

Performance and development of telecommuting in marketing under the condition of Covid-19

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Abstract: Telecommuting is a way of working that attracts more and more attention. The focus of this study is to explore the impact of covid-19's telecommuting in China and provide potential coping strategies. This study divides the impact on CSR into three parts: environment, employees and company. The research methods used in this paper are questionnaire survey and interview. Through the questionnaire survey and interview, the research obtains the majority of people's views on telecommuting and the special views of a few people. For the results, the study further speculates, draws the conclusion that telecommuting affects CSR in China, and concludes the future development trend of telecommuting in China.

Keywords: Telecommute, covid-19, CSR

1. Introduction

The concept of telecommuting was put forward as early as 1991 (Mokhtarian, 1991). Telecommuting is often defined as the use of telecommunications technology to partially or completely replace commuting (Nilles, 1988). In February 2020, A novel coronavirus (COVID-19) outbreak in China and spread rapidly to the world. This has accelerated the use of medical telecommuting, it will achieve medical continuity and manage patients who do not require inpatient emergency services (CMS, 2020). The covid-19 pandemic that was declared on 11 March 2020 has affected countries on all continents. (World Health Organization, 2020) As of June 1st, the number of infected persons has reached 5,817,385. (MMWR, 2020) Due to the inability of enterprises to return to work, telecommuting has been mentioned many times and become one of the solutions to the problem. (CMS, 2020)

In the early stage of the epidemic, telecommuting is mainly reflected in telemedicine conference (Lincoln, 2020). Doctors' online video consultation is also a kind of telecommuting. Through data and theory, this report will research on the impact of telecommuting on China from the perspective of environment, employees and companies.

2. Methodology

This report will research on the impact of telecommuting on corporate social responsibility within the framework of covid-19. At present, there is no relevant research and theory. Relevant investigation methods are combined with personal views and incorporate the views of stakeholders. (Crotty, 1998) Different people may have different feelings. There is not a single fact about this topic. The whole influence of telecommuting under the framework of covid-19 can be divided into two kinds of investigation methods, which can better reflect the problems by combining the opinions of groups and individuals. The two methods of investigation are questionnaire survey and interview.

2.1. Questionnaire survey

The questionnaire mainly adopts the method of sampling survey, and studies the questionnaire with constructivism epistemology. The questionnaire method targets on the measurement of the frequency and degree of the occurrence of events, or the construction of quantitative relations between variables in a certain event section. (Rogers, 2013) Make a qualitative study before the target results. In the whole research process, inductive reasoning is mainly used. The main process of questionnaire collection is to collect 317 questionnaires through wechat. The team controlled the time of the whole questionnaire within 5 minutes, and ensured the simplicity of the questions, which could make the participants not be

bored because of too many questions. The questionnaire covers all groups as much as possible, including white-collar workers, students, doctors, military personnel, company bosses, and people in different sectors of society. Through the questionnaire data analysis of these results, and finally get the impact of telecommuting on corporate social responsibility under covid-19.

2.2. Pilot study

Before the survey group sent out the questionnaire, the group first conducted a survey and found some defects. For some repeated questions in the questionnaire, such as: there are three questions about the influence of environmental factors, and the answers of the first two questions may affect the answers of the third question of the participants. Therefore, the form of the questions should be changed to ensure that the accuracy of the results is not affected. At the same time, the research team found that the questionnaire was too long and screened the questions to ensure that it could be completed in five minutes.

2.3. Interview

The purpose of interview is to find out the problems more intuitively. The selection of interviewees is the key point, and representative opinions should be selected. 12 interviewees were interviewed in three aspects: environment, employees and the company. After subjective selection, 7 people's opinions are selected as representative opinions and recorded in detail. The selection of interviewers ensures that there are two sides in each of the three aspects, and it is more intuitive from the perspective of individuals. This is also a supplement to the questionnaire, because the questionnaire is biased towards the opinions of the group, and the interview can show everyone's opinions more comprehensively. (Appendix B)

2.4. Ethics form

This questionnaire takes the form of anonymity to ensure everyone's privacy. For the interviewees, voluntary measures should be taken to ensure that personal privacy will not be affected. The interview record has been verified with the interviewee to ensure that there will be no distortion of the facts.

3. Findings

Environment factor: Three interviewees expressed three opinions. The first interviewee thought that the environment had been improved because of traffic control, and the sky was bluer from the intuitive sense; the second interviewee thought that it would not have a great impact on the environment, because the main pollution came from the chemical industry, and the proportion of automobile exhaust pollution was very small; the third interviewee thought that covid-19 may have a bad impact on the environment. After the restrictions are lifted, more pollution will be produced in order to speed up the resumption of work and make money.

