

Remote Work Revolution: A Data-Driven Insight into Modern Job-Seeking Behaviour

Eshwar A, Ms. Shiny S

*Post Graduate Diploma in Management, Firebird Institute of Research in Management,
Coimbatore - 641201, India*

Abstract—The way people seek employment has undergone a fundamental transformation in the era of the Remote Work Revolution. This study examines how five dimensions of workplace flexibility—remote work availability, flexible working hours, work-life balance, perceived productivity in remote work, and location flexibility influence modern job-seeking behaviour. Using a quantitative approach with structured survey data from 150 respondents and multiple regression analysis, all five hypotheses were supported. The model explained 62% of variance in job-seeking behaviour ($R^2 = 0.62$, $F = 48.75$, $p < 0.001$). Work-life balance emerged as the strongest predictor ($\beta = 0.28$), followed by remote work availability ($\beta = 0.24$), location flexibility ($\beta = 0.22$), flexible working hours ($\beta = 0.19$), and perceived productivity in remote work ($\beta = 0.15$). The findings demonstrate that workplace flexibility has evolved from a discretionary benefit into a strategic imperative for organizations seeking to attract and retain talent in modern labour markets.

Index Terms—Flexible Working Hours, Job-Seeking Behaviour, Location Flexibility, Remote Work Availability, Perceived Productivity, Work-Life Balance, Workplace Flexibility

I. INTRODUCTION

The global workplace has undergone a dramatic shift, accelerated by the COVID-19 pandemic, which compelled organizations worldwide to adopt digital technologies and remote work at an unprecedented pace. What began as a crisis response has evolved into a permanent cultural shift—the Remote Work Revolution. Job seekers today evaluate employment opportunities not solely on compensation and security but increasingly on flexibility, well-being, and work-life integration.

Despite extensive research on post-employment outcomes of flexible work arrangements, the pre-

employment stage where job seekers form perceptions and make application decisions—remains underexplored. Furthermore, most studies treat flexibility as a single construct rather than a multidimensional phenomenon. This study addresses both gaps by empirically examining five key dimensions of workplace flexibility and their combined influence on job-seeking behaviour.

The primary objective of this study is to examine the influence of workplace flexibility on modern job-seeking behaviour. Specifically, it analyses the effects of remote work availability, flexible working hours, work-life balance, perceived productivity in remote work, and location flexibility on job-seeking decisions.

II. LITERATURE REVIEW

Workplace flexibility has emerged as a central theme in organizational and management research, shifting from a discretionary benefit to a strategic necessity. Job-seeking behaviour, once driven primarily by economic factors, is now shaped significantly by non-monetary attributes including autonomy, balance, and lifestyle compatibility.

A. Remote Work Availability

Remote work reduces commuting burden, enhances autonomy, and broadens the geographic reach of job opportunities. Post-pandemic research consistently shows that remote work availability increases job attractiveness and application intentions,

B. Flexible Working Hours

Schedule autonomy reduces time pressure, improves work-life integration, and increases perceived organizational support. Job seekers associate flexible schedules with trust and employee-centred cultures, .

C. Work-Life Balance

Modern job seekers prioritize employers perceived to support well-being. Poor work-life balance is linked to burnout and turnover, while supportive environments attract and retain talent across career stages

D. Perceived Productivity in Remote Work

Individuals who believe they perform effectively in remote settings show stronger preferences for flexible job opportunities. Self-efficacy in remote environments is a key driver of job choice

E. Location Flexibility

Geographic independence removes relocation barriers, broadens job market access, and supports workforce inclusion. Organizations offering location flexibility are perceived as progressive and socially responsible

Based on the literature, the following hypotheses are proposed:

H1: Remote work availability has a significant positive impact on job-seeking behaviour.

H2: Flexible working hours have a significant positive effect on job-seeking behaviour.

H3: Work-life balance significantly and positively affects job-seeking behaviour.

H4: Perceived productivity in remote work positively influences job-seeking behaviour.

