

Original Article

Digital Communication Tools and Workplace Collaboration Dynamics

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ABSTRACT

Digital communication tools have significantly transformed workplace collaboration over the past decade. Technologies such as email, instant messaging, video conferencing, and cloud-based platforms enable employees to communicate, share knowledge, and coordinate tasks more efficiently, regardless of location. Tools like Slack, Microsoft Teams, Zoom, and Google Workspace support both real-time and asynchronous communication, making flexible work arrangements possible. However, these benefits come with challenges, including information overload, reduced interpersonal interaction, communication fragmentation, and digital fatigue. This shift from face-to-face to digital communication has impacted decision-making, organizational culture, team cohesion, trust, and conflict resolution. Using a mixed-method approach, the study finds that while digital tools improve coordination and information access, their effectiveness depends on proper implementation, supportive policies, and user adaptability. The research highlights the importance of balancing digital and human interaction and proposes a framework combining technological, organizational, and behavioral factors. It concludes that organizations must adopt strategic approaches to maximize benefits while minimizing challenges in digital collaboration.

KEYWORDS

Digital Communication, Workplace Collaboration, Remote Work, Organizational Communication, Team Dynamics, Information Technology, Productivity, Cloud Collaboration.

1. INTRODUCTION

1.1. Background

The development of communication technologies has had a substantial impact on the functioning of the organizations, communication, and working flows. In the past, the most common tools of communication were the face to face meetings, telephone and printed material communication that were only limited by time and geographical boundaries. The advent of digital technologies especially the internet and mobile technology has made communication faster, more efficient and accessible around the world. This change has empowered organizations to work across borders and react more swiftly to the emerging needs. Electronic communication tools such as email, instant messaging, video conferencing, and collaborative tools are now part of the contemporary workplace. Not only do these tools enable exchange of information quickly, they also enable real-time collaboration, sharing of knowledge and coordination of tasks among the team members. Subsequently, the organizational interactions in the current interconnected world have been transformed by digital communication that makes them more dynamic, flexible, and scalable.

1.2. Importance of Workplace Collaboration

Teamwork at the workplace is an important aspect of organizational success and performance. It is the collaboration between individuals and teams in order to accomplish shared objectives through the sharing of knowledge, skills and resources. In the modern dynamic and technology-driven world, proper collaboration leads to high productivity, innovation, and overall organizational performance. The incorporation of digital communication tools has also enhanced collaborative practices, which has made the process of interaction smooth irrespective of the place. The significance of team work in the workplace can be explained in the following major ways:



Fig 1 - Importance of Workplace Collaboration

1.2.1. Enhanced Productivity

Teamwork enables the employees to share work, capitalize on personal strengths, and work more effectively in a common direction. Through collaboration, the teams are able to accomplish projects more quickly and more precisely, eliminating the repetition of work and errors to a minimum.

1.2.2. Improved Communication

Teamwork facilitates effective communication and openness between personnel. It makes sure that information is disseminated in time, confusion is reduced, and all people are at par with project objectives and company priorities.

1.2.3. Innovation and Creativity

Whenever people work together, they present different views and ideas on the table. This sharing of opinions promotes innovative problem solving and creativity, resulting in solutions and enhanced decision making.

1.2.4. Knowledge Sharing

Teamwork helps in knowledge and experience transfer in an organization. The experience of other employees can help improve the skills of the employees and also lead to the ongoing learning and development of the organization.

1.2.5. Employee Engagement and Satisfaction

Teamwork and a feeling of belongingness within the employees are promoted through a collaborative working environment. Feeling appreciated and engaged in team actions, persons become more motivated and satisfied with their work and the engagement in the process.

1.2.6. Adaptability and Flexibility

Work teams are in a better position to adjust to changes and react to challenges. Through teamwork they can swiftly change strategies, divide duties and continuity in unstable workplaces.

