

Internal Marketing Strategies and Employee Satisfaction: Perceived Efficacy with Workforce in New Normal

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ABSTRACT

Many new and abnormal solutions turn into new standards with a deeper understanding of the connection with the lockdown scenario in COVID-19. However, with loads of problems, we have managed to turn our business with new dealings followed by varied mysteries. Undoubtedly, we are now turning into a noble mechanism to drive in the direction of finding conclusive and ground-breaking results for the mass concerns in association with internal marketing communications. Updated information now covers the promotions and correspondence business of the current new normal-like situation. Communication helps in understanding workers' awareness, habits, interests, preferences, and feelings as essential ingredients to preserve integrity from an introspective perspective. Internal communication is the connection that links emotions and behaviors in a contemporary work environment. The study's objective is to identify efficacious internal marketing techniques adopted by different prominent organizations in post COVID-19 era and compare strategies adopted with internal marketing in pre- and Post-Covid situations for employees. Despite challenges faced by organizations which are unparalleled to the existing scenario and can pretend like devastating effect in the pandemic situation, here in this paper, researchers have tried to drag the concepts of disruption of services with different prominent organizations in connection with the management of sales along with the requirements to manage the workforce to induce them to operate remotely and off-course in analyzing situations. Researchers have also focused on issues like the health & welfare of workforces and significant contributions to society. Now communication plays a key role in the pandemic situation, and the integration of technologies now serves as a major rescuer. The study showed that in-house communication professionals play a significant role in their entire organization since they collaborate with other staff to ensure that companies run as smoothly as possible. It also states that this epidemic leads management teams to notice that businesses cannot expand, succeed, or prosper without consciousness, commitment, and diligent staff, ultimately giving people the feeling of knowing products with virtual reality.

Keywords: Disruption, Innovation, Internal marketing, Managing workforce.

Adhyayan: A Journal of Management Sciences (2021); DOI: 10.21567/adhyayan.v11i1.6

INTRODUCTION

Today entire world stops working and praying for an unknown virus, i.e., coronavirus infection (COVID-19), which is highly contagious, there is no vaccine for COVID-19, and it holds the potential to affect people of all ages. It has been found that the virus spreads from one body to another through large droplets formed by the sneezing and coughing of an infected person. There is no vaccine available for this infection, and no health care-approved treatment has been provided, so it is very important to prevent this infection in the early stages. People with chronic underlying disease are at higher risk for COVID-19 infection, which can be fatal. Most of us are making significant changes in our daily routines as countries introduce measures to control

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How to cite this article: Srivastava, A. & Goyal, M. (2021). Internal Marketing Strategies and Employee Satisfaction: Perceived Efficacy with Workforce in New Normal. *Adhyayan: A Journal of Management Sciences*, 11(1):33-41.

Source of support: Nil

Conflict of interest: None

movement to reduce the number of people affected by COVID-19. Even after adopting a working from home culture, the infection may have changed how it affects every individual's daily life. Many organizations from various sectors are trying to help the government and

the citizens to fight this pandemic in India. Fear is a normal reaction in uncertain situations. But sometimes fear is expressed in a way that hurts others, but for this, we need to take care of our employees, and without them, no one can do anything. Take the opportunity to thank your workers and all those working to respond to COVID-19 online or through your community. As we can see in the last month, more than a dozen companies from various sectors have decided to visit this place which consists of miscellaneous activities. It can include the co-designing phase of the projects and include a conversation between employer and workers to ensure that dialogue and training help employees achieve their goals and learning outcomes. Another significant factor is access to employee support resources such as professional consultation sessions, communication between an employer and employee to search for employee needs in this pandemic scenario that promotes diversity and discusses individual employee needs. But personnel won't come down out of a project or their current workplace simply because they believe that they won't excel in it.

As a result, employers started searching for various internal marketing tactics such as (1) top management involvement, (2) embedded management structure, (3) strategic Symantec, (4) people management collaboration, (5) performance management focus, and (6) inbuilt advertising strategy to enhance worker's achievement. This led to 'safety nets' being created. Technology has emerged as a big life-saver in the face of a devastating pandemic. Communication is a significant key to our interconnected life, and the guiding force that maintains our relations is technology. These involve various training techniques, mind mapping, which are constantly checked and improved further.



