

A Study on Digital Fatigue and its Impact on Job Satisfaction at Objectways Technology, Karur

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1. ABSTRACT

The goal of the current study, "A Study on Digital Fatigue and its Impact on Job Satisfaction at Objectways Technology, Karur," is to comprehend how ongoing digital interaction affects workers' job satisfaction. Employees in today's office frequently experience digital weariness as a result of their increased reliance on digital tools, online meetings, emails, and technology-driven communication. The physical and mental tiredness brought on by extended usage of digital gadgets and virtual work settings is known as "digital fatigue." The purpose of this study is to determine the degree of digital weariness that workers experience and examine how it affects their job satisfaction. Employees of Objectways Technology, Karur provided main and secondary data for the study. To analyze the data gathered and comprehend the connection between digital exhaustion and job satisfaction, statistical tools are employed. In order to increase workplace productivity and satisfaction, the study emphasizes the significance of striking a balance between employee well-being and technology use.

Key words:

Workplace stress, organizational behavior, digital fatigue, job satisfaction, employee well-being, digital work environment, techno stress, information technology, employee productivity, and Karur

2. INTRODUCTION

Digital technology has revolutionized office operations by enhancing flexibility, productivity, and communication. Particularly in the information technology industry, the growing usage of laptops, cellphones, online meetings, and digital communication platforms has become a crucial component of organizational operation. Although digital tools are efficient and convenient, employees who utilize them excessively frequently experience psychological and physical strain. Digital weariness is a popular term used to describe this problem. Stress, eye strain, mental tiredness, decreased focus, and discontent at work can all be consequences of digital fatigue. Employee commitment, motivation, and organizational success are all influenced by job satisfaction. Employees may become less enthusiastic and satisfied with their jobs when they suffer from high levels of digital fatigue. It is therefore crucial to research the connection between job satisfaction and digital weariness. The purpose of this study is to determine how digital exhaustion impacts the experience and satisfaction of workers at Objectways Technology, Karur.

3. REVIEW OF LITERATURE

Numerous scholars have investigated the connection between digital technology use, job satisfaction, and employee stress. Previous research shows that employees' mental and emotional tiredness is largely caused by extended screen time and constant online connection. Constant digital connectedness and work pressure have a detrimental impact on employees' performance and well-being, according to research on techno stress. Research in the field of information technology also shows that multitasking, virtual meetings, and an increased workload cause stress for workers in digital environments. Additionally, prior research indicates that when workers experience high levels of digital stress and a diminished work-life balance, their job satisfaction declines. Few studies explicitly address how digital exhaustion affects job satisfaction at the organizational level, despite the fact that many studies address digital tiredness and workplace stress. Thus, by examining employee experiences at Objectways Technology, Karur, the current study aims to close this gap.

4. SIGNIFICANCE / IMPORTANCE OF THE STUDY

This study is important because it advances our knowledge of worker well-being in a technologically advanced workplace. Employees are facing more difficulties with digital fatigue and stress as businesses rely more and more on digital platforms and remote work methods. Organizations can implement better personnel management techniques and promote healthier work environments by having a better understanding of the effects of digital fatigue. By identifying the elements that lower job satisfaction and recommending appropriate corrective actions, the study helps management. Additionally, it makes it easier for workers to understand how crucial it is to strike a healthy balance between their personal wellbeing and technology use. Furthermore, by shedding light on the consequences of digital work

culture, this study advances scholarly understanding in the domains of organizational behavior and human resource management.

5. NEED FOR THE STUDY / STATEMENT OF THE PROBLEM

Employee reliance on online communication and virtual work systems has grown due to the quick uptake of digital technologies in the workplace. Physical discomfort and mental tiredness are frequently brought on by constant screen time, digital meetings, and work-related alerts. Employee motivation, focus, and general job satisfaction may all suffer under such circumstances. Many companies place a high priority on digital efficiency and production, yet they may ignore the detrimental impacts of excessive technology use on workers. Employees at IT companies in particular are required to be online for extended periods of time, which causes stress and discontent. Examining how digital tiredness affects workplace attitudes is necessary since employee satisfaction has a direct impact on productivity and organizational performance. Therefore, the current study aims to examine the degree of digital tiredness and how it affects workers' job satisfaction at Objectways Technology, Karur.

6. OBJECTIVES OF THE STUDY

Primary Goals

The study's main goal is to investigate how digital fatigue affects workers' job satisfaction at Objectways Technology, Karur. The purpose of the study is to determine whether extended digital involvement affects workplace performance and employee satisfaction.

Secondary Goals

The study's secondary goals include determining the degree of employee digital weariness and investigating the main causes of digital exhaustion. Additionally, the study aims to understand how employees perceive digital work environments, analyze the relationship between digital exhaustion and job happiness, and offer appropriate recommendations for lowering digital weariness and raising employee contentment.

7. SCOPE OF THE STUDY

The study's focus is limited to workers at Objectways Technology in Karur. The main topic of the study is digital tiredness and how it affects workers' job satisfaction at the chosen company. Screen time, digital workload, online communication, and employee attitudes about technology use are all taken into account in the study. The results of this study may aid management in creating plans to raise worker productivity and well-being. The study's conclusions may offer helpful advice for comparable IT firms and future studies interested in workplace digital stress and happiness, despite the fact that it is restricted to a particular organization and geographic area.

8. LIMITATIONS OF THE STUDY

There are limitations to any research study, and this one is no different. The results may not accurately reflect the experiences of workers in other companies or sectors because the survey was restricted to employees at Objectways Technology, Karur. The thoughts and answers given by the participants, which may be impacted by individual perceptions and experiences, are crucial to the research. The size of the sample and the level of analysis may also be limited by time and resource constraints. Furthermore, working circumstances and digital behaviors could evolve over time, which could affect the findings' applicability in different situations. Notwithstanding these drawbacks, the survey offers insightful information about employee work satisfaction and digital fatigue.