

Chapter 5

Career Planning Employee Engagement and Productivity in the Post–Pandemic Era

Robert Lubin

 <https://orcid.org/0000-0002-7325-3469>

Fairleigh Dickinson University, USA

Malka Lior

Open University, Israel

Batya Lubin

Open University, USA

ABSTRACT

This chapter guides the reader in understanding the integral aspect of work to one's existence by exploring different theories in vocational development as an investigative assessment of work options. It explores the idea of choice within the world of work and analyzes group behavior. The ramifications of the Covid-19 pandemic have had a profound effect on the world of work and on individual workers. The chapter presents practical applications to help scholar-practitioners understand the topic's broader external structures and means to adopt a more transdisciplinary approach to employee retention, engagement, and productivity. The National Career Development Guideline (NCDG) framework established the categories for career development into self-knowledge, educational and occupational lifelong learning. With an appreciation of this framework, this chapter explores different groups and the new world of work. This approach will help the reader move from general abstract principles to a socially situated knowledge base.

DOI: 10.4018/978-1-6684-9172-0.ch005

INTRODUCTION

The COVID-19 pandemic has shaken up the world economy, and it has become evident that the business world will never be the same again. The pandemic has fundamentally altered the way we work, and the norms we considered immutable have been tossed aside. One of the areas that have been hit the hardest is career planning. With remote work becoming the norm and many businesses scaling back their operations, it is becoming increasingly challenging for employees to navigate their careers. Additionally, the pandemic has brought to the forefront the importance of employee engagement and productivity, and managers are being forced to rethink their strategies in line with the new normal. Therefore, this chapter aims to explore career planning, employee engagement, and productivity in the post-pandemic era, and how businesses can adapt to these new norms.

The COVID-19 pandemic has accelerated existing trends in remote work, e-commerce, and automation, and has forced businesses to rethink the way they operate. One of the most significant impacts of the pandemic on the workplace has been the rise of remote work. In the early days of the pandemic, many businesses were forced to close their offices and have their employees work from home. According to Gartner, 88% of organizations worldwide mandated or strongly encouraged their employees to work from home during the pandemic (Gartner, 2020). This transition has reshaped the traditional workplace dynamic, leading employees and employers to adapt to virtual communication tools and rely on remote collaboration platforms for productivity. While some businesses have since returned to in-office work, many others have adopted a hybrid model that allows employees to work from home part-time.

The shift to remote work has had a number of implications for the workplace. For example, it has led to a decrease in commercial real estate demand and an increase in demand for video conferencing and other remote collaboration tools. It has also made it more difficult for businesses to maintain corporate culture and employee engagement (Kniffin, et al., 2021).

The pandemic has also had a significant impact on employees. Many employees have experienced job losses, furloughs, or pay cuts (ILO, 2020). Others have had to adjust to working from home, which can be challenging for both personal and professional reasons. The pandemic and its forced social isolation policies has also had a negative impact on employee mental health (Brooks, et al., 2020; Saladino, et al., 2020). Many employees felt stressed, anxious, isolated and burnout.

The pandemic has also had a significant impact on employers. Many businesses have experienced revenue declines and supply chain disruptions. A survey revealed that 49% of small businesses reported a considerable decline in business activity (Bartik, et al., 2020). Others have had to lay off employees or reduce hours (Kniffin, et al., 2021). The pandemic has also made it more difficult for employers to attract and retain talent. In a competitive job market, employees are looking for employers who offer flexibility, work-life balance, and a supportive work environment.

Recognizing and addressing the consequences of the pandemic was crucial for employers and organizations to navigate the uncertainty while supporting their workforce effectively. A reflective understanding about the world of work will assist in formulating a framework in our current post-COVID-19 workplace.

Frank Parsons developed the idea of choosing a vocation rather than hunting for a job. He proposed three steps to vocational development. Cited by McDaniels (1994), Parsons wrote:

24 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/career-planning-employee-engagement-and-productivity-in-the-post-pandemic-era/333495

Related Content

The Pivotal Role of Human Resource Management in Overcoming Employee Fear in Organizations of the Tourism Industry in Vietnam

Perfecto Gatbonton Aquino Jr. and Revenio Cabanilla Jalagat Jr. (2022). *Navigating the New Normal of Business With Enhanced Human Resource Management Strategies* (pp. 93-112).

www.irma-international.org/chapter/the-pivotal-role-of-human-resource-management-in-overcoming-employee-fear-in-organizations-of-the-tourism-industry-in-vietnam/297404

Reconfiguring the New Normal: Workplace Spirituality, Millennial Employee Engagement, and Turnover Intentions

Sumbul Zaman (2023). *Enhancing Employee Engagement and Productivity in the Post-Pandemic Multigenerational Workforce* (pp. 256-274).

www.irma-international.org/chapter/reconfiguring-the-new-normal/333503

Spiral Management: New Concept of the Social Systems Management

Justína Mikulášková, Miloš ambál, uboš Polakoviand Petra Urbanoviová (2022). *Research Anthology on Human Resource Practices for the Modern Workforce* (pp. 1762-1782).

www.irma-international.org/chapter/spiral-management/295425

Electronic Media: An Emergent Personality Mining Tool for Attracting and Screening

Sakshi Gupta, Neha Yadav and Loveleen Gaba (2022). *Research Anthology on Human Resource Practices for the Modern Workforce* (pp. 791-802).

www.irma-international.org/chapter/electronic-media/295374

Understanding Diversity: The Power of Differences

Surjit Singha and Ranjit Singha (2023). *Enhancing Employee Engagement and Productivity in the Post-Pandemic Multigenerational Workforce* (pp. 297-313).

www.irma-international.org/chapter/understanding-diversity/333505