Figure 1: Conversationalists should ensure the propagation of real information and not fake news.

Next, they address problems relevant to the strategic criteria of the project. The shifting nature of the employee body also means that due to becoming an employee or operating alongside the company, many workers cannot adhere to strict attendance laws. As a result, attendance was no longer supervised, and an alternative to allowing employees to acquire the same information online was provided. Yes, the Indian government is promoting Work From Home (WFH) i.e., depending on their working conditions and HR policies, businesses and private companies in India may ask employees for WFH. Fast-growing companies provide assessment and analysis resources to gain insight into employee attitudes and preferences as they change over time. It also draws on the main research that consists of Executive surveys. Employee engagement results from a practical and interactive learning atmosphere in which workers take pride and are engaged. Companies use easy, efficient strategies to concentrate on the well-being of employees through the tricks of necessary job recognition.

In March, the government allowed distilleries and sugar mills to mass-produce hand purifiers as needed. This was followed by a flood of companies starting hand cleaners. The most recent was JSW Paints, which introduced secure hand cleaners. The company is expected to launch the hand cleaning brand in May 2020. Another paint maker Asian Paints, recently announced its journey to the hand sanitizer space with its brand Viroprotek. It will be manufactured at the company's Gujarat plant. Bajaj Consumers, Jyothi Labs, Kevin Carey, Patanjali Ayurveda, Zydus Health, and many more.

Many large Alcobev companies have redesigned their lines to produce more mass purifiers. A few days ago, biscuit maker Parley entered a new category of products - hand sanitizers. This is not a temporary release. Parley Products, which sells one billion packs of Parley-G biscuits, plans to continue hand hygiene production even in the post-COVID period. Surprisingly, India, which does not even manufacture personal protective equipment (PPE) package, has achieved an almost incredible goal of manufacturing 2.06 lakh PPE kits daily within two months of the corona outbreak. A PPE kit includes a mask, eyeliner, shoe cover, gown, and gloves, which doctors or health workers treat COVID-19 patients, but all of this again requires the support of our staff who are right and mentally healthy, and we must not forget about the internal marketing tool that is the best initiative to fight against this COVID-19 and reach any level. Some businesses believe that workers are their

most valued commodity, but it is not always evident in their actions-particularly as they invest in employee communications. External interactions often deviate entirely from resource-starvation and policy debates. Internal communications must be sponsored, regulated, and calculated much as every other business operation. Management and collaboration are inextricably related, and contact can be considered a core component of a company's management style. It can no longer be treated as a different and distinct feature.

There must be truth and empathy in internal marketing communication. It is not about balance but providing an accurate description of how employees feel and act at any given time, respecting the need for information, context, wisdom, and sensitivity. Information now covers business from promotions and correspondence. Knowing employees' knowledge, behaviors, needs, desires, and emotions becomes crucial to maintain validity and significance through an introspective viewpoint. Throughout a modern work environment, communication is the bond that connects feelings and attitudes. Half the fight of corporate success rests in the capacity of leadership to be focused and dedicated to its objectives, strategy, and intent. Accept the theory of how to treat, interact, operate, and stick

with it. With the COVID-19 controversy, there is a sudden bright light on the value of internal communications, and stakeholders in this sector will take this moment to illustrate the critical function that workplace communications play in promoting the company's long-term well-being. Several Indian companies offer their assistance in the battle against the coronavirus and aid their workers during these hard moments.

The companies help their administration by supplying the final number of tools of dry ration per day, including rice, atta, cooking oil, sugar, soap, and other necessary ingredients. Also, food prepared in-house cafeterias are distributed with the help of temporary workers, and student trainers staying in surrounding communities distribute masks and medical thermometers. Ration has also been distributed in many nearby villages to help migrant laborers and poor people as a company's social responsibility.

Viewing all, under the unique online family connection program, Maruti Suzuki India Ltd. is involved in promoting and having fun activities with the families of the employees during the lockout through video conferencing. "Direct contact between both local and outsourced workers is delivered via defined communication networks. The organization has set up a 24x7 support desk to answer all complaints and inquiries of the workforce. Staff is required to obey any policy guidance strictly.



