



Creativity and Value Creation

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Task 1

Research Questions

The research questions that were produced for this research are stated below:

1. What is the relationship between the use of technology and the level of job flexibility among employee?
2. What is the relationship between the employee's decision making and the level of job flexibility among employee
3. What is the relationship between the geographical location and the level of job flexibility among employee?

Introduction

The popularity of remote work has changed the way individuals do their jobs and given workers greater flexibility in their work and personal life. People can work remotely, commonly referred to as telecommuting or teleworking, from places other than a traditional office setting, frequently from the convenience of their homes. Employee flexibility will be significantly impacted by this change, giving them greater control over their working schedules, work-life balance, and general wellbeing.

The majority of Malaysian workers expect flexible work arrangements to remain, but many also yearn for more face-to-face contact with their teams. Besides, as the lines between work and play become more and more blurred, over 50% of the local workforce reports feeling overworked and weary. According to Luke Thomas (2020), it appears that remote work will continue into the foreseeable future, if not longer. Working remotely seems to have qualities similar to the network effect. The amount of remote employment options rises as more people choose to work remotely and as more businesses start to offer it as a choice.

The values that this field of research can offer to other academics and people are unlimited. Making well-informed decisions is the primary value. According to Luke Thomas (2020), employers may make educated decisions regarding the rules, resources, and support systems that will optimise their employees' remote work experiences thanks to the research's insightful analysis of the precise aspects that affect job flexibility for remote workers. Employee

happiness and productivity would be the next value. By studying the elements that affect job flexibility, firms may adjust their remote work arrangements to meet employees' demands, which will boost employee satisfaction and productivity (Dr. Lisa Aldisert, 2023). Employers may foster a more favourable atmosphere for remote work by addressing issues like work-life balance and tech support. Finally, flexible rules allow businesses to modify their remote work policies and procedures in response to shifting conditions and employee preferences (Dr. Lisa Aldisert, 2023). Organisations may improve the effectiveness of their remote work initiatives and increase overall organisational resilience by using data-backed insights.

In different disciplines of study, deductive, inductive, and abductive research processes are unique techniques used to draw findings. Starting with a broad assumption, deductive reasoning draws particular conclusions. With a top-down methodology, it transitions from theory to observation (Raimo Streefker, 2023). On the basis of accepted theories, researchers create hypotheses, which are then tested with evidence. In contrast, inductive reasoning moves from specific observations to more generalisations. It entails dissecting data to find trends or patterns, then developing hypotheses or theories based on these trends or patterns (Raimo Streefker, 2023). A bottom-up process called inductive reasoning seeks to produce fresh discoveries. The goal of abductive reasoning is to identify the most likely cause of a phenomenon. It entails coming up with theories that best account for observed facts. Instead than aiming for certainty like deductive and inductive methods do, abduction concentrates on coming up with the most plausible theory possible given the evidence at hand (Raimo Streefker, 2023). Hence, for this research, deductive approach will be used to further the research because survey will be collected as well as numerous data.

Research methodologies such as qualitative, quantitative, and mixed are used to examine phenomena from many angles. In qualitative research, the goal is to comprehend the participants' fundamental meanings, drives, and experiences. It uses techniques like content evaluation, observations, and interviews in order to offer detailed, comprehensive insights into intricate social processes. When examining subjective elements and capturing the breadth of human experiences, qualitative research is especially helpful (McKayla Girardin, 2023). Comparatively, research uses statistical methods to measure data and identify trends. It entails compiling numerical data via surveys, tests, or planned observations. By attempting to identify connections, patterns, and generalisations throughout a bigger population, this method frequently offers a more comprehensive understanding of trends and correlations (McKayla Girardin, 2023).

To better comprehend a study question, mixed methods research integrates both qualitative and quantitative approaches. By combining data from many sources, researchers can create a fuller context and increase the reliability of their conclusions (McKayla Girardin, 2023). When researchers wish to explore both the complexity of human experiences and wider statistical trends, this method is extremely helpful. Hence, for this research, quantitative approach will be taken place because the research relies on data that are observed or measured to examine questions about the sample population.

According to Shannon Mccrocklin (2018), to find answers to specific study questions, primary research entails gathering unique data directly from sources like surveys, interviews, or trials. In order to reach conclusions or discover new information, secondary research entails analysing and evaluating data and information already collected by others, such as from books, articles, or databases. Hence, this research will be focusing on primary data because surveys and observation will be taken place to conduct the study.