1.3. Shift toward Digital Work Environments

The trend toward the digitalization of workplaces has turned out to be a significant feature of the contemporary organizations because of the various factors, including globalization, accelerated technological changes, and the increased popularity of the remote working turnout. The need to have smooth and effective communication has risen as businesses continue to spread across geographical borders. Digital technologies and especially cloud computing, mobile devices, and high-speed internet have helped companies to work outside the traditional office areas and embrace more flexible work patterns. Such transformation enables employees to work anywhere and still stay connected and productive, thus favoring the emergence of distributed and hybrid work settings. The growing use of digital communication tools as a way of sustaining the continuity of the workflow is one of the major factors that have led to this change. Email, instant messaging, video conferencing and collaborative software are platforms that are now critical in the coordination of tasks, information sharing as well as real-time meetings. The tools assist organizations in breaking the physical barriers and also make sure that workers can cooperate with each other despite their physical location. Consequently, companies can continue to perform effectively even when they cannot interact physically, including being affected by global shocks or evolving labor requirements. In addition, online working environments provide greater flexibility and autonomy to employees to control their schedules and work-life balance. Such flexibility in many cases can result in a higher level of job satisfaction and performance. Nonetheless, the shift also demands organizations to reconsider the conventional approaches to management and implement new methods of communication, performance measurement, and involvement of teams. Such issues like the digital fatigue, lack of communication, and necessity of technological infrastructure should also be discussed to achieve the success in the long run.

2. LITERATURE SURVEY

2.1. Evolution of Communication Technologies

The communication technologies have developed and greatly influenced the way information is shared between individuals and organizations. The previous means of communication like face-to-face communication, postal services, landline telephony among others were usually time consuming and limited by geographical boundaries. The introduction of digital technologies, especially email and instant messaging systems, made communication faster, more efficient, and less physical. The subsequent advances, such as social media, cloud-based collaborative tools, and mobile communication applications, only increased this change. This has enhanced real-time communication, global connectivity, and smooth flow of information thus transforming the personal and professional communication environments.

2.2. Impact on Organizational Productivity

Communication tools such as digital communication have had tremendous effect on productivity in organizations by facilitating quick decision making and minimizing time lag in information flow. Email, project management software, and instant messaging platforms are all tools that enable employees to organize their activities effectively and to retrieve information fast. This urgency improves the continuity of workflow and promotes collective problem-solving. The problems of numerous impacts however can also be experienced to be negative in the form of frequent interruptions, multitasking, and overload of information due to the widespread use of these tools. Due to over-communication and constant connectedness, employees could no longer participate in intensive work and this could eventually impact on productivity. Thus, as much as digital communication is efficient, its effect is determined by how it is properly managed in the organization.

2.3. Remote Work and Collaboration

Remote work has substantially boosted the use of digital communication technologies in collaboration and coordination. Video conferencing, collaborative platforms, and cloud-based tools are frequently used by virtual teams to keep them in touch and guarantee project progress. Though the technologies can create flexibility and access to global talent pool, they also present the problems of coordination and team cohesion. Research indicates that effective remote work needs well-defined communication guidelines, frequent updates, and organized processes to be effective. It is necessary to develop a standard that governs the frequency of communication, the time that should be required to respond, and the use of platforms to prevent misunderstandings and keep the team productive. Also, the development of a feeling of trust and involvement between members of remote teams is essential to maintaining productivity and cooperation.

2.4. Challenges in Digital Communication

Although it has benefits, digital communication has a number of challenges that may impede its effective interaction. One of the most significant issues is information overload where people tend to receive numerous messages, emails, and notifications, and it is hard to sort them out and prioritize. Lack of non-verbal communication, including the facial expression and body language, can contribute to the lack of clarity in communication and its emotional tone. Fragmentation of communication where information is distributed over various platforms and channels can cause confusion and inefficiencies. Moreover, the use of digital instruments can lead to digital fatigue, which is the state of mental tiredness and loss of interest. These issues demonstrate the necessity of strategies to balance the advantages of the digital communication with its possible disadvantages.

2.5. Research Gaps

Despite the fact that the available literature offers insightful information regarding the area of digital communication and its effects on organizations, there is a number of research gaps that are yet to be filled. The majority of studies are inclined to concentrate either on the aspect of technological development or the aspect of human behavior in isolation, instead of considering both aspects in a complex framework. No complete models have been developed to study the interaction between technological tools and user behavior, organizational culture, and communication practices to affect overall effectiveness. Also, there is scanty literature on the long-term effects of digital communication on employee well-being and organizational performance. Further research must focus on coming up with comprehensive frameworks that will incorporate technological, psychological, and organizational approaches to enhance and improve digital collaboration in the contemporary workplaces.

