

The impact of Digital labor and flexible work-life on Urban Sustainability:

Comparison between Pakistani and Polish workers

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Abstract

Purpose: It is comparative research to analyze how virtual work, virtual innovation, urban elasticity, and flexible representation schemes are moderated by environmental dynamics. Therefore, it designs a framework to identify the relationship between digital innovation, flexible work-life, and urban sustainability, with the moderating role of environmental dynamism.

Design/ Methodology/ Approach: The current study is quantitative; therefore, a survey-based online questionnaire was used for data collection from people residing in Pakistan and Poland as it is a comparative study. A two-stage approach was used to test the model using PLS (SEM-VB) to conduct the analyses.

Findings: The reliability and validity of the measurement model indicate that the data is reliable and valid. Outcomes prove all the relationships proposed by the study, except for the moderating role of environmental dynamics predominantly in the context of Pakistan.

Originality: The research is designed to provide new insights into virtual working and digital innovation literature streams. It contributes to the practical fields of urban sustainability by studying the role of social, environmental, and economic sustainability.

Keywords: Theory of Planned Behavior, Health belief Model, Safety Behavior, Intention towards safety behavior, Pakistan, Poland