Moving on, a sample is a controlled, abridged version of a bigger group. It is a demographic subgroup containing characteristics from a larger population. Samples are used in statistical testing when the population size is too big for all prospective participants or observations to be included in the test (Saul Mcleod, PhD, 2023). This study will use convenience sampling, a non-probability sampling strategy that allows the researcher to choose the study participants who are most easily accessible. As a result, it is incredibly practical and accessible. The sample size for this research is 30 because it is easier to collect data and to analyse the findings.

Task 2

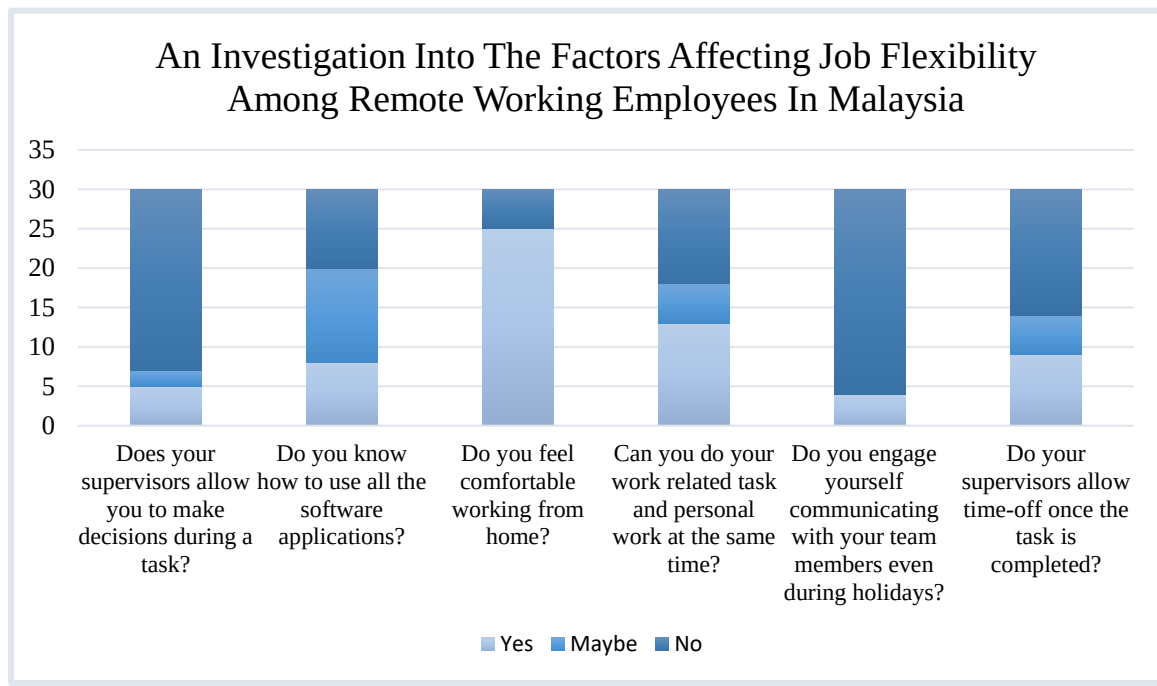


Figure 1: Percentage Graph on Questionnaire Responses of Participants

Source: Build for this assignment

The diagram above is build using the data collected from the respondents through questionnaire via google form. There were 30 respondents in total, and each one contributed thoughtful response that helped to support the study's findings and address the research questions.

Starting off with question 1 which is "Does supervisors allow to make decisions during a task". Five participants indicated yes, two indicated maybe, and 23 indicated no in response to this question. The highest reaction is "No," which could be attributed to a hierarchy and control attitude. Some managers choose a more hierarchical structure where they retain the power to make decisions in order to control results (Christine Organ, 2023).

In question 2, "Do employees know to use all software applications", 8 participants said "yes, " 12 said "maybe," and 10 said "no." There isn't much contrast in the respondent's answer to this question. Some personnel could have exceptional skills and be competent with a wide range of software programmes. While some people might be able to use simple software programmes with ease, they can find it difficult to use more advanced or specialised ones (Arunima K V, 2020). A variety of abilities are frequently present in the workplace.

Moving on to question 3, “Do they feel comfortable working from home”. 25 respondent out of 30 has stated "yes". A better work-life balance is achieved when workers work remotely because they can design a timetable that fits their personal lives. As a result, it also gets rid of commuting, saving time, money, and worry. Contrastly, 26 respondents have indicated "no" to question 5, “Do you engage yourself communicating with your team members even during holidays”. As a result, team members working in different time zones might avoid communication during holidays to ensure they don't disturb colleagues who might be celebrating or resting (Filza Naveed, 2023).