Figure 2: Top ten most worried risks and issues in companies during COVID-19 (Source: World Economic Forum 2020)

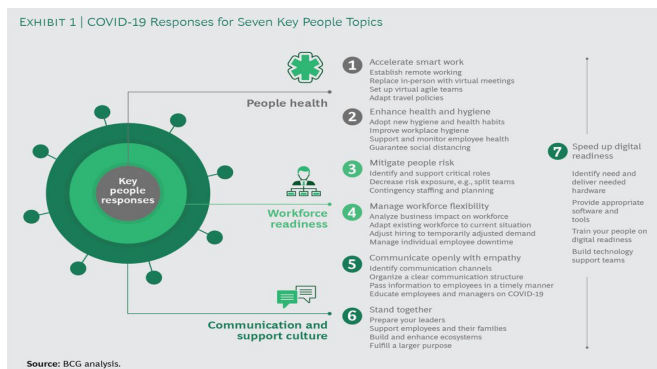


Figure 3: Responses for seven key people topics during COVID-19 (Source: BCG Analysis)

REVIEW OF LITERATURE

The worldwide outbreak situation of COVID-19 from Asia, has documented how leaders in different regions handle the crisis domestically as a game-book and helping them go after them (Charlie Beasley *et al.*, 2020). Start communicating with co-workers, managers, and colleagues regarding job pressures while keeping the group isolated, finding the issues that trigger tension, and working together to find remedies. Speak freely with managers, workers, and organizations on how the crisis impacts jobs (Centers for Disease Control and Prevention, 2020).

One of the components of IM offered is job security, which is described as providing workers with a fair assurance that they will not be laid off even through extreme economic cycles. Training is that nearly all "interpretations of IM procedures stress the value of training as leading workers need to find and address the requisite information and challenges to provide good quality goods and services" (Bansal *et al.*, 2001). People do not "buy" the job description, i.e., "In fact, the

transaction process between employers and workers is far more complex than that. Although it is believed that reasonable job security, continuous training, and development assistance are the guarantee to establish a social exchange relationship." Such a precedent-on the other hand, there is no reason to believe would lead to satisfactory organizational performance (Vasconcelos, 2008). The vision of the post-COVID-19 future reveals how strategic interpersonal communication facilitates and facilitates the learning culture. Here, internal platforms are more critical than external networks, and budgets represent the question of human connectivity and success. Resilience and versatility are the prevailing consequences of highly engaged workers that enhance data and information outcomes (Gary Grates, 2020).

Daily contact with internal and outsourced workers is given via defined employee communication networks (The Times of India, April 2020). Given the growing demand, the Government of India in March declared hand cleansers and masks as essential products, and the government allowed distilleries and sugar mills to mass-produce hand purifiers as needed (Priya Sheth, 2020). One more study, i.e., locking has severely affected India & significant lives and livelihoods have been lost. It was observed that nearly half of those surveyed in urban India live in fear of unemployment (SV Krishna Chaitanya, 2020). The majority of countries around the globe are suffering common effects when millions of workers are laid off owing to Covid-19. "It may be a worldwide crisis of unemployment" (Damien Fowler, 2020).

The preceding research is based on people looking for knowledge to help them make a buying decision, and they sometimes update their opinions on other YouTube posts, but not on other social media. Other feedback would undoubtedly influence an individual's purchasing decision, particularly in light of the current economic situation with an endless number of different online sellers (Kiran, P., & Srivastava, A., 2020). Most fashion companies are in the business of essentials, but the production of all types of masks is more likely to be considered an important business, and many of the brands and factories that manufacture them quickly acquire "essential" status and monitor their use (Zara Stone, 2020). COVID-19 has specific properties that are particularly difficult to prevent in developing countries, e.g., The long incubation period of the infection and not the specific features of the infection (Anbesh Jamwal *et al.*, 2020). "I call it a situation inside a situation" (David Bleustine, 2020). Internal communication professionals play an important role in their organization because

they work with other teams to ensure that businesses run as smoothly as possible. They are responsible for enforcing effective cross-section collaboration, ensuring flawless communication, enhancing staff, engaging with them, and providing a positive employee experience (Valène Jouany, 2020). COVID-19-related infodemic is almost as harmful as the virus itself, and thus false prevention steps, such as conventional African therapies and bogus cures, including chewing ginger, consuming warm water with lemon slices, or adulterated beer, complicate the battle against the disease (World Health Organisation, 2020).

