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"Employee Engagement in the Digital Age: Exploring the Influence of Technology on Job Satisfaction"

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ABSTRACT

In today's workplace, the widespread adoption of digital technologies has transformed the nature of employee engagement and job satisfaction. This research aims to explore the complex relationship between technology implementation and its impact on employee engagement, with a specific focus on the mediating role technology plays in shaping job satisfaction. Through extensive review of current literature and empirical analysis, this study seeks to shed light on the multifaceted aspects of employee engagement within the digital environment. The research utilizes a mixed-methods approach, incorporating qualitative interviews and quantitative surveys, to develop a nuanced understanding of how technology intersects with various facets of employee engagement. By examining factors such as communication patterns, remote work arrangements, and use of digital tools, the study attempts to elucidate the mechanisms by which technology affects employees' overall job satisfaction.

Additionally, this research intends to identify potential challenges and opportunities presented by the digital transformation of the workplace. By investigating employee perceptions, attitudes, and experiences, it aims to provide insights into strategies for optimizing technology-driven engagement initiatives. The study also highlights the importance of organizational culture, leadership practices, and human-centric design principles in creating a supportive digital environment that enhances employee satisfaction and organizational performance. Ultimately, this research aims to contribute to theoretical knowledge and practical implications for promoting employee engagement in the digital era. By unravelling the intricate interplay between

technology and job satisfaction, it seeks to offer valuable guidance for organizations looking to leverage digital innovations to cultivate a more engaged and motivated workforce.

INTRODUCTION

In today's digital era, technology has brought about unprecedented progress, transforming work settings and employee experiences. With the spread of digital tools, communication platforms, and remote work capabilities, organizations must continuously adapt to this developing technological landscape. Amid these changes, it is crucial for organizations aiming to build a positive work culture and boost productivity to grasp how technology affects employee engagement and job satisfaction.

Employee engagement, defined as the emotional dedication employees have to their organization and its objectives, is a key factor in organizational success. Engaged employees are more likely to be productive, innovative, and committed to achieving organizational goals. Job satisfaction refers to employees' overall contentment with their jobs, including aspects like work environment, pay, growth opportunities, and work-life balance.

In the digital age, technology significantly influences both employee engagement and job satisfaction. Communication technologies like email, instant messaging, and video conferencing have transformed how employees collaborate and interact within organizations. Additionally, remote work arrangements enabled by digital tools provide employees greater flexibility and autonomy over their schedules, potentially enhancing their job satisfaction.

However, technology's impact on employee engagement and job satisfaction is complex. While technology provides many benefits, it also introduces challenges like information overload, blurred work-life boundaries, and isolation among remote workers. Therefore, it is vital to examine the nuanced relationship between technology and employee well-being to effectively leverage its advantages while minimizing its downsides. This study investigates how technology affects employee engagement and job satisfaction in the digital era. By analysing the perceptions and experiences of employees across various industries and organizational settings, this research aims to offer insights into the factors that contribute to or undermine employee wellbeing in technology-mediated work environments. Through a comprehensive analysis of existing literature and empirical data, this study seeks to inform organizational practices and policies aimed at improving employee engagement and job satisfaction in the digital age.

1.1 DEFINITION OF KEY TERMS

• Employee Engagement: This term denotes the level of emotional investment into their organization and its goals by an employee. Engaged employees display a higher motivation, productivity and job satisfaction level as compared to others.

• Digital Age: The digital age is a contemporary period characterized by the extensive use of digital technologies such as computers, smartphones, online platforms and software applications. It has altered how people communicate, work and process information.

• Technology: In this perspective, technology can mean tools, systems and platforms that support organizational activities and individual tasks like collaboration or communication between employees within organizations (hardware: i.e., computers / mobiles; software: e.g., productiveness apps/collaboration applications).

• Influence: Influence refers to the effect or impact that technology has on employee engagement and job satisfaction. This can include both positive and negative effects, such as increased flexibility and efficiency, as well as potential challenges like information overload or feelings of isolation.

• Exploring: Exploring in this context refers to the process of investigating, examining, and understanding the relationship between technology and employee engagement/job satisfaction. It involves gathering data, analysing trends, and identifying potential areas for improvement or optimization.

2. LITERATURE REVIEW

2.1 Employee Engagement in Digital Age

The evolution of work environment in the digital age plays a crucial role in the transformation of the work environment due to advancements in technology has been profound. Traditional office spaces have given way to remote work setups and flexible arrangements, enabled by digital tools and platforms. These changes have had significant implications for collaboration, productivity, and organizational culture. However, challenges such as maintaining a sense of connection and addressing potential feelings of isolation have emerged alongside these opportunities. Companies are adapting by creating innovative work environments that embrace technological advancements to stay competitive.

The advent of digital technology has revolutionized traditional engagement strategies in the workplace. Research by Macey and Schneider (2008) highlights the shift from traditional engagement surveys to realtime feedback mechanisms facilitated by digital platforms. These platforms enable organizations to gather continuous feedback from employees, allowing for more responsive and tailored engagement initiatives. Moreover, the use of social media and collaboration tools has transformed the way employees connect and interact, fostering a sense of community and belonging (Harter et al., 2002). Digital platforms play a crucial role in facilitating employee engagement by providing channels for communication, collaboration, and recognition. According to a study by Towers Watson (2012), organizations that leverage digital platforms for employee communication and feedback experience higher levels of engagement and satisfaction. Platforms such as intranet portals, social networking sites, and mobile applications enable employees to access information, share ideas, and receive recognition in real-time, enhancing their sense of involvement and commitment (Shuck and Wollard, 2010). In the digital age, fostering a culture of engagement is essential for attracting, retaining, and motivating talent. Research by Saks (2006) emphasizes the role of leadership in cultivating an engaging work environment, where employees feel valued, empowered, and supported. Leaders who prioritize communication, transparency, and trust create a conducive atmosphere for engagement to thrive (Kahn, 1990). Moreover, organizations that align their values and goals with those of their employees demonstrate a genuine commitment to engagement, leading to improved performance and outcomes (Bakker and Demerouti, 2008). While technology offers numerous opportunities for enhancing employee engagement, it also presents challenges that organizations must address. For instance, the blurring of boundaries between work and personal life due to constant connectivity can lead to burnout and disengagement (Elsbach and Cable, 2012). Additionally, concerns about data privacy and security may hinder employees' willingness to engage fully in digital platforms (Martin and Freeman, 2003). However, by implementing policies and practices that promote work-life balance, data protection, and ethical use of technology, organizations can overcome these challenges and harness the full potential of digital engagement strategies (Shuck and Herd, 2012).

