

NEW NORMAL OF HAPPINESS – REFLECTION, CAPACITY RE-BUILDING WITH TECHNOLOGY AND HOME-BASED SKILLS

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Abstract

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The purpose of this paper is to explore the key elements of the new normal of happiness from the perspective of new job creation for the community, including women and youth community via implementing UNPRME principles and United Nations Sustainable Development Goals (UNSDGs). A two-fold research approach has been deployed via 1) experiential learning and design thinking in events on UNSDGs followed by 2) qualitative analysis - interview and NVivo analysis on newspaper search from WiseNews on articles published internationally between 01/02/2020 and 20/06/2020 on the keywords used including a new job, solidarity, resilience, COVID-19, pandemic, retail, new guidelines, tourism, and management. As a socially responsible corporation, with corporate social responsibility and corporate financial performance, it is suggested to explore the ways of implementing the six principles of UNRPME under post-COVID-19 for rebuilding capacity and for generating a new kind of workforce in caring related services.

Keywords: Happiness, United Nations Principles of Responsible Management Education (UNPRME), United Nations Sustainable Development Goals (UNSDG), Technology, Capacity Building

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1. INTRODUCTION

Brooke and Parker (2009) mentioned that the perception of spirituality directly affects decisions. Human capital is the most important asset of a business. "Human capital" comprises human knowledge, human skills, and human spirit as well. They believe that spirituality at work is implicit in the organization because the organization involves people (p. 9).

This triggers the author to re-define the new role of women, re-visit the attributes of women in terms of knowledge, skills, spirits, and values under post-COVID-19. In a recent report of Women Deliver released under post-COVID-19 that "women are playing an outsized role responding to COVID-19,

including as frontline healthcare workers, caregivers at home, and as mobilizers in their communities" (Women Deliver, n.d.). Women is an important asset under pandemic as they contribute their effort in homecare, community care, and workplace care to support emotional and mental support to their peers on top of job-related tasks. However, there is still a lack of opportunity for women in policymaking, decision-making, and strategic planning under COVID-19.

Under this critical moment with uncertainties, it is time to reconsider the role of women in community recovery with social and economic impacts. Women empowerment and sustainable outcomes are the key points of this article. Based on the author's life, career, and study experiences,

spirituality is related to the meaning in life and the values in minds. Smith and Rayment (2007) mention that the spirit path is a way for individuals and organizations to make meaningful contributions to the society.

Besides, UN Women (n.d.) also highlights five priorities for long-term recovery in terms of the COVID-19 crisis on women and girls. They are: 1) gender-based violence, including domestic violence, is mitigated and reduced, 2) social protection and economic stimulus packages serve women and girls, 3) people support and practise equal sharing of care work, 4) women and girls lead and participate in COVID-19 response planning and decision-making, and 5) data and coordination mechanisms include gender perspective.

The structure of this paper is as follows: Section 1 on introduction followed by a Section 2 on literature review on UNGC, UNPRME, UNSDG, workplace spirituality, organisational mission and strategy, a Section 3 is on research methodology that has been used to conduct empirical research on rebuilding capacity with happiness, a Section 4 on results and a Section 5 on conclusion.

2. LITERATURE REVIEW

This paper is prepared to arouse awareness of the community, especially the social performance of corporations in business corporations about the importance of social responsibility and sustainability from the perspectives of investors and employees with spirituality - purpose in life and personal growth. The approach of sustainable development (SD) is not only focused on technology, but also on developing people with a mindset of sustainability in helping the organization to achieve its vision/mission via implementing the 10 principles of the UN Global Compact (United Nations Global Compact, n.d.). For example:

Human Rights

Principle 1: businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2: make sure that they are not complicit in human rights abuses.

Labour

Principle 3: businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: the elimination of all forms of forced and compulsory labour.

Principle 5: the effective abolition of child labour.

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: businesses should support a precautionary approach to environmental challenges.

Principle 8: undertake initiatives to promote greater environmental responsibility.