PROBLEM STATEMENT AND STUDY OBJECTIVES

- To identify efficacious techniques of internal marketing adopted by different prominent organizations in post COVID-19 era
- Comparison between strategies adopted with internal marketing in pre- and Post-Covid situation for employees
- To identify disruption of services in association with internal marketing
- To identify few prominent giant organizations who are practicing ethically and morally, in connection with the health and welfare of workforces.

METHODOLOGY

The exploratory work is completed here to inspire an investigator to exactly feel about concerning any singularities, with the purpose to produce challenging notions (Reynolds, 1971). This study is investigative and comprises both quantitative and qualitative analysis. As a purpose of this critical review, data have been composed across India. The secondary details & information have been gauged for writing this paper systematically. The quantitative data have been composed of different research scholars, e-books, publications from different journals, periodicals, proceedings, internet sites for public filings etc. In addition, the company attributed information and data have been used, which is a position available on the websites of the companies.

ANALYSIS AND DISCUSSION OF STUDY

a. Building a Crisis Response Unit (CRU)

Organizations that do not already have a disaster management unit have noticed that developing such a department is the only way to cope with the emerging COVID-19 outbreak. The specific tasks of such a team may certainly differ from one corporation to



the next, but the general priorities should also remain similar for all companies. Such priorities are to ensure the company's sustainability while at the same time trying to protect the health and safety of employees. The following are some of the specific activities that an organization's crisis management department can handle:

- Constructing or implementing a crisis management strategy to hold staff, consumers, and the media informed
- Guaranteeing that assets are in place to allow employees to work remotely
- Designing procedures intended to secure the safety of anybody coming into the workplace (such as an IT pro reacting to an outage)
- Develop a program to ensure the organization's financial stability, such as minimizing costs or applying for government grants. Disaster Management teams usually consist of staff from the Human Resources and legal divisions and core members from the IT sector and the respective business units.
- Such teams are also broad and varied since they predict and devise a solution to all sorts of future crises.
- The organization's financing staff must play an important function in the disaster management unit. Procuring these services and introducing modern safety policies would almost definitely need investment. In addition, the finance department would be expected to help with financing for programs connected with the organization's response.

b. Protecting People from COVID-19

Countries and their governments face an unprecedented threat from COVID-19 and are caught up in rigorous policy choices and exchanges - choices are restricted to countries with particularly limited budgets. However, following a set of policy principles and focusing on the pillars of controlling the epidemic, saving lives and livelihoods, and preparing for recovery will help in effective policy response. Based on the COVID-19 studies, some recommendations include:

- *Contagion*: Combining measures such as disease control, testing, and tracking, isolation and isolation, and treatment of victims as first-line concerns to combat the epidemic
- *Saving Lives and Livelihoods*: A concurrent action to Secure Jobs, Raise Revenue and Provide Access to Resources for Vulnerable Persons
- *Restart and Preparation for Recovery*: Organizations for people and economies that are strong

enough to maintain macroeconomic stability, build confidence, avoid deep recessions and social unrest, communicate clearly and use the opportunity presented by the crisis to reconsider the policy.

c. Exploring New Ways with COVID-19

New research is a much-needed task in the Covid-19 era because it has significant identification in appropriate or relevant ways. Some of them are as follows:

- It gave people the feeling of knowing products with virtual reality. Offering 360 degree walks to every home so one can enjoy stepping into each room and see the beautiful scenery. By combining this with strong images, guests can become a part of Isprava's life before they even begin their journey.
- When it comes to marketing, data is the essential tool users have. Any new brand should spend a great deal of time understanding and getting to know its customers. By doing this, users can target the people they want to change most effectively. With an organized collection of email addresses and phone numbers, many analytical tools can provide the information. This particular information bank is invaluable to any marketer!
- During normal times, it's an influencer's job to showcase their fabulous fitness regime, curated living space, "perfect" family, or big travel adventures. However, influencers and brands are now innovating their tried and tested tactics to create new, meaningful engagements in this new reality.

d. Creating a New Communication Plan (Tools)