Digital communication tools play a crucial role in facilitating collaboration and teamwork in modern organizations. Technologies such as email, instant messaging, video conferencing, and project management platforms enable real-time communication, file sharing, and virtual meetings. Despite the benefits, challenges such as information overload, miscommunication, and digital distractions are prevalent. To effectively leverage these technologies, organizations must develop strategies that promote clear communication and collaboration while addressing these challenges. Effective employee engagement strategies in the digital age require a multifaceted approach. This includes providing training and support programs for technology adoption and skill development. Organizations. Creating a culture of open communication, feedback, and recognition is crucial for fostering engagement. Leveraging digital tools for employee recognition, rewards, and career development can further enhance engagement and motivation.

2.2 Technology in Job Satisfaction and Employee Engagement

Technology is crucially instrumental in enhancing job satisfaction by significantly elevating efficiency and productivity in the workplace (Brynjolfsson & McAfee, 2014). Digital tools and software applications effectively enable employees to automate repetitive tasks, streamline workflows, and access information swiftly, leading to a significantly more productive work environment (Brynjolfsson & McAfee, 2014). For instance, project management software effectively facilitates seamless collaboration among teams, thereby significantly reducing stress levels and increasing job satisfaction (Brynjolfsson & McAfee, 2014). The seamless integration of cutting-edge technology undeniably offers much greater flexibility and substantially

improved work-life balance for dedicated employees (Golden & Veiga, 2005). Remote work opportunities, effectively enabled by advanced digital communication tools and cloud-based systems, allow employees to work from virtually anywhere, at any convenient time, thereby significantly reducing stress and drastically enhancing job satisfaction (Golden & Veiga, 2005). Furthermore, technology effectively enables forward-thinking organizations to seamlessly offer alternative work arrangements such as flexitime and telecommuting, further significantly enhancing job satisfaction (Golden & Veiga, 2005).

Technology has revolutionized learning and development initiatives in forward-thinking organizations, effectively providing employees with extensive access to a diverse range of comprehensive training resources (Deloitte, 2019). Cutting-edge online learning platforms, innovative webinars, and state-of-the-art e-learning modules effectively enable employees to conveniently acquire new skills comprehensively and cost-effectively, thereby significantly fostering job satisfaction and overall engagement (Deloitte, 2019). Moreover, technology-enabled learning initiatives effectively demonstrate an organization's unwavering commitment to significantly invest in its employees' growth and long-term success (Deloitte, 2019). Efficiently establishing effective communication and seamless collaboration facilitated by advanced technology significantly contributes to notably higher levels of job satisfaction and overall well-being among diligent employees (Grant et al., 2013). Cutting-edge digital tools, including email, instant messaging, and impactful video conferencing platforms, substantially enable employees to seamlessly connect with colleagues, express ideas, and efficiently resolve issues, thereby substantially boosting morale and job satisfaction (Grant et al., 2013).

Innovative technology undeniably empowers organizations to meticulously implement highly effective recognition and feedback mechanisms, significantly enhancing employee engagement and job satisfaction (Bersin & Associates, 2012). Progressive digital platforms such as groundbreaking employee recognition software and feedback apps proficiently allow managers to promptly acknowledge and greatly reward employees for their noteworthy contributions in real-time, effectively fostering a culture of profound appreciation and proactive recognition within the organization (Bersin & Associates, 2012). Cutting-edge technology seamlessly aids in workload management and substantial stress reduction by providing advanced tools and comprehensive resources to efficiently streamline tasks effectively and maintain a synchronized work-life balance (Trougakos et al., 2015). Innovative project management software and impactful task management apps effectively enable employees to meticulously organize their tasks efficiently, notably reducing the likelihood of burnout and being overwhelmed (Trougakos et al., 2015). Moreover, technology-driven wellness programs and advanced stress management tools effectively provide employees with critical resources and comprehensive support to effectively cope with stress, thereby significantly enhancing job satisfaction and overall performance (Trougakos et al., 2015).

Several studies have examined the impact of technology adoption on job satisfaction. For example, Brynjolfsson and McAfee (2014) found that organizations embracing digital technologies experienced higher levels of productivity and job satisfaction among employees. Similarly, a study by Tarafdar et al. (2007) revealed a positive relationship between technology use and job satisfaction, particularly among employees who perceived technology as easy to use and beneficial for their work tasks. The use of digital communication tools has been associated with improved employee engagement. Research by Grant et al. (2013) demonstrated that frequent communication via digital platforms fosters a sense of connection and belonging among employees, leading to higher levels of engagement. Moreover, a study by Shuck and Wollard (2010) highlighted the importance of effective communication in enhancing employee engagement, with digital channels playing a significant role in facilitating communication within organizations.

Remote work arrangements enabled by technology have been shown to contribute to better work-life balance and job satisfaction. Golden and Veiga (2005) found that employees who have the flexibility to work remotely report higher levels of job satisfaction and engagement. Additionally, research by Gajendran and Harrison (2007) revealed that remote work options are positively associated with perceived control over work schedules and reduced work-family conflict. The integration of technology in learning and development initiatives has been linked to increased job satisfaction and engagement. Deloitte's Global Human Capital Trends report (2019) emphasized the importance of technology-enabled learning in providing employees with access to continuous skill development opportunities. Similarly, Bersin and Associates (2012) highlighted the role of digital platforms in facilitating personalized learning experiences and enhancing employee engagement.