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Mission and strategy are used to provide a meaningful and relevant direction to members of an organization to move forward and to unleash the potential for achieving the goals set by the management. According to Znidarsic and

Jereb (2011), innovation is the process of discovery and development that created new products, production processes, organizations, and technology with institutional and systemic arrangements. Kuczarski (2003) describes innovation as a mindset, an attitude, a feeling, an emotional state, a set of values, a commitment to newness. In fact, mission and strategy rely on the innovative process of management for creating new products and services for the community. Under the influence of the newly launched United Nations 17 Sustainable Development Goals (SDGs), the ten principles of UN Global Compact, and the six principles of UN Principles for Responsible Management (PRME), demand of socially responsible organizations with responsible production and consumption is on the increase. Hence, management needs to explore the elements for its social responsibility-related missions. Management may learn from Znidarsic and Jereb (2011) and Kuczarski (2003) on how best to explore the direction of organizational development, the potential of staff members, and the new context of the business environment with a new mindset to design "solutions" for the communities. And, new skills and methods of utilization of resources may be discovered during the design process.

2.1. UNPRME principles of purpose and values – Spirituality in new business

Spirituality, business, and work can be viewed from two perspectives - the individual/employee and the organization/company. Finding one true self belongs to the former which comprises a broader definition. Barnett (1985) mentions that the mastery of material skills to spiritual growth and self-knowledge is well relied on personal enlightenment and growth.

Spirituality from the organization perspective is different from an employee perspective mainly in the sense that the organization's goal is to achieve organizational vision/mission, financial and social performance, employee capacity building, and re-development for employee loyalty and customer satisfaction. Employees are human capital for an organization's sustainable development. Applying UNPRME principles of purpose and values into employee management with spirituality are:

- *higher purpose* - to identify the value of oneself and serve the community with passion for growth;
- *higher values* - to partner with individuals, organizations, for a better community via appropriate methods, research, and on-going dialogue.

Based on a recent spirituality seminar supported by the World Institute of Sustainable Development Planners (WISDP) and convened by Yeung (2020), Fung (2020) mentions that spirituality has very different purposes from the perspective of an organization. Rhodes (2006) points out that there are six components of a model for workplace spirituality:

1. *Emphasize sustainability* - Long-term impact of business development.
2. *Value contribution* - "Give back" to society for the betterment of the world and mankind.
3. *Prize creativity* - Provide resources to help people uncover their creative potential.

4. *Cultivate inclusion* - Include people with disabilities, people of different ethnic groups, gender, or sexual orientation.

5. *Develop principles* - Provide resources to help employees to formulate ethical principles that promote personal growth and work development.

6. *Promote vocation* - Help employees to identify their passion for life and work, utilize individual giftedness to be used in the organization.

2.2. Corporate mission and strategy for sustainable development

Mission and strategy are used to provide a meaningful and relevant direction to members of an organization to move forward and to unleash the potential for achieving the goals set by the management. According to Znidarsic and Jereb (2011), innovation is the process of discovery and development that created new products, production processes, organizations, and technology with institutional and systemic arrangements. Kuczmarski (2003) describes innovation as a mindset, an attitude, a feeling, an emotional state, a set of values, a commitment to newness. In fact, mission and strategy rely on the innovative process of management for creating new products and services for the community. Under the influence of the newly launched United Nations 17 Sustainable Development Goals, the ten principles of UN Global Compact, and the six principles of UN Principles for Responsible Management, demand of socially responsible organizations with responsible production and consumption is on the increase. Hence, management needs to explore the elements for their social responsible missions. Management may learn from Znidarsic and Jereb (2011) and Kuczmarski (2003) on how best to explore the direction of organizational development, the potential of staff members, and the new context of the business environment with a new mindset to design "solutions" for the communities. And, new skills and methods of utilization of resources may be discovered during the design process.

