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Contributions of Wellness Technologies on the Employees of Marine Fish Marketing: A Review

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Abstracts: Digital technologies have become popular and their uses have become favored in the various purposes of our daily life. The recent technological advancements have changed the way we look health and wellness. Many organizations and industries are using wellness technology for the well-being of their employees for their own benefits. Marine fish marketing is an unorganized sector where many employees are involved. It is very much important to maintain health and hygiene of the employees who are involved in marine fishing and marine fish marketing. The present study is an exploratory study to understand the impacts of wellness technologies on the employees of marine fish marketing in the Kakdwip areas of West Bengal. It is very much important to administrate wellness technology for the wellbeing of the employees who are engaged in marine fish marketing. Various wellness technologies have incorporated in the corporate wellness initiatives with a focus to improve the quality of health and wellness of the employees.

Keywords: Wellness Technologies, Employees, Marine Fish Marketing, Kakdwip and West Bengal

1.0 Introduction:

The modern workplace and culture have been increasingly transformed in last few years. Many organizations have incorporated various wellness technologies for the wellbeing of their employees. To understand and maintain both physical and mental health various devices are playing crucial roles. Organizations are using digital tools to support Work Place Health Promotion (WHP) activities (Emerson et al., 2020). Employee wellness technologies also known as employee wellbeing technologies that are incorporated in the various organizations to improve the health quality of the employees. Employees are the key asset of any organization. So it is very much important to observe and maintain the health and hygiene of every employee for the benefits of the organizations. There are various digital devices are using in various dimensions of employee health and well-being. The fifth industry revolution or the industry 5.0 surrounds the nation of harmonious human- machine collaborations with the particular focus on the well- being of the stakeholders like society, company, employees and the customers. Marine fish marketing is an important segment that contributes lots in the nation's economy as well as the local economy. Many people are involved in the marine fish marketing distribution channels. The employers of those people need to focus on the both physical and mental health of the employees who are involved in the marine fish marketing. Marine fisheries engage vast majority of coastal people across the world (Parappurathu et al., 2020). Kakdwip areas of the district South 24 Parganas in West Bengal is an important coastal area of marine fishing. Many marine fish markets are there in the study are. Many people are employed with marine fish marketing. Health is one of the important components of the socio-economic development of any area and the promotion and protection of health is essential for the sustainable socio-economic development (Saravanabavan & Abeesh, 2020). It is very much important to adhere various employee wellness digital devices for the well- being of the employees of the marine fish marketing in Kakdwip areas of West Bengal. The present study fits within the context of health digitalization influenced by the current diffusion and continuous development of wearable and mobile technologies (Carlsson et al., 2017).

2.0 Literature Review

Wellness Technology

Wellness technology is a technology that is designed with the intent of improving physical and mental health and overall well-being. Nowadays the technological advancement provides unthinkable solutions to manage health and hygiene (Fabbrizio et al., 2023). There are various wellness technologies are there to manage both mental and physical health of the employees of many organizations.

Wellness Apps

Mobile Health (mHealth) Technologies are the resources that help to maintain better health while controlling healthcare expenditure and it is also an important component to empower people to control their health (Platt et al., 2016). Mobile Health Apps are used to improve health habits using behavior change strategies and the most important strategies are self-monitoring, customize and personalize (AlSlaity et al., 2022).

Telehealth Services:

The concept of telehealth has been incorporated in the early 20th century in the different healthcare specialties (Mahtta et al., 2021). Telehealh or healthcare incorporated by the internet, computers and others devices for communication is developing rapidly with the technological advancement (Jonasdottir et al., 2022). Telehealth is an applicable option for rural healthcare needs as it is more effective care management (Myers, 2019). Telehealth services were effective during the COVID period without increasing risk of infection (Zhou et al., 2020).

Wearable Devices

It has been found that wearable devices have various applications in healthcare from physiological diseases and cardiovascular disease, hypertension, and muscle disorders to neurocognitive disorders like Parkinson's disease, Alzheimer's disease and

other psychological diseases (Iqbal et al., 2021). Wearable devices have the capabilities to delivery of healthcare (Banerjee et al., 2018). Wearable devices are designed in such way to collect the user's health data that can be analyzed to gather information about the user's health status (Cilliers et al., 2020). Wearable devices have a wide range of application from healthcare to biomedical monitoring system (Guk et al., 2019).

