

# The Impact of Digital Communication Overload on Employee Burnout and Psychological Well-Being

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## ABSTRACT

**Aim of the Study:** The study examined the impact of digital communication overload on employee burnout and psychological well-being. The idea is to fill the gap in the literature and provide useful implications to the employees involved in digital communication in Pakistan and the United Arab Emirates (UAE).

**Methodology:** A cross-sectional correlational research design and using purposive sampling technique data was collected from (n=140) employees working in various industries in the Pakistan and the United Arab Emirates (UAE). The minimum age of participants was 19 years with at least one year of experience in their current industry and a minimum qualification of matriculation. The study comprised three measures: the Perceived Information Overload Scale, the Oldenburg Burnout Inventory (OLBI), and Psychological Well-being scale.

**Findings:** Pearson product-moment correlation analysis indicated a significant positive relationship between digital communication overload and employee burnout, whereas psychological well-being showed a statistically significant negative relationship with both digital communication overload and employee burnout. Simple linear regression analysis revealed that digital communication overload significantly and positively predicted employee burnout, while it significantly and negatively predicted psychological well-being. Furthermore, an independent samples t-test showed that women scored significantly higher on digital communication overload and employee burnout, and lower though not significantly on psychological well-being compared to their male counterparts.

**Conclusion:** The study concluded that digital communication overload positively predicts employee burnout and negatively predicts psychological well-being. The study provided comprehensive implications, i.e., the need to encourage breaks, enhancing the coping mechanism of employees via training, and the organizational psychologists need to address the issues related to burnout and lower psychological well-being timely manner and manage it accordingly.

**Keywords:** Digital Communication Overload, Employee Burnout, Psychological Well-being.

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## 1. INTRODUCTION

Digital communication means the use of online tools, i.e., emails, messages, and texting that reach a particular audience or individuals. However, when there are too many emails, texts, calls, and online meetings that overwhelm the person, it is known as communication overload. In the workplace, digital communication overload leads to a decline in productivity, enhances the level of stress, and decreases the focus on important tasks (Bahri et al., 2020; Batista and Marques, 2017; Fan et al., 2021; Marques & Batista, 2017; Sean Burns and Bossaller, 2012).

Previous and recent studies have indicated a significant relationship between digital communication overload and employee burnout. Employee burnout can be defined as the association of stress related to the nature of the job that comprises being overwhelmed emotionally or physically, feeling useless, empty, and powerless. Burnout among employees makes them lose interest in their work, preferring to avoid engaging in tasks even when tasks are important to be dealt with, but due to cynical and negative feelings, the employee avoids them, leading to a decline in productivity (Ali et al., 2024; Fastje et al., 2023; Yuan, 2025). A previous study conducted in South Korea on 434 employees dealing with digital communication overload revealed that information overload and feature system overload significantly correlate with burnout among employees (Cho et al., 2019). Similarly, a recent study conducted in Brazil on 70 employees working in remote and hybrid modalities depicted that spending an average of 9 hours per day on screen and dealing with information overflow and timely responses significantly impaired the personal lives of those employees and predicted symptoms of burnout, i.e., emotional exhaustion, cynicism, fatigue, decreased motivation, and productivity (de Lima Nardin, 2025).

Previous and recent studies have also depicted that digital communication overload is negatively associated with psychological well-being among employees. Psychological well-being means the state of an individual's mental, emotional, as well as social health. It comprises various aspects of humans, i.e., personal growth, self-esteem, social functioning, sense of purpose in life, happiness, and life satisfaction (Attrey et al., 2025; Iqbal et al., 2025; Lopez et al., 2024; Shengyao et al., 2024; Yiğit and Çakmak, 2024). A recent study conducted on 187 maritime professionals indicated that digital communication overload creates techno-stress among employees that heightens burnout and relates to poor psychological well-being (Li et al., 2025). Similarly, another recent study conducted in China on 250 employees revealed that employees dealing with excessive digitalization roles have poor mental well-being and higher burnout, particularly when there is a lack of support from the organization and high demands (Zhang et al., 2025).

