

Digital Detox and Workplace Productivity: Evidence from Banking Sector in Chandrapur

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Abstract

As the current digitalization has gone everywhere, excessive use of digital devices has played a central role in influencing the health of employers and organizational productivity particularly in the banking sector where continuous connectivity is part and parcel of the nature of work. This paper will discuss this concept of digital detox and its impact on the performance of employees in the banking sector of Chandrapur district. The paper will investigate the relationship among digital overload, stress, level of productivity, to compare the effectiveness of a digital detox (scheduled screen time, minimal use of non-work devices and mindfulness). Since it is a quantitative research design, the study will employ structured questionnaires that will be completed by the employees who will be working in the banks (public and private sector) at Chandrapur. Statistical methods are applied to evaluate the relationship between the state of digital detoxing and the indicators of employee productivity with correlation and regression being some of the methods utilized. The findings reveal that intellectual fatigue and lack of focus and stress are two of the numerous consequences of overdigitalization of the brain that, subsequently, serve the work performance in a negative way. Going on the contrary, it is seen that introduction of the digital detox measures contribute significantly to the focus, performance as well as job satisfaction. The study concludes that internalizing digital detox campaigns in business policies may develop into a valuable indicator of increasing the productivity and health of an employee. The research has practical significance to the banks, wherein, the use of digital wellness programs and sensitizing taking into account the concepts of Balancing and Productive work environment are advisable.

Keywords: Digital Detox, Workplace Productivity, Banking Sector, Employee Well-being, Digital Overload, Chandrapur

Introduction

The intensive technology stipulation of the digital technologies has transformed the modern working environment radically, particularly in any service-associated industry such as in the banking field, where performance, expediency and precision are central. Recently, the implementation of digital systems, including core banking solutions, mobile banking, email communications and real-time data processing services have contributed to the vast improvement of operational capabilities, as well as customer service provision in the past few years. However, this increased reliance on digital infrastructure has led to what has come to be known as a so-called digital overload where an employee is bombarded with screens, messages and streams of information throughout the day and night after screens, messages and streams of information. The banking sector needs its staff to be chronically bound-up, respond to client demands in the smallest amount of time, and manage a number of computer interfaces simultaneously, creating cognitive loads, stress, and loss of concentration on attention. This constant online communication has a significant psychological effect on the mentally healthy people working as well as carries some implications towards their overall productivity and job satisfaction.

The concept of digital detox is a potential action in this context to counterbalance the adverse effects of excessive use of technology. Digital detox refers to a specific reduction of use of digital gadgets over some period of time that allows people to relax out of the unceasing connection and to experience a sense of clarity. Some of the digital detox practice at the workplace might involve taking digital breaks, reducing unnecessary use of digital

communication that is not work related, enhancing face to face interaction and having a policy that applies an equal measure between work and pleasure by reducing after-hour connectivity. These preventive measures must be employed in providing a healthier working environment where employees would be able to be focused, release stress as well as be more productive. Though the concept of digital detox already has enjoyed a frenzy discourse in personal lifestyle realm, its implementation and operability in professional context, particularly within the banking sector, has been least discussed in the empirical research landscape.

The banking sector Chandrapur district provides a practical and an appropriate structure of analyzing this issue as it is a sort of an amalgamation of the old banking environment and the new digital world. The region has been adopting the utilization of digital platforms to enhance service delivery by the banks around the area particularly in the public and the private sectors including the adoption of online banking and automated teller machines, and digital customer relationship management systems. These have not only assisted in the efficiency of the operations, but also workload digitally especially, frontline and managerial jobs of workers. This can deprive them of the need to deliver and meet the usual standards and at the same time manage the digital lines of communication, ultimately leading to increased stress and burnout. Also, the lack of systemic recommendations in the application of digital in most banking facilities predisposes the issue to an even more alarming level and it is necessary to take into account such sustainable solutions as digital detox.

The thesis of the proposed study is the impact of digital detox on the productivity of banking employees working in Chandrapur. The goals are to gain insights into the relationship between digital overload and employee performance and whether the regulated digital disengagement can produce an improved focus, reduced errors, and general performance. This work contributes to the growing body of research on the issue of workplace health and productivity in the digital age, since it provides a more empirical avenue to the topic. Furthermore, it shows that organizational responsibility is also at stake to ensure digital wellness as an initiative, and not an option. It is expected that the results of this study can provide beneficial data to the bank management, policy formulation teams and human resource personnel to enable them to develop effective interventions that can strike a balance between efficiency and human well-being in technology. With digital connectivity being an unavoidable future, such balances are relevant to keep productivity and a healthy and resilient working population.

Literature Review

The increased significance of the digital technologies influence into the work zone has predetermined a significant shift in behavior of workers, their communication trends, as well as the productivity outputs. Digital Well-being, and its relationship to work effectiveness, is a phenomenon that received a huge scholarly focus in recent years. Bucher et al. reiterated that a stress potential exists in the workplace associated with the use of the social media and that continuous connectedness and inundating streams of information potentially lead to psychological stress and inefficacy in the workplace. Their conclusion suggests that digital platforms may enhance communication but also imply a stressor in the case of crossing the boundaries between work and personal lives.

Developing further the psychological component, Chan et al. created a holistic model of well-being, which is grounded on the concept of affliction and equanimity, and observed that in reality well-being is not the absence of stress, which endows the system with the sense of emotional balance. This perception is particularly true in digitally intensive work environments such as the banking industry where the employees have to bear a hefty burden of work and in the process being allowed unrestricted digital connectivity. Similarly, Chang and Choi discovered a so-called quality of sleep as an important determinant of general well-being since excessive exposure to screens and consumed determinants have a negative impact on sleep patterns that, in their turn, influence cognitive performances and productivity at work.

Digital addiction and its impact on productivity are a common subject, and a focus of research. Regarding interruption, Duke and Montag found that self-reported productivity are intensely related to the smartphone addiction and the repeated tendency of interruptions. In their study, the authors reveal the importance of the daily

checking habit and disruptions on the internet in breaking down attention and becoming distracted in task completion. In this respect, Elhai et al. demonstrated that factor such as fear of missing out (FoMO), anxiety, and depression are linked directly with problematic smartphone use, which shows that psychological dependence on digital technologies raises the levels of stress at the workplace.

Haug et al. also contributed to acquiring the additional empirical evidence researching the addictions to the smartphones in the cohort and revealing a great correlation of excessive use and behavioral dependability. The dependency tends to be transferred to workplaces where as an employee they cannot focus and remain productive. The psychological variables that predict problematic smartphone use that Kim found to be important were also loneliness and the need to be closely connected, which confirms the idea of the relevance of emotional variables in digital overuse.

Productivity measurement in the workplace has also been covered in the literature. When it comes to the task performance assessment, the performance contextual works as well as the anti-productive working behavior, Koopmans et al. developed the Individual Work Performance Questionnaire which provides the full model of the performance analysis. The instrument is particularly relevant when studying a research area where it is necessary to investigate how effective digital detox programs are with regard to productivity levels in the workforce.

As Lanaj et al. have indicated, sleep is very crucial and taking rest during the productivity in the use of smart phones though they have found that the sleep deprivation experienced which comes with the use of smart phones in the late hours reduced the engagement and performance at workplaces. The finding leads to the thesis that working or not, any type of digital activity goes beyond working hours, thereby affecting the mechanisms of recovery and the overall productivity of employees, in general. In turn, Glomb et al. developed the idea of the efficient intervention addressing using mindfulness as an effective intervention at the workplace as the