2.3. United Nations Sustainable Development Goals (UNSDGs)

UNSDGs stands for United Nations Sustainable Development Goals. It is a framework for providing a shared blueprint of peace for 2030. There are 17 goals with ideas of global partnership, ending poverty and hunger, and increasing the quality of health and education. The goals are actions related to water, land, energy, climates, oceans, technology, etc. The designed service would be focused on Goal 3, promoting well-being for all at all ages. The service aims to match Goal 3.4 target which is promoting mental health. In other words, the entertainment service brings happiness that reduces stress and increases the live quality of the target audience. Goal 9, fostering innovation, would be also a guideline of service nature with the development of quality and sustainability in order to support economic development and human well-being. (United Nations [UN], 2018).

3. RESEARCH METHODOLOGY

Based on the literature, experiential learning is difficult to define as it is related to the ways of execution of experiential activities. Based on a report of Schwartz from The Learning & Teaching Office, University of Dayton, "Simple participation in a prescribed set of learning experiences does not make something experiential. The experiential methodology is not linear, cyclical, or even patterned. It is a series of working principles, all of which are equally important or must be present to varying degrees at some time during experiential learning. These principles are required no matter what activity the student is engaged in or where the learning takes place" (Chapman, McPhee, & Proudman, 1995, p. 243, as cited in Schwartz, n.d.).

During stage 1, the experiential learning approach has been adopted in designing 2-day events on entrepreneurship for participants from different countries. The overall design is mapped with the expected learning outcomes on the concept note and related papers of co-organisers for measuring the impacts created from the event.

3.1. Stage I: SDG projects and virtual on-going seminars on innovations and transformations

According to the definition of Brundtland Commission (1992) of the United Nations, "sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (IISD, n.d.). The basic element of sustainability is the economic aspect to support the business in the short term, and support the new products, services, processes, and people in the long term. In order to generate economic, environmental, and social impacts via participating marathon runs, the guiding six principles of UNPRME, indicated below, possibly shed some lights to educators in designing programmes with relevant activities to engage and motivate learners to not only serve the community but also explore the potential of oneself for sustainable development. The six principles 1, 2, 3, 5, and 6 of UNPRME have been demonstrated through the experiential learning - entrepreneurial academy of UNOSSC and on-going virtual weekly and monthly transformations seminars (May-August, 2020) designed and coordinated by the author with media coverage for the success of the new normal of learning under post-COVID-19.

During the COVID-19, the author has arranged weekly virtual transformative seminars and monthly virtual seminars related to life business with scholars, industry practitioners, and students from Hong Kong and overseas countries. This is a new normal way of learning and event management to maintain social distancing and social/business interaction across miles. In fact, this is a follow-up of the UNOSSC entrepreneurial academy 1st cohort (online) in April/May, 2020 with speakers and students from 10 countries. The event is designed and organized by the author with UNOSSC in past years.

The data provided by UNESCO showed that no century has experienced so many and intense social changes as in the 21st century such as the paradigm

shift under post COVID-19. In response to the drastic social transformation, innovative entrepreneurial training was held successfully with a focus on providing an interactive platform for young people from developing countries in the Asia Pacific and Africa. During the two-day training in April 2020 and a one-day business plan competition in May 2020, participants listened to industry practitioners' entrepreneurial journey from Indonesia, Moscow, Philippines, Hong Kong, China, and interacted with students from different countries to form teams with diverse cultural and educational background for a business plan presentation on "Gastrotourism".

The very interesting outcomes of the virtual entrepreneurial academy training (April/May, 2020) and on-going transformations (May-August, 2020), supported by WISDP (World Institute of Sustainable Planners, an initiative of UNESCO HK Association) were offers made by the resource people and the local and global partners ranging from continuing to provide advice, mentoring, consultation and possibilities for seed funding for good initiatives. We have successfully worked towards UNSDGs#4 knowledge transfer and #5 gender equality with on-going dialogue and projects to implement skills developed with winners in 2019 (on-site), 2020 (off-site) with new project of UNSDG 11 - Sustainable Communities with JCI Jaycettees Hong Kong, a women NGOs in Hong Kong with a commitment to SDGs.

