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## WORK FROM HOME WORK CULTURE: A NEW NORMAL AND ALTERNATIVE TO TRADITIONAL WORK CULTURE

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### ABSTRACT

*Global pandemic COVID-19 has left many workers being unable to travel to work in order to limit the transmission of the virus. In fast-paced urban areas, both companies and workers are looking for alternate work options. Most, if not all, employees were forced to operate from home due to the epidemic. As a result, Work from home(WFH) has become a strategic concern for most firms. Companies and employees should be considered WFH while formulating plans. Even though working from home is now available, the current situation provides a unique look at how well the arrangement works. This information might be useful for future legislation that alters the present arrangement of working hours. Examining the problems that businesses and employees in India face requires the use of a SWOT analysis and an exploratory approach. Determining if this employment arrangement is temporary or permanent will also be considered.*

**KEYWORDS:** Covid-19, Pandemic, Work from Home, Work Arrangement, Work Culture

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