Employee Assistance Programs (EAPs)

Employee Assistance Programs (EAP) are used for counseling and consulting services that are basically used to prevent personal problems experienced by the employee or their family members (Krik & Brown, 2003). Employee Assistance Programs (EAP) is helpful that provides free, confidential, short term mental assistance for individual employee and their family members (Graessle et al., 2018). The components of Employee Assistance Programs (EAP) relationship, mental health and gradually increasing the focus on wellbeing and greater utilizations of technology (Roche et al., 2018).

3.0 Scope of the Study

The present study is conducted in the Kakdwip Block in the district South 24 Parganas in West Bengal. The area is one of the important coastal marine fish marketing areas of the state West Bengal. There are various types of marine fish markets are there in the study areas. Many coastal people are involved with the marine fishing. Most of the fishermen communities employed in marine fish marketing. They are working in various distribution channels. Fish is perishable in nature and there are various health hazards are there with the marine fish marketing. So, it is highly crucial to maintain the health and wellbeing of the employees who are engaged with the marine fish marketing. Various organizations are using wellness technologies for their employees. The present study tries to understand the impacts of using various wellness technologies on the employees of marine fish marketing. The various wellness technologies are identified by the extensive literature review. The study will be beneficial for the employees and the employers and the other stakeholders who are involved in marine fish marketing in the Kakdwip areas of West Bengal.

4.0 Statement of the Problem

Employee wellness technologies are widely used in the various industries for the improvement health quality of their employees. Marine fish marketing is an unorganized sector which is controlled by the middlemen. Many coastal fishermen communities have been employed in the marine fish marketing. Most of the employees who are engaged in marine fish marketing are illiterate or with minimum education. They are not aware about health and hygiene. So it is very much important to incorporate the modern technologies for the wellness programs of the employees who are involved in marine fish marketing. Most of the people are not aware about the wellness technologies. So it will be highly impactful initiatives to adhere employee wellness technologies for the wellbeing of the fish marketing employees. Through the extensive literature review and based on the problems the researchers have formulated the following questions:

1) How does Wellness App impact on the employee wellness activities?
2) How does Telehealth Service impact on the employee wellness activities?
3) How does Wearable Device impact on the employee wellness activities?
4) How does Employee Assistance Program impact on the employee wellness activities?
5) How does Mental Health Platform impact on the employee wellness activities?

5.0 Research Gap

After the extensive literature review it has been found that there are few studies have been conducted on the incorporation of wellness technologies on the employees in marine fish marketing employees in Kakdwip areas of West Bengal. There are various studies on the administration of employee wellness technologies in many organizations but there are no such studies are there on the employees of marine fish marketing. As the marine fish marketing is an important sector in which many coastal people are engaged. It is highly important to maintain marine fish marketing employee's health. The modern wellness

technologies can be applied for the initiation of employee wellness programs on the marine fish marketing employees in the Kakdwip areas of West Bengal. For that the researchers have conducted the study to understand the impact of using wellness technologies on the employees of marine fish marketing in Kakdwip areas of West Bengal.

6.0 Objective of the study

1) To understand the impact of Wellness App for the employee wellness in marine fish marketing in Kakdwip areas of West Bengal.
2) To highlight the impact of Telehealth Services for employee wellness in marine fish marketing in Kakdwip areas of West Bengal.
3) To analyze the impact of Wearable Devices for the employee wellness in marine fish marketing in Kakdwip areas of West Bengal.
4) To know the impact of Employee Assistance Program for the employee wellness in marine fish marketing in Kakdwip areas of West Bengal.

7.0 Hypothesis

The research questions cover the Wellness technologies as the independent variables. The independent variables are Wellness App, Telehealth Service, Wearable Devices, Employee Assistance Program and Mental Health Platform. The research questions cover Employee Wellness as dependent variable. Based on the variables following are the hypotheses for the research paper.

