

Sustainability For Future Hybrid Work Practices In The IT Sector

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Abstract

Background: The COVID-19 pandemic has accelerated hybrid work adoption in the IT sector, creating an urgent need to understand sustainability factors that enhance performance and productivity in these new work arrangements.

Objective: This study investigates the relationships between technology, creativity, hybrid work practices, and job satisfaction to identify critical factors for sustainable hybrid work implementation in the IT sector.

Methods: A quantitative research design was employed using factor analysis on survey data from IT professionals. Principal Component Analysis with Varimax rotation was conducted to identify underlying factor structure. Data adequacy was assessed using Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity. Internal consistency reliability was measured using Cronbach's alpha.

Results: Factor analysis revealed four distinct factors explaining 74.48% of total variance. Technology Infrastructure emerged as the dominant factor (29.12% variance) with strong factor loadings (0.702-0.857), followed by Creativity (26.54% variance, loadings 0.689-0.907), Hybrid Work Practices (9.94% variance, loadings 0.594-0.646), and Job Satisfaction (8.89% variance, loadings 0.656-0.790). Excellent data adequacy (KMO = 0.830) and reliability (Cronbach's α = 0.942) confirmed statistical validity. Technology and creativity emerged as co-primary drivers, while job satisfaction functions as a mediating variable between independent factors and performance outcomes.

Conclusions: Sustainable hybrid work practices require prioritized investment in technology as the foundational enabler, coupled with organizational policies that foster creativity and innovation. The four-factor model demonstrates that technology and creativity function synergistically to drive hybrid work sustainability, with job satisfaction mediating their impact on performance and productivity.

Implications: IT organizations should adopt a dual-focus strategy prioritizing both technology and creativity-enhancing policies. The validated factor structure provides a framework for measuring hybrid work sustainability and guides resource allocation decisions for optimal performance enhancement in post-pandemic work environments.

Keywords: hybrid work, technology, creativity, job satisfaction, IT sector, performance, productivity

INTRODUCTION

The Information Technology (IT) sector, a pivotal driver of global innovation, is undergoing a profound transformation with the widespread adoption of hybrid work models. This paradigm shift, accelerated by the COVID-19 pandemic, presents both opportunities and challenges for organizations seeking to optimize performance and productivity. While hybrid work offers flexibility and potential cost savings, its long-term success hinges on its impact on employee well-being and, crucially, job satisfaction. This research paper investigates the relationship between key factors within hybrid work environments – specifically, hybrid work arrangements, technology infrastructure, and creative opportunities – and their influence on job satisfaction within the IT sector, drawing upon established research to frame our investigation.

The IT sector is characterized by its fast-paced, demanding environment, where long working hours and high expectations can contribute to increased stress and burnout among professionals (Kumar & Professor, 2023). To mitigate these adverse effects and cultivate a more supportive work environment, IT organizations are increasingly prioritizing employee well-being by implementing various strategies (Kumar & Professor, 2023). These encompass initiatives promoting work-life balance, mental health support, and inclusive workplace cultures (Kess-Momoh et al., 2024). It is crucial to implement measures that safeguard worker well-being against the perils of an excessively interconnected work environment, including the implementation of the right to disconnect (Błaszczuk et al., 2023). The extensive use of information technology is integral to modern operations, facilitating communication and data management across

various sectors, from large corporations to local enterprises, emphasizing the critical role of IT roles in development, maintenance, and security ("Impact of Remote Working on Employees in IT Industry," 2021). The advent of the COVID-19 pandemic precipitated a significant shift in work paradigms, catalysing the widespread adoption of remote work models across the IT industry (Błaszczuk et al., 2023). This transition has prompted organizations to re-evaluate conventional office spaces and operational methodologies in pursuit of enhanced flexibility, cost-effectiveness, and heightened financial profitability (Błaszczuk et al., 2023).

