Chapter 6

Investigating Innovative Social Technology for Elevating Employee Well-Being in the Business Context

H. Hajra

Bharath Institute of Higher Education and Research, India

G. Jayalakshmi

Bharath Institute of Higher Education and Research, India

ABSTRACT

Welfare signifies the quality of life in the ecological, economic, and social environments. It is crucial as it affects employee behavior and organizational productivity. The provision of welfare amenities by employers can positively impact the workforce. For managers to achieve goals via their teams, offering necessary and desirable workplace facilities is key. Technology and industry-specific tools are instrumental in advancing employee wellness programs. With the rise of remote and hybrid work models, integrating innovative social technologies is vital to enhance employee well-being in the corporate sphere. This process involves understanding well-being, selecting appropriate technologies, protecting data privacy, managing change, evaluating program success, and fostering a culture oriented towards well-being. Goals include improving job satisfaction, encouraging a healthy work-life balance, and addressing stress and mental health issues.

INTRODUCTION

Employee welfare represents a comprehensive term encompassing many initiatives dedicated to improving the well-being, satisfaction, and development of employees within an organization. It is an umbrella term that covers a wide array of provisions and activities that extend beyond mere compensation, aiming to foster comfort, intellectual growth, social welfare, and overall happiness among the workforce (Ángeles,

2023). The core objective of such welfare measures is to elevate the quality of life for employees, ensuring that they feel content and valued within their work environment (Abbassy & Ead, 2020). As articulated by Todd, employee welfare is not just about meeting the bare necessities required for industry functioning. Still, it is a concerted effort to enhance employees' physical, intellectual, and social well-being (Alabdullah et al., 2021a). Technology has revolutionized the approach to employee welfare, becoming an indispensable aspect of global operations and business management. It has granted us the ability to better understand the needs of employees, increase productivity, alleviate workloads, and foster innovation and creativity within the workplace (Alabdullah et al., 2021b). The global pandemic has catalyzed change, transforming how organizations approach the wellness of their employees. This transformation has been marked by the emergence of various digital platforms seamlessly integrated into the corporate world, offering new avenues for employee wellness programs.

These technological solutions are now being rapidly adopted by forward-thinking companies seeking to provide comprehensive and effective wellness programs that cater to the diverse needs of their employees. Such programs are not limited to the digital space but are also implemented in the physical workspace, ensuring a holistic approach to employee wellness. The aim is to create an environment where employees can professionally and personally thrive, with access to resources and support that promote their overall well-being. This strategic investment in employee welfare contributes to a happier and more productive workforce. It aligns with the growing recognition of the importance of mental health, work-life balance, and the social aspect of work in today's corporate culture. Employee welfare has become a key strategic component of business operations, with technology playing a pivotal role in shaping and delivering these initiatives. Companies that prioritize the welfare of their employees are not only investing in their workforce but are also setting a new standard for the modern workplace, where the well-being of every individual is considered integral to the success and sustainability of the organization (Köseoğlu et al., 2022).

The Committee of Labour Welfare (1969) defines the scope of employee welfare as encompassing a wide range of services, facilities, and amenities. These include ensuring sufficient canteens, rest areas, recreational amenities, sanitary provisions, medical facilities, transportation arrangements for workers far from their workplaces, and various other services and amenities. Additionally, social security measures are considered an integral part of employee welfare as they contribute to improving the overall working conditions of employees.

Welfare is a comprehensive concept that encompasses the living conditions of individuals or groups in a positive relationship with their overall environment, including ecological, social, and economic aspects. Its goal is to achieve social development through various means, such as social legislation, reform, services, work, and action. Economic welfare aims to enhance production, productivity, and development by promoting equitable distribution. Welfare measures can be classified as either mandated by law or voluntary, with legal requirements mandating employers to provide certain employee benefits beyond their wages or salaries (Ead & Abbassy, 2022).

In today's rapidly evolving business landscape, effective management is a cornerstone for the success and sustainability of all types of organizations, irrespective of their geographical roots, operational nature, or ownership structures. Organizations with varied driving forces, from profit-oriented goals to those fueled by social, religious, or philanthropic motives, share the common necessity of efficient management practices to maintain momentum and achieve continuous growth. This universality of the need for adept management underscores its role as the backbone of organizational progress, providing the strategic direction and operational oversight that propels an enterprise forward (Yeruva & Ramu, 2023).

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/investigating-innovative-social-technology-for-elevating-employee-well-being-in-the-business-context/334737

Related Content

Using Blockchain Technology, Artificial and Natural Neural Network in Bioinformatics
Lubov A. Belyanina (2021). *Research Anthology on Blockchain Technology in Business, Healthcare, Education, and Government (pp. 743-750).*
www.irma-international.org/chapter/using-blockchain-technology-artificial-and-natural-neural-network-in-bioinformatics/268632

Applying Bibliometrics to Examine Research Output and Highlight Collaboration
Nandita S. Mani, Michelle A. Cawley, Adam Doddand Barrie E. Hayes (2022). *Handbook of Research on Academic Libraries as Partners in Data Science Ecosystems (pp. 75-101).*
www.irma-international.org/chapter/applying-bibliometrics-to-examine-research-output-and-highlight-collaboration/302748

Orienting Data Services in the Library: Evolution of a Digital Scholarship Services Department
Wasila Dahdul, Madelynn Dickersonand Danielle Kane (2022). *Handbook of Research on Academic Libraries as Partners in Data Science Ecosystems (pp. 102-123).*
www.irma-international.org/chapter/orienting-data-services-in-the-library/302749

Enhancing Security and Trust in Named Data Networking using Hierarchical Identity Based Cryptography
Balkis Hamdane, Rihab Boussada, Mohamed Elhoucine Elhdhiliand Sihem Guemara El Fatmi (2021). *Research Anthology on Blockchain Technology in Business, Healthcare, Education, and Government (pp. 1424-1445).*
www.irma-international.org/chapter/enhancing-security-and-trust-in-named-data-networking-using-hierarchical-identity-based-cryptography/268669

Examining the Evolution of E-Government Development of Nations Through Machine Learning Techniques
Niguissie Mengeshaand Anteneh Ayanso (2021). *Handbook of Research on Applied Data Science and Artificial Intelligence in Business and Industry (pp. 85-107).*
www.irma-international.org/chapter/examining-the-evolution-of-e-government-development-of-nations-through-machine-learning-techniques/284975