H_1: Wellness App has a positive impact on employee wellness in marine fish marketing.

H_2: Telehealth Service has a positive impact on employee wellness in marine fish marketing

H_3: Wearable Device has a positive impact on employee wellness in marine fish marketing

H_4: Employee Assistance Program has a positive impact on employee wellness in marine fish marketing

H_5: Wellness Technology has a positive impact on employee wellness in marine fish marketing

8.0 Conceptual Framework

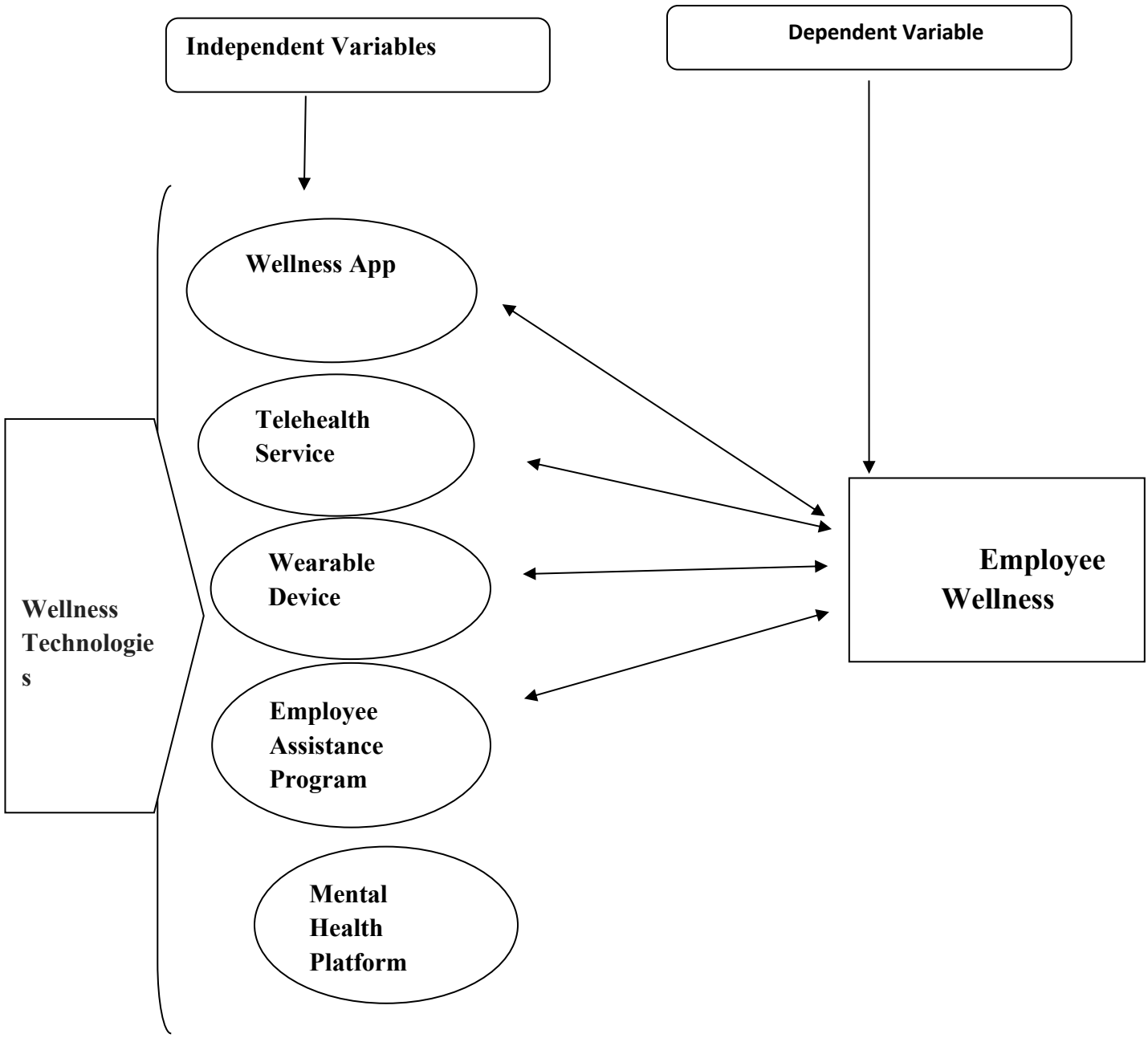

Figure 1: Research Framework

9.0 Research Methodology

The research paper is descriptive in nature to measure the impacts of wellness technologies on the employees of marine fish marketing in Kakdwip areas of West Bengal.The targeted population of the research paper is the employees who are engaged in marine fish marketing in Kakdwip areas of West Bengal. We have used the Purposive sampling method in this study to reach the representative sample size. We have considered 150 respondents as sample from the different markets in the study area. The study has been conducted based on the primary data collected through structural questionnaire method. Likert Scale

by five-point is used in this study that mentioned at either end by "Strongly Disagree" to "Strongly Agree". The structured questionnaire is divided into two sections. The first section includes general data like name, age, monthly salary and health facilities. The second section includes twenty-five questions (25) items divided into five (5) dimensions. The first dimension is "Employee Wellness" contained five (5) questions and the next four (4) dimensions are Wellness App, Telehealth Service, Wearable Device, and Employee Assistance Program contained twenty (20) questions with five (5) questions in each dimension**.**

Table 1: Distribution of Respondents

Characteristics	Number of Respondents	Percentage (%)
Age		
Below 30	33	22
31 to 40	45	30
41 to 50	42	28
Above 50	30	20
Education Status		
Below Secondary	99	66
Secondary	27	18
Higher Secondary	15	10
Graduation	6	4
Above Graduation	3	2
Monthly Income Level		
Below 20K	93	62
20K – 40K	42	28
Above 40K	15	10
Health Facilities		
Good	18	12
Medium	36	24
Poor	96	64