3.2. Stage II: New services with women attributes

With the SY model put forward by the author and her innovative use of UNSDGs, design thinking and entrepreneurial spirit, scholars, students, industry practitioners, and management of NGOs have been motivated from different parts of the world to interact with ideas of projects under COVID-19 to find a new way of engagement to flourish life and expand their horizon.

Based on the interview with women professionals in academic, healthcare, and worldwide NGOs from America, India, Indonesia, Philippines, Hong Kong conducted in May-June 2020, the following areas may be innovative business/social opportunities for increasing the participation and contribution of women in achieving UNSDG #3 - well-being, #4 - knowledge transfer, #5 - gender equality, #8 - decent jobs, #9 - innovations, and #17 - a partnership with economic impacts.

1. "Championship leadership awareness" events for capacity building and civic citizenship.
2. "Women dialogue" with female leadership role played at different sectors at different levels under post-COVID-19.
3. "New skills development and enhancement virtual training", for example, IT literacy, digital life cycle, risk evaluation and management with access to healthcare services, trading and manufacturing industries.
4. "Entrepreneurial business/social working opportunities" to offer help for jobs loss during the pandemic.

One of the interviewers highlighted that there is not much opportunity visibility for women to participate with a critical role to influence gender equality; a well-balanced approach is needed

between professionalism and frontline jobs with decision-making for the benefit of the community to recover under the new normal of COVID-19.

3.3. Stage III: Qualitative analysis with text search

Sharda et al. (2013) mentioned that analyzing data could be used to understand customers/clients and business operations to sustain growth and profitability for enterprises. In fact, data can be found in various forms and fashions. Using timely data can help interpret current phenomenon for decision making. They further pointed out the following ways for data mining for the benefits in business sustainability (Sharda et al., 2013, p. 155-156):

1. *Association* - finding commonly co-occurring grouping of things for market analysis.

2. *Predictions* - identifying the future occurrence of certain events based on what has happened in the past.

3. *Cluster information* - seeking the nature of groups of things based on their known characteristics.

4. *Sequential relationship* - discovering time-ordered events.

Data can be verbal and non-verbal messages. It represents the ideas of people. If data can be co-ordinate, integrate, control in a meaningful way, the behavior of people or an organization can be understood, predicted, and controlled. With the use of content analysis and related qualitative software, for example, NVivo, data can be analyzed and interpreted meaningfully and comprehensively. Content analysis can be regarded as a tool for understanding people's thinking and beliefs, to uncover the methods of persuading people to accept ideas, to differentiate practices among certain groups of people, and to see the trend of certain practices. Textual messages are the data that content analysis works with and from which concepts for further analysis are derived.

Content analysis is a systematic and objective analysis of selected text characteristics. It involves counting the number of words and the frequency of different types of words; finding out the characteristics of themes, building relationships among items, paragraphs, and finally establishing meaningful concepts. It is not simply a quantitative research method but also a qualitative one since the purpose of the writing is also understood through doing the analysis. The advantages of content analysis are:

- no people are involved;
- no experiments are required;
- texts from the recent past can reflect social phenomena.

However, the content analysis also has limitations. There may be issues relating to the availability of texts and the interpretations may be subjective. In order to guard against undue subjectivity, researchers should follow the advice of Babbie (2001):

- trace the person or authority composing the documents;
- think about the reasons behind the existence of the documents;

- find out the ways of acquiring the information contained in the documents;
- investigate the magnitude of biases in the documents;
- identify the main concepts used by the writer;
- internalize the concepts that the documents have demonstrated (p. 309).

A newspaper search was conducted from WiseNews on articles published internationally between 01/02/2020 and 20/06/2020. The keywords used included: new job, solidarity, resilience, COVID-19, pandemic, retail, new guidelines, tourism, and management. A total of 61 newspaper articles containing some of the keywords were collected and then analyzed. The details are listed below (Table 1).