3. RESEARCH METHODOLOGY

For this study on the employee engagement in the digital age and exploring the influence of technology on job satisfaction, a descriptive and qualitative Research is used to analyse the research objectives. The collection and analysis of the non -numerical data based on Quantitative research. It can be utilised to gain an understanding of individual's social reality including their attitudes and beliefs. The data utilised in this report is primary data collected through questionnaires of 140 respondents.

RESEARCH OBJECTIVES

- To study how frequently digital technology is used at work, and the variety of technology platforms that are employed, in relation to employee engagement and job satisfaction.
- To examine how particular digital tools and platforms influence key aspects of work satisfaction including flexibility, efficiency, and job satisfaction.
- To analyse potential risks and pitfalls of technology in the workplace associated with employee motivation and satisfaction.
- To develop best practices and effective strategies for companies to use technological tools to increase

employee engagement and satisfaction and minimise the negative consequences of technology.

3.1 QUANTITATIVE METHODS

In conducting the study on employee engagement in the digital age, quantitative methods were employed to systematically gather and analyse data. These methods offer a structured approach to exploring the influence of technology on job satisfaction, allowing for the examination of relationships, trends, and patterns within the data. By utilizing surveys, sample selection techniques, and statistical analysis, this study aimed to provide a comprehensive understanding of how employees interact with technology in the workplace and how it affects their overall satisfaction and engagement. Quantitative methods offer the advantage of producing empirical evidence that can be used to inform decision-making and organizational strategies.

Surveys

For this study on employee engagement in the digital age, quantitative methods were employed, with surveys being a primary tool for data collection. The surveys were designed to gather information on various aspects of employee engagement, including their use of technology in the workplace, job satisfaction levels, and overall perceptions of their work environment. The survey questions were carefully crafted to ensure they captured relevant data points while also being easy for respondents to understand and answer accurately. Surveys were distributed electronically to employees within the target population, allowing for efficient data collection and analysis.

Sampling Methods

A key aspect of conducting this study was selecting an appropriate sample that accurately represented the target population. The sample selection process involved identifying organizations or companies operating in industries known for their reliance on technology and digital tools. Additionally, efforts were made to ensure diversity within the sample in terms of demographics, job roles, and levels of technological proficiency. This approach helped to ensure that the findings of the study would be applicable and generalizable to a broader population of employees working in similar environments.

Statistical Analysis

Once the survey data were collected, they were subjected to rigorous statistical analysis to identify patterns, trends, and correlations. Descriptive statistics, such as means, standard deviations, and frequencies, were used to summarize the data and provide an overview of key findings. Inferential statistics, including correlation analysis and regression modeling, were employed to explore relationships between variables and determine the strength and direction of these relationships. Statistical software packages were utilized to conduct the analysis, allowing for efficient processing of large datasets and accurate interpretation of results.

3.3 SAMPLE SELECTION AND DATA COLLECTION TECHNIQUES

Sample selection and data collection techniques play a crucial role in studying the influence of technology on job satisfaction in the digital age. In this study, a combination of qualitative and quantitative methods was employed to gather data from a diverse range of employees across various industries. This included surveys, interviews, and observations to ensure a comprehensive understanding of the topic.

Sample Selection:

In order to conduct a comprehensive study on employee engagement in the digital age, it's crucial to carefully select a representative sample. The sample should ideally include employees from various industries, job roles, and demographics to ensure the findings can be generalized to a broader population. One approach to sample selection could involve utilizing a stratified sampling method, where the population is divided into distinct strata based on relevant characteristics such as industry sector, job level, age, and gender. Then, random samples are drawn from each stratum to ensure adequate representation. Another method could involve using convenience sampling, where participants are selected based on their availability and willingness to participate. While this approach may be more convenient, it's important to recognize the potential biases that may arise, such as overrepresentation of certain demographic groups or industries.

Data Collection Techniques:

Once the sample has been selected, data collection techniques need to be carefully chosen to gather relevant information on employee engagement and the influence of technology on job satisfaction. One common approach is the use of surveys, which can be administered either online or in-person. Surveys allow researchers to collect quantitative data on various aspects of employee engagement, such as satisfaction with technology tools, communication channels, and overall job satisfaction. In addition to surveys, qualitative methods such as interviews or focus groups can provide deeper insights into employees' experiences and perceptions. These methods allow researchers to explore the underlying reasons behind certain trends or patterns identified in the survey data. Furthermore, researchers may also consider utilizing existing data sources such as employee engagement surveys conducted by organizations or publicly available datasets on workforce trends. These secondary data sources can complement primary data collection efforts and provide additional context to the findings..

3.4 DATA ANALYSIS METHODS

Understanding how technology influences job satisfaction is essential for organizations to effectively manage their workforce and maximize productivity. In this study, we explore the impact of technology on

employee engagement and job satisfaction, using data analysis methods to uncover insights into the relationship between technology usage and overall employee satisfaction.

Quantitative Analysis of Employee Surveys:

In this section, we delve into the quantitative analysis of data gathered from employee surveys conducted within various organizations. These surveys were designed to measure job satisfaction levels and the impact of technology on employee engagement. Utilizing statistical methods such as regression analysis, correlation studies, and factor analysis, we aim to uncover patterns and relationships between variables. By examining survey responses across different demographic groups and job roles, we can identify trends in how technology usage influences perceptions of job satisfaction. Through rigorous statistical analysis, we aim to provide empirical evidence supporting our hypotheses regarding the role of technology in shaping employee engagement in the digital age.