### ***1.1 Theoretical Framework***

The Job Demands–Resources (JD-R) model (Bakker and Demerouti, 2007) demonstrates how available resources and job demands affect the health and productivity of employees. Job demands can be defined as things that need effort, i.e., time pressure and workload, and may cause higher levels of stress. Job resources mean cooperative support staff, guidance, flexibility, and teamwork. The theory is relevant to this study, as digital communication overload, i.e., excessive emails, texts, messages, and online meetings, is perceived by employees as job demands that are likely to drain employees' energy and predict burnout and poor psychological well-being, particularly when there is a lack of resources to mitigate the negative effects of digital communication overload.

### ***1.2 Rationale***

There is very limited literature regarding the impact of digital communication overload on employee burnout and psychological well-being. The study aims to fill this gap and provide useful literature to academia by investigating the impact of digital communication overload on employee burnout and psychological well-being among employees working in various industries dealing with digital communication in the United Arab Emirates and Pakistan.

### ***1.3 Problem Statement***

Digital communication has made it very easy for the organization to communicate and coordinate conveniently; however, employees involved in digital communication within the organization face excessive messages, emails, and have to schedule online meetings at a rapid pace, which takes a toll on them. The digital overload leads to higher burnout and lower psychological well-being when the issue is not addressed in a timely manner. This usually happens when the support is not adequate and the overload is seen as normal by the seniors and employers; though, there are studies related to digital communication on employee burnout and psychological well-being. However, in the context of Pakistan and the UAE, such studies are very limited; thus, contemporary issues need to be addressed among employees of both countries.

### ***1.4 Significance of the Study***

The study is significant because it aims to understand the occupational health among employees working in the United Arab Emirates (UAE) and Pakistan, where, unlike the rest of the globe, such studies are very limited. It is contributing to the literature in South Asian and Middle Eastern contexts for future studies regarding digital communication overload, which is a common contemporary issue affecting employee burnout as well as psychological well-being. The findings will help the industries to come up with effective strategies to address the digital communication overload to enhance the well-being of employees and reduce burnout. Moreover, the practical implications will help the employee to improve their mental health.

### ***1.5 Hypotheses***

Following are the hypotheses of the study:

1. There is likely to be a positive and significant relationship between digital communication overload and employee burnout.
2. There is likely to be a negative and significant relationship between digital communication overload and psychological well-being.
3. There is likely to be a significant and positive effect of digital communication overload on employee burnout.
4. There is likely to be a negative and significant effect of digital communication overload on psychological well-being.
5. There are likely to be significant gender (men and women) differences in the study variables, i.e., digital communication overload, employee burnout, and psychological well-being.

## **2. LITERATURE REVIEW**

Digital communication is a transmission of information electronically or online via digital devices, i.e., smartphones, computers using the internet signals. Digital communication allows message transmission at a much quicker pace across the globe. There are plenty of advantages of digital communication, i.e., it enhances the pace of communication, easy storage, retrieval when required, the easiest transition of information across the globe, and it is cost-effective too (Belyakova et al., 2025; Dovgal, 2025).

Contemporary organizations rely mostly on digital communication to enhance their businesses due to its advantages (Nikolić, 2024). However, employees dealing with digital communication get exhausted when overloaded with messages, online meetings, etc., consistently beyond their mental capacity (Arnold et al., 2023). This is known as digital communication overload, which is referred to as feeling of exhaustion from constant messages, notifications, online meetings, and responses to those messages at a quicker pace consistently (Abdulkareem et al., 2024; Marbawi, 2024). The consistent messages take a toll on employees, resulting in burnout and lower psychological well-being.

A recent longitudinal study from 2021 to 2025, conducted in the United States of America, has reported that among employees involved in digital communication, the prolonged digital communication enhances fatigue and stress and lowers psychological well-being. The study emphasized the revised strategies and policies to be adopted by contemporary organizations to overcome this issue (Supriyadi et al., 2025). Similarly, the study conducted in Indonesia depicted that consistent digital overload among employees enhances job stress, thus heightening the burnout, i.e., exhaustion, fatigue, detachment, as well as decline in personal accomplishment and lower wellbeing (Pramudita et al., 2025). Another recent study conducted in Germany on 114 employees depicted that technostress occurs due to digital overload, and it leads to higher burnout and lower well-being among the employees due to a lack of training and support for those employees (Würtenberger et al., 2025).