Table 1. Sources of the newspaper articles

Name of a newspaper	No. of newspaper articles
China Daily Hong Kong Edition	10
E-zone	1
Global Times (EN)	2
GlobeNewswire (Nasdaq OMX)	4
Macau Daily Times	1
Macau Post Daily	1
News Agency	1
PR Newswire	12
Shanghai Daily	6
Taipei Times	1
Taiwan News	3
The Business Times (Singapore)	3
The New Paper	1
The Straits Times (Singapore)	14
XinHua Economic News	1
Total	61

A qualitative study was conducted using NVivo. The following themes were identified by using a keyword search with similar keywords to the themes (Table 2). After a detailed review of the articles, some relationships between the themes were found and established.

The paper aims to explore the key elements of the new normal of happiness under post-COVID-19 from the perspective of new job creation for the community. It is assumed that technology and home-based related services and skills could increase job opportunities with the consideration of well-being and create a new business model with innovation.

Table 2. Identified themes from different sources and references

Name	Sources	References
Capacity rebuilding with technology	32	93
Collaboration to overcome	6	20
New normal with happiness	48	402
Artistic reflection	4	15
Wellness integration	6	12
Technology home venture job	33	202
Staff workplace wellbeing	15	38
Close contact	27	52
Migrant worker dormitory	5	11
Sanitizer in process distribution	16	32
Visual appreciation for calmness	2	3

4. RESULTS

This section presents the results of the analysis on newspaper search on the keywords used including a new job, solidarity, resilience, COVID-19, pandemic, retail, new guidelines, tourism, and management.

Figure 1. A model of “Capacity rebuilding with technology”

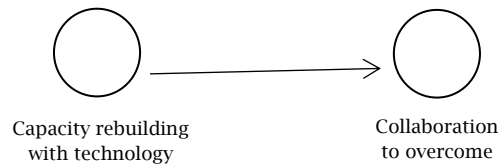
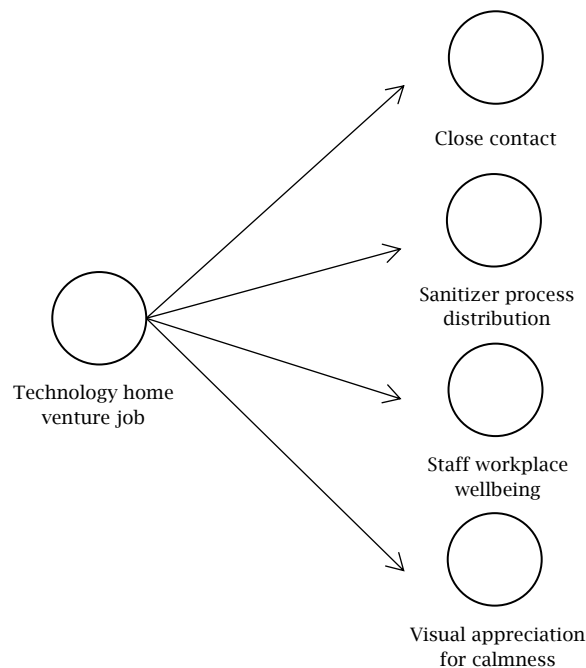


Figure 2. A model of “Technology home venture job”

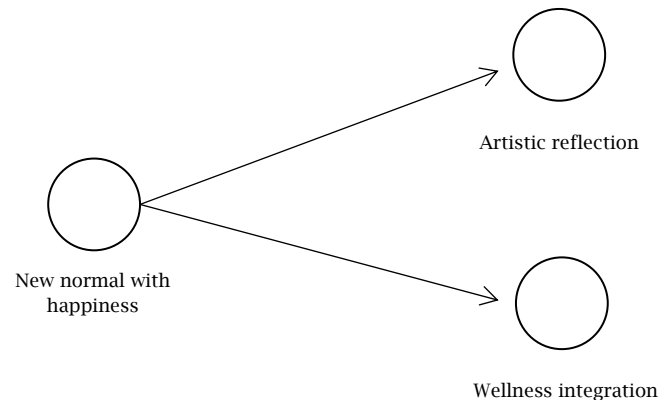


Selected quotations from text searched articles:
 “Regarding the rise of flexible work arrangements, Han highlighted a combination of factors, including an aging population, industrial structural adjustment, the accompanying upgrade of products and services, and the subsequent changing requirements in terms of knowledge and skills of labor” (China Daily Hong Kong Edition, 2020, March 23).