S.	Question	Analysis	Graphical representatiom
n			
1	How would you rate your overall satisfaction with your current job?	Based on the provided data, it appears that a significant portion of respondents express dissatisfaction with their current job, as evidenced by 29.29% reporting they are dissatisfied and 32.14% reporting they are very	How would you rate your overall satisfaction with your current job?
		dissatisfied.	

4. DATA ANALYSIS and Interpretation

		Moreover, only a minority of respondents, 19% in total, indicate they are either very satisfied or satisfied with their job.	
do you digital comm tools (email,	unication e.g., instant ging) for	From the data provided, it is evident that a significant portion of respondents rely on digital communicatio n tools for work-related tasks, with 14.29% using them daily and 18.57% using them several times a week. However, a substantial proportion, comprising 24.29%, report never using digital communicatio	How would you rate your overall satisfaction with your current job?

		n tools for	
		work-related	
		tasks.	
3.	To what extent	Based on the	To what extent do you agree that
	do you agree	provided data,	technology helps facilitate collaboration
	that technology	opinions	and teamwork in your organization?
	helps facilitate	regarding the	45
	collaboration	role of	35
	and teamwork	technology in	30
	in your	facilitating	25 20 10 10
	organization?	collaboration	
		and teamwork	
		within the	5
		organization	1. Strongly agree Agree 3. Neutral 4. Disagree
		vary	
		significantly.	
		While a	
		minority	
		(20.71%)	
		express	
		positive	
		sentiments by	
		strongly	
		agreeing or	
		agreeing, a	
		larger portion	
		(54.29%)	
		express either	
		neutrality,	
		disagreement,	
		or strong	
		disagreement.	

4.	How often do	The data		Цом	ofton do v		ato in vii	tual
	you participate	illustrates	How often do you participate in virtual meetings or video conferences for work- related discussions?					
	in virtual	varying levels						
	meetings or	of	50					
	video	participation in	40 30					
	conferences for	virtual	20					
	work-related	meetings or	10					
	discussions?	video		1. Daily	2. Several times a week	3. Occasionally	4. Rarely	5. Never
		conferences						
		for work-						
		related						
		discussions						
		among						
		respondents.						
		While a						
		minority						
		(20%)						
		participate						
		daily or						
		several times a						
		week, a larger						
		proportion						
		(60.15%)						
		either						
		participate						
		occasionally,						
		rarely, or						
		never. This						
		suggests that						
		while virtual						
		meetings are						
		common for						
		some, a						
		significant						
		portion of						
·	1	<u> </u>						

	respondents either have infrequent involvement or do not engage in virtual meetings at all, highlighting potential differences in communicatio n practices or preferences within the organization.	
5. How wou you rate the impact of remote wo arrangeme on your jo satisfaction	e illustrates varying levels ork of onts participation in b virtual	How would you rate the impact of remote work arrangements on your job satisfaction?

	several times a	
	week, a larger	
	proportion	
	(60.15%)	
	either	
	participate	
	occasionally,	
	rarely, or	
	never. This	
	suggests that	
	while virtual	
	meetings are	
	common for	
	some, a	
	significant	
	portion of	
	respondents	
	either have	
	infrequent	
	involvement or	
	do not engage	
	in virtual	
	meetings at all,	
	highlighting	
	potential	
	differences in	
	communicatio	
	n practices or	
	preferences	
	within the	
	organization.	

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6.	Do you feel that	Based on the	
	technology	data, opinions	Do you feel that technology enables you
	enables you to	regarding	to achieve a better work-life balance?
	achieve a better	whether	50
	work-life	technology	45 40
	balance?	enables a	35 30 31 32 33 30 33 30 30 30 30 30 30 30 30 30 30
		better work-	25 20
		life balance	
		vary among	5 0
		respondents.	1. Yes, significantaly Yes, to some exten8. No, not really 4. No, not at all
		While a	
		combined	
		36.43%	
		acknowledge	
		some degree of	
		positive	
		impact, a	
		larger	
		proportion	
		(63.57%)	
		express	
		skepticism or	
		disagreement.	
		The majority	
		of respondents	
		either feel	
		technology has	
		no significant	
		effect or even	
		hinders their	
		ability to	
		achieve a	
		better work-	
		life balance.	

7.	How satisfied	Based on the	How satisfied are you with the digital
	are you with the	data,	tools and resources provided by your
	digital tools and	satisfaction	organization for performing your job?
	resources	levels with the	
	provided by	digital tools	
	your	and resources	
	organization for	provided by	
	performing your	the	
	job?	organization	
		for performing	 1. Very satisfied 2. Satisfied 3. Neutral
		job tasks	4. Dissatisfied5. Very dissatisfied
		appear varied.	
		While a	
		portion of	
		respondents	
		(26.43%)	
		express	
		dissatisfaction,	
		a smaller	
		proportion	
		(26.43%)	
		report being	
		very satisfied	
		or satisfied.	
		Moreover, a	
		significant	
		number of	
		respondents	
		(22.14%)	
		remain neutral	
		in their	
		assessment.	

8.	How often do	Based on the	
	you engage in	data, it appears	How often do you engage in online training or skill development activities provided by your organization:
	online training	that a majority	
	or skill	of respondents	
	development	do not	
	activities	frequently	
	provided by	engage in	
	your	online training	
	organization?	or skill	
		development	
		activities	■ 1. Frequently ■ 2. Occasionally ■ 3. Rarely ■ 4. Never
		provided by	
		their	
		organization,	
		with 66.71%	
		reporting	
		either	
		engaging	
		occasionally,	
		rarely, or	
		never. Only a	
		minority	
		(10.71%)	
		indicate	
		frequent	
		participation.	
L	1		

9.	To what extent do you believe	Based on the data, there is a	To what extent do you believe that
	that technology	noticeable	technology enhances your productivity at work?
	enhances your	divergence in	WORK:
	productivity at	opinions	
	work?	regarding the	
		extent to	
		which	
		technology	
		enhances	
		productivity at	1. Significantly2. Moderately3. Slightly4. Not at all
		work. While a	
		minority of	
		respondents	
		(32.15%)	
		believe	
		technology	
		moderately	
		enhances	
		productivity, a	
		larger portion	
		(67.71%)	
		express	
		varying	
		degrees of	
		skepticism,	
		with 37.86%	
		indicating	
		technology	
		does not	
		enhance	
		productivity at	
		all.	

