that time.

Results

Four topics emerged from the analysis.
1 Strengths
The benefits of working remotely, which have been empirically demonstrated to include more flexible work schedules, a improved work-life balance, decreased absenteeism increased job satisfaction increased productivity and accountability, cost savings, , , increased retention, decreased and air pollution, traffic congestion increased employee autonomy, and greater flexibility in balancing work and family obligations, can be recognised as strengths because they share the goal of giving employees, employers, and other stakeholders satisfying experiences in the present.

2 Weaknesses
Based on their similarity and the fact that stakeholders typically experience negative results in the short time span, the thematic analysis identified the theme "weaknesses" to represent the negative effects of working remotely, including a tendency towards longer workdays, difficulty in collaborating with other coworkers, a tendency towards intensity of work, difficulties setting up and maintaining technology, difficulty accessing timely information, difficulty organising time, negative effects on subjective well-being, reduced social contact, loneliness, poor self-esteem, and decreased motivation.

3 Opportunities
The analysis was used to identify the good impact of remote work that could be realised over a period of time and that would encompass a larger range of circumstances, including external settings. These advantages were referred to as "opportunities" among the benefits of remote working that were demonstrated in the literature. The factors listed below include the ability to work during peak productivity hours, the suitability of working from home, time savings from cutting down on commute time, productive time gained from cutting down on time spent socialising with coworkers, individualised career opportunities, the ability to care for dependents at home, generation Y employees' view of work-life balance as an alternative, higher organisational commitment.

4 Threats
The theme of "threats" refers to the difficulties with working at home were found through literature research that are more in terms external in nature and experienced over an extended period of time. These included worker health problems that led to increased workloads, which might be aggravating already-existing labour market disparities, the incapacity to maintain a work-life balance, the possibility of having too many distractions, such as children, the long-term lack of managerial and organisational support, and a lack of transparency regarding the fairness of performance reviews.

Conclusion

This review paper's goal is to use a thematic analysis of the existing literature to determine the benefits, drawbacks, opportunities, and dangers related to companies implementing a remote work or work from home strategy. The author's review attempt has succeeded in identifying four themes from the chosen literature. Still, the study paper's overall conclusion is that it has succeeded in its goal of offering a SWOT Analysis with remote working to assist future studies of working from home and remote working from a strategic management perspective.

Even though the number of empirical studies on remote work is significantly increasing, relatively few studies have looked at or analysed remote work in a SWOT Analysis setting that would help and assist strategic management. There isn't much research to support the claim that the benefits of remote work and work from home (WFH) may be viewed as both opportunities and strengths in the framework of a SWOT analysis. Similarly, there was a dearth of research to support the claim that, when seen from a SWOT analysis viewpoint, the experimentally proven drawbacks of remote work and work from home policies might be viewed as vulnerabilities or threats.

Given that some of the benefits of remote work may fit into both categories, it can be challenging to discern some of the benefits of remote work from the opportunities it presents. The limitations and unfavourable type of working remotely are also a source of concern, as it can be challenging to discern between threats and vulnerabilities. Therefore, many research in this area is to be done to better understand the four SWOT analysis components related to remote work.

Furthermore, the benefits noted in the literature as opportunities and strengths might not materialise or be accessible in real-world situations if the remote working approach is not well thought-out and implemented in a particular company setting. Therefore, more research in this area is required to determine whether companies and employees actually view the favourable results as opportunities and strengths.

The drawbacks that the literature has labelled as threats and weaknesses might not apply to every remote worker. There may be dangers and vulnerabilities unique to a given work or industry, in which case more research is needed to gain a more comprehensive grasp of the subject. Lastly, in order to fully comprehend the real-world context of the internal and external environmental elements covered in the SWOT analysis of remote working, researchers must collaborate closely with HR professionals and industry experts.

Gaps

The most prevalent understanding of the gap I found in the published paper was that the majority of the study was conducted during a pandemic, when many people's mental health was unstable globally, and as a result, the absence of data collection techniques made the study time-consuming and less dependable. Additionally, a number of ideas were described concurrently, making the paper difficult to follow at first. In many cases, very little was said regarding the methodology employed to arrive at the solution. Given the global lockdown and social isolation at the time, many studies only use secondary data.

It can be concluded that there was a dearth of information about people living on rent and performing WFH alone, elderly individuals who were about to leave the company, gender inequality, and single parents. The limitations of others can serve as a guide and source of motivation for future research. Only quantitative data have been used; qualitative data may also be used.

Proposal for further research

Purpose or goal of the next research agenda is to thoroughly examine the available research materials and provide a base model for additional study that will be compared to the hybrid model in order to support the hypothesis and provide guidance for future research.

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