



## **2. The Relationship Between Internet Connectivity and Productivity in The Workplace**

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### **ABSTRACT**

*The productivity paradox has been a central theme in this research. Productivity paradox is a phenomenon in which investments in information technology have not resulted in increased productivity. The goal of this paper is to present the findings of the extensive research conducted over the last few years on the effects of the Internet on productivity. This paper also includes a practical example that shows how using the Internet can result in extremely high productivity gains by redesigning the entire business model. This is a problem because achieving high labour productivity is a requirement for a developing economy to achieve economic growth and further economic development. According to our survey data, people with better home internet service had higher subjective well-being during the pandemic, regardless of age, employment status, earnings, working arrangements, or other controls. In short, universal access would boost productivity and foster greater economic and social resilience in the face of future disasters that prevent travel and in-person interactions.*

### **KEYWORDS**

*Internet, WiFi, Productivity, Work from Home, Workplace, Employee Satisfaction, Economic Growth.*

### **Introduction:**

People are spending an increasing amount of time online for studying, learning, communicating, creating, and entertaining themselves, thanks to widespread connectivity and constantly emerging tantalising online activities. The line between healthy and problematic use is becoming increasingly blurred these days. Individuals who have been identified as "Internet-dependent" have been found to be more drawn to interactive Internet applications such as chatting, games, and shopping, whereas nondependent individuals appear to use the Internet almost exclusively for sending emails and searching for information. Researchers discovered that half of those labelled "Internet-dependent" had been online for less than a year, implying that new users are more likely to develop

problematic behaviours associated with their internet use, whereas more than two-thirds of those labelled "non-Internet-dependent" had been using online activities for more than a year, implying that excessive Internet use may wear off over time among users. [1-3]

### **Use of Internet in the Workplace:**

The Internet has evolved into a necessary tool in the modern workplace. To maintain productivity and competitiveness, businesses must have a reliable and robust internet network. Here are some of the reasons why internet access is necessary in the workplace:

- **Increased productivity:** Wi-Fi gives employees the freedom to work from anywhere, increasing productivity and efficiency.
- **Improved communication:** Employees can communicate in real time using Wi-Fi, whether they are in the same office or working remotely.
- **Enhanced customer service:** Wi-Fi allows businesses to provide better customer service by allowing employees to quickly access information and respond to customer inquiries.
- **Access to information:** Wi-Fi allows employees to easily connect to the internet, which is a valuable source of information and knowledge.
- **Employee satisfaction:** Wi-Fi is a critical component of employee satisfaction. A dependable Wi-Fi network makes it easier for employees to complete their tasks, increasing morale and job satisfaction.

### **Use The Internet for Office Work to Promote Productivity:**

The internet is a powerful tool that can assist employees in becoming more productive at work. Here are some ideas for how to use the internet in the office to boost productivity:

**Use online collaboration tools:** Online collaboration tools like Google Docs, Trello, and Slack can help employees work more efficiently together. They can share files, collaborate on projects, and monitor progress in real time.

**Use productivity apps:** There are numerous productivity apps available to assist employees in better managing their time. Toggl, RescueTime, and Focus@Will are apps that can help employees stay focused and productive throughout the day.

**Use social media for networking:** LinkedIn and other social media platforms can be effective tools for networking and making professional connections. It can also assist employees in staying current on industry trends and news.

**Use online training and learning resources:** Employees can improve their skills and knowledge by using the internet's vast array of online training and learning resources. This can help them perform better in their current roles while also preparing them for future opportunities.

**Use online research tools:** The internet provides employees with easy accessibility to a wealth of knowledge and academic resources that can assist them with their work. Online libraries, reports from industries, and academic papers are examples of this.