10.	How satisfied	Based on the	
10.	are you with the	data,	How satisfied are you with the level of
	level of support	satisfaction	support provided by your organization
			for utilizing digital tools effectively?
	provided by	levels with the	
	your	level of	
	organization for	support	
	utilizing digital	provided by	
	tools	the	
	effectively?	organization	I. Very satisfiedI. SatisfiedI. Satisfied
		for utilizing	4. Dissatisfied5. Very dissatisfied
		digital tools	
		effectively	
		vary among	
		respondents.	
		While a	
		minority	
		express	
		satisfaction,	
		with 23.57%	
		being very	
		satisfied or	
		satisfied, a	
		larger	
		proportion	
		(54.29%)	
		indicate some	
		level of	
		dissatisfaction,	
		either neutral,	
		dissatisfied, or	
		very	
		dissatisfied.	

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11.	How often do	Based on the	
11.			How often do you feel overwhelmed by
	you feel	data, a	the amount of digital information or
	overwhelmed	majority of	communication you receive at work?
	by the amount	respondents	
	of digital	(74.29%)	
	information or	report feeling	
	communication	overwhelmed	
	you receive at	by the amount	
	work?	of digital	
		information or	
		communicatio	1. Frequently 2. Occasionally 3. Rarely 4. Never
		n they receive	
		at work	
		occasionally,	
		rarely, or	
		never.	
		Specifically,	
		36.43%	
		indicate	
		feeling	
		overwhelmed	
		rarely, while	
		37.86% report	
		never feeling	
		overwhelmed.	
		Conversely, a	
		smaller	
		proportion	
		(25.71%)	
		express	
		experiencing	
		frequent or	
		occasional	
		overwhelm	
L	I	1	

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12.	Do you feel that	Based on the	Do you feel that your organization	
	your	data, it appears	Do you feel that your organization encourages and values your input on the	
	organization	that a	adoption and use of new technologies?	
	encourages and	significant		
	values your	portion of		
	input on the	respondents		
	adoption and	(72.15%) do		
	use of new	not feel that		
	technologies?	their		
		organization		
		encourages	• 1. Yes, strongly • 2. Yes, to some extent	
		and values	3. No, not really4. No, not at all	
		their input on		
		the adoption		
		and use of new		
		technologies,		
		with 37.86%		
		strongly		
		indicating so.		
		Conversely,		
		only 27.85%		
		of respondents		
		feel that their		
		input is valued		
		to some extent		
		or strongly by		
		the		
		organization.		
		This suggests a		
		notable gap in		
		perceived		
		organizational		
		support for		
		employee		
		input		

r		1: 1	
		regarding the	
		adoption and	
		utilization of	
		new	
		technologies,	
		highlighting	
		potential	
		opportunities	
		for	
		improvement	
		in fostering a	
		more inclusive	
		and	
		collaborative	
		approach to	
		technology	
		integration	
13.	How satisfied	Based on the	
	are you with the	data,	How satisfied are you with the level of digital skills training and development
	level of digital	satisfaction	opportunities provided by your
	skills training	levels with the	organization?
	and	level of digital	
	development	skills training	
	opportunities	and	
	provided by	development	
	your	opportunities	
	organization?	provided by	1. Very satisfied2. Satisfied3. Neutral
		the	4. Dissatisfied5. Very dissatisfied
		organization	
		vary among	
		respondents.	
		While a	
		minority	
		express	
		satisfaction,	
	1		

		with 22.15%	
		being very	
		satisfied or	
		satisfied, a	
		larger	
		proportion	
		(60.72%)	
		indicate some	
		level of	
		dissatisfaction,	
		either neutral,	
		dissatisfied, or	
		very	
		dissatisfied.	
14.	How often do you experience technical difficulties or challenges when using digital tools for work?	Based on the data, a significant proportion of respondents (47.15%) report experiencing technical difficulties or challenges when using digital tools for work frequently or occasionally. Specifically, 22.86%	How often do you experience technical difficulties or challenges when using digital tools for work?
		indicate	
		experiencing	

<u> </u>		
	frequent	
	technical	
	difficulties,	
	while 24.29%	
	report	
	occasional	
	challenges.	
	Conversely, a	
	smaller	
	proportion	
	(52.85%)	
	claim rarely	
	encountering	
	such issues,	
	with 27.14%	
	reporting	
	never	
	experiencing	
	technical	
	difficulties.	
	This highlights	
	a considerable	
	segment of the	
	workforce	
	encountering	
	obstacles	
	related to the	
	smooth usage	
	of digital tools,	
	suggesting	
	potential areas	
	for	
	improvement	
	in technology	
	infrastructure	
·		

		or user support	
		mechanisms.	
		meenamsms.	
15	How would you	Based on the	
15.	rate the overall		How would you rate the overall level of
		data,	employee engagement within your
	level of	perceptions	organization?
	employee	regarding the	
	engagement	overall level of	
	within your	employee	
	organization?	engagement	
		within the	
		organization	
		vary among	■ 1. High ■ 2. Moderate ■ 3. Low
		respondents.	
		While a	
		significant	
		portion	
		(30.71%) rate	
		the level of	
		employee	
		engagement as	
		high, a slightly	
		larger	
		proportion	
		(36.43%)	
		perceive it as	
		low.	
		Additionally,	
		32.86% rate it	
		as moderate.	
		This suggests a	
		mixed	
		sentiment	
		regarding	
		employee	

		engagement, indicating potential areas for improvement in fostering a more engaged workforce within the organization.	
16.	To what extent do you believe that technology has improved communication between employees and management?	Based on the data, opinions regarding the extent to which technology has improved communicatio n between employees and management vary among respondents. While a notable portion (42.86%) express positive sentiments, with 22.86% indicating a significant improvement and 20%	To what extent do you believe that technology has improved communication between employees and management?