3. METHODOLOGY

3.1. Research Design

The study takes a mixed-methodology with both qualitative and quantitative methods to give a holistic view of digital communication and its effect on organizational productivity and collaboration. This method is especially appropriate because it enables the research to record not only quantifiable results but also gain a better understanding of the human behavior and patterns of communication. The quantitative element is concerned with gathering numerical data consisting of organized survey and questionnaires that are given to the employees and managers. The variables measured by these instruments include frequency of using digital tools, response time, level of productivity and perceived efficiency. This is then followed by statistical analysis techniques in order to determine patterns, correlations, and trends in the data in order to ensure objectivity and generalizability of the results. Conversely, the qualitative aspect focuses on the experiences, senses, and problems of people in digital communication spaces. This is done using semi-structured interviews, open-ended survey questions and analysis of a case study. These approaches enable the participants to share their opinions regarding such problems as communication overload, digital fatigue, and the usefulness of remote collaboration tools. The thematic analysis is used to analyze the qualitative data, and it is useful in determining the repetitive themes and other underlying issues that affect communication practices. The methodological triangulation of these two approaches provides the research with a high validity and reliability of the findings. The combination of qualitative data with quantitative results allows for the more integrated interpretation of the results, which closes the gap between the statistical evidence and the experiences in the real world. Moreover, this design promotes the investigation of the technological and behavioral facets of digital communication, which correspond to the stated gaps in the research. In general, the mixed-method approach will provide a more balanced and in-depth analysis, which will make the study stronger and closer to the real-world organizational environment.

3.2. Data Collection

The proposed data collection method of this study will be aimed at collecting both quantitative and qualitative data to assure thorough analysis of digital communication practices in organizations. The main data gathering procedures encompass surveys among the employees and interviews with the organizational leaders. Structured, measurable data of a higher number of participants is acquired through the survey technique. A properly designed survey is sent to the workers in various departments and positions to share their experience in using digital communication tools. The survey will contain closed-ended questions like Likert scale questions,

multiple-choice questions, and several open-ended questions so as to enable respondents to elaborate. Such aspects as the frequency of using the tool, perceived productivity, the efficiency of communication, challenges encountered, and general satisfaction with digital communication systems are identified as key areas of the survey. The approach allows the researcher to establish patterns, trends, and relationships between variables. Besides surveys, qualitative information is gathered in the form of semi-structured interviews with organizational leaders, including managers, team heads, and executives. The interviews will be carried out to obtain more information regarding strategic views, decision making, and organizational policies concerning digital communication. The semi-structured format is flexible and permits the interviewer to delve deeper into discussing specific issues with the participants being consistent. The leaders are questioned regarding their perception of productivity, communication issues, remote working, and the usefulness of the existing tools and strategies. Their reactions are very helpful in terms of the context and make the interpretation of the findings of the survey more efficient. This integration of both data collection instruments will provide the study with a balanced approach, as it will reveal the experiences of the employees and the insights of the leaders. This two-sided strategy makes the collected data more rich, reliable, and valid, adding to a deeper insight into the digital communication in organizational contexts.

3.3. Analytical Framework

The analytic paradigm of this research is the comparative analysis scheme, which will be used to analyze the efficiency of various digital communication tools in organizations. This framework allows a comparative study of different platforms, including email, instant messaging apps, video conferencing software, and collaborative software, in terms of their effectiveness on productivity, effectiveness in communication, and user experience. The model includes quantitative and qualitative information gathered with the help of surveys and interviews which may be evaluated in a multidimensional way. Measurable criteria are key performance indicators (KPIs) like response time, clarity of message, frequency of use and user satisfaction.

The comparative analysis will be organized in such a way that communication tools will be classified according to their main functions, including synchronous (real-time communication such as video calls and chats) and asynchronous (delayed communication such as emails). This categorization assists in determining the situations where each instrument works best. Survey data is analyzed using statistical methods, such as descriptive and inferential analysis, to compare performance among tools and determine which tool has a significant difference or correlation. Meanwhile, interviews are the source of qualitative data that is used to explain these findings and give the reasons behind the detected trends and the practical challenges or benefits of each tool. Moreover, the framework takes into account not only technological aspects but also human, i.e., ease of use, flexibility, and communication preferences. This combined method will guarantee that the analysis will not stop at superficial comparisons, but will encompass the practical usefulness of digital communication devices. Through this comparative model, the study will be able to determine the best practices and prescribe the most effective communication strategies in the organizations that have different needs. On the whole, the analytical framework offers a systematic and in-depth foundation of assessing digital communication tools and their contribution to organizational performance improvement.