Employee factor: There are two aspects of the influence of telecommuting on employees. Xu Li, the interviewee, is a woman who wants to marry. She has a positive attitude towards telecommuting. She feels that time can be allocated freely and has more time to allocate her life reasonably. Interviewee Huan Zhang is a workaholic. For him, telecommuting means less meeting time. For a creative team who always has new ideas, the lack of timely communication means nothing.

Company factor: For the CEO of an enterprise, the interviewees are more inclined to work in the company, which is easier to control and manage, but they are worried about the health of the employees.

4. Analyze and discussion

For the environment, Since the last quarter of 2019, the emissions of China's six major power plants have decreased by 25% at the beginning of the year(the Ministry of ecology and environment, 2020), which is explained by the interviewees' intuitive feelings. It is obvious that the sky is bluer, which is the most intuitive change. However, surveys show that most people stay at home, but they increase the use of natural gas and other fuels that may be used for cooking, and many industrial activities continue.(EPA, 2011) This is also the energy consumption of cooking at home mentioned by interviewees. In the questionnaire survey, some people also expressed doubts about whether telecommuting can change the environment, which shows that telecommuting can significantly reduce vehicle exhaust emissions, but has little impact on the overall environment. Therefore, the assumption that telecommuting improves the

environment cannot be proved.

Telecommuting has the most direct impact on employees. In the context of covid-19, most enterprises in China have adopted telecommuting, and the government has also put forward a policy that requires enterprises not to return to work in advance (Wu, 2020). There are many people in the office, which can easily cause large-scale infection. At the same time, it is not safe to take public transport on the way to work. For the life safety of employees in enterprises, not only managers need to consider, but also employees need to consider. For some special companies, such as Internet companies, have begun to prepare for long-term Internet office. More than half of employees believe that working at home has a better atmosphere than working in the office. However, another questionnaire data showed that the impact of working at home on family relations was mixed, with half of the respondents believing that there was no impact, indicating that the atmosphere of working at home was not directly related to communication with their families. In other words, family relationship is not the main reason for a good working atmosphere.

In addition, most employees think that working at home is more flexible and they can arrange their work and rest time. It can conclude that the traditional company schedule with fixed working hours is not suitable for everyone, and telecommuting is a good improvement. Many big cities in China have the problem of traffic jam. If this problem can be realized in other aspects besides urban planning, such as remote office, the traffic pressure will be greatly reduced. The evening peak will also last for a shorter time, which is also a kind of promotion for social responsibility. (Z., 2004).

For companies, most people think that telecommuting can save office costs. Office expenses include: rent, heating, stationery, etc., which is not a small expense for enterprises. At the same time, foreign talents can also be absorbed by enterprises. From the macro level, the company's telecommuting helps to enhance social recognition (John, 2009). But for companies, some manufacturing companies have no way to do telecommuting. Most of the companies that can do telecommuting are not physical industries, most of them are Internet companies, etc., which means the efficiency is reduced. Because managers do not have a clear understanding of work, it may lead to uneven distribution of work, and there will be employees who delay the delivery time because of telecommuting. It is an important problem that employees cannot be managed systematically and effectively.

Through the analysis of questionnaires and interviews, there are great differences in the attitudes of managers and employees towards telecommuting. Through analysis, there are the following reasons:

- 1) There are few managers and random sampling survey may cause inaccurate data.
- 2) Management pays more attention to communication and coordination, and telecommuting may become an obstacle to communication. Employees want less work, managers want employees to work more. (Kurland, 2020)

In brief, assumptions about the environment and family relationships are invalid. As for the impact on employees, it shows that according to covid-19, telecommuting will bring better work experience and health benefits, less commuting time, flexible working time and better working environment. But for companies, telecommuting may reduce work efficiency, but it is a good thing for corporate social responsibility and cost. In short, most people think that in the context of covid-19, telecommuting promotes the social responsibility of Chinese enterprises.

5. Conclusion

All in all, according to the team's research on 317 relevant literature and data of the questionnaire and interviews with specific populations. In the context of covid-19, telecommuting provides a guarantee for the health of employees. At the same time, flexible working hours and reduced commuting time improve employee satisfaction. Because of covid-19's special way of communication, employees work at home to reduce exposure. However, the emergence of this new office model does not seem to effectively alleviate the environmental pollution caused by some industrial activities. However, telecommuting does save the company's office costs and help to consume potential talent resources. The company is also one of the important issues about how to better manage employees in remote office.

6. Limitation and future

Despite the outbreak of telecommuting, the demand increases in the short term. How to develop

telecommuting, promote enterprises to realize corporate social responsibility more comprehensively, and how to form a mature "network ecosystem" with the alleviation of the epidemic. This requires long-term verification. But to be sure, telecommuting will become a trend in the future, and it will increase gradually (Handy S L, Mokhtarian P L., 1996).

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