

Employee Motivation during the Challenging Times of Covid-19 Pandemic: Strategies for Success

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Abstract

The purpose of this paper is to examine current theories about how to keep staff members motivated in trying situations, especially in light of the ongoing Covid-19 pandemic. This investigation uses subjective methodologies and relies on recent literature. Because of the heightened stress and uncertainty caused by the pandemic, employee motivation has been significantly impacted. Employers can help their staff by being transparent with them, being accommodating, offering support, and giving them praise. Regular check-ins, remote work options, mental health resources, and acknowledging workers' efforts under trying conditions are all ways to accomplish this. The study's emphasis is on Maslow's Hierarchy of Needs theory and is based on secondary data. The research suggests working from home and scheduling shifts as methods for keeping employees inspired in their job. The researchers watched how workers dealt with unforeseen circumstances and made suggestions for potential jobs, like rearranging duties or allowing for remote work. The research has important ramifications for academics and professionals in the field because it offers insightful information about economics and business.

Keywords: *Employee Motivation, Maslow's Hierarchy of Needs, Work from Home, Work Shift, Covid-19.*

Introduction

Concerns about the covid-19 are rapidly spreading over the world. To prevent the spread of the covid19, several others have locked their offices, turned off their phones, or worked from home (Fachriansyah, 2020). In any case, only a few businesses keep track of employee shifts or have gone completely virtual. Employees at a corporation battling with the pandemic coronavirus are having trouble staying focused at work. Many professionals, particularly those from low-income families, require security equipment and virus expertise (Syakriah, 2020a; Grima et al., 2020). Currently, the Covid-19 is sweeping the globe (Kampf, Todt, Pfaender, and Steinmann, 2020). To prevent the virus from spreading, workers must

wear veils, remain a safe distance, and use hand sanitizer if they must go to work (Work area, 2020). Uncertainty about the illness spread will have a negative impact on employee motivation as well as the level of unpleasant emotions they feel, making it more difficult to keep them on cheval cheval (Assor, Kaplan, Kanat-maymon, and Roth, 2005). Employees, on the other hand, will feel driven to act, even if it is risky in terms of personal values and requirements (Amiot, Sansfaçon, and Louis, 2013). Many low-income persons continue to work to support their fundamental necessities after the Covid-19 illness strikes (Amiot et al., 2013; Syakriah, 2020b). Employees require work in order to live. The Covid-19 scenario has resulted in a decrease in the number of jobs accessible on the market, yet employees' needs for basic necessities have not been met. Employees can be motivated in a variety of ways by utilizing their resourcefulness and agility in the workplace (Humala, 2017). The purpose of this research is to uncover previously untapped information on how to keep workers convinced in dangerous conditions, especially now that the Covid19 has spread. At that time, the results of this observational study are presented, followed by a discussion of the study's ramifications.

The Covid-19 pandemic has disrupted the way we work and has impacted employee motivation in profound ways. As we continue to navigate through the pandemic, employers must prioritize the well-being of their employees and find ways to motivate them in these challenging times. The pandemic has brought increased stress, uncertainty, and isolation for many employees, leading to a decline in motivation and engagement. Employees may be struggling to balance work with the demands of their personal lives, feeling anxious about the future, or experiencing burnout from the increased workload. Employers need to recognize these challenges and proactively address them. One way to support employee motivation is through clear and consistent communication. Regular check-ins with employees, either individually or as a team, can help maintain a sense of connection and build a supportive community. These check-ins can be used to assess how employees are coping and to offer support, guidance, and resources as needed. Employers should also be transparent about the company's plans, including any changes that may affect employees. Flexibility is another key factor in supporting employee motivation during the pandemic. Employees may be juggling work with childcare, caring for elderly relatives, or dealing with personal health issues. Employers can provide flexibility in work hours or provide work from home options to help employees balance their work and personal life. Providing resources like mental health support, online exercise classes or virtual team building activities, can also help improve employee well-being and motivation.