H5: Location flexibility significantly and positively impacts job-seeking behaviour.

III. RESEARCH METHODOLOGY

This study adopts a quantitative research design. Primary data were collected via a structured questionnaire administered to 150 respondents selected through purposive sampling. Respondents included active job seekers, recent graduates, and employed professionals who had recently evaluated job opportunities.

Sample size was determined using G*Power with a medium effect size ($f^2 = 0.15$), significance level of 0.05, statistical power of 0.80, and five predictors, yielding a minimum of 92 respondents. The questionnaire comprised 30 Likert-scale items (1 = Strongly Disagree, 5 = Strongly Agree) across six constructs, adapted from validated prior studies.

Data were analysed using SPSS through: (1) descriptive statistics, (2) Cronbach's alpha reliability analysis, (3) skewness/kurtosis normality tests, (4) Variance Inflation Factor (VIF) multicollinearity diagnostics, and (5) multiple regression analysis for hypothesis testing.

IV. DATA ANALYSIS AND RESULTS

A. Sample Profile

Of 150 valid respondents, 69.3% were aged 18–27, reflecting a predominantly early-career sample. Gender distribution was near-equal (Male: 54.7%, Female: 45.3%). Most held postgraduate (42.7%) or undergraduate (34.7%) qualifications. Hybrid work was the most experienced work mode, and 56% were actively or frequently seeking employment.

B. Descriptive Statistics

Table I presents the mean scores and standard deviations for all six constructs.

Table I Descriptive Statistics of Key Variables

Variable	Mean	SD
Remote Work Availability	4.17	0.69
Flexible Working Hours	4.12	0.68
Work-Life Balance	4.22	0.63
Perceived Productivity (Remote)	3.98	0.73
Location Flexibility	4.16	0.66
Job-Seeking Behaviour	4.24	0.63

All variables recorded mean scores above 3.90, confirming strong positive agreement. Work-life balance (4.22) and job-seeking behaviour (4.24) reported the highest means.

C. Reliability and Normality Analysis

All Cronbach's alpha values exceeded 0.80 (range: 0.81–0.88), confirming good to excellent internal consistency. Skewness (–0.65 to –0.91) and kurtosis (0.72 to 1.10) values fell within acceptable thresholds (± 2), satisfying normality assumptions. VIF values ranged from 1.56 to 1.81 (well below the threshold of 10), confirming no multicollinearity concern.

D. Hypothesis Testing — Multiple Regression

Table II presents the multiple regression results for job-seeking behaviour.

Table II Multiple Regression Results (n = 150)

Predictor	β	t	p	Result
Remote Work Availability	0.24	3.12	0.002	Supported
Flexible Working Hours	0.19	2.65	0.009	Supported
Work-Life Balance	0.28	3.85	<.001	Supported
Perceived Productivity	0.15	2.21	0.029	Supported
Location Flexibility	0.22	2.98	0.004	Supported

$R^2 = 0.62$ | Adj. $R^2 = 0.60$ | $F(5,144) = 48.75$, $p < .001$

The model is statistically significant and explains 62% of variance in job-seeking behaviour. All five hypotheses (H1–H5) are supported. Work-life balance is the strongest predictor ($\beta = 0.28$, $p < .001$), consistent with its highest descriptive mean. All 95% confidence intervals exclude zero, confirming the robustness of the estimates.

V. DISCUSSION

The findings confirm that workplace flexibility is a multi-dimensional and critical determinant of job-seeking behaviour, consistent with prior literature. The dominance of work-life balance aligns with contemporary research highlighting the centrality of well-being in career decisions. As awareness of burnout and mental health rises, job seekers increasingly screen employers for sustainable working conditions.

The significant influence of remote work availability aligns with post-pandemic evidence that remote work reduces commuting burden and expands job market access. Location flexibility similarly reflects the growing demand for geographic independence, particularly among younger professionals who no longer anchor careers to a fixed geography.