The concept of "sustainability" in this context extends beyond operational efficiency to encompass the creation of a work environment that fosters long-term employee engagement and well-being. Job satisfaction, a critical indicator of organizational health and individual performance, is central to this sustainability. We posit that the success of future hybrid work practices in the IT sector is directly linked to their ability to cultivate a positive and fulfilling work experience for employees.

Our research is anchored in the understanding that hybrid work arrangements, characterized by flexibility and autonomy, significantly impact job satisfaction. Prior studies have consistently demonstrated that employees with greater control over their work schedules and locations report higher levels of satisfaction (Bloom et al., 2015; Golden et al., 2008). Grant et al. (2007) further emphasized that job autonomy increases feelings of empowerment and satisfaction. However, the success of these arrangements is contingent upon effective communication and collaboration, which are essential for maintaining a sense of connection and belonging (Cascio, 2000; Gibson & Cohen, 2003).

Furthermore, technology plays a pivotal role in shaping the hybrid work experience. The adequacy and reliability of technological tools and systems are crucial for enabling effective remote work (Raghuram et al., 2001). Davis' (1989) Technology Acceptance Model highlights that ease of use for technology increases job satisfaction. Robust communication and collaboration tools (Maznevski & Chudoba, 2000; Baltes et al., 1999) are also vital, alongside stringent data security and privacy measures (Pinsonneault & Boisvert, 2001), which are essential for fostering employee trust and confidence.

Finally, creative within hybrid work environments significantly influence job satisfaction. Amabile (1996) theorized that work environments supporting autonomy, mastery, and purpose enhance creativity, while Oldham & Cummings (1996) linked creative work environments to employee satisfaction. Nonaka & Takeuchi (1995) emphasized that knowledge creation is a social process requiring collaboration, and Hansen (1999) demonstrated that effective knowledge sharing leads to innovation and satisfaction. Schein (1985) and Martins & Terblanche (2003) highlighted the importance of organizational culture in fostering creativity and job satisfaction.

By examining the interplay between these independent variables and job satisfaction, this research aims to identify the key elements of sustainable hybrid work practices that contribute to a positive and productive work environment within the IT sector. Through empirical analysis and statistical modeling, we seek to provide actionable insights for IT organizations seeking to optimize their hybrid work strategies and enhance employee job satisfaction, ultimately contributing to long-term organizational sustainability.

LITERATURE REVIEW

1. Hybrid Work and Job Satisfaction

Hybrid work models, characterized by a flexible blend of remote and in-office work, have rapidly gained traction in the IT sector. These models offer employees the autonomy to divide their time between working from home (or other remote locations) and collaborating with colleagues in a traditional office setting. The appeal of hybrid work lies in its potential to provide employees with greater flexibility, autonomy, and control over their work lives, leading to improved job satisfaction.

Hybrid work arrangements, which allow employees to choose their work environment, have been shown to enhance job satisfaction by providing greater autonomy. According to a study by Gajendran and Harrison (2007), employees who experience increased flexibility in their work arrangements report higher levels of job satisfaction, as they feel more in control of their work-life balance. This autonomy is particularly important in the IT sector, where the nature of work often requires adaptability and self-direction.

According to a study by Santillan and Santillan (2023), the adoption of hybrid work models has a demonstrably positive impact on employee job satisfaction and work-life balance within a technology company. This study, conducted within a technology company in the Philippines, revealed that employees who were given the option to work remotely for a portion of their time reported higher levels of job satisfaction compared to those who were required to work exclusively from the office. The increased flexibility afforded by hybrid work allowed employees to better manage their personal responsibilities, reduce their stress levels, and improve their overall sense of well-being.

The positive correlation between hybrid work and job satisfaction can be attributed to several factors. First and foremost, hybrid work provides employees with greater flexibility, enabling them to better integrate their work and personal lives. This flexibility can be particularly beneficial for employees with caregiving responsibilities, those who live far from the office, or those who simply prefer the peace and quiet of working from home. Second, hybrid work empowers employees with a greater sense of autonomy and control over their work environment. Employees who are able to choose where and when they work are more likely to feel valued and respected by their employers, leading to increased motivation and engagement. Finally, hybrid work can significantly reduce commuting time and costs, alleviating financial burdens and freeing up valuable time that can be spent on personal pursuits.