Some elements respond to effective communication during a crisis:

One should have faith in his/her mission

The mission of the organization is to define the guiding principles of business. In periods of crisis, a company's role and core principles are to convey how and how you engage with customers. Due to the viral nature of the internet, a single fellow's mistake has in some cases shown to result in devastating consequences for organizations. Therefore, users must coordinate and assimilate social media marketing into their overall marketing plans to maximize efficiency and effectiveness (Srivastava, A., & Pandey, K. M., 2012). According to Lisa LaVenture, Lightspeed's Director of Corporate Relations, the company's principles will remind employees about how he/she will interact with customers throughout a crisis.

Use the right tone

If brand identity is ordinary and frosty, we ought to have a more severe tone regarding COVID-19 based communications. This does not imply changing brand speech but adapting it to suit the topic. According to Mike Black, CEO of marketing agency Biz Black, it is essential to have a caring tone in times of crisis..

Be clear

Also, at periods of confusion, people get contradictory signals to left and right. So how to reduce noise in one's business? For Lisa, communications that resonate with customers through a noisy media landscape need to be clear and dotted.

Be frank

More than ever, customers are worried about security and safety. For fast food places that are at the frontlines of delivery and takeaway restaurant management, be completely opaque with the safe food handling practices that have to prevent contamination and retain customers healthy. According to Matthew Donaruma, marketing manager at Sukjesty, restaurants ought to stress the stringent sanitation procedures they have in order to avoid contamination during food processing and delivery.

Provide timely update

During crisis times, the method of communication becomes important while interacting with customers. "Firms ought to interact easily with their customers," he notes. For eg, if one's shop is shutting its doors before further notice, let consumers know right away. Do not prolong the operation.

e. Working on New Channels as Alternative Arrangements

As businesses switch to digital channels, working from a distance is getting a big boost, and more and more people are avoiding body meetings.

Here are some other key tools and techniques to get the most out of distance learning:

- *Remote work*, or the tradition of working long hours beyond the traditional workplace, is increasing prominence, being adopted by a whole range of multimedia platforms for virtually any interaction, from online delivery and email to smartphone networking apps and simulated case.
- *Do not assume* that the employees have sufficient internet connectivity at home or elsewhere. Although many prefer, others may not only have a

consistent or fast service or smartphone. Effectively process or gather information from workers included in teleworking strategy and examine where discrepancies are. With certain employees, be prepared to invest in mobile hotspots and associated network services and include grants with setting up home internet connectivity systems or upgrades to current service, which is particularly essential for staff residing in more remote regions.

- *It is essential* to remember that perhaps the router would be the single most critical connection in remote job chains and by ensuring this connection, it will work for most target platforms and operate efficiently (i.e. workers have incredible efficiency depending on where they are currently residing, which may be difficult for multinational businesses utilizing local Internet infrastructures, etc. where IP addresses are restricted for a number of reasons). All service providers, devices and locations should be checked to a minimum and make sure that the performance is adequate.
- *In accordance* with the mandate, companies may provide that a member can only attend a meeting electronically, among other things, during the period when safe distance regulation or "circuit breaker" measures are in place. "Electronic mechanisms" should at least allow stakeholders and members to observe the proceedings of the meeting simultaneously through audio and video mechanisms, i.e., provide each member with both audio broadcast and audio-visual broadcast (e.g., "live" webcast).

f. Prevent the Spread of Misinformation

It's also essential to be careful while he/she looks at social networking, i.e., not to leave disinformation on online networks. One may respectfully ask the individual who posted it to remove it.

This in itself is, reporting wrong posts/information to platform administrators, the much-needed task. While in confusion, review and evaluate accessed knowledge and create more sounds, unlike individuals expressing false facts. Reality-verification and reasoned dialogue are required to tackle COVID-19 related childish disorder, but such approaches may have serious repercussions.

g. Priorities of Health and Wellness

Encourage and support staff with the resources and knowledge they need to remain successful and safe in the face of new challenges. Long-distance travel can be challenging for anyone, and it is crucial to have a



place for workers to exchange resources and encourage employees to focus or meditate throughout the travel day.

