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CHANGING TRENDS IN IT & MANAGEMENT AFTER COVID IN MNCs

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ABSTRACT
The corporate sector has been rocked by the COVID-19 pandemic, the ensuing economic lockdown, and social distance rules. Most managers have had difficulty making sense of the confusion and complexity around them. In most industries, new technology has changed how business is conducted. The COVID-19 outbreak has necessitated substantial modifications in the way service firms operate, altering employees' daily activities and routines. At the same time, Industry 4.0's emergence brought up new technology that might make such operations easier and lessen the COVID-19's effects. Our research has significant theoretical and practical consequences in the technology and managerial sector, which helped to change patterns within MNCs as the COVID-19 outbreak unavoidably pushed new ways of working that may become a crucial element of the post-pandemic world. Sample of 324 employees working in IT and Managing departments of different MNCs were surveyed to know the changing trends in IT and Management and compare it from pre covid situation in MNCs. The study concludes that there is a significant difference between post and pre covid situations regarding changing trends in IT & management in MNCs

KEYWORDS: Trends, post-pandemic, Covid-19, MNCs, IT, management

INTRODUCTION
According to World Health Organization (2020), after consulting with local health authorities, the management of hotels, restaurants, and other lodging facilities, as well as industry associations, the management team should create an action plan tailored to the situation in order to stop the spread of COVID-19, and it should be implemented in accordance with local government recommendations. The group should keep helping the health authority with effective case management, contact tracing, and impact minimization for clients and staff. Lowering the occupancy rate is one option if a physical distance cannot be reached easily. The implementation of protocols for personnel to follow in the event of illness is also necessary. Staff members should have access to the tools and resources necessary to frequently clean and disinfect high-touch surfaces in public areas. A procedure and supply list for cleaning and disinfecting any rooms used by sick people should also be included in the plan. The plan might also include instructions for working from a distance, a process for interviewing new hires, and rules for a secure return to work after COVID-19 exposure and recuperation. The strategy should be altered as necessary as a result of fresh directions, recommendations, or regulations released by pertinent authorities.

The majority of marketing strategies have been degraded in light of the movements of crisis management approaches in the quadrants. Hotel managers initially had high hopes that the pandemic issue would pass quickly. So they advised lowering the price to spur demand. Nevertheless, once the pandemic stage had been reached, they realised that marketing strategies wouldn't help them increase sales and instead chose to save money for post-pandemic planning. This has been clarified through follow-up interviews, since management anticipated that COVID-19's final stage would see an improvement in marketing tactics. This happened in the case study when numerous hotels in Korea offered cheap rooms after the conclusion of the Covid crisis and efficiently raised the occupancy rate to equal stage as before the Covid outbreak (Lai, I.K. and Wong, J.W., 2020).

Gerard, G., et al. (2020) confirmed that the disease known as covid has an exponential development pattern. We now know that a collision between an exponential system and a system with static or upturrned capacity can have disastrous results, as in the case of health care systems trying to manage the exponentially growing number of Covid cases while having fixed capacity. Furthermore, different countries' institutional capacities to comprehend, monitor, and successfully manage an exponential system are indicated by the heterogeneous geopolitical response to the crisis. This situation is reminiscent of previous industry collisions between incumbents with fixed capacities and startups with network-enabled exponential growth in fields including software, music, telecommunications, hospitality, and transportation. Similar to the last occurrence, market leaders with fixed capacities were badly harmed or removed by emerging competitors with digital operating models (e.g., Amazon versus the US retail sector, Google versus traditional advertising, or AirBnB versus the hotel sector). Given the potential for future pandemics and the entry of digitally enabled competitors in many industries, the organisational and industrial strategy to deal with exponential systems is an important research topic.

LITERATURE REVIEW

McMaster, M., et al. (2020) found that the analysis of the widespread and catalytic effects of the 2020 COVID-19 pandemic on the fashion multinational companies' supply chains adds to the body of knowledge on supply chain management (SCM). The pandemic shows problems with supply chains that use concentrated production, even though a shift towards dynamic, engaging supply chain models had been under discussion for many businesses before the outbreak. We investigated how fashion supply chains are now operating, potential dangers that could occur in the future, as well as current tools for reducing risk. It was observed that, notwithstanding the reality that lean supply chain management is in the main favoured for its advantages in phrases of price and waste reduction, the shape is restrained with the aid of using each the shortage of deliver chain transparency that outcomes from this and the growing call for volatility observed even earlier than the COVID-19 outbreak. In spite of the opportunity that this issue occurs in the nimble supply chain, it is addressed by a focus on improving relationships between buyers and suppliers and communication in order to increase information flow. The rise in inventory and other costs that go along with this structure are, however, also there. The COVID-19 pandemic has hampered supply and demand, which has impacts for supply chain management and operations. This shows that flexibility is needed to reduce the risks associated with the epidemic and demand. In order to address this, a number of ways that businesses can use to manage these risks are described, and important areas for more study that take into account teams both challenging and uninspiring of the fashion supply chain are indicated.