		suggesting a moderate improvement, a larger proportion	
		 (57.14%) express skepticism or disagreement. Specifically, 32.14% believe that technology has not improved communicatio n at all. 	
17.	How often do you feel that technology enhances your ability to collaborate with colleagues on projects or tasks?	Based on the data, there is a notable variation in how respondents perceive the role of technology in enhancing their ability to collaborate with colleagues on projects or tasks. While a combined 42.86% report	How often do you feel that technology enhances your ability to collaborate with colleagues on projects or tasks? • 1. Frequently • 2. Occasionally = 3. Rarely • 4. Never

		occasional or	
		frequent	
		enhancement	
		of	
		collaboration	
		through	
		technology, a	
		larger	
		proportion	
		(57.14%)	
		express limited	
		or no	
		perceived	
		improvement.	
		Specifically,	
		35.71%	
		indicate never	
		feeling that	
		technology	
		enhances their	
		collaboration	
		abilities.	
18.	How satisfied	Based on the	How satisfied are you with the
	are you with the	data,	accessibility and usability of digital
	accessibility	satisfaction	platforms used for internal
	and usability of	levels with the	communication within your organization?
	digital	accessibility	
	platforms used	and usability	
	for internal	of digital	
	communication	platforms used	
	within your	for internal	• 1. Very satisfied• 2. Satisfied= 3. Neutral
	organization?	communicatio	4. Dissatisfied5. Very dissatisfied
		n within the	
		organization	

		vary among		
		respondents.		
		While a		
		minority		
		express		
		satisfaction,		
		with 28.57%		
		being very		
		satisfied or		
		satisfied, a		
		larger		
		proportion		
		(49.29%)		
		indicate some		
		level of		
		dissatisfaction,		
		either neutral,		
		dissatisfied, or		
		very		
		dissatisfied		
19.	How often do	Based on the	How often do y	ou use mobile devices
	you use mobile	data, there is a		nes, tablets) for work-
	devices (e.g.,	varied	related activities	outside of regular office
	smartphones,	frequency of		hours?
	tablets) for	using mobile		
	work-related	devices for		
	activities	work-related		
	outside of	activities		
	regular office	outside of	 1. Daily 	 2. Several times a week
	hours?	regular office	= 3. Occasionally	4. Rarely
		hours among	5. Never	
		respondents.		
		While some		
		individuals		
		(23.57%) use		

<u>vv vv vv .1</u>	10		© 2024 130KT Volume 12, 1330e 4 April 2024 130K. 2320-2002
		mobile devices	
		daily or	
		several times a	
		week, a larger	
		proportion	
		(49.15%)	
		report using	
		them	
		occasionally,	
		rarely, or	
		never.	
		Specifically,	
		29.29%	
		indicate never	
		using mobile	
		devices for	
		work-related	
		activities	
		outside office	
		hours.	
20.	Do you feel that	Based on the	Do you feel that your organization
	your	data, opinions	effectively utilizes technology to
	organization	regarding the	recognize and appreciate employee
	effectively	effectiveness	contributions?
	utilizes	of the	
	technology to	organization in	
	recognize and	utilizing	
	appreciate	technology to	
	employee	recognize and	1. Yes, strongly2. Yes, to some extent
	contributions?	appreciate	= 3. No, not really = 4. No, not at all
		employee	
		contributions	
		vary among	
		respondents.	

notable portion(44.29%) feelthat theirorganizationdoes so tosome extent orstrongly, alargerproportion(55.71%)expressskepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for thispurpose.	While a
that theirorganizationdoes so tosome extent orstrongly, alargerproportion(55.71%)expressskepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	notable portion
organizationdoes so tosome extent orstrongly, alargerproportion(55.71%)expressskepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	(44.29%) feel
Image:	that their
some extent orstrongly, alargerproportion(55.71%)expressskepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	organization
strongly, alargerproportion(55.71%)expressskepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	does so to
largerproportion(55.71%)expressskepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	some extent or
proportion (55.71%)expressskepticism or disagreement.Specifically, 30.71%believe that theirorganization does not utilize technology at all for this	strongly, a
(55.71%) express skepticism or disagreement. Specifically, 30.71% believe that their organization does not utilize technology at all for this	larger
expressskepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	proportion
skepticism ordisagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	(55.71%)
disagreement.Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	express
Specifically,30.71%believe thattheirorganizationdoes not utilizetechnology atall for this	skepticism or
30.71% believe that their organization does not utilize technology at all for this	disagreement.
believe that their organization does not utilize technology at all for this	Specifically,
their organization does not utilize technology at all for this	30.71%
organization does not utilize technology at all for this	believe that
does not utilize technology at all for this	their
technology at all for this	organization
all for this	does not utilize
	technology at
purpose.	all for this
	purpose.

Pearson correlation for hypothesis 1 testing

	Corr	elations		
		Overall job satisfaction	Satisfaction with digital tools and resources	
Overall job satisfaction	Pearson Correlation	1	0.662*	
	Sig. (2-tailed)		0.000	

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	Ν	140	140
Satisfaction with	Pearson	0.662*	1
digital tools and	Correlation		
resources			
	Sig. (2-tailed)	0.000	
	N	140	140

(*) Significant at the 0.05 level.

Hypothesis 1: Employees who report higher satisfaction with the digital tools and resources provided by their organization will also report higher overall job satisfaction.

Based on the correlation analysis provided, there is a significant positive correlation between work-life balance and mobile device usage for work-related activities (r = 0.662, p < 0.05). This suggests that as work-life balance improves, there tends to be an increase in the frequency of mobile device usage for work-related activities, and vice versa.