Emotional stability and psycho-social assistance will be open to all staff. Effective evaluation evaluations can better recognize and reduce workplace hazards correlated to mental well-being. Activating memory at the workplace can encourage people to alleviate the stress and anxiety they might experience during this period. The company assigns a Memory Coach, what we call the "Happy Trainer," who can deliver positive moment workshops three times a day to staff around the globe.

h. Fear of Unemployment

A recent study found that nearly half of those surveyed in urban India live in fear of unemployment. The April employment report predicts that the unemployment rate rises to double digits, perhaps up to 20 percent, far above the worst level of the global financial crisis, reaching levels not seen since the Great Recession of the last century. The government's appeal to employers has had little impact on layoffs in the country. Although pay cuts are a more desirable temporary option than permanent redundancies, long-term job security post-lockout can be ensured by implementing effective policies in businesses, NGOs, start-ups, and small enterprises.

Migrant workers suffer a lot, and many began to lose their jobs as construction sites closed. Without money, tens of thousands of cities would be abandoned, and their hometowns and villages - a few hundred kilometers away - would be left without public transport, reflecting the extent of their misery. "The informal economy operates on a daily basis, so the real impact of [locking] must be faced by rickshaw pullers and construction workers. They have been hit the hardest," said Sunil Kumar Sinha, India's leading economist.

i. Disruption into New Normal

The world has changed, and there is no going back. For the vast majority of companies worldwide, digital disruption is no longer an imminent concern but a new nature. Nine out of ten C-suite decision-makers say digital has disrupted their industry, and 98% say their own business or organization is the same. Digital may have already had a significant impact on the way companies operate, but the disruption is not over. 54% percent of business leaders believe "significant" change is ahead. Only 3% think their sector would not be affected. Among the new ones, most businesses

and companies use video conferencing for internal communication. The PEW Research Center says that one in four Americans uses video calling to work. While video certainly has its advantages, it is better to use it sparingly when meetings need to be attended by the whole group. Understand that most PR benefits are positive, so spend much time in front of the laptop. Back-to-back zoom meetings can be a challenge. In addition, digital eye strain is real. The World Economic Forum predicts that by the end of 2020, with poor economic well-being, eye strain becomes a secondary epidemic.

Digital disruption may be the new norm, but that doesn't mean you can't be persistent yet. Change is not easy for anyone. However, embracing change is essential if you'd like to reside in such a rapid atmosphere. The approach to ensure consumers accept progress is to build a strong link between a company and the importance it adds to their life.

j. Offer Support to Your Internal Teams

Improve managers to lead change, it is evident that managers should understand where they are; they can help and guide others. Executing daily check-in calls, maintaining continuous communication, respecting staff privacy, focusing on learning and development, giving employees current flexibility, etc., are the tasks i.e., need to be understood.

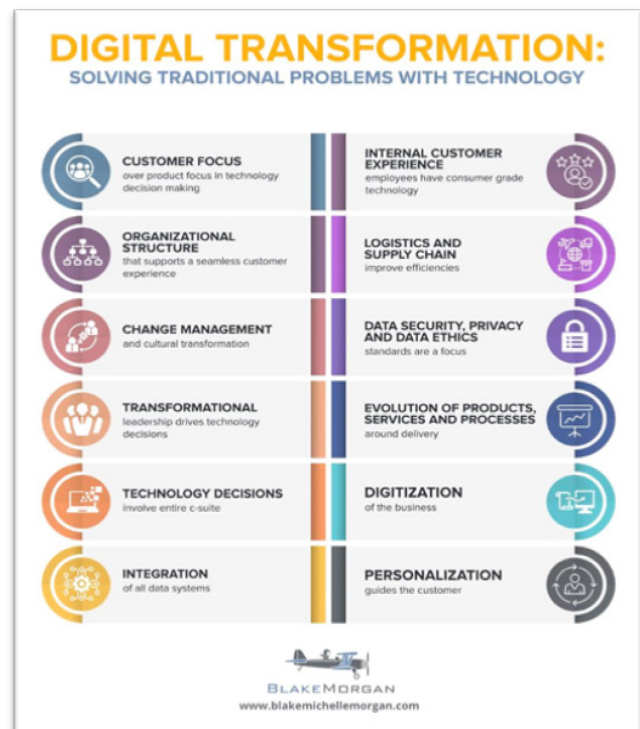


Figure 4: Transformational changes during COVID-19 (Source: www.blakemichellemorgan.com)