Przytuła, S., et al. (2020) proposed that the labour market and the intra-organizational context of human resource management are both clearly impacted by the dynamically changing external environment that faces a global organisation. These external factors take the form of strategic, structural, and cultural factors that affect HR policy and practise. The research methodology was an assessment of the most recent results from scholarly literature and corporate practise addressing how the pandemic affected several areas of human resource management. Due to the growing flood of media-related information, the authors made it a point to select the most recent HR practises currently being applied in businesses from respectable and reliable sources. After COVID-19, the major challenges for HR will be to restructure the workplace and the nature of the work, use more cutting-edge technology to hiring, selecting, and performance, and develop managers who are more interested in, appreciative of, and motivated by their teams. To improvise mental state and happiness, the

list of advantages will be updated. Upskilling and training again are the most likely solutions because the reality following the epidemic will call for new capabilities from managers and staff.

In addition to immediate crisis management, it is still unclear how much the pandemic's inward-looking behaviours by businesses and national governments have hurt already-chaotic international economic relations. What is undeniable is that it hasn't gotten any simpler to address fundamental inequities and foster global solidarity. If decades of advancement in international cooperation are not to be reversed, the contrary is more obvious to happen, necessitating more and more effective efforts. The risks and opportunities that the epidemic presents for this kind of cooperation are major issues that scholars in IB and elsewhere must emphasise. They can also meaningfully add to the discussion by providing unbiased estimates of the probable effects on economies and society of the many future policy alternatives, both at the international and national levels. For instance, the Covid-19 issue may have demonstrated, as in times of monetary crisis, that debit expense is a strategy for navigating a crisis. Such deficit spending has not yet benefited from other global problems (Dörrenbächer, C., et al., 2021).

Zayed, M.N. et al. (2021) The COVID-19 episode has just recently begun to have an impact on how financial experts conduct themselves across economies, i.e., starting with lifestyle and socialisation to financial activities of individuals and businesses. Comparing the COVID-19's financial impacts to prior emergencies, they are at an unprecedented level. For certain organisations, the client demand has decreased at the same time as the store network has been hampered. Since the COVID-19 emergency has resulted in an unanticipated worldwide danger acknowledgment that could not have been anticipated when the intra-bunch legally binding connections were set up and the gathering activity model was planned, reshaping and changes in transmission of valuing policies will be unavoidable for the progression of companies and their activities. Even if existence of circumstances that necessitate strategy revisions is typically seen as a negative, it can also be turned into an opportunity by global activities.

In order to meet the immediate need of surviving this unique circumstance, this publication offers a comprehensive change management strategy with best practises from many sectors. Along with providing advice on how to effectively prepare, it also examines some potential long-term developments that this worldwide phenomenon may bring about. Organizations can use this strategy to enhance their workforce through strong leadership, internal and external collaborations, and transparent and open communication across all stakeholder groups. In joining forces with stakeholders On-the-go communication Blended education is the new priority. new digital working methods Employees at all levels of organisations are trying to manage this transition whilst simultaneously regulating to it in their individual lives. Majority of them are experiencing a variety of challenges as observed via the COVID-19 change climate. Organizations from all across the world have stepped up to take the initiative in response to the crisis, doing anything from promoting general wellbeing to making sure staff are financially secure throughout the outbreak. Now is also the time to consider the best way to get ready for the impending interruptions. It is advised that the crisis management teams consider how this scenario might develop in advance, taking into account how long the recovery period might last. They must to engage in scenario planning and keep analysing organisational tactics and reliable business continuity plans for every circumstance (Srivastava, D. et al., 2020).

The current health issue is causing the companies' operational plans to adapt, which is a fourth rapid development. For managers and their teams, continuing WFH will be a challenge

since bigger activities, such effectively maintaining long-term client connections on a virtual platform, will need to be complemented by smaller chores learnt during the pandemic's initial phase, like attending meetings online. Additionally, the pandemic has shown the peril of relying on a select few verticals, so firms must think about methods to diversify into other IT-enabled industries like finance, particularly contactless payment options, drone deliveries, platform aggregators, health-tech, and ed-tech services.