The reason the digital communication overload heightened the burnout and declined the psychological well-being is due to its consistent strain on the attentional resources of the employees (Supriyadi et al., 2021). The cognitive load is heightened, consequently, resulting in a reduction of working memory, concentration, and decision-making among employees (Tang et al., 2025). Studies have also depicted that prolonged screen exposure is associated with impairment in the function of the prefrontal cortex, which is involved in self-regulation, while frequent notifications activate the brain's rewards system, leading to fatigue and habitual checking behavior (Soares et al., 2021; Verma et al., 2025).

The cognitive load theory states that a large amount of information that needs to be dealt with in a short time, and this is beyond the capacity of the brain's processing, leads to burnout (Szulewski et al., 2021). The impact of digital communication overload on employee burnout and psychological well-being can be explained with this theory due to its relevance, as the digital communication overload negatively affects employee well-being, as it enhances the cognitive strain and burnout. Recent studies have depicted that overload of digital communication when exceeded beyond the mental capacity of employees leads to employee burnout and decline in their wellbeing, particularly when the issue is not timely addressed (de Lima Nardin, 2025; Khetwat and Steele, 2023; Marsh et al., 2024). However, such studies are very limited in the context of Pakistan and the United Arab Emirates; the gap needs to be addressed.

### **3. METHOD**

The study adopted a cross-sectional correlational study design and purposive sampling technique to collect data from employees working in the and Pakistan and the United Arab Emirates' various industries, with an age of at least 19 years and at least one year of experience in the current industry. Participants were required to deal with digital work in their respective industries and to be at least O-level or matric qualified. The study aimed to collect data from 200 employees, but only 140 completed the questionnaire, while others withdrew from the study.

The study comprised three measures to measure study variables, i.e., the Perceived Information Overload Scale, the Oldenburg Burnout Inventory (OLBI), and the Psychological Well-being Questionnaire.

Perceived Information Overload was developed by Shalini Misra in 2011. The scale comprised 16 items, with a Likert range from 0 to 4. In this study, items 1 to 9 were used to measure digital overload as per relevance; higher scores depict higher perceived information overload. The Cronbach's alpha of the scale is 0.89. The internal consistency in this study for the first 9 relevant items is 0.95, which is very high.

The Oldenburg Burnout Inventory (OLBI), developed by Demerouti (1999), consists of 16 items rated on a Likert scale ranging from strongly disagree (1) to strongly agree (4). The Cronbach's alpha for the OLBI is 0.83 (Khan & Yusoff, 2016). The Cronbach's alpha in this study for this scale is 0.95, which is very high.

Psychological well-being was assessed using the Psychological Well-being Scale developed by Ryff and Keyes (1995) 18-item scale (1–7 Likert scale,  $\alpha = .87-.93$ ). The Cronbach's alpha in this study is 0.89, which is similar to the Cronbach's alpha in the original scale and depicts higher internal consistency between the responses of the participants.

The study adhered to APA 7 ethical standards. The authors were approached for permission to use their questionnaires in the study. Upon permission, the participants from various industries were approached with a consent form, demographic questionnaire, and study instruments. Upon written signature on the consent form, the participants were given demographic and study instruments. The consent form clearly stated voluntary participation, participants not being coerced to fill out questionnaires, participants' right to withdraw at any juncture without providing a reason for withdrawal, and that no harm would be caused to the participants. Once the participants filled out the data, the data were entered into IBM SPSS version 26 for analysis purposes.

#### 4. RESULTS

**Table 1:** *Socio-demographic Characteristics of the Participants*

	Frequency	Percentage	Mean	SD
Age			36.43	11.08
Gender				
Men	72	51		
Women	68	49		
Education				
Bachelor	43	30.7		
Master	57	40.7		
Ph.D.	40	28.6		
Years of Experience				
1-5 Years	56	40		
6-10 Years	27	19.3		
11-15 Years	36	25.7		
More than 15 Years	21	15		
Average Weekly Hours			48.12	15.51
Types of Industries				
Information Technology	38	27.1		
Construction and Engineering	17	12.1		
Telecommunications	9	6.4		
Banking/Finance	12	8.6		
Education	15	10.7		
Healthcare	21	15		
Manufacturing	28	20		