3.4. Digital Communication Framework



Fig 2 - Digital Communication Framework

3.4.1. Input

Input stage is the first information, message, or data that has to be communicated in an organization. This can involve employee, manager or even external stakeholder instructions, project updates, feedback, or strategic decisions. The quality and clarity of the input is very important in establishing the effectiveness of the whole communication process. Properly organized and meaningful input will see to it that the desired message is properly delivered and will minimize the possibilities of misunderstanding. Also, inputs can be different in terms of urgency, complexity, and format, which determines the types of communication tools and methods to be employed in further steps.

3.4.2. Digital Tools

Digital tools serve as the channel, in which communication is relayed. These are email services, instant messaging applications, video conferencing software and collaborative software like shared workspaces or project management software. Choice of the right digital tools is dependent on the type of message to be conveyed and whether the conveyance of the message is to be real-time or can be asynchronous. Proper application of these tools will increase the accessibility, speed and convenience of communication. Nonetheless, fragmentation and information overload may pose a problem due to the abundance of tools too, unless managed effectively.

3.4.3. Communication Process

Communication process is the process of delivering, decoding, and comprehending the messages within individuals or teams. This phase involves the encoding of message, transmission of the message using the selected digital tool and decoding of the message by the recipient. Clarity, tone and context are critical variables that determine message perception. In a digital space, there is no non-verbal communication that is why more attention should be paid to clear and concise messages. Proper communication processes help information to be properly received and any confusion to be reduced either by following up, or giving clarifications.

3.4.4. Collaboration Outcome

Collaboration outcome is the output of effective communication, which can be task accomplishment, problem-solving, decision-making, and innovation. Achievement of success means that the process of communication has helped to coordinate and understand each other by members of the team. Key indicators of effective collaboration in digital work settings are likely to be better

productivity, on-time project completion, and team integration. On the other hand, lack of communication may cause misunderstanding, slowness and decreasing efficiency.

3.4.5. Feedback Loop

The feedback loop is a very important element which keeps the communication structure continuously improved. It entails getting feedback, recommendations, or judgments of the effectiveness of communication of the participants. Feedback assists in determining gaps, misconceptions, and aspects of improvement so that organizations can improve their communication techniques. This is an iterative process that encourages flexibility and learning so that the practices of communication are changed according to the changing needs of the organization and the changes in technology.

3.5. Mathematical Representation of Collaboration Efficiency Index (CEI)

Collaboration Efficiency Index (CEI) is a theoretical measure that was created to determine the efficiency of digital communication in an organization. It offers a simplified mathematical model that describes the correlation between the main determinants of collaboration, i.e. the frequency of communication, engagement of employees and delays in communication. When used in normal terms, the formula can be represented as: $CEI = \text{communication frequency} \times \text{employee engagement} / \text{communication delays}$. It implies that the more communication takes place and the more actively employees are involved, the more efficient collaboration becomes, and the less efficient it is in case of considerable delays in communication. Communication frequency (C) is the frequency with which team members exchange information. Constant and timely communication is useful in making sure that all people are informed with less uncertainty and that coordination will be easy. The employee engagement (E) is the degree of engagement, interest, and participation of people in communication. Increased involvement means that workers are engaged, responsive, and taking an active part in discussions, which improves the quality of collaboration. Conversely, communication delays (D) are the duration between the time of sending and the receiver of certain information or responses. Delay may interrupt workflow, cause misunderstandings, and slack decision-making. The CEI model emphasizes that a balance between these factors should be achieved to ensure the best collaboration. An example is that although there may be high frequency of communication, low overall efficiency may be brought about by low engagement or a high delay rate. Likewise, the high level of engagement might greatly enhance the results in case of the timely communication. Although this is a simplified mathematical expression, it can be used to analyze and compare the effectiveness of communication within a team or organization. It is also useful in determining what should be improved, including lessening delays or getting more interactivity. On the whole, the CEI is a useful resource to learn and improve teamwork within a digital workplace.

