

Employee Happiness in Event Management Sector before and after Covid – 19 in Vienna

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ABSTRACT

During the Covid-19 pandemic, many individuals were affected negatively, especially employees who work in the event management industry. This research describes the damage Covid-19 caused the employees in the event management industry in terms of satisfaction with their jobs, life, relationship, pay, education, and themselves. The research is relevant to determine based on what elements the individuals evaluate their happiness, and it will identify the possible features to increase their satisfaction levels. It is significant to recognize the impacts of Covid-19 on the event management industry and develop essential solutions to improve the sector's performance. Moreover, the study will raise awareness of how employees were affected and what will be the possible factors to improve their performance through understanding what they have experienced during the pandemic. The data on the effects of Covid-19 was collected using a qualitative method; 11 employees in the events industry were interviewed to determine their happiness levels. A request for an interview was sent to the participants via various social media channels. The study found that Covid-19 has various effects on employee contentment. Employees were laid off, given half of their basic wage, and in some cases, their salaries were constant. Due to Covid -19, the event management sector experienced a significant loss and was forced to change its focus from offline to online events to attract clients during the pandemic. Furthermore, due to rigorous government health and safety concerns, activities were canceled, postponed, or the number of participants in the events was reduced. Employees also proposed that organizations provide intrinsic and extrinsic rewards to increase employee pleasure and company productivity. By adjusting to the new normal, the research will assist in enhancing the wellness of employees working in the event management industry and the industry itself.