Pearson	correlation	for	hypothes	is 2	2 testing

Correlations					
		work-life balance	mobile device usage for work- related activities		
work-life balance	Pearson Correlation	1	0.012		
	Sig. (2-tailed)		0.000		
	N	140	140		
mobile device usage for work-related activities	Pearson Correlation	0.012*	:		
	Sig. (2-tailed)	0.000			
	N	140	140		

(*) Significant at the 0.05 level.

Hypothesis 2: Employees who report more frequent usage of mobile devices for work-related activities outside of regular office hours will perceive technology as enabling them to achieve a better work-life balance.

Based on the correlation analysis provided, there is a significant positive correlation between work-life balance and mobile device usage for work-related activities, but the correlation coefficient is very low (r = 0.012, p < 0.05). This suggests that there is a weak relationship between work-life balance and the frequency of mobile device usage for work-related activities.

FINDINGS:

- Job satisfaction varies among respondents, with a notable portion expressing dissatisfaction.
- Frequency of using digital communication tools for work tasks varies, with a significant proportion occasionally using them or never using them.
- Mixed perceptions exist regarding whether technology facilitates collaboration and teamwork within the organization.
- Participation in virtual meetings or video conferences for work-related discussions varies, with a significant portion rarely or never participating.
- Responses regarding the impact of remote work arrangements on job satisfaction are mixed, with a notable proportion reporting negative impacts.
- A significant portion of respondents expresses skepticism about technology's role in achieving a better work-life balance.
- Satisfaction with digital tools and resources provided by the organization for performing job tasks is mixed, with a notable portion expressing dissatisfaction.
- Engagement in online training or skill development activities provided by the organization is relatively low.

- Perceptions regarding the extent to which technology enhances productivity at work vary, with a significant portion expressing skepticism.
- Satisfaction with the level of support provided by the organization for utilizing digital tools effectively is mixed, with a notable portion expressing dissatisfaction.
- While a majority rarely or never feel overwhelmed by digital information or communication at work, a significant minority experiences frequent overwhelm.
- A majority of respondents do not feel encouraged or valued by the organization regarding the adoption and use of new technologies.
- Satisfaction with the level of digital skills training and development opportunities provided by the organization is relatively low.
- Many respondents report experiencing technical difficulties or challenges when using digital tools for work, indicating potential areas for improvement in technology infrastructure or support.
- Perceptions regarding the overall level of employee engagement within the organization are mixed.
- Opinions vary regarding whether technology has improved communication between employees and management.
- Perceptions regarding the extent to which technology enhances collaboration with colleagues on projects or tasks are mixed.
- Satisfaction with the accessibility and usability of digital platforms used for internal communication within the organization is mixed.
- Frequency of using mobile devices for work-related activities outside of regular office hours varies among respondents.

5. DISCUSSION AND RECOMMENDATIONS

5.1 Implications from the Research Findings

5.1.1 Organizational Policies and Operations:

The results of this research indicate that organizations need to adapt their policies and operations to better leverage technology in promoting employee engagement and satisfaction. This could involve implementing flexible arrangements that enable employees to utilize digital tools for remote work or customizing their work hours. Additionally, organizations may need to invest in training programs to ensure employees have the required abilities to effectively use digital technologies in their jobs. By aligning organizational policies and operations with the preferences and needs of employees in the digital era, organizations can build a more engaging and satisfying work climate.

5.1.2 Integrating and Supporting Technology:

Another implication of the findings is the importance of providing sufficient support and resources for employees to seamlessly integrate technology into their work processes. This could involve offering access to training programs, technical assistance services, and resources for troubleshooting common problems. Additionally, organizations may need to invest in upgrading their technology infrastructure to ensure it is capable of supporting employee needs in the digital age. By prioritizing technology integration and support, organizations can empower employees to leverage digital tools to enhance their job satisfaction and overall productivity.

5.1.3 Employee Wellbeing and Work-Life Balance:

The findings of this study also highlight the importance of promoting employee wellbeing and work-life balance in the digital age. While technology can provide opportunities for flexibility and remote work, it can also blur the lines between work and personal life, potentially causing issues like burnout and stress. Therefore, organizations need to prioritize initiatives that encourage work-life balance, such as setting clear expectations for work hours, encouraging employees to take regular breaks, and providing resources for managing stress and maintaining mental health. By prioritizing employee wellbeing and work-life balance, organizations can build a supportive work climate that encourages job satisfaction and engagement in the digital era.

5.2 Recommendation for Organization

5.2.1 Implement Technology for Collaboration and Communication:

Organizations should prioritize investing in technology that facilitates collaboration and communication among employees. This includes tools such as project management software, instant messaging platforms, and video conferencing tools. By providing employees with the necessary technology to easily communicate and collaborate with their colleagues, organizations can foster a sense of connection and belonging, even in remote or distributed work environments. Additionally, leaders should encourage the use of these tools and provide training to ensure that employees are proficient in their use.

5.2.2 Offer Flexibility and Remote Work Options:

The digital age has enabled greater flexibility in where and how work is conducted. Organizations should embrace this shift by offering remote work options and flexible scheduling arrangements. By allowing employees to work remotely, organizations can provide greater autonomy and control over their work environment, which has been shown to positively impact job satisfaction. Additionally, remote work can help reduce commuting time and expenses, leading to greater overall satisfaction and work-life balance for employees. However, it's essential for organizations to establish cle**ar** policies and guidelines for remote work to ensure productivity and accountability.

5.2.3 Prioritize Employee Well-being and Work-Life Balance:

In the digital age, employees are constantly connected to work through their devices, which can lead to burnout and decreased job satisfaction. Organizations must prioritize employee well- being by promoting a healthy work-life balance and discouraging overwork. This can be achieved by setting clear expectations around working hours, encouraging employees to take regular breaks, and providing resources for stress management and mental health support. Additionally, organizations should consider implementing policies such as flexible scheduling, unlimited paid time off, and wellness programs to support employee well-being. By prioritizing employee well-being, organizations can create a positive work environment where employees feel valued and supported, leading to greater engagement and job satisfaction.