4. RESULTS AND DISCUSSION

4.1. Observations

The observations made on the basis of this research indicate the following key trends related to the application of digital communication tools in organizations. The same is that the speed of communication has risen tremendously as one of the most notable discoveries. Online communication, including instant messaging, emails, and video conferencing tools, allows the collection of information in real-time or close to it and provides employees with the opportunity to exchange information, clarify their questions, and make decisions significantly faster, in comparison to the traditional means of communication. This enhanced velocity leads to more dynamic processes and less delay in project implementation. Besides increasing the speed of communication, the coordination of the tasks between team members is also observed to improve. Digital tools offer

centralized platforms where information may be shared, tracked, and updated on a continuous basis. Shared documents, task management systems, and group channels of communication are some of the features that enable teams to work together more effectively even when they work remotely. This improved coordination will make sure that the roles are precisely defined, progress is tracked effectively and that the team members are geared towards organizational goals. This way, projects tend to be done in a more organized manner and within set time lines. Nevertheless, in spite of these benefits, the research also finds that it can be difficult to keep employees focused. The messages, notifications, and updates are constantly coming in, and it is often hard to focus on something deep or complex because there is a lot of interruption. This trend is typically related to multitasking and short attention spans that may adversely affect the quality of work. Also, the need to react fast can cause a feeling of panic that can further distract the attention and heighten stress.

4.2. Effectiveness of Communication Tools

Table 1: Effectiveness of Communication Tools

Tool Type	Efficiency (%)	Engagement (%)	Satisfaction (%)
Email	70%	60%	65%
Instant Messaging	85%	80%	78%
Video Conferencing	90%	85%	88%
Collaboration Suites	88%	82%	84%

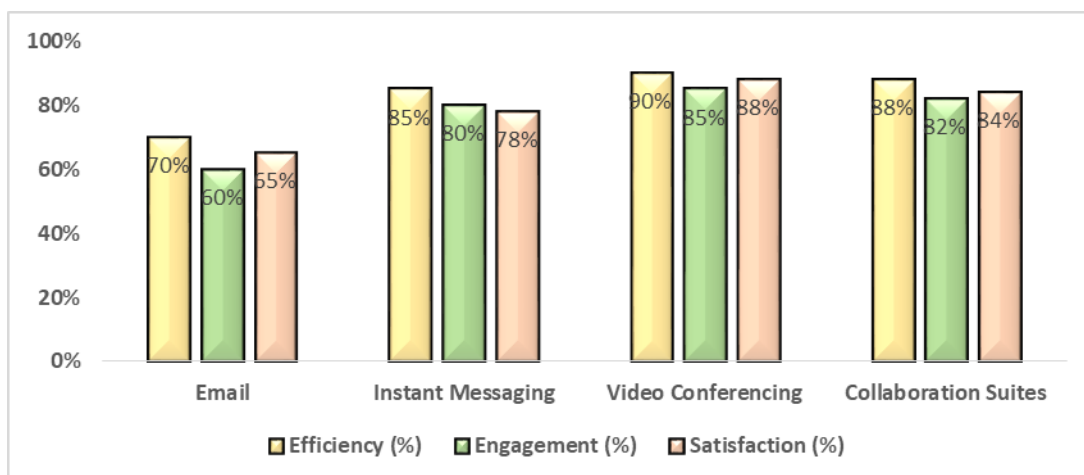


Fig 3 - Effectiveness of Communication Tools

4.2.1. Email

Email is still among the most common means of communication within the organization with the level of efficiency of 70, engagement of 60 and satisfaction of 65. Its asynchronous feature enables communication among employees without necessarily needing direct replies, so it is applicable in formal communications, documentation and comprehensive information exchange. Nonetheless, the comparatively low level of engagement and satisfaction indicates that email is not necessarily effective in dynamic or interactive communication. Problems of slow replies, long message chains, and overflowing inbox may decrease its overall usefulness. Irrespective of these shortcomings, email still remains an important part of formal and formal communication processes.

4.2.2. Instant Messaging

IM tools are more effective with an efficiency of 85, engagement of 80 and satisfaction of 78. These platforms facilitate the real-time communication process, which allows exchanging

information fast and clarifying the tasks instantly. The level of engagement is also high which translates into the fact that employees feel more engaged with instant messaging since it creates informal and ongoing interaction. This will come in handy especially in team work and fast decision making. But overindulgence in instant messaging may also be part of interruptions and lack of concentration, which organizations must control.

4.2.3. Video Conferencing

Video conferencing tools appear to have the best performance among all the communication methods with 90% efficiency, 85% engagement and 88% satisfaction. These applications are very similar to face-to-face communication because they include visual and vocal features that are useful to determine the tone, emotions, and non-verbal communication. This contributes to better comprehension and better interpersonal relationships between team members. The video conferencing is particularly useful in remote work, meetings, and discussions. The level of satisfaction is high because users prefer more interactive and human-oriented communication experience.