*Note.* N = 140, SD = Standard Deviation

The sample consisted of 140 employees with a mean age of 36.43 years (SD = 11.08). Among them, 51% were men (n = 72) and 49% were women (n = 68). Regarding education, 30.7% of the participants held a bachelor's degree (n = 43), 40.7% had a master's degree (n = 57), and 28.6% possessed a Ph.D. (n = 40). In terms of work experience, 40% of participants had 1–5 years of experience (n = 56), 19.3% had 6–10 years (n = 27), 25.7% had 11–15 years (n = 36), and 15% had more than 15 years of experience (n = 21). Participants reported an average of 48.12 working hours per week (SD = 15.51) and represented diverse industries, including information technology (27.1%, n = 38), manufacturing (20%, n = 28), healthcare (15%, n = 21), education (10.7%, n = 15), construction and engineering (12.1%, n = 17), banking and finance (8.6%, n = 12), and telecommunications (6.4%, n = 9).

**Table 2: Psychometric Properties for Study Scales**

Scale	<i>M</i>	<i>SD</i>	Range	Cronbach's $\alpha$
Perceived Information Overload	32.97	18.29	2-62	.95
Oldenburg Burnout Inventory	36.77	15.30	16-62	.95
Psychological Well-Being Scale	57.71	19.75	18-96	.89

Note. *M*= Mean, *SD*= Standard Deviation

The above table presents the psychometric properties of the scales used in the current study. The Perceived Information Overload Scale demonstrated excellent internal consistency with a Cronbach's  $\alpha$  of .95. Similarly, the Oldenburg Burnout Inventory also showed excellent reliability ( $\alpha = .95$ ), indicating consistent measurement of burnout symptoms. The Psychological Well-Being Scale yielded a Cronbach's  $\alpha$  of .89, which reflects good internal consistency. Overall, all scales used in this study depicted satisfactory reliability coefficients ( $\alpha > .70$ ), confirming their suitability for the current research sample.

**Table 3: Correlational Analysis between Study Variables**

Variables	1	2	3
1.Digital Communication Overload	-	.96**	-.26**
2.Employee Burnout		-	-.23**
3.Psychological Well-being			-

Note. *N* = 140, \*\* $p < .01$

A significant positive correlation was found between digital communication overload and employee burnout ( $r = .96, p < .01$ ), indicating that higher levels of digital communication overload are associated with higher levels of burnout among employees. Digital communication overload was also found to have a significant negative correlation with psychological well-being ( $r = -.26, p < .01$ ), suggesting that as communication overload increases, psychological well-being decreases. Similarly, employee burnout showed a significant negative correlation with psychological well-being ( $r = -.23, p < .01$ ). These findings indicate that greater digital communication overload is linked to increased burnout and reduced psychological well-being among employees ( $N = 140$ ).

**Table 4: Regression Analysis: Predicting Employee Burnout from Digital Communication Overload**

Variables	<i>B</i>	<i>SE</i>	$\beta$	<i>P</i>	95% <i>CI</i>	
					<i>LL</i>	<i>UL</i>
Constant	10.40***	.66		<.001	9.90	11.70
Digital Communication Overload	1.40***	.03	.96	<.001	1.34	1.46

Note. *N* = 140,  $R^2 = .93, F = 2084.52, ***p < .001$

A simple linear regression was conducted to examine whether digital communication overload predicted employee burnout. The results indicated that digital communication overload was a significant positive predictor of employee burnout ( $B = 1.40, SE = 0.03, \beta = .96, p < .001, 95\% CI [1.34, 1.46]$ ). The overall model was significant,  $F(1, 138) = 2084.52, p < .001$ , explaining 93% of the variance in employee burnout ( $R^2 = .93$ ). These results suggest that higher levels of digital communication overload are strongly associated with increased employee burnout among the participants ( $N = 140$ ).

**Table 5: Regression Analysis: Predicting Psychological Well-being from Digital Communication Overload**

Variables	<i>B</i>	<i>SE</i>	$\beta$	<i>P</i>	95% <i>CI</i>	
					<i>LL</i>	<i>UL</i>
Constant	67.19***	3.30		<.001	60.65	73.72
Digital Communication Overload	-.50**	.15	-.26	.001	-0.80	-0.20

Note. *N* = 140,  $R^2 = .07, F = 10.80, ***p \leq .001$

A simple linear regression was conducted to examine whether digital communication overload predicted psychological well-being. The results indicated that digital communication overload was a significant negative predictor of psychological well-being ( $B = -0.50$ ,  $SE = 0.15$ ,  $\beta = -.26$ ,  $p = .001$ , 95% CI [-0.80, -0.20]). The overall model was significant,  $F(1, 138) = 10.80$ ,  $p \leq .001$ , explaining 7% of the variance in psychological well-being ( $R^2 = .07$ ). These findings suggest that higher levels of digital communication overload are associated with lower levels of psychological well-being among employees ( $N = 140$ ).