Recognition and appreciation are essential to motivate employees in these challenging times. Employers should acknowledge and appreciate the extra effort, dedication, and hard work of their employees. Even simple gestures like a thank-you note, a virtual team celebration or gift cards can boost morale and show employees that their efforts are valued and appreciated. Finally, employers can promote employee motivation by creating opportunities for professional development, growth, and career advancement. This can involve offering online training and development courses or giving employees the chance to work on high-impact projects that will stretch their skills and abilities. Empowering employees with new opportunities can help build their confidence, motivation, and job satisfaction. Therefore, the Covid-19 pandemic has had a significant impact on employee motivation. Employers can help employees stay motivated and engaged by providing clear communication, flexibility, recognition, and professional development opportunities. By focusing on the well-being of their employees, employers can build a culture of resilience and adaptability that will enable their organization to thrive during and beyond the pandemic.

Aim of the Study

To explore the new insights for keeping the employees motivated in dangerous situations, especially now that the Covid-19 has spread.

Methodology

This study is based on secondary data and has focused the Maslow's hierarchy of needs theory for narration.

Limitations

This study has centered primarily the theory of Maslow's hierarchy of needs to grow the run of data, future ponder may apply a broader procedure, such as coordinate interviews or quantitative strategies to investigate more experiences.

Problem Statement

Problem statement of this paper is how can an employee adopt with unfavorable and unstable situation and how can they motivate.

Future Work

The damage has done due to covid-19 is much, now the question is, can we cope with the situation next? How can we motivate employee in another unstable situation?

Managing Employee Motivation considering Maslow's Hierarchy of Needs

Maslow's hierarchical needs theory underpins the review. Work motivation is defined as a person's desire to engage in duties in order to achieve their demands or make changes (Slamet and Riyadi, 2011). There are various motivational theories available today; nevertheless, this inquiry uses Abraham H. Maslow's inspiration thesis to evaluate current challenges and provide some solutions for the company's ideas. According to Abraham H. Maslow's theory, motivation is shaped by a chain of command. First and foremost, physiological needs such as clothing, food, and shelter must be satisfied. Security requirements are currently in demand, which include not only physical but also mental and emotional well-being. Finally, there are societal expectations, such as acknowledging their existence and showing gratitude for their contribution. Fourth, everyone wants their presence and rank to be noticed by others. Finally, self-actualization is defined as the ability to realize one's full potential and turn it into practical abilities (Maslow, 1954).

According to Maslow's theory, human needs are prioritized, with lower-level desires being met first, followed by higher-level demands, and so on. Any leader who wants to persuade his subordinates, according to Maslow, must first comprehend the human needs chain of command, because reliably assembling human needs is the key to enabling workers to do their best work (Maslow, 1954; Siagian, 2014). In this Covid-19 setting, individuals should be more attentive in their behavior. They should understand what the basis for achieving any degree of requirement is. Maslow's Hierarchy of Needs can provide a useful framework for managing employee motivation. The hierarchy proposes that people have basic physiological, safety, belongingness, esteem, and self-actualization needs, which must be met in a specific order.

To apply this to employee motivation, employers can:

- (i) Meet physiological needs by providing fair compensation, safe working conditions, and adequate rest breaks.
- (ii) Meet safety needs by offering job security, clear expectations, and a safe work environment.
- (iii) Meet belongingness needs by fostering positive relationships, encouraging teamwork, and offering opportunities for social interaction.
- (iv) Meet esteem needs by recognizing and rewarding employees for their contributions, providing opportunities for growth and advancement, and offering feedback.
- (v) Meet self-actualization needs by providing opportunities for employees to use their skills and creativity to achieve their full potential.

By addressing these needs in a systematic and thoughtful way, employers can create a workplace culture that supports and motivates employees to perform at their best.