5.3 Scope of Future Research

5.3.1 Impact of Emerging Technologies:

As technology continues to evolve at a rapid pace, it is essential to explore the impact of emerging technologies on employee engagement and job satisfaction. For example, advancements in artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) have the potential to transform the way employees work and interact with their jobs. Future research could focus on understanding how these technologies shape employee experiences, whether they contribute to increased job satisfaction, and how organizations can leverage them effectively to enhance engagement levels.

5.3.2 Remote Work Dynamics:

The COVID-19 pandemic has accelerated the adoption of remote work arrangements, making it crucial to investigate how this shift affects employee engagement in the long term. Future research could delve into the nuances of remote work dynamics, including the impact of virtual communication tools, flexible work schedules, and the blurred boundaries between work and personal life. Understanding how remote work influences job satisfaction can inform organizations' strategies for supporting remote employees and fostering a positive work environment, regardless of physical location.

5.3.3 Ethical Considerations in Technology Use:

As organizations increasingly rely on technology to facilitate employee engagement, it is essential to consider the ethical implications of these practices. Future research could explore topics such as data privacy, algorithmic bias, and the responsible use of employee monitoring tools. By examining the ethical dimensions of technology-enabled engagement initiatives, researchers can help organizations strike a balance between leveraging technology for productivity and respecting employees' rights and autonomy. Additionally, investigating employees' perceptions of the ethicality of technology use can shed light on how organizations can build trust and transparency in their engagement strategies

6. CONCLUSION

In conclusion, the exploration of technology's influence on employee engagement and job satisfaction is a critical area of research in the digital age. This study has provided valuable insights into the relationship between technology use and various facets of employee engagement, including communication, collaboration, and work-life balance. By examining the impact of technology on job satisfaction, organizations can better understand how to leverage digital tools to create a positive work environment and enhance employee well-being.

Moving forward, there are several avenues for future research in this field. Investigating the impact of emerging technologies, such as AI, AR, and VR, on employee engagement will be essential as these tools continue to evolve. Additionally, exploring the dynamics of remote work and the ethical considerations of technology use can further deepen our understanding of how technology shapes the employee experience.

Ultimately, by staying attuned to the evolving role of technology in the workplace and its impact on employee engagement, organizations can adapt their strategies to foster a more engaged and satisfied workforce. This holistic approach, grounded in empirical research and ethical considerations, will be instrumental in navigating the complexities of employee engagement in the digital age.

7. APPENDIX

Questionnaire

1. How would you rate your overall satisfaction with your current job?

A) Very satisfied

B) Satisfied

C) Neutral

D) Dissatisfied

E) Very dissatisfied

2. How frequently do you use digital communication tools (e.g., email, instant messaging) for work-related tasks?

A) Daily

B) Several times a week

C) Occasionally

D) Rarely

E) Never

3. To what extent do you agree that technology helps facilitate collaboration and teamwork in your organization?

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

4. How often do you participate in virtual meetings or video conferences for work-related discussions?

A) Daily

B) Several times a week

C) Occasionally

- D) Rarely
- E) Never

5. How would you rate the impact of remote work arrangements on your job satisfaction?

- A) Positive impact
- B) Neutral impact
- C) Negative impact
- D) I do not work remotely
- 6. Do you feel that technology enables you to achieve a better work-life balance?
- A) Yes, significantly
- B) Yes, to some extent
- C) No, not really
- D) No, not at all

7. How satisfied are you with the digital tools and resources provided by your organization for performing your job?

A) Very satisfied

- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Very dissatisfied

8. How often do you engage in online training or skill development activities provided by your organization?

- A) Frequently
- B) Occasionally
- C) Rarely

D) Never

9. To what extent do you believe that technology enhances your productivity at work?

A) Significantly

B) Moderately

C) Slightly

D) Not at all

10. How satisfied are you with the level of support provided by your organization for utilizing digital tools effectively?

A) Very satisfied

B) Satisfied

C) Neutral

D) Dissatisfied

E) Very dissatisfied

11. How often do you feel overwhelmed by the amount of digital information or communication you receive at work?

A) Frequently

B) Occasionally

C) Rarely

D) Never

12. Do you feel that your organization encourages and values your input on the adoption and use of new technologies?

A) Yes, strongly

B) Yes, to some extent

C) No, not really

D) No, not at all

13. How satisfied are you with the level of digital skills training and development opportunities provided by your organization?

A) Very satisfied

B) Satisfied

C) Neutral

D) Dissatisfied

E) Very dissatisfied

14. How often do you experience technical difficulties or challenges when using digital tools for work?

A) Frequently

B) Occasionally

C) Rarely

D) Never

15. How would you rate the overall level of employee engagement within your organization?

A) High

B) Moderate

C) Low

16. To what extent do you believe that technology has improved communication between employees and management?

A) Significantly

B) Moderately

C) Slightly

D) Not at all

17. How often do you feel that technology enhances your ability to collaborate with colleagues on projects or tasks?

A) Frequently

B) Occasionally

C) Rarely

D) Never

18. How satisfied are you with the accessibility and usability of digital platforms used for internal communication within your organization?

A) Very satisfied

B) Satisfied

C) Neutral

D) Dissatisfied

E) Very dissatisfied

19. How often do you use mobile devices (e.g., smartphones, tablets) for work-related activities outside of regular office hours?

A) Daily

B) Several times a week

C) Occasionally

D) Rarely

E) Never

20. Do you feel that your organization effectively utilizes technology to recognize and appreciate employee contributions?

A) Yes, strongly

B) Yes, to some extent

C) No, not really

D) No, not at all

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