

**FALL 2020 MID-TERM ASSIGNMENT**

**ORGANIZATIONAL BEHAVIOUR**

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**Note: Keeping in mind the current pandemic COVID-19, how will a bank cope with this situation**

**Question#1: How will they make contingency plan in this situation where the employee can work in social distancing at the same time providing customer service?**

Depending on those possibilities their response will need to vary. Work to develop a continuity plan for each possible scenario. In case of potential data breach or malware attacks, notify their financial institutions immediately, as well as their customers and vendors. In a situation where payment systems might be disrupted, have backup options in place if payments need to happen remotely. Ultimately, they would want to ensure that they are protecting their employees, stabilizing their supply chain and staying in close contact with their customers.

* Putting together scenario-specific health practices and evacuation plans.
* Know their protocol for securing their facilities and data.
* Analyze and adjust cash-flow budgets so that they will be able to pay employees and bills on time.
* Establish alternatives for paycheck distribution.
* Stay in close communication with existing vendors, financial institutions and external partners.
* Make it clear which suppliers and vendors they need to pay, including how much and by when.
* Consider keeping digital and printed copies of vendor-critical information.
* Prioritize transactions—time-sensitive, urgent, scheduled.
* Keep an eye on customer communication channels. Don’t overlook social media.

For some businesses, their physical location is essential for their business to continue ongoing operations. During a crisis, this might mean having alternate locations and backup facilities.

* Keep payment solutions, such as card readers and point-of-sale equipment clean and disinfected.
* Be sure they have access to the tools they need to make time-sensitive payments, such as payroll and taxes.
* They might need WIFI access or additional supplies and equipment, such as computers and deposit slips.
* Consider whether their business insurance provides coverage for a significant financial loss as the result of a closure or a disrupted supply chain.
* If their business is heavily dependent on a physical storefront, consider investing in their digital presence to help customers find they online.
* Confirm that remote access and login credentials are current and that employees have remote access.

**Question#2: How will these five factors work for employees in COVID by practicing these factors in work place?**

* **Power Distance**
* **Individualism vs Collectivism**
* **Masculinity vs Femininity**
* **Uncertainty Avoidance**
* **Long-Term vs Short-Term Orientation**

**Power Distance:**

Banks need to be prepared to meet these potential customers wherever they are, even on messaging apps. Financial services institutions are to meet the demand for being customer-centered, and that means offering seamless omnichannel experiences. Especially at these times when users are bombarded with multiple brands, banks should use customer journey mapping tools to engage with customers beyond the traditional financial channels. The first step in the face of crisis is to acknowledge it, it would feel odd for users if they see their website without any update on Covid-19. While landing pages might take more time to create and deploy, creating a banner or sidebar explaining the immediate steps being taken can be of great help to their customers.

**Individualism vs Collectivism**

As repurchase intent drives profitability and firms are facing culturally diverse customers, managers should know how individualism (vs. collectivism) influences the formation of repurchase intent Individualism positively moderates the effect of customer satisfaction and negatively moderates the effects of public brand image and relational switching costs on repurchase intent. While the effects of customer satisfaction and relational switching costs are moderated more strongly for services, the effect of public brand image is moderated more strongly for products. But this pandemic force distance and individuality, this result confirms prior findings of a greater importance of customization benefits to individualistic than collectivist consumers.

**Masculinity vs Femininity**

The Covid-19 outbreak has revealed the strengths and weaknesses in our collective global and national capacities to respond to this health emergency. Everything in our social world is gendered, and so it is with Covid-19. As with the experience of wars and the 2008 Global Financial Crisis, women are often those least visible in crisis decision-making, yet within health emergencies they are conspicuous as healthcare workers and careers. This gendered reality is a remarkable pattern replicated across diverse societies and countries.

**Uncertainty Avoidance**

Banks certainly have their hands full in light of the novel coronavirus outbreak (COVID-19). Borrowers and businesses face job losses, slowed sales, and declining profits as the virus continues to spread around the world. Banking customers are likely to start seeking financial relief, and federal bank regulators in the U.S. are encouraging banks to help them. In addition to managing the direct economic impact of the coronavirus, banks need to have a plan in place to protect employees and customers from its spread. Many banks are already starting to encourage remote working of some employees. Customers, who are increasingly wary of spending time in crowded public spaces, will need to have a way to conduct banking without physical interaction. By implementing completely digitized and remote customer transactions, banks can ensure that both every day and exceptional processes will be carried out with limited disruption.

**Long-Term vs Short-Term Orientation**

The 17 SDGs provide a pathway for us to build back better after the COVID-19 crisis. These global goals urge us to address challenges in poverty, health, inequality, and many other areas, while vowing to leave no one behind, with a deadline of 2030.Many of the SDGs both address the current crisis as well as longer-term. The banks need to take precautions for both employees and clients to be safe by the virus.

**Question#3: Do you think that employees of banks can be job satisfied, job involved or Psychologically Empowered in this situation.**

It depends on how the employees are treated both by the staff and clients. The rules and regulation that would be made for the employees to work with in the current situation will be a big change. The employees might face some hardship during these times because of taking precautions for the virus. Use of gloves and masks might slow them down a little. The need of these employees might empower them psychologically of how the are required in the society and given importance of their existence.

**Question#4: Do you agree with the fact that the mood and emotions of customers will be affected by this pandemic?**

Yes! If a customer is to be separated from others if a healthcare provider thinks he/she may have been exposed to COVID-19, even if they do not get sick. Everyone feels differently after coming out of quarantine. Emotional reactions to coming out of quarantine may include. Mixed emotions, including relief after quarantine. Fear and worry about their own health and the health of their loved ones. Stress from the experience of monitoring themselves or being monitored by others for signs and symptoms of COVID-19. Sadness, anger, or frustration because friends or loved ones have unfounded fears of contracting the disease from contact with them, even though they have been determined not to be contagious. Guilt about not being able to perform normal work or parenting duties during quarantine and other emotional or mental health changes.