The role of enhancing productivity in business can be confronted through examining how the efficiency ratio's unit output is determined in daily business. The real question is, "Who establishes the output of any business process?" "The customer," is the answer. The economic worth of any product or service is decided by whether or not the customer is interested in the product or service. [4]

As a result, if the Internet is a general-purpose technology with numerous benefits for businesses, it is worthwhile to investigate its adoption by firms in developing countries such as India. Analysing the adoption of the Internet by female-owned businesses, in particular, is an interesting and important research question as more women enter the labour force. This paper compares the adoption of Internet services by female-owned businesses in India to that of male-owned businesses. The paper employs a large firm-level data set (10,000+ observations) from the World Bank's Enterprise Surveys for 2014 (The World Bank, 2014) for this analysis. This paper discovers empirical proof demonstrating that female-owned businesses are more likely than male-owned businesses to use the Internet for interacting with their clients and to have websites for their businesses! As a result, the paper investigates whether Internet adoption, as a general-purpose technology, results in increased sales growth and productivity. However, the empirical analysis shows that, while female-owned businesses are embracing the Internet more completely than their male counterparts, their use does not translate into higher sales growth and/or effectiveness. [5]

### **Review of Literature:**

High productivity improvement has always been one of the most significant achievements for macroeconomic economists to achieve, regardless of which countries or regions their profession is in. The reason for those economists focusing on improving productivity and solving productivity-related issues is that productivity growth is a critical factor of economic output growth, and there is an advantageous connection between them. However, the current state of developing countries is a clear indicator of the problem of low productivity. According to Peter and Jayam, the vicious cycle of low skill - low efficiency - insufficient income has become the computationally true needle that frequently appears in such developing countries (Peter-Cookey et al., 017).

This vicious cycle, according to the World Bank, is the root cause of inequalities and poverty (World Bank, 2021). As a result, not only economists, but the entire human race, must gain an understanding of this issue. [6-7]

On the other hand, there has been some concern that labour productivity<sup>3</sup> would suffer as a result of employees spending too much time surfing non-work-related websites. The output per work hour would suffer as a result. However, according to a 1995 survey, 70% of US managers believed that using the Internet increased labour productivity, while 15% believed that it decreased labour productivity (Hayes 1995).

Gartner Group has made the opposite claim, estimating that online gaming by employees costs US businesses up to 26 million man-hours per year (Anon. 1998). Of course, the validity of any survey's results must always be carefully assessed. Nonetheless, the findings of empirical studies in this area appear to be contradictory. [8]

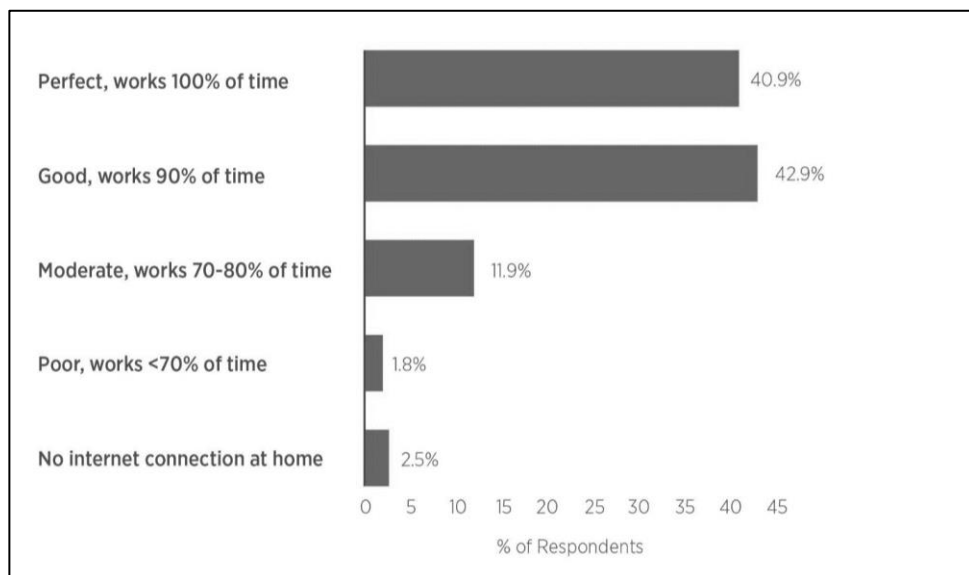
Productivity, according to Lewis (1996), is not even essential in some cases. According to him, what should be measured is effectiveness. Lewis cites a screenwriter from Hollywood whose productivity is measured in words typed per minute. In that case, the quality of the screenplay is more important than the speed with which it is written. This is a classic case of poor productivity measurement. Because the customer ultimately defines the writer's unit output, the effectiveness of the writer's output contributes to the productivity of the writing process. The effectiveness of the writer's text is undeniably noticeable by the customer. [9]

### **Objectives:**

The purpose of this study was to investigate the pattern of Internet use in the workplace and its dysfunctions.