Age of the Respondents: According to the Table 1, 22 % of respondents are in the age group of below 30 and 30 % of respondents are in the age group of 31 to 40. 28 % of respondents are in the age group of 41 to 50 and 20 % of respondents are in the age group of above 50 years. According to the Table 1 it has been indicated that most of the respondents who are in the age group of 31 to 40. The employees of marine fish marketing in the Kakdwip areas of West Bengal are in the age group above 50 are very less.

Educational Status of the Respondents: In the Table No 1 it has been found that 66 % of respondents are below secondary in education level. 18 % of respondents are in the group of secondary education level. 10 % of respondents are in the group of higher secondary education level. 4 % of respondents are in the group of graduation level of education. 2 % of respondents have the educational level of above graduation level. According to the Table No 1 it has been found that most of the employees of marine fish marketing in the Kakdwip areas of West Bengal having education level is below secondary level and the employees having the education level of above graduation are rarely in the employees of marine fish marketing in Kakdwip areas of West Bengal (India).

Monthly income of the Respondents: In the present study we have found that (Table No 1) 62% of the respondents is in the monthly income group of below 20K. 28 % of respondents are in the monthly income group of 20K to 40K and 10 % of respondents are in the income group of above 40K. According to the result it has been concluded that most of the employees are in the monthly income group of below 20K. The monthly income of above 40K is rarely found among the employees of marine fish marketing in Kakdwip areas of West Bengal (India)

Health Facilities: In the Table No 1 it has been found that 12 % respondents are in the group good healthcare facilities, 24 % of respondents are in the group of medium healthcare facilities and 64 % respondents are in the group of poor healthcare facilities. According to the data it may be said that most of the employees are having poor healthcare facilities due to affordability and the minimum number of people from the employees of marine fish marketing in Kakdwip areas of West Bengal (India) can afford good quality healthcare facilities.

Reliability Test

The normal range of Cronbach's Alpha Reliability Coefficient is between 0 and1. The rule of thumb is that a Cronbach's alpha of .70 and above is good and .80 is better. The table 1 is indicated that the value of Cronbach's alpha is .856. For that we may conclude that the reliability of the questionnaire is at moderately good level.