Business Leadership for Executing the Work Shape

When executing the work shape, firm leadership must consider the following criteria: Administrative help in the form of company laws and legislation that allow employees to work from home can enhance employee engagement. Employees feel safe, protected, and secure because of strict standards and

procedures (Morley et al., 2015; Verburg et al., 2013). For the most essential later working method desires, as well as the most significant later work appraisal, one form can be used, and it can be altered by continuing to value employees' virtual proximity and stipend in sustaining their efficiency cadence (Morley et al., 2015; Robey et al., 2003). Second, when working from home, employing innovation to deliver data and maintain constructive engagement among employees will enhance employee motivation to finish all responsibilities (Raghuram et al., 2019). Given the existing difficulty of working face-to-face (Jones and Graham, 2015), trading mastery and data will be easier than working for all intents and purposes, so don't be too narrow-minded (Kaul, Pande, and Ahuja, 2017; Martins et al., 2004). Even if it's done online, excellent communication and listening to each other's opinions can boost employee enthusiasm (Morley et al., 2015). Business executives should become more observant in both the creation of goods and services and the effective and humane management of their employees. Any leader who wants to persuade his subordinates, according to Maslow, must first comprehend the human needs chain of command, because reliably assembling human needs is the key to enabling workers to do their best work (Maslow, 1954; Siagian, 2014). As a result, workers will prioritize two key requests: physiological needs for nourishment and daily necessities, and workplace security requirements. This is in line with Maslow's idea that higherlevel requests develop after lower-level ones are met (Maslow, 1954; Siagian, 2014).

The Covid-19 pandemic has required business leaders to adapt quickly and creatively to changing circumstances. Here are some key principles of leadership to consider when executing work during the pandemic:

- (i) **Communication:** Communicate clearly and regularly with employees, customers, and other stakeholders to keep them informed and engaged.
- (ii) **Empathy:** Be empathetic and understanding of the challenges that employees and customers may be facing, and be flexible in accommodating their needs.
- (iii) **Agility:** Be adaptable and quick to pivot as circumstances change, and encourage employees to do the same.
- (iv) **Innovation:** Encourage innovation and creativity to find new solutions and ways of doing things, and be willing to take calculated risks to stay ahead of the curve.
- (v) **Focus on outcomes:** Stay focused on outcomes rather than processes, and be willing to experiment and try new approaches to achieve the desired results.
- (vi) **Lead by example:** Set the tone for the organization by modeling the behavior and attitudes that you want to see in others, and inspire others to follow your lead.
- (vii) **Prioritize safety:** Put safety first by following best practices and guidelines for minimizing the risk of transmission in the workplace, and communicate clearly and proactively about safety measures.

By embodying these principles, business leaders can create a culture of resilience and adaptability that enables their organizations to thrive in the face of uncertainty and challenge.

Shifting of Labor for Solution

In industries where virtual employment is prohibited, such as manufacturing, transportation, and shipping, labor shifts can be used. Because the danger of infection is higher than working from home during the Covid-19 outbreak, employers should seriously consider bringing employees to work. When planning work shifts, keep the following factors in mind: For starters, supervisors should not push employees to perform long shifts while working shifts, especially given the present pandemic. Reduced employee tenacity will affect staff motivation and performance, as well as employee security (Ackah, 2014; Ayed, Thulth, and Sayej, 2015). Employee motivation will be boosted by developing an appealing relocation strategy that prioritizes employee well-being and security (Hooi and Su, 2017). Personalized security technology, veils, disinfectants, and requests for a healthy lifestyle that starts with nutrition and regular exercise are all challenges that the company is currently facing (Nea et al., 2017; Syakriah, 2020a). Then, monetary remuneration or tacit thanks from the company for the effort put in by employees, particularly those who work shifts in this situation (Hooi and Su, 2017; Shen and Dicker, 2008). Actually, during this transformation, there is a lot of cooperation among coworkers (Hooi and Su,

2017). Employees who help each other in times of need might create strong ties and inspire one another (Kaul et al., 2017; Martins et al., 2004). For the shifting of labor-related concerns, management mentality and employee adaptation wishes are required and sought. Management must focus on their production or service, while employees must work together to live their lives.

The Covid-19 situation has required many businesses to shift their labor to adapt to changing circumstances, such as a sudden shift to remote work or increased demand in certain industries. Here are some potential solutions for managing labor during the pandemic:

1. Cross-training: Train employees in multiple job functions to enable greater flexibility and adaptability.
2. Remote work: Consider whether certain roles can be performed remotely to reduce the risk of transmission.
3. Temporary workers: Consider hiring temporary workers to help manage increased demand or to cover for employees who may be unable to work due to illness.
4. Reallocating staff: Evaluate the needs of different departments and consider shifting staff from low-priority to high-priority tasks.
5. Reducing hours: If demand has dropped, consider reducing employee hours to avoid layoffs.