“Emerging jobs refer to the new, flexible, self-employable, or platform-based work patterns arising from the new round of internet technology

revolution. New social situations together with new technology have helped create new jobs. At the beginning of this year, several state departments, including the Ministry of Human Resources and Social Security, officially recognized 16 new occupations, including network deliveryman, industrial internet technician, and virtual reality engineering technician. Others such as those of livestreaming anchor and e-commerce retailers are also quite popular” (China Daily Hong Kong Edition, 2020, May 27).

Figure 3. A model of “New normal with happiness”



5. CONCLUSION

The purpose of this paper is to explore the key elements of the new normal of happiness from the perspective of new job creation for the community, including women and youth community via implementing UNPRME principles and UNSDGs. As a socially responsible corporation, with corporate social responsibility and corporate financial performance, it is suggested to explore the ways of implementing the six principles of UNPRME under post-COVID-19 for rebuilding capacity and for generating a new kind of workforce.

Based on qualitative research paper analysis and projects mentioned in this paper, the following findings have been observed:

1. As a responsible corporation, it is recommended to adopt the 10 principles of UNGC, the six principles of UNPRME, and the 17 UNSDGs with technology and home-based skills for staff well-being and new job co-creation.

2. As a responsible employee in a responsible corporation, it is suggested to understand and apply the steps of design thinking and entrepreneurial spirit, UNPRME, and UNSDGs into personal growth development with a reflection for happiness.

3. Both corporations and employees are found to be partners to use the 5 steps of design thinking -

empathy, define, ideate, prototype, and validate potential projects for a new normal of working under post-COVID-19.

Research on the integration of United Nations Sustainable Development Goals (UNSDGs), the six principles of United Nations Principles of Responsible Management Education (UNPRME), design thinking, and entrepreneurial spirit with on-going projects are seldom found in the academic and industry sectors for new skills development with new values co-creation and capacity-rebuilding, for example, virtual women empowerment across miles with on-going dialogue and projects, is beneficial to students and industry practitioners for cross-generation harmony, capacity building, and transversal competence. Hence, UNSDGs and UNPRME are recommended to be embedded into virtual seminars and projects to increase the competency of women and youth for new jobs emerged under post-COVID-19.

For the limitation of this paper, it is recommended to conduct a quantitative analysis with a survey to analyse respondents' perceptions of ways of rebuilding capacity with technology for new services mentioned in this paper. This is a future research area to incorporate keywords and findings of the model mentioned in this paper for conceptualization of a model of happiness, capacity building, and spirituality in the workplace.

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APPENDIX

Table A.1. The six principles of United Nations Principles for Responsible Management (UNPRME)

<i>Principle 1: Purpose</i>	Mr. Chik helps to develop the capabilities of staff to be future leaders in identifying their potentials in creating financial value (rate of return on investments) and non-financial value (realization of sportsmanship) for individual clients and business clients for economic impacts.
<i>Principle 2: Values</i>	Mr. Chik incorporates the spirit of sportsmanship into the daily operation of his team of staff, over 600 people, to realize that the marathon run is not just an event of social responsibility, but also builds up a global network for future development.
<i>Principle 3: Method</i>	Mr. Chik creates educational value to his staff about participating marathon runs is a process of learning for responsible leadership.
<i>Principle 4: Research</i>	We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.
<i>Principle 5: Partnership</i>	Mr. Chik interacts with internal colleagues at all levels and external affiliates of business and charitable corporations to extend his understanding of exploring potentials and meeting challenges are effective approaches to enhancing partnership.
<i>Principle 6: Dialogue</i>	Mr. Chik facilitates and supports on-going dialog with people who have mutual concerns in providing positive leadership in team-building in the financial industry with critical issues related to social responsibility and sustainability in the finance industry and in saving the world.