

# A STUDY ON THE IMPACT OF HYBRID WORK MODEL ON EMPLOYEE PRODUCTIVITY AND JOB SATISFACTION IN THE IT SECTOR

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**Abstract :** This study examines the impact of the hybrid work model on employee productivity and job satisfaction in the Information Technology (IT) sector. The hybrid work model has become an important workplace practice that allows employees to divide their working time between home and office environments. The main objective of this study is to analyze how hybrid work arrangements influence employee productivity, motivation, work–life balance, and overall job satisfaction. The research is based on both primary and secondary data sources. Primary data were collected through a structured questionnaire from 94 respondents working in various IT organizations. Secondary data were obtained from journals, research articles, reports, and reliable online sources related to hybrid work practices. Statistical tools such as Percentage Analysis, Weighted Average Method, and Ranking Analysis were used to analyze the collected data. The findings reveal that the hybrid work model improves employee productivity, enhances work–life balance, and increases job satisfaction. However, certain challenges such as communication barriers, coordination issues, and technical problems were also identified. The study concludes that organizations should implement effective communication strategies and strong digital infrastructure to ensure the successful implementation of hybrid work models in the IT sector.

**Index Terms – Hybrid Work Model, Employee Productivity, Job Satisfaction, Work–Life Balance, IT Sector, Flexible Work Practices.**

## INTRODUCTION

The transformation of workplace practices has accelerated significantly in recent years, especially in the Information Technology (IT) sector. The adoption of digital tools and remote working technologies has enabled organizations to implement hybrid work models, where employees split their working time between home and office environments.

Hybrid work has emerged as a strategic response to evolving employee expectations and technological advancements. It provides flexibility, autonomy, and reduced commuting time while maintaining organizational collaboration.

However, it also introduces challenges such as communication gaps, coordination issues, and performance monitoring difficulties. Employee productivity and job satisfaction are crucial indicators of organizational effectiveness.

Productivity refers to the efficiency with which employees complete tasks, while job satisfaction reflects their emotional and psychological well-being at work. This study aims to examine the impact of hybrid work on these two critical dimensions in the IT sector.

The hybrid work model has gained significant attention after the global shift toward remote working during the COVID-19 pandemic. Many IT organizations adopted flexible work arrangements to ensure business continuity while maintaining employee safety. As a result, hybrid work has become a permanent feature in many companies. Employees now expect flexibility in their work schedules, which has encouraged organizations to redesign their workplace strategies and policies.

Therefore, it is important for organizations to understand how hybrid work arrangements influence employee performance and satisfaction. By examining employee perceptions and experiences, organizations can identify the benefits and challenges associated with hybrid work models. This study aims to provide insights that will help IT companies develop effective hybrid work strategies that improve employee productivity and overall job satisfaction.

## METHODOLOGY

This study focuses on analyzing the relationship between hybrid work arrangements and employee productivity and satisfaction in IT companies.

### Research Design

The study follows a descriptive research design to examine employee perceptions regarding hybrid work.

### Data Collection Method

Both primary and secondary data were used for the study.

- Primary Data: Collected through a structured questionnaire distributed to college students in Coimbatore.
- Secondary Data: Collected from academic journals, books, research articles, sustainability reports, and credible online sources related to green marketing and consumer behaviour.

### Sampling Technique

A convenience sampling technique was used due to time and accessibility limitations.

### Sample Size

The study collected responses from 94 college IT Employees working in different companies.

### Tools for Analysis

The following statistical tools were used:

- Percentage Analysis
- Weighted Average Method
- Ranking Analysis

These tools helped in interpreting the responses and identifying hybrid work model in IT sectors

## MODELING AND ANALYSIS

This section presents the statistical methods used to analyse the data collected from respondents.

### 1. Percentage Analysis Model

The Percentage analysis was used to analyze demographic variables such as age, gender, education level, and work experience. It was also applied to understand employee responses related to productivity, satisfaction, and hybrid work effectiveness.

This analysis is carried out for all the questions given in the questionnaire mainly to assess how the respondents are mainly distributed in each category. Analysis uses percentage to process the data.

This method is used as a percentage number reducing them into 0 to 100 range through percentage.

$$\text{Percentage} = n/N*100$$

### Age Distribution of respondents

Age Group	Count	Percentage
Below 25	47	50%
25–30	28	29.8%
31–35	11	11.7%
Above 35	8	8.5%
<b>Total</b>	<b>94</b>	<b>100%</b>

### Interpretation

The majority of respondents belong to the below 25 age group, indicating that hybrid work is largely experienced by young professionals in the IT sector.

### 2. Weighted Average Model

The Weighted Average Method was used to measure employee agreement levels regarding productivity improvement under hybrid work.

Formula used:

$$\text{Weighted Average Score} = \frac{\sum(W \times X)}{\sum W}$$

Where:

- $W$  = Weight assigned to each rank or scale
- $X$  = Number of respondents (frequency) for each rank or scale point
- $\sum(W \times X)$  = Total weighted score
- $\sum W$  = Total of weights (or sometimes total responses, depending on the study design)

### Interpretation

The calculated weighted average score for productivity improvement was 4.06, indicating strong agreement among employees that hybrid work enhances productivity.

### 3. Ranking Analysis Model

Ranking analysis was conducted to identify the most important factors influencing satisfaction under hybrid work.

#### Factors Ranking:

Factor	Rank
Work–Life Balance	1
Motivation	2
Time Management	3
Productivity Improvement	4
Organizational Support	5

### Findings from Ranking Model

Work–life balance was ranked as the most important factor influencing employee satisfaction under hybrid work arrangements.

## RESULTS AND DISCUSSION

The statistical analysis reveals that hybrid work positively influences employee productivity and job satisfaction in the IT sector.

A significant proportion of employees agreed that hybrid work improves work–life balance and reduces commuting stress. Employees reported increased flexibility and better time management. Motivation levels were also high among respondents working under hybrid arrangements.

However, communication barriers were identified as a major challenge. Many employees expressed difficulties in team coordination and real-time collaboration. Technical issues such as connectivity problems were also reported.

The findings suggest that while hybrid work enhances performance and satisfaction, organizations must invest in structured communication systems and advanced digital tools to overcome operational challenges.

## CONCLUSION

The study concludes that the hybrid work model has a significant positive impact on employee productivity and job satisfaction in the IT sector. Flexibility, autonomy, and improved work–life balance contribute to higher employee engagement and performance.

Despite its advantages, hybrid work presents challenges such as communication gaps and technical limitations. Organizations must implement structured policies, invest in digital infrastructure, and promote employee well-being initiatives to ensure the long-term success of hybrid work systems.

Overall, hybrid work represents a sustainable and effective model for the future of work in the IT industry.

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