OECD (2020) said that much of the world moved online when the COVID-19 epidemic first emerged this year, driving a long-term digital revolution. Many people began working from home, children who had access to the Internet at home started taking classes online, and many companies modified digital business models to stay in operation and maintain a portion of their revenue streams. Artificial intelligence (AI) was utilised by researchers to gain more knowledge about the virus and speed up the search for a vaccine. Smartphone programmes were developed in the interim to "track and trace" the pandemic's development. As seen by the up to 60% increase in internet traffic some countries saw soon after the outbreak, the pandemic hastened the digital age. The pandemic has also brought to light the gaps that still need to be filled, even though these projects demonstrate the immense promise of the digital transition. In spite of the fact that some digital disparities have closed swiftly in recent years, others have not, leaving some people behind in the COVID-driven technological velocity. Because of the increased reliance on digital solutions, concerns regarding privacy and digital security have also become more urgent. Because of this, countries face serious issues. Since the crisis has so effectively demonstrated the possibilities of digital technology, it is unlikely that economies and society will return to "pre-COVID" patterns. Additionally, certain changes may already be too significant to reverse. Inequalities run the risk of widening if widespread, dependable digital access and effective utilisation are not ensured. This could also impair countries' ability to recover from the epidemic more rapidly. Future employment, education, health care, public services, and even social relationships may be more dependent on digital technologies than ever.

Ramasamy, K. and Reddy, S. (2020) The effects of Corona were felt throughout almost all industries, including IT. In order to lessen their influence, businesses may need to allow remote work. An IT service provider with a European basis said that there is no guarantee that all employees will have access to good bandwidth. "Working from home makes employees seem less sincere and honest. It is less productive. Foreign nations have infrastructure that is specifically constructed to accommodate WFH, and their citizens are well prepared for it. However, our degree of readiness here in India is very different," a senior manager from the top IT company said. All of the industry, including IT, has had their eyes opened to the potential difficulties that lie ahead. The current negative effect is more money being spent on BCP to ensure that the service is uninterrupted because India seems to be a safer country than other nations due to certain customs that we have already taught so that the business would always come back. BCP can and will only continue to function without a hitch if managers and team members get along well; otherwise, this will be difficult. Businesses will also need to consider technical issues like VPN connections and their capacity to handle load when working remotely. It should function flawlessly when under maximum load. Third, always run a DR type test for WFH choices and focus on difficulties encountered over those days. All IT jobs should take note of this in order to understand where they can start making small changes and how to best position themselves for similar circumstances in the future.

OBJECTIVE

1. To know the changing trends in IT & management after covid in MNCs.

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2. To compare the changing trends in IT & management pre and post covid in MNCs.

RESEARCH METHODOLOGY

Sample of 324 employees working in IT and Managing departments of different MNCs were surveyed to know the changing trends in IT and Management and compare it from pre covid situation in MNCs. The primary data of this study was collected through "random sampling and survey method." Comparative mean and independent t-test was applied to analyze and evaluate the data to get the end results.

FINDINGS

Respondent details show that in total 324 respondents, 64.5% are male and 35.5% are female. Among them 30.0% are below 28 years of age, 38.2% are from the age group 28-32 years and rest 31.8% are above 32 years of age. 25.0% of the respondents works in IT department, 30.5% from HR department, 23.5% are in management department and rest 21.0% are working from some other department of MNCs.

Table 1 Respondent Details

Variable	**Respondent**	**%age**
Gender		
Male	209	64.5
Female	115	35.5
Total	**324**	**100**
Age		
Below 28 years	97	30.0
28-32 years	124	38.2
Above 32 years	103	31.8
Total	**324**	**100**
Department		
IT department	81	25.0
HR department	99	30.5
Management	76	23.5
Others	68	21.0
Total	**324**	**100**

Table 2 Comparison between pre and post changing trends in IT & management in MNCs after Covid 19

S. No.	**Changing trends in IT & management in MNCs after Covid 19**	**Comparative mean**		**Total**
		Post	**Pre**	
1.	My company depends on digital technologies for their business	4.62	4.44	4.53
2.	HR department is using cutting-edge technology for hiring and selecting the talents	4.41	4.32	4.37
3.	Business is diversified to IT-enabled markets like fintech and contactless payment	4.53	4.35	4.44
4.	My company maintains long-term client connections on a virtual platform	4.44	4.27	4.35
5.	Online meetings connect employees and management with each other	4.37	4.13	4.25
6.	Adoption of digital mode of operation and growth in	4.39	4.16	4.27