Flexible working hours, though slightly lower in effect, confirms that time autonomy signals organizational trust. The comparatively modest effect of perceived productivity may reflect individual

variability: while many report equal or higher productivity remotely, others face boundary and communication challenges. Nonetheless, its positive significance indicates that remote self-efficacy still meaningfully shapes job preferences.

Together, these findings suggest that flexibility operates synergistically—organizations offering multiple forms of flexibility gain a compounding advantage in talent attraction, calling for an integrated rather than piecemeal flexibility strategy.

VI. CONCLUSION

This study provides empirical evidence that workplace flexibility is a significant multi-dimensional driver of modern job-seeking behaviour. All five hypotheses were supported, with work-life balance, remote work availability, and location flexibility emerging as the most influential factors. The regression model explained 62% of variance in job-seeking behaviour. Practically, organizations should invest in comprehensive flexibility frameworks—remote work policies, flexible scheduling, well-being initiatives, and location independence—and communicate these prominently in employer branding. Organizations slow to adapt risk competitive disadvantage in tightening talent markets.

This study is limited by its cross-sectional design, purposive sampling, and exclusion of moderators such as organizational culture, industry type, and job level. Future research should employ longitudinal designs, mixed methods, and broader samples to examine causal relationships and cross-cultural differences. Moderating variables such as age, gender, and career stage also warrant investigation.

ACKNOWLEDGMENT

The author extends sincere gratitude to Ms. Shiny S, supervisor at Firebird Institute of Research in Management, for invaluable guidance and mentorship throughout this research. Gratitude is also extended to all respondents who participated in the survey.

REFERENCES

- [1] D. Spurk and C. Straub, “Flexible employment relationships and careers in times of the

- COVID-19 pandemic,” *Journal of Vocational Behavior*, vol. 119, Art. no. 103435, 2020.
- [2] T. D. Allen, T. D. Golden, and K. M. Shockley, “How effective is telecommuting? Assessing the status of our scientific findings,” *Psychological Science in the Public Interest*, vol. 16, no. 2, pp. 40–68, 2015.
- [3] K. M. Kniffin *et al.*, “COVID-19 and the workplace: Implications, issues, and insights for future research and action,” *American Psychologist*, vol. 76, no. 1, pp. 63–77, 2021.
- [4] Deloitte, *Striving for Balance, Advocating for Change: The Deloitte Global 2022 Gen Z and Millennial Survey*, Deloitte Insights, 2022.
- [5] J. Oakman, N. Kinsman, R. Stuckey, M. Graham, and V. Weale, “A rapid review of mental and physical health effects of working at home,” *BMC Public Health*, vol. 20, Art. no. 1825, 2020.
- [6] S. Raghuram, N. S. Hill, J. L. Gibbs, and L. M. Maruping, “Virtual work: Bridging research clusters,” *Academy of Management Annals*, vol. 13, no. 1, pp. 308–341, 2019.
- [7] P. Choudhury, C. Foroughi, and B. Larson, “Work-from-anywhere: The productivity effects of geographical flexibility,” *Strategic Management Journal*, vol. 42, no. 4, pp. 655–683, 2021.
- [8] F. Faul, E. Erdfelder, A. Buchner, and A.-G. Lang, “Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses,” *Behavior Research Methods*, vol. 41, no. 4, pp. 1149–1160, 2009.
- [9] U. Sekaran and R. Bougie, *Research Methods for Business: A Skill-Building Approach*, 8th ed. Hoboken, NJ, USA: Wiley, 2020.
- [10] P. Field, *Discovering Statistics Using IBM SPSS Statistics*, 5th ed. London, U.K.: SAGE Publications, 2018.
- [11] J. F. Hair, B. J. Babin, R. E. Anderson, and W. C. Black, *Multivariate Data Analysis*, 8th ed. Boston, MA, USA: Cengage, 2018.
- [12] L. Waizenegger, B. McKenna, W. Cai, and T. Bendz, “An affordance perspective of team collaboration and enforced working from home during COVID-19,” *European Journal of Information Systems*, vol. 29, no. 4, pp. 429–442, 2020.