

THE NEW NORMAL

REINVENTING
PROFESSIONAL
LIFE AND
FAMILIAL
BONDING
IN THE POST
COVID-19 ERA



Editors
Ajoy Kumar Dey
Harivansh Chaturvedi

B L O O M S B U R Y

THE NEW NORMAL
REINVENTING PROFESSIONAL LIFE AND
FAMILIAL BONDING
IN THE POST COVID-19 ERA

Title The New Normal: Reinventing Professional Life and Familial Bonding in the Post COVID 19 Era
Authors [H Chaturvedi](#), [Ajoy Kumar Dey](#)
Publisher Bloomsbury Publishing, 2021
ISBN 9354351204, 9789354351204
Length 362 pages

About the author (2021)

Dr. Ajoy K. Dey is a Professor of Decision Sciences & Operations Management. Besides Operations and SCM, his areas of expertise include Curriculum Development and Student Engagement. He has helped five scholars to complete doctorate degree. Dr. Dey is the Chairperson of Centre for Management Case Development, and the Editor of the South Asian Journal of Business & Management Cases. Dr. Dey is on the EAB of Emerald Emerging Market Case Studies and Journal of Entrepreneurship in Emerging Economies.

Dr. H. Chaturvedi is Professor and Director at Birla Institute of Management Technology (BIMTECH), Greater Noida, India, and Alternate President of Education Promotion Society for India (EPSI). He has more than 42 years of experience in teaching, research, and academic administration. Prior to joining BIMTECH, he was a Director at All India Council for Technical Education. Being a renowned management educationist, he is deeply involved with national bodies like AIMA, NHRDN, AIMS and the Indian Management Conclave. Dr. Chaturvedi is a Member of Board of Governors of many leading management institutes.

Contents

[Foreword](#)

[Navigating Through Professional and Personal Lives During COVID-19](#)

[About the Editors](#)

[About the Sub-editors](#)

[Contributors](#)

FAMILIES RECONNECTING OR DISCONNECTING

[1. Familial Bonding is Here to Stay - Thanks to COVID-19](#)

R. Deepa and A. Mansurali

[2. Familial Bonding Owing to COVID-19 Pre and Post Lockdown](#)

Anderleen Diana Philimis and Sandeep Sancheti

[3. Transforming Familial Bond in the Time of COVID-19 Pandemic](#)

Shruti Mishra and Sujata Shahi

[4. Family: Close to Each Other But Still Far Off](#)

A. Satya Nandini and Vyshnavi V.

[5. Behavioural Dynamics in the Times of COVID-19: Changing Interpersonal and Family Relationships](#)

Sumedha Agarwal and Rohan Bhalla

DISRUPTED LIVES DURING PANDEMIC

[6. COVID-19: The Pandemic Lessons between Lives and Livelihood - The Indian Scenario](#)

Ram Kumar Mishra and K. Trivikram

[7. Professional Jobs and Structural Unemployment in the Post-Pandemic World: Is Micro-Credentialing the Missing Bridge?](#)

Jan-Jan Soon and Russayani Ismail

8. The Family Budgeting Behaviour in Indonesia During COVID-19 Era

Isni Andriana and Kemas Muhammad Husni Thamrin

9. Pivoting Business Models in the Pandemic: A Study of Personality Traits of Successful Young Entrepreneurs

Abha Rishi, Manosi Chaudhuri and Vedant Dhasmana

REFLECTING ON PROFESSIONAL LIFE

10. The New Work from Home Employee – Responding to the COVID-19 Pandemic: A Case Study

Debora A. Elam and Kristine M. Brands

11. Occupational and Agentic Self-efficacy as Indicators of the Changed Professional Identity: A Post COVID Work from Home Scenario

Agna Fernandez and C. Joe Arun SJ

12. Work from Home – The New Normal: Prospects, Challenges and Solutions

Geetanjali Purswani, Deepika Upadhyay and Pooja Jain

13. Shadow-Boxing and Self-Reflection of Work from Home

Ajoy K. Dey and Ken Nishikawa

REVISITING ORGANIZATIONAL CULTURE AND WELL-BEING

14. Ensuring Well-being of Employees in the Wake of the New Normal: Some Insights into the Manufacturing and Service Industries

Archana Choudhary and Manoj Gour Chintaluri

15. The Importance of Information: Implications of the Principal-Agent Theory for Leadership in a Sudden Crisis

Hannah Scharf and Rupert Beinhauer

16. Relevance of Humanistic Leadership in the Post COVID-19 Era

17. Finding Purpose Through Work Choices

Eli S. Hudspeth

18. Reinventing Leadership, Work Culture and Career Management
in Response to Changing Business in the COVID-19 Era and
Beyond: Indian Perspectives

S.P. Thyagarajan and Selvam Jesiah

BUSINESS AND ACADEMIA SURVIVING THE CRISIS

19. Crisis as Mindset Approach to Organisational Crisis When Crisis
is the New Normal

Payal Mehra and Ankit Ahuja

20. E-Management: Thanks to COVID-19

Michel Kalika

21. Surviving the Survival Mode – The HR Efforts in Managing
Business

R.K. Mishra, Shulagna Sarkar and Debashish Ghoshal

22. Online Learning: Implications for Developing Nation Academics
Resulting from COVID-19

Jashim Uddin Ahmed, Quazi Tafsirul Islam and Niza Talukder

23. Challenges of Delivering Quality Education Post-COVID-19: The
New Normal

R.L. Raina