Ultimately, the key is to remain flexible and creative in managing labor during the pandemic, and to communicate transparently with employees about any changes that may affect their roles or working conditions.

Current Situation in Response to the Covid-19 Epidemic

In the current situation, the worker security condition has not been met, and hence the requirements may not be met. This study will seek to give a few strategies for preserving staff interest in response to the Covid-19 viral outbreak, specifically: The following are the benefits of working from home: Employees can choose to work from home or remotely, which is a handy and secure option. Employees will be more motivated if they can work from home, particularly if it is virtual, because it allows them to achieve a better work-life balance (Felstead and Henseke, 2017; Humala, 2017; Robey, Schwaig, and Jin, 2003). The system of contributing a job location via virtual connection is only available to white collar workers, not blue collar ones. More than physical labor, white collar professionals contribute to the job through cerebral effort. The virtual contribution of works, on the other hand, is neither appropriate nor beneficial for blue collar workers, who must perform job physically rather than mentally. If workers can earn money, their basic requirements will be met. However, in the current reality, the worker security requirement has not been addressed, making compliance difficult. This perspective will attempt to offer a few tips for sustaining employee excitement following the Covid-19 viral incident, specifically: Working from home or online is a flexible alternative that gives employees a sense of safety. Employees will feel more in control of their work-life balance if they can work from home, especially if it is virtual (Felstead and Henseke, 2017; Humala, 2017; Robey, Schwaig, and Jin, 2003).

Findings

- Which priority should come first security or job? Employees require work in order to live. This pandemic has decreased the number of jobs accessible in the market which is the vital issue.
- In Covid-19 pandemic another scenario appears that majority of working environment is not safe and sound and dissatisfactory in Bangladesh.

Recommendation

- If the organization considers their safety, employees will be more motivated to work and perform better (Christian, Bradley, Wallace, and Burke, 2009; Mensah and Tawiah, 2016). If this is not taken into account, employees will endure anxiety and suffering at work (O'Rourke, Smith, Smoll, and Cumming, 2011).

- With the emergence of the Covid-19 virus, companies that set out to implement rules and initiatives to ensure employee safety are crucial to sustaining high employee engagement (Anderson, Baur, Grif, and Buckley, 2016; Balda and Mora, 2017). As a result, the corporation plays a critical role in inspiring employees to complete their tasks and giving a sense of security (Eisenberg and Krishnan, 2018; Martins, Gilson, and Maynard, 2004).
- Companies may provide outward motivation to help satisfy the company's operational needs during the Covid-19 virus epidemic. External incentive is given in the form of evident short-term benefits, such as extra pay or a gift for reporting to work in the middle of a throng. In contrast, outward motivation is fleeting and can lead to high turnover, absenteeism, and poor performance, especially in the face of competition.
- Employees must be motivated from inside, which means the organization must value and recognize their achievements and efforts (Cameron, Banko, and Puncture, 2001; May, Li, Mencl, and Huang, 2014; Reitman, 1998). Actually, the employees' livelihoods depend on their ability to work. Employees should take safety and security precautions while at work. Virtual jobs may not necessitate physical safety and security considerations, but those that require direct work place presence do.

Conclusion

Many studies should concentrate on Maslow's hierarchy of needs hypothesis. The many portions of the theory can help a single researchers demonstrate the various needs at each stage. The researchers should examine the demands of individuals in various economic situations. Individuals have a considerable possibility of experiencing numerous repercussions, especially in Covid-19 times. Governments and other organizations should be aware of certain phenomena and take the required steps to continue working and supporting employees' lives. In order to meet their daily necessities, employees must determine whether or not to continue working. Employee safety and security must be addressed following the widespread Covid-19. To safeguard the safety and security of its employees, the company must fulfill certain procedures before beginning work. In this piece, we'll look at two different strategies that firms may use to keep people motivated at work. The most prevalent is working from home or on the go.

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