Table No 1: Reliability Statistics

Cronbach's Alpha	N of Items
.856	25

Validity Analysis

The validity analysis of the data collected through structured questionnaire has been done by the use of KMO and Bartlett;s test of Sphericity. The table 2 indicates that the result of KMO test is .841. It has been found that the value of KMO statistics is greater than 0.7. For that the data could be used for further analysis.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.841
Bartlett's Test of Sphericity	Approx. Chi-Square	502.190
	df	10
	Sig.	.000

a. Based on correlations
Data is collected through survey

10.0 Analysis of Data and Result

In this research paper the Statistical Package for Social Research (SPSS), statistical software is used to analyze and summarize the collected data. Different types of technique have been used to analyze the collected data like Correlation and Multiple Regression.

Correlation Analysis

Hypothesis 1: Wellness App has a positive impact on employee wellness in marine fish marketing

Table 3: Correlation between Employee Wellness (EW) and Wellness App

		EW	WA
EW	Pearson Correlation	1	.809**
	Sig. (2-tailed)		.000
	N	150	150
WA	Pearson Correlation	.809**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).
EW- Wellness App, WA- Wellness App
Data collected through survey

In the Table 3 it is found that the correlation coefficient between Employee Wellness (EW) and Wellness App is 0.809 at a significant level of 0.01. So we may accept the Hypothesis 1 that Employee Wellness (EW) and Wellness App are related with high positive relationship (r=0..809**).

Hypothesis 2: Telehealth Service has a positive impact on employee wellness in marine fish marketing

Table 4: Correlation between Employee Wellness (EW) and Telehealth Service

EW	Pearson Correlation	1	.779**
	Sig. (2-tailed)		.000
	N	150	150
TS	Pearson Correlation	.779**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).
EW- Wellness App, TS- Telehealth Service, Data collected through survey

In the Table 4 it is found that the correlation coefficient between Employee Wellness (EW) and Telehealth Service is 0.779 at a significant level of 0.01. So, we may accept the Hypothesis 2 that means Employee Wellness (EW) and Telehealth Service are related with high positive relationship (r=0.779**).

Hypothesis 3: Wearable Device has a positive impact on employee wellness in marine fish marketing

Table 5: Correlation between Employee Wellness (EW) and Wearable Device

		EW	WD
EW	Pearson Correlation	1	.747**
	Sig. (2-tailed)		.000
	N	150	150
WD	Pearson Correlation	.747**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).
EW- Employee Wellness, WD- Wearable Device
Data collected through Survey

In the Table 5 it is found that the correlation coefficient between Employee Wellness (EW) and Wearable Device is 0.747 at a significant level of 0.01. So we may accept the Hypothesis 3 that means Employee Wellness (EW) and Wearable Device are related with high positive relationship (r=0.747**).

Hypothesis 4: Employee Assistance Program has a positive impact on employee wellness in marine fish marketing

Table 6: Correlation between Employee Wellness (EW) and Employee Assistance Program

		EW	EAP
EW	Pearson Correlation	1	.648**
	Sig. (2-tailed)		.000
	N	150	150
EAP	Pearson Correlation	.648**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).
EW- Employee Wellness, EAP – Employee Assistance Program
Data collected through survey

In the Table 6 it is found that the correlation coefficient between Employee Wellness (EW) and Employee Assistance Program is 0.648 at a significant level of 0.01. So we may accept the Hypothesis 3 that means Employee Wellness (EW) and Employee Assistance Program are related with high positive relationship (r=0.648**).

Multiple Regression Analysis

Hypothesis 5: Wellness Technology has a positive impact on employee wellness in marine fish marketing

Table No 7: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.910[a]	.828	.824	.20533	.828	175.106	4	145	.000	1.913

a. Predictors: (Constant), EAP, WA, WD, TS

b. Dependent Variable: EW

EAP- Employee Assistance Program, WD-Wearable Device, WA- Wellness App, TS- Telehealth Service, EW- Employee Wellness.

Data collected through survey.