Link to survey:

https://docs.google.com/forms/d/e/1FAIpQLSdBr5irj2FWBdcIZZWz2h4iHGL-zXr0g3HJBjLQaBsQPboTKw/viewform?usp=sf_link

Task 3

Good Evening Meeshalini

Thank you for sending me your elevator pitch for feedback. Here are my comments

There was a good pace to the presentation, you took your time to go through the subject matter. Your slides were very good, nice and clear and consistent and you covered the value of your research effectively.

My one comment is that you need to consider the pitch/tone of your voice as it was a little low and at times I had difficulty hearing you. Sorry I don't have much negative to say for your reflection but this was a very good pitch.

If pushed my other comment would be that you could have provided some references behind some of the areas but that it being super critical and giving you a bit extra to reflect on.

Kind regards

Myfanwy

The feedback above shows a few of my presentation's strengths while also pointing out important areas for development. I'm glad to hear that my talk flowed well and that I gave myself enough time to cover the material. It is nice to hear that my slides were recognised as being clear, constant and visually appealing because it shows that my visual aids successfully complemented my material.

The remark regarding my voice's pitch and tone, nevertheless, brings up a crucial point. Although I tried to communicate the information well, it appears that I need to pay greater attention to the volume and tone of my voice to guarantee that everyone in the audience can clearly hear me during the presentation. This remark is a helpful reminder that good communication includes both the substance and the manner in which it is delivered.

The advice to use references to back up different points in my presentation is also something to think about. Although the comment recognises that this is not a significant problem, citing sources would strengthen the reliability and depth of my study. This observation motivates me to make sure that I incorporate pertinent references as necessary in future presentations so that the audience can learn more about the subjects covered.

Overall, the feedback highlights the elements of my presentation that need improvement while also highlighting its strengths. I will make an effort to address the issue of vocal clarity, adjusting my pitch and volume to make sure that my message is clearly heard by all participants. Additionally, I'll be more careful to include references where necessary to support my claims and conclusions. This intelligent feedback not only directs my efforts to improve but also validates the strong points of my presentation, inspiring me to continue giving interesting and educational pitches in the future.

Task 4

RESEARCH POSTER

AN INVESTIGATION INTO THE FACTORS AFFECTING JOB FLEXIBILITY AMONG REMOTE WORKING EMPLOYEES IN MALAYSIA

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INTRODUCTION

The research explores the effects of remote work on employee flexibility, vital for both researchers and stakeholders. Telecommuting and remote working are more and more common, particularly in the wake of the COVID-19 epidemic. This development has had a big impact on how people connect with their workplaces and work. The study addresses employee preferences and circumstances, essential for successful flexible remote work implementation post-COVID-19. However, this research will be investigating the factors affecting job flexibility among remote working employees in Malaysia

OBJECTIVE

To investigate the relationship between the use of technology, employee's decision making, geographical location and the level of job flexibility among employees

METHODOLOGY

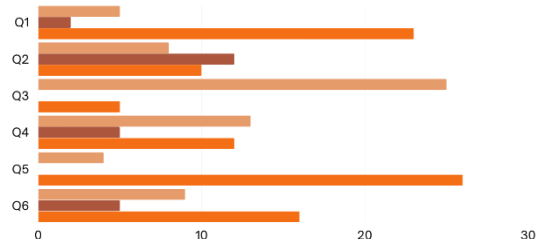
The primary research was conducted using survey and questionnaire meanwhile the secondary research was conducted by analysing and evaluating data and information already collected by other researchers.

RESULTS

The research revealed a significant correlation between technology usage and job flexibility among employees. Those who extensively utilized technology for work-related tasks exhibited higher levels of job flexibility. Additionally, geographical location showed a moderate association, with urban employees reporting slightly higher flexibility compared to rural counterparts. Employee decision-making processes also displayed a positive correlation with job flexibility, indicating that involving employees in decisions regarding their work arrangements positively influences their perceived level of flexibility.

ANALYSIS

The process and results of data collection for the study using a questionnaire are shown in the graph. The varied responses from 30 participants revealed supervisors' attitudes towards making decisions, levels of software expertise, comfort with distant work, and preferences for vacation communication. A notable example of the requirement for polite communication norms is respondents' hesitation to communicate during holidays, maybe due to time zone considerations. In addition to highlighting the importance of data-backed insights in understanding employee dynamics, work flexibility, and challenges, the reflection emphasises the demand for adaptive management strategies that account for a range of skill levels and work preferences in order to foster a productive and pleasant workplace.



The number of participant's response based on questionnaire

CONCLUSION

In conclusion, there are many interrelated elements that affect how flexible jobs are for remote workers. Flexibility is shaped by employee involvement in decision-making, technological proficiency, and geographic environment. In order to maximise remote work arrangements and promote a harmonic balance between personal preferences and organisational requirements, it is essential to comprehend how these factors interact.

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