4.2.4. Collaboration Suites

Collaboration suites, which have efficiency of 88 percent, engagement of 82 percent, and satisfaction of 84 percent, offer a unified service of communication, file sharing, and management of tasks. The tools allow teams to operate as a unit within a centralized setting that enhances coordination and transparency. The high level of engagement and satisfaction is a pointer that these platforms are practical to the employees in terms of managing workflow and tracking progress. Collaboration suites increase productivity and effectiveness of communication by integrating several functions in one system and thereby eliminating the use of various tools in order to accomplish several tasks.

4.3. Discussion

The findings of the present research provide a clear evidence that video conferencing and collaboration suites have the most efficient and engaging outcomes among the other digital tools of communication considered. Video conferencing is also unique because it allows replicating face-to-face communication through the introduction of visual and audio components that make it clearer, minimize misunderstandings, and establish closer human relations. Equally, collaboration suites offer a unified experience where data sharing, work, and communication are done effectively resulting in the enhancement of the coordination and efficiency of the workflow. All these tools facilitate the real-time interaction, transparency, and active participation, which is why they are very effective in the contemporary organizational context, particularly remote and hybrid workplaces. Nevertheless, although there are these benefits, another problem that the findings expose a lot of concern is the overdependence on digital communication tools. Cognitive overload may arise due to continuous exposure to various platforms, constant notifications, and the anticipation of an immediate reply to the message among the employees.

This overload arises when people have to work with numerous data within a short period of time, which causes mental exhaustion, loss of concentration, and deterioration of the quality of decisions. The stress levels may be especially heightened by the necessity to stay in touch all the time, and, eventually, it will have its toll on the well-being of an individual and the productivity in general. Also, the concomitant use of various tools can result in the disjointed communication process, as valuable information can be distributed over numerous platforms, and it can be hard to manage and prioritize the tasks in an effective manner. Although the advanced tools improve communication

abilities, overuse of the tools without effective management strategies can reduce the intended values of the tools. Thus, organizations need to balance between using digital tools to improve their efficiency and not overwhelming employees. The negative impact of cognitive overload can be addressed by introducing well-established communication policies, reducing unnecessary messages, and encouraging responsible use. On the whole, video conferencing and collaboration suites are important tools which can improve communication, but their efficiency is based on the principles of sustainable and controlled use.

5. CONCLUSION

The digital communication tools have turned into a crucial part of the contemporary workplace collaboration and they have completely changed the way individuals and teams interact, exchange information, and pursue organizational objectives. The results of this paper indicate that such tools are important to improve the efficiency of communication making them fast in sharing information, real-time communication as well as smooth connectivity across geographical boundaries. Instant messaging, video conferencing, collaboration suites, and other technologies have enabled organizations to work in dynamic settings that are flexible, and these technologies have facilitated remote work and teamwork in organizations worldwide. This has resulted in better coordination of tasks, faster decision making, and enhanced general productivity since it has become more accessible and faster. Nevertheless, regardless of these benefits, the research also highlights that the popularization of digital communication tools presents a number of challenges that cannot be disregarded. Problems with the information overload, fragmentation of communication, the absence of non-verbal communication in some platforms, and digital fatigue may adversely affect the performance and well-being of employees. The flood of messages and notifications can also result in a lack of concentration and stress, which can make employees unable to do meaningful and profound work. Also, the excessive use of various communication channels may lead to confusion and inefficiencies in case of improper management.

These obstacles demonstrate the significance of not only embracing digital tools but also their intentional and thoughtful use. Organizations are to take a strategic and balanced approach to maximize the pros and reduce the cons of digital communication. This entails the use of right tools depending on the type of work, laying down of clear communication procedures and the embrace of best practices like minimizing unwarranted interruptions and promoting concentrated working hours. Exposure of the employees to digital tools and culture of responsible communication can also improve the results of collaboration. Also, combining technological solutions and human-focused strategies, like clarity, empathy, and interest in communication, can be used to address the divide between efficiency and well-being. To sum up, online communication tools cannot be ignored in the modern organizational environment because they provide a great potential of enhanced cooperation and work. Yet, they still rely on the methods of their implementation and management to be effective. It is possible to achieve a more efficient, productive, and sustainable work environment through the creation of a balance between technological progress and the mindful communication practices within the organization.

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