In the Table 7 the value of Adjusted R Square is .824 and it indicates about 83% variation of Employee Wellness is explained by the independent variables which are EAP-Employee Assistance Program, WD-Wearable Device, WA- Wellness App, TS-Telehealth Service

Table No 8: Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	-.727	.171		-4.243	.000	-1.066	-.388
WA	.446	.056	.395	7.966	.000	.335	.557
TS	.316	.059	.272	5.323	.000	.199	.433
WD	.230	.057	.202	4.016	.000	.117	.343
EAP	.267	.049	.225	5.420	.000	.170	.364

Dependent Variable: EW

, WD-Wearable Device, WA- Wellness App, TS- Telehealth Service, EW- Employee Wellness.

The multiple Regression Models intake the result of a equation which contains coefficients (b) for each predictor. The Table No 8 provides estimation of these b values and these values are the individual combination of each predictor to the model. The table indicates that the Unstandardized Coefficients of WA (Wellness App) .446 with the P value of .000 ensures that the value is statistically significant. So, it may explain that on unit change in Wellness App leads to .446-unit changes in Employee Wellness (EW). The Unstandardized Coefficients of TS (Teleheath Service) .316 with the P value of .000 ensures that the value is statistically significant. So, it may explain that on unit change in Teleheath Service in (TS) leads to .316-unit changes in Employee Wellness (EW). The Unstandardized Coefficients of WD (Wearable Device) .230 with the P value of .000 ensures that the value is statistically significant. So, it may explain that on unit change in WD (Wearable Device) leads to .230-unit changes in Employee Wellness (EW). Unstandardized Coefficients of EAP (Employee Assistance Program) .267 with the P value of .000 ensures that the value is statistically significant. So, it may explain that on unit change in EAP (Employee Assistance Program) leads to .267-unit changes in Employee Wellness (EW).

11.0 Findings & Discussion

In the present study the researchers have tried to highlight the impact of wellness technology on the employees of marine fish marketing in coastal Kakdwip areas of West Bengal. The study is impactful and positively significant that incorporating wellness technologies on the employees of marine fish marketing in Kakdwip areas of West Bengal. In the highly competitive marketing scenario, the practice of wellness technologies for the employee wellbeing is highly acceptable. This wellness strategy is important for the sustainable development aims that minimizes the health-related problems and safeguard the employees who are engaged in marine fish marketing. This research paper is highly influential to the employers, employees and intermediaries involved in marine fish marketing in Kakdwip areas of West Bengal. The important wellness devices like Wellness Apps, Wearable Devices, Telehealth Services, Employee Assistance Programs are highly impacted on the employees who are engaged in marine fish marketing for their wellbeing and maintain the quality of their health and the health issues of their family members.

12.0 Recommendation & Scope for Further Study

Marine fish marketing is important for the development of local economy. Marine fish marketing is also a contributor in of GDP. Many people are involved with the marine fishing and marine fish marketing. Most of the people who are employed in marine fish marketing are very poor with lower income level. Most of the employees are unable to have good quality health service due to financial instability. So, the employers of the marine fish marketing employees need to focus on the health-related problems of their employees. The study will be highly influential for the stakeholders and the researchers to incorporate the wellness technologies for the wellbeing of the employees who are engaged in marine fish marketing. It is recommended to carry out further research in this particular field. In future the study may be developed by studying existing practices of wellness technologies in the other marine fish marketing also. Similarly, a study can be done to highlight the impact of incorporating wellness technologies on the employees of inland fish marketing in different fish markets.

13.0 Conclusions

It has been highlighted in the study about the impact of using wellness technologies for the wellbeing of the employees of the marine fish marketing in Kakdwip areas of West Bengal. In the 5th Industrial Revolution, the technologies which are using is the human – machines collaboration technology in the various industries and organizations. The many organizations are also incorporating various wellness digital devices for the benefits of their employees to maintain long term sustainability for their business. The study focused on the practicing of wellness technologies like Wellness App, Telehealth Service, Wearable Devices, Employee Assistance Program. The study also highlighted the impact of those independent variables on the dependent variables Employee Wellness. From the tests and analysis, it is noticed that all the predictors including Employee Assistance Program, Wearable Device, Wellness App,Telehealth Service have positive and significant correlation to Employee Wellness in the Marine Fish Marketing in Kakdwip areas of West Bengal.

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