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	digitization in MNCs			
7.	Artificial intelligence and machine learning are commonly used in my company to improve business operations	4.25	4.12	4.19
8.	WFH using digital technologies is new trend of my company	4.55	4.36	4.45
9.	Businesses productivity is maintained by using "Drone deliveries, platform aggregators, health-tech, and ed-tech services"	4.46	4.23	4.35
10.	My company has improved their data security, and increased the use of advanced technologies in their business operations	4.19	4.20	4.19

Table above is showing comparison between pre and post changing trends in IT & management in MNCs after Covid 19. It is found from the table that higher mean value 4.62 is shown by the respondents post covid 19 when they say that My company depends on digital technologies for their business as compared to pre covid situation with mean value 4.44. Similar results are shown by the statement like WFH using digital technologies is new trend of my company is showing higher mean value 4.55 post covid, Business is diversified to IT-enabled markets like fintech and contactless payment (4.53), Businesses productivity is maintained by using "Drone deliveries, platform aggregators, health-tech, and ed-tech services" (4.46), My company maintains long-term client connections on a virtual platform (4.44), HR department is using cutting-edge technology for hiring and selecting the talents (4.41), Adoption of digital mode of operation and growth in digitization in MNCs (4.39), Online meetings connect employees and management with each other (4.37), Artificial intelligence and machine learning are commonly used in my company to improve business operations (4.25) and My company has improved their data security, and increased the use of advanced technologies in their business operations is sharing almost same mean value for post covid (4.19) and pre covid (4.20) situation.

Table 3 "Independent Sample t-test"

		"Levene's Test for Equality of Variances"		**"t-test for Equality of Means"**		
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**
My company depends on digital technologies for their business	EVA	12.578	.000	2.357	322	.019
	EVNA			2.357	302.382	.019
HR department is using cutting-edge technology for hiring and selecting the talents	EVA	1.564	.212	1.173	322	.242
	EVNA			1.173	317.210	.242
Business is diversified to IT-enabled markets like fintech and contactless payment	EVA	3.607	.058	2.450	322	.015
	EVNA			2.450	313.659	.015
My company maintains long-term client connections on a virtual platform	EVA	.079	.779	2.169	322	.031
	EVNA			2.169	317.312	.031
Online meetings connect	EVA	.522	.471	2.835	322	.005

employees and management with each other	EVNA			2.835	320.584	.005
Adoption of digital mode of operation and growth in digitization in MNCs	EVA	9.560	.002	2.121	322	.035
	EVNA			2.121	284.762	.035
Artificial intelligence and machine learning are commonly used in my company to improve business operations	EVA	1.689	.195	1.283	322	.201
	EVNA			1.283	321.761	.201
WFH using digital technologies is new trend of my company	EVA	1.979	.160	2.637	322	.009
	EVNA			2.637	317.068	.009
Businesses productivity is maintained by using "Drone deliveries, platform aggregators, health-tech, and ed-tech services"	EVA	.028	.867	3.105	322	.002
	EVNA			3.105	321.008	.002
My company has improved their data security, and increased the use of advanced technologies in their business operations	EVA	2.550	.111	-.124	322	.902
	EVNA			-.124	309.274	.902

Table above is showing Independent Samples Test to know the difference between post and pre covid situations regarding changing trends in IT & management in MNCs. It is found from the table that for all the statements the value under Sig. (2-tailed) column is below 0.05. except HR department is using cutting-edge technology for hiring and selecting the talents, Artificial intelligence and machine learning are commonly used in my company to improve business operations and My company has improved their data security, and increased the use of advanced technologies in their business operations.

CONCLUSION

The pandemic has put companies' adaptability and toughness to the test, but it has also made it necessary to examine the underlying assumptions of the theoretical frameworks that direct managerial choices and organisational behaviours. Covid's effect has not been felt equally by all industry. We are witnessing a flurry of developments in some industries, such as the educational sector, with fresh corporate models which at long last take virtual education and its variations seriously. The future is gloomy in other sectors, like hospitality and tourism. Businesses aiming for sustainable outcomes may have benefited from the pandemic. In order to address weather variation and advance maintainable growth, new technology and commercial models are required. Our collective awareness of this need has been heightened by stories of wildlife returning to areas lost to human settlement because to the Covid shutdown, cleaner oceans, and the availability of breathable air. We must keep in mind that the epidemic has different effects on different populations as we study its effects.

The study concludes that there is a significant difference between post and pre covid situations regarding changing trends in IT & management in MNCs such as company depends on digital technologies for their business, Business is diversified to IT-enabled markets like fintech and contactless payment, company maintains long-term client, connections on a virtual platform, Online meetings connect employees and management with each other, Adoption of digital mode of operation and growth in digitization, WFH using digital technologies and Businesses productivity is maintained by using "Drone deliveries, platform aggregators, health-tech, and ed-tech services."

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