Budhkar and Salve (2023) highlight the importance of work-life balance practices and a supportive working culture in fostering job satisfaction among employees in the IT industry who are working in hybrid arrangements.

2. The Role of Technology in Enabling Hybrid Work

Technology serves as the backbone of successful hybrid work models, providing the infrastructure and tools necessary to facilitate seamless communication, collaboration, and productivity, regardless of location. The widespread adoption of cloud computing, remote access tools, and communication platforms has made it possible for employees to work effectively from anywhere with an internet connection.

The integration of digital collaboration tools is essential in hybrid work settings. Kirkman et al. (2004) emphasize that effective communication and teamwork facilitated by technology can lead to improved project outcomes. These tools enable IT professionals to collaborate seamlessly, regardless of their physical location, fostering a sense of connection and engagement among team members.

Cloud computing, in particular, has revolutionized the way IT companies operate, enabling them to store and access data and applications from anywhere in the world. This has made it possible for employees to work on projects and collaborate with colleagues in real-time, regardless of their physical location. Remote access tools, such as virtual private networks (VPNs) and remote desktop software, allow employees to securely access company networks and resources from their home computers or mobile devices. Communication platforms, such as Microsoft Teams, Zoom, and Slack, provide a variety of tools for communication and collaboration, including instant messaging, video conferencing, and file sharing. Petani and Mengis (2023) explore the affective living of IT-enabled space, emphasizing how digital technologies are rapidly transforming the spaces where work takes place.

However, the reliance on technology in hybrid work environments also presents challenges. Cybersecurity risks, in particular, are a major concern for IT companies, as remote workers may be more vulnerable to cyberattacks. It is essential for IT companies to implement robust cybersecurity measures, such as multi-factor authentication, data encryption, and regular security audits, to protect sensitive data and prevent breaches. Additionally, companies need to ensure that all employees have access to the necessary technology and training to work effectively in a hybrid environment. This includes providing employees with reliable internet access, ergonomic workstations, and training on how to use the various communication and collaboration tools. Hopkins and Bardoel (2023) underscore the importance of organizations designing and supporting sustainable hybrid work models through the strategic use of technology.

3. Fostering Creativity through Hybrid Work

Hybrid work environments have the potential to be powerful catalysts for creativity and innovation within the IT sector. By providing employees with greater autonomy, flexibility, and exposure to diverse

perspectives, hybrid work models can foster a culture of experimentation, collaboration, and creative problem-solving.

The increased autonomy afforded by hybrid work can empower employees to take ownership of their work and explore new ideas. When employees are given the freedom to work in the way that best suits their individual needs and preferences, they are more likely to be engaged, motivated, and creative. The flexibility of hybrid work can also enable employees to pursue personal interests and hobbies, which can, in turn, spark new ideas and perspectives that can be applied to their work. Moreover, hybrid work can facilitate collaboration and knowledge sharing among employees from diverse backgrounds and locations. When employees are able to connect and collaborate with colleagues from different cultures and perspectives, they are more likely to generate innovative solutions to complex problems.

The flexibility of hybrid work encourages creativity by allowing employees to work in environments that suit their personal preferences. Amabile (1996) suggests that a supportive work environment enhances creative problem-solving and innovation. This creative output is vital in the IT sector, where rapid technological advancements demand continuous innovation.

However, it is important to note that fostering creativity in hybrid work environments requires a deliberate and strategic approach. IT companies need to create a culture that values experimentation, encourages risk-taking, and provides employees with the resources and support they need to pursue innovative ideas. This includes providing employees with access to training and development opportunities, creating dedicated spaces for collaboration and brainstorming, and recognizing and rewarding creative contributions. Crider et al. (2024) found direct links between hybrid entrepreneurship, job satisfaction, and the spillover effect of creativity, suggesting that hybrid work arrangements can indeed foster a more creative and innovative workforce.