**Table 6:** Mean Differences between Men and Women with Respect to Study Variables

	Men (n = 72)		Women (n = 68)		<i>t</i>	<i>P</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
DCO	16.63	10.70	21.01**	9.95	-2.50	.01	0.42
EB	33.70	15.12	40.02**	14.91	-2.48	.01	0.42
PW	60.36	19.25	54.91	20.02	1.64	.10	0.27

Note.  $N = 140$ , \*\* $p < .01$ , DCO= Digital Communication Overload, EB= Employee Burnout, PW= Psychological Well-being

An independent samples *t*-test was conducted to examine gender differences in digital communication overload, employee burnout, and psychological well-being. Results revealed that women ( $M = 36.95$ ,  $SD = 17.31$ ) reported significantly higher levels of digital communication overload than men ( $M = 29.20$ ,  $SD = 18.50$ ),  $t(138) = -2.50$ ,  $p = .01$ , Cohen's  $d = 0.42$ . Women ( $M = 40.02$ ,  $SD = 14.91$ ) also exhibited significantly higher employee burnout than men ( $M = 33.70$ ,  $SD = 15.12$ ),  $t(138) = -2.48$ ,  $p = .01$ , Cohen's  $d = 0.42$ . However, no significant gender difference was observed in psychological well-being,  $t(138) = 1.64$ ,  $p = .10$ , Cohen's  $d = 0.27$ . Overall, these findings indicate that female employees experience greater digital communication overload and burnout than male employees, while psychological well-being levels are comparable across genders.

## 5. DISCUSSION

The study explored the impact of digital communication overload on employee burnout and psychological well-being among the employees working in various industries in the Pakistan and United Arab Emirates (UAE) to fill the gap in the literature and provide useful implications to employees on the contemporary issue.

The first hypothesis stated that there would likely be a significant positive relationship between digital communication overload and employee burnout. The Pearson product correlation affirmed the first hypothesis of the study. This means as the digital communication overload increases, so does employee burnout. The result of the study is consistent with the current study that revealed enterprise digitalization has a positive and significant relationship with employee burnout among 250 employees in China (Zhang et al., 2025). The reason behind the significant relationship between digital communication overload and employee burnout could be the constant emails, messages, and calls that make employees stressed and tired, which heightens the feeling of burnout and exhaustion.

The second hypothesis of the study stated that there is likely to be a significant negative relationship between digital communication overload and psychological well-being. The Pearson product correlation affirmed this assumption. This result aligns with the finding of the previous study that stated that higher digital communication workload significantly relates to depression and anxiety, leading to poor mental well-being among 142 employees in the United Kingdom (Reinecke et al., 2017). The brain needs rest; when there are constant emails, messages, and calls and the employee is not able to take a break from this digital communication overload, it heightens anxiety, depressive feelings, and stress, ultimately heightening poor psychological well-being.

The Pearson product correlation also reported a significant negative relationship between employee burnout and psychological well-being. This result is aligned with the previous study, which reported that 100 workers in Mumbai, India, reported a significant negative relationship between employee burnout

and psychological well-being in both public and private companies (Thakre and Kawde, 2021). The reason behind the negative and significant relationship between employee burnout and psychological well-being is itself the definition of burnout, i.e., physical, emotional, and mental exhaustion that depletes mental resources, leading to worthlessness, hopelessness, and lack of interest in daily life, which are the core elements of poor psychological well-being.

The simple linear regression affirmed the third hypothesis of the study, as digital communication overload has a significant positive effect on employee burnout. The result of this study aligns with the result of the previous similar study from the United Kingdom on 142 employees, which revealed that information overload has a significant effect on employee exhaustion (Marsh et al., 2024). The reason for the significant effect of digital communication overload on employee burnout could be constant emails, messages, calls, and online meetings that need consistent cognitive as well as emotional demands. The digital overload disturbs the work-life balance of employees, leading to heightened stress and exhaustion. The pressure of responding on time leads to fatigue, eventually causing emotional depletion. The consistent need to respond to these emails, messages, and calls over time exceeds the coping abilities of employees, leading to burnout among employees.