### **Result and Discussion:**

Working from home, a phenomenon that increased to ten times pre-COVID levels in spring 2020, will persist post-pandemic, according to recent research by Barrero, Bloom, and Davis (see "Why Working From Home Will Stick" for the Economic Finding and a link to the working paper). The ability to work from home (WFH) and the quality of such work are influenced by internet service quality, and the authors investigate the influence of the internet service on previously and likely future WFH experience, revenues inequality, and the psychological advantages of teleconferencing in times of social distancing, among other issues, in this paper. [10]

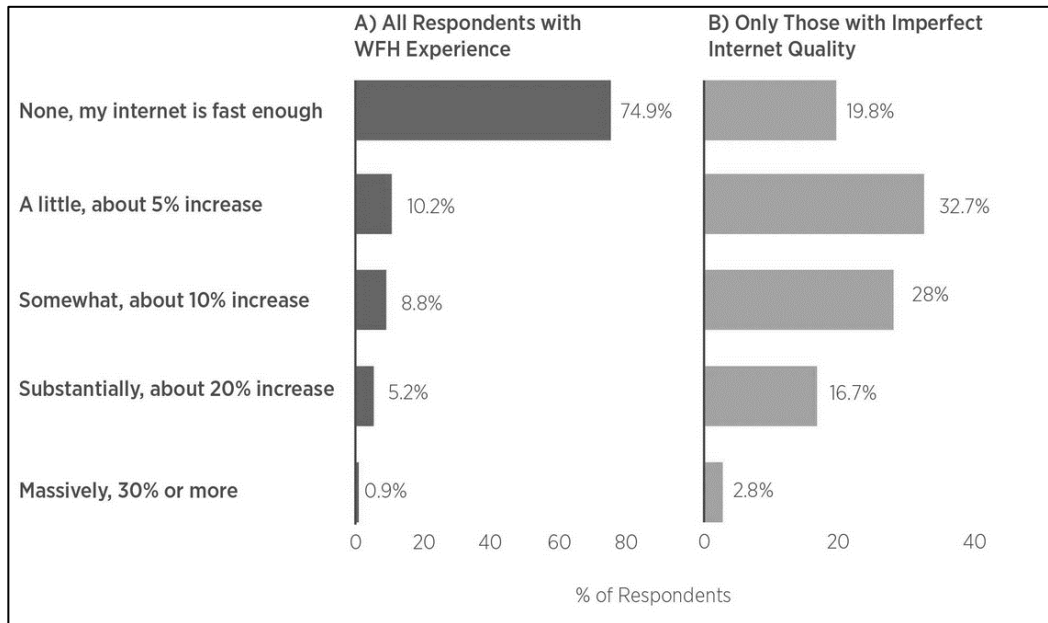


**Figure 1: Distribution of Internet Quality among survey Respondents**

To answer these questions, the authors use information gathered from multiple waves of the Survey of Working The arrangements and Attitudes (SWAA), an original cross-sectional survey that has been fielded monthly since May 2020, collecting 43,000 responses from working-age Americans who earned at least \$20,000 in 2019.

*The Relationship Between Internet Connectivity and Productivity in The Workplace*

The survey inquires about working arrangements during the pandemic, the quality of internet access, efficiency, subjective happiness, employer plans for the extent of WFH after the pandemic, and other topics. Workdays split between home and office, or work at satellite business facilities, are not included in the SWAA measure of working from home. [10]



**Figure 2: How much more efficient would you be at home if they had perfect Internet speed.**

What would happen, however, if every individual had access to high-quality internet service. This new work methods this question by directly asking humanity about the impact of such a service on their productivity. The authors also used regression models to link SWAA data on WFH productivity to internet access quality.

**Conclusion:**

To summarise, Wi-Fi has had an important effect on workplace productivity. It allows employees to work from anywhere, collaborate in real time, and access information quickly. Businesses must have a dependable Wi-Fi network in order to maintain productivity, improve customer service, and increase employee satisfaction. Employees who use the internet for office work can benefit from profitability apps, collaborative apps on social media, online educational resources, and research tools. Wi-Fi and internet access will continue to play an important role in shaping the future of work and productivity as the demand for remote work grows.

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