4. Sustainability Implications of Hybrid Work

The adoption of hybrid work models has far-reaching implications for sustainability, encompassing environmental, social, and economic dimensions. From an environmental perspective, hybrid work can significantly reduce carbon emissions and traffic congestion by decreasing the need for daily commutes. This can lead to improved air quality and a reduced carbon footprint for both IT companies and their employees.

From a social perspective, hybrid work can improve work-life balance and employee well-being, promoting a more sustainable and equitable work environment. When employees are able to better manage their work and personal responsibilities, they are less likely to experience burnout, stress, and other negative health outcomes. This can lead to increased employee retention, reduced healthcare costs, and a more engaged and productive workforce. Tao et al. (2024) provide a comprehensive analysis of the energy, climate, and environmental sustainability aspects of hybrid work.

Economically, hybrid work can lead to cost savings for both employers and employees. IT companies can reduce their office space requirements, lowering rent and utility costs. Employees can save money on commuting expenses, childcare costs, and other work-related expenses. Additionally, hybrid work can lead to increased productivity and innovation, boosting overall economic performance. Telu and Kumar (2025) highlight the importance of considering employee well-being as a key factor in creating sustainable hybrid work practices.

Objective of the study

1. Assess the influence of technological readiness on employee performance and productivity.
2. Investigate the role of organizational creativity in promoting employee engagement and adaptability in hybrid work models.
3. Evaluate how well-structured hybrid work practices contribute to operational sustainability and work-life balance.
4. Explore the mediating role of job satisfaction in the relationship between hybrid work practices and performance outcomes.

Hypothesis Testing

H1: Technological readiness significantly influences employee performance and productivity in hybrid work environments.

H2: Organizational creativity positively affects engagement and adaptability in hybrid work models.

H3: Well-structured hybrid work practices contribute to operational sustainability and work-life balance.

H4: Job satisfaction mediates the relationship between hybrid work practices and performance outcomes.

Interconnections between Variables

1. Hybrid Work and Technology:

- Hybrid work arrangements rely heavily on technology to facilitate communication and collaboration. Tools such as video conferencing, project management software, and instant messaging platforms enable seamless interaction between remote and in-office employees. According to Leonardi (2017), the effective use of these technologies can bridge the gap between different work environments, fostering a sense of belonging and teamwork among employees. This connectivity is crucial for maintaining productivity and engagement, which are essential for job satisfaction.

2. Technology and Creativity:

- Technology not only supports collaboration but also enhances creativity by providing employees with access to diverse resources and information. Amabile (1996) posits that a supportive work environment, facilitated by technology, encourages employees to explore new ideas and approaches. In hybrid settings, employees can leverage digital tools to brainstorm, share insights, and collaborate on innovative projects, leading to increased creative output. This creative engagement is linked to higher job satisfaction, as employees feel more fulfilled and valued in their roles.

3. Hybrid Work and Creativity:

- The flexibility inherent in hybrid work arrangements allows employees to choose environments that best suit their creative processes. Kelliher and Anderson (2010) found that when employees have the autonomy to work in settings that inspire them, their creativity flourishes. This creative freedom can lead to innovative solutions and improved problem-solving capabilities, which are particularly important in the fast-paced IT sector. As employees experience greater creativity, their job satisfaction increases, creating a positive feedback loop.

4. Collective Impact on Job Satisfaction:

- The interplay between hybrid work, technology, and creativity culminates in enhanced job satisfaction. Employees who feel supported by their organization through effective technology and flexible work arrangements are more likely to report higher job satisfaction. Furthermore, organizations that prioritize employee well-being and creativity tend to experience lower turnover rates, as satisfied employees are more likely to remain committed to their roles. This interconnectedness highlights the importance of a holistic approach to managing hybrid work environments, where all three variables are considered in tandem.

Data Analysis and Interpretation

This section presents the results of the Exploratory Factor Analysis (EFA), reliability assessment, and interpretation of the factor structure derived from variables influencing sustainable hybrid work practices in the IT sector.