The simple linear regression also affirmed the fourth hypothesis, as digital communication overload significantly negatively predicts psychological well-being. The finding of the study is aligned with the previous meta-analysis conducted in various countries, i.e., the United States, Germany, and China, which comprised a diverse sample of employees; its findings revealed that digital communication overload significantly and negatively predicts psychological well-being (Khetawat and Steele, 2023). The reason behind digital communication overload leading to poor psychological well-being could be plenty of messages, calls, and online meetings that make employees fatigued and stressed when there is not enough time to relax due to the constant demand of digital overflow. The constant pressure heightens anxiety, reduces happiness and peace of mind, and worsens psychological well-being.

The fifth hypothesis of the study stated that there is likely to be a significant difference between gender (men and women) with respect to study variables, i.e., digital communication overload, employee burnout, and psychological well-being. The independent sample t-test considerably proved the fifth hypothesis of the study, as women scored significantly higher on digital communication overload and employee burnout and low but not significantly on psychological well-being than their counterparts, men. The finding of this study is similar to a previous similar study, which depicted that females experience higher emotional exhaustion from digital communication and digital platform use than their counterparts, males (Wu and Zheng, 2023). Another study aligned with the result of this study conducted on the excessive use of social media depicts that women scored higher on depression than their male counterparts; however, that score was not statistically significant (Shahid et al., 2024). The nonsignificant difference in psychological well-being between men and women may be due to shared workplace stressors and similar exposure to digital communication demands. Additionally, both genders might have developed comparable coping mechanisms, minimizing gender-based variation in psychological well-being outcomes.

### ***5.1 Limitations and Recommendations***

The first and most important limitation of the study is the limited sample size, i.e., 140; future studies need to include a larger sample size for generalizability purposes. Furthermore, the study did not include the designation of the participants; future studies need to include the designation. Additionally, the study did not include demographics, i.e., contract-based job, permanent job, part-time job; future studies need to include this demographic. The employees working in industries of the Pakistan and United Arab Emirates (UAE) are not segregated; future studies need to include segregation between employees of both countries and come up with mean differences between the two groups with respect to study variables.

## 5.2 Implications

The findings of the study state that there is a need for several implications, i.e., workplaces need to manage the amount of digital communication such as emails, messages, and calls the employee can handle to reduce distress. The higher authorities of the industries need to encourage breaks during work hours for the improvement of employees' well-being. Employers need to train their staff in dealing with digital communication effective management to prevent overload. There is a need for careful monitoring of burnout; the organizational psychologists need to keep firm eyes on such employees and counsel them accordingly. As per the results, the female employees need to be monitored as they reported higher digital communication overload and burnout; effective steps need to be taken to overcome this problem. There is a need for awareness regarding digital overload, burnout, and psychological well-being for employees as well as for the higher authorities of the industries to tackle the issue timely. Employees from both countries, i.e., the United Arab Emirates and Pakistan, may use these results to enhance the job satisfaction and productivity of the employees.

## 6. CONCLUSION

The study aims to evaluate the impact of digital communication overload on employee burnout and psychological well-being in employees working in various industries in Pakistan and United Arab Emirates (UAE), the correlational study design and purposive sampling was used to collect data from employees working in these countries to order to fill the gap in the literature, the inclusion criteria comprised at least age of 19, working in the certain organization for at least one year, and must have at least qualification of matric or O-level.

The correlational analysis reported that digital communication overload has a significant positive relationship with employee burnout and a significant negative relationship with psychological well-being. Moreover, the relationship of burnout with psychological well-being also remained negative and significant. The study's regression analysis reported that digital communication overload has a significant positive effect on employee burnout and has a significant negative effect on psychological well-being. The independent sample t-test depicted that men scored significantly lower than women on the study variable, i.e., digital communication overload and employee burnout, while women scored lower on psychological well-being than men, but that difference was not statistically significant.

The study provided comprehensive recommendations for future studies and implications for employee well-being. Moreover, the gap is fulfilled in the literature; literature is provided to the academia in the South Asian and Middle Eastern cultural context.

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## Conflict of Interest

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