FINDINGS AND SUGGESTIONS

The study has found that this epidemic leads managers to notice that businesses can't expand, succeed, or prosper without awareness, commitment, and diligent personnel. Internal communication professionals play an important role in their organization because they work with other teams to ensure that businesses run as smoothly as possible. They are responsible for enforcing effective cross-section collaboration, ensuring flawless communication, enhancing staff, engaging with them, and providing a positive employee experience. As a communications expert, this is an opportune time to build a framework for building our thinking, making sure employees are aware of the situation, feeling involved, and improving their mental and physical well-being. The study also finds that where interpersonal interactions are moving to a different stage where concentrating accelerates decision-making, tests people's awareness, and offers insights for members, administrators, and workers to develop cases, clarify circumstances, create choices, and implement programs. Operating in a computer world brings new sources of creativity, theory, and other complex organizational strategies. Nevertheless, it often triggers distress, uncertainty, and isolation. In this unparalleled moment, internal communication processes, approaches, information, to some degree, input, sound, and speed creates a change. When organizations expand exponentially due to coronavirus, the actual transformation of internal marketing communications from its necessary correspondence to an essential corporate requirement and the administrative method to an ideology is ongoing. Throughout the modern world today, communication seems to be the bond that connects behaviors and thoughts. Employers need to reconsider their approach to communication to ensure that they can communicate effectively with their co-workers. Even if they had a digital approach before, they should use this more to promote collaboration. At times like this, they want to encourage colleagues to connect and thereby help each other. For this reason, they use employee contact sites that allow them to communicate and cooperate during outbreaks better. Companies also focus heavily on the well-being of their employees, and this practice is at the forefront. Finally, as usual in times of crisis, communications are seen as an important function of delivering their business, which feels great!

The study suggests that leaders should always be open to comments during question and answer sessions. However, be aware that large gatherings

can lead to difficulties, especially if employees are not happy with how the company responds to COVID-19. One of the basics of PR is important here: Get to know your audience. Employers and leaders should try to remember these points while communicating with their employees or team members:

- Make it easy to ask questions
- Remember your voice
- Develop a positive organizational culture
- Zooming is one thing

Using the company's intranet can be a good trick, especially if forums are designed for team members to ask questions. Being able to provide explanations can alleviate much stress.

At that end, the employer should know the tone of his/her voice. Sometimes they are unaware of infection or frustration, especially during epidemics. It can show in their voice. The tone is known for most PR benefits because it is essential in connecting with the audience where delivery is everything. Don't forget and be careful to keep communications brief. While this is always good advice, it is essential now because the staff is dealing with issues during the Covid-19, and their time may be limited. Try different types of contacts, including Slack or Microsoft teams. Don't forget phone calls or emails until you have disassembled your inbox

CONCLUSION

The latest coronavirus epidemic has confronted several countries' economic, scientific or health-related frameworks, especially China, Italy, Iran, and Japan. In general, Indian law prohibits discrimination based on gender, sexual orientation, caste, and religion. There is, however, no specific law covering coronavirus. However, the employer's moral duty is to prevent employees from harassment or discrimination based on coronavirus. An employer can carry out various screening and medical examinations when looking at easing restrictions by the central or state governments to allow businesses to reopen. Employers should be careful to consider legal and practical considerations in their workplace(s) health and safety aspects—like almost all the challenges of today's world, continually faced by noise and complexity tons. In an era when knowledge is abundant, strategic advantage resides in the potential to affect workers' habits, perceptions, and activities through appropriate, accurate, and descriptive facts and interactions. The net outcome is a fast, accurate, and consistent community with the business strategy - as a whole, a working group that believes in the company's purpose, values, and goals. There must be facts and empathy in international



communication. This is not about balance, it is about providing an accurate description of how employees feel and act at any given time, respecting the necessity for knowledge and meaning, insight, and awareness. In a simulated workplace culture, the link is the bond that connects behaviors and thoughts. From film, webcasts, telephone calls, and telephone, connecting and conversing with people promotes networking and multimedia. Don't ever adjust private to culture!

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