Internal consistency was assessed using Cronbach's Alpha. The coefficient for the entire scale was 0.942, well above the accepted standard of 0.70 (Nunnally & Bernstein, 1994). This result affirms the reliability of the scale used in measuring the constructs of hybrid work sustainability.

To determine the appropriateness of the dataset for factor analysis, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were applied. The KMO value obtained was 0.830, which exceeds the recommended minimum of 0.60, indicating meritorious sampling adequacy (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 941.563$, $df = 231$, $p < 0.001$), verifying that the correlation matrix is not an identity matrix and that sufficient inter-item correlations exist to proceed with factor analysis (Bartlett, 1954).

Factor extraction was conducted using Principal Component Analysis (PCA) with Varimax rotation to improve interpretability. Following Kaiser's criterion (eigenvalues > 1), four components were retained. These four factors accounted for a cumulative 74.48% of the total variance, which is well above the minimum threshold of 60% typically recommended for social science research (Hair et al., 2019). Table 1 summarizes the explained variance:

Component	% of Variance	Cumulative %
Factor 1 (Technology)	29.12%	29.12%
Factor 2 (Creativity)	26.54%	55.65%
Factor 3 (Hybrid Work Practices)	9.94%	65.59%
Factor 4 (Job Satisfaction)	8.89%	74.48%

This high cumulative variance indicates that the extracted factors sufficiently represent the data structure.

Factor 1: Technology

This factor included items represents the degree of technological support, including access to digital tools, cloud-based platforms, and IT infrastructure necessary for enabling hybrid work environments (Dery et al., 2021). Technology is thus confirmed as a fundamental enabler of hybrid work efficiency.

Factor 2: Creativity

Items loaded significantly on this factor, highlighting the importance of creative thinking, innovation, and problem-solving. Hybrid work structures that support autonomy and ideation foster greater engagement and productivity (Williams & Brown, 2019).

Factor 3: Hybrid Work Practices

This factor comprises items reflecting organizational policies and structural supports such as flexible schedules, remote work guidelines, and digital collaboration norms (Allen et al., 2021). These practices shape the sustainability and scalability of hybrid work models.

Factor 4: Job Satisfaction

Items loaded strongly onto this factor. This dimension captures motivational elements like employee morale, recognition, and well-being, which mediate the relationship between work practices and performance outcomes (Golden & Eddleston, 2020).

The results of the exploratory factor analysis confirmed the presence of four distinct and conceptually meaningful factors—Technology, Creativity, Hybrid Work Practices, and Job Satisfaction—which collectively explain 74.48% of the total variance in the dataset. The high KMO value (0.830) and the significance of Bartlett's Test ($p < 0.001$) validated the suitability of the data for factor analysis. Furthermore, the scale demonstrated excellent internal consistency, as evidenced by a Cronbach's Alpha of 0.942.

These findings empirically substantiate the theoretical framework of the study, highlighting that technological readiness, organizational creativity, and well-structured hybrid work models are key drivers of sustainable performance in the IT sector. Job satisfaction emerged as a critical mediating variable that enhances the positive impact of these factors on employee productivity and engagement. The established factor structure provides a robust foundation for further empirical testing and offers actionable insights for practitioners aiming to optimize hybrid work environments.

CONCLUSION

This research investigated the critical factors that drive sustainable hybrid work practices in the IT sector, with particular emphasis on understanding how technology infrastructure, creativity, hybrid work arrangements, and job satisfaction interact to create productive and sustainable work environments. Through rigorous exploratory factor analysis of survey data from IT professionals, this study has provided empirical validation for the theoretical framework underlying successful hybrid work implementation.

Key Findings and Theoretical Contributions

The factor analysis revealed four distinct and statistically robust dimensions that collectively explain 74.48% of the variance in hybrid work sustainability. Most significantly, Technology emerged as the dominant factor, accounting for 29.12% of the total variance, establishing it as the foundational pillar upon which successful hybrid work models are built. This finding reinforces the critical importance of

robust digital infrastructure, cloud-based platforms, and reliable communication tools in enabling seamless remote collaboration and maintaining productivity across distributed teams.

Creativity emerged as the second most influential factor, contributing 26.54% of the variance, highlighting that sustainable hybrid work environments must actively foster innovation and creative problem-solving. This finding supports Amabile's (1996) theoretical framework while extending it to the contemporary hybrid work context, demonstrating that flexibility and autonomy inherent in hybrid arrangements can indeed serve as catalysts for enhanced creative output.

The identification of Job Satisfaction as a distinct mediating factor (8.89% variance) provides crucial insights into the psychological mechanisms that translate hybrid work practices into improved performance outcomes. This mediating role suggests that the success of technology investments and creative initiatives ultimately depends on their ability to enhance employee well-being and work experience satisfaction.

Practical Implications for ITs Organizations

The research findings offer actionable guidance for IT organizations seeking to optimize their hybrid work strategies. The prominence of technology as the primary factor necessitates strategic investment in comprehensive digital infrastructure that goes beyond basic communication tools to encompass secure cloud platforms, collaborative software, and robust cybersecurity measures. Organizations should prioritize technology readiness assessments and ensure all employees have access to reliable, user-friendly technological resources.

The significance of creativity as a co-primary driver indicates that organizations must deliberately cultivate environments that support innovation and creative collaboration. This requires implementing policies that provide employees with autonomy, dedicated time for creative exploration, and platforms for cross-functional collaboration and knowledge sharing.

The mediating role of job satisfaction underscores the importance of employee-centered approaches to hybrid work implementation. Organizations should regularly assess employee well-being, provide adequate support for work-life balance, and ensure that hybrid work policies are designed with employee satisfaction as a primary consideration rather than merely a secondary benefit.

Sustainability Framework for Future Implementation

This research establishes a validated framework for measuring and implementing sustainable hybrid work practices. The four-factor model provides organizations with specific dimensions to monitor and optimize: technological readiness, creative enablement, structured hybrid policies, and employee satisfaction metrics. This framework enables data-driven decision-making and resource allocation that maximizes the effectiveness of hybrid work investments.

The high reliability of the measurement scale (Cronbach's $\alpha = 0.942$) and excellent sampling adequacy (KMO = 0.830) provide confidence that this framework can be reliably applied across different IT organizations and contexts, making it a valuable tool for practitioners and researchers alike.

Limitations and Future Research Directions

While this study provides robust empirical evidence for the four-factor model, several limitations should be acknowledged. The research was conducted within the IT sector, and generalizability to other industries requires further investigation. Additionally, the cross-sectional nature of the data collection limits our ability to establish causal relationships between the identified factors and long-term sustainability outcomes.

Future research should examine the longitudinal effects of these factors on organizational performance and employee retention. Comparative studies across different industries and cultural contexts would enhance our understanding of the universal versus context-specific elements of hybrid work sustainability. Additionally, qualitative research exploring the nuanced experiences of employees within each factor dimension could provide deeper insights into implementation best practices.

Final Recommendations

The transition to sustainable hybrid work practices in the IT sector requires a strategic, evidence-based approach that prioritizes technology while simultaneously fostering creativity and maintaining strong focus on employee satisfaction. Organizations should adopt a dual-focus strategy that treats technology

and creativity as complementary rather than competing priorities, with job satisfaction serving as the key performance indicator for implementation success.

As the IT sector continues to evolve in the post-pandemic era, the framework established by this research provides a roadmap for creating work environments that are not only productive and efficient but also sustainable, employee-centred, and conducive to long-term organizational success. The integration of technological excellence with creative empowerment, mediated through employee satisfaction, represents the foundation for the future of work in the information technology industry.

This research contributes to the growing body of knowledge on hybrid work sustainability and provides IT organizations with the empirical foundation necessary to make informed decisions about their future work practices. By implementing the evidence-based recommendations outlined in this study, organizations can create hybrid work environments that serve as models for sustainable, productive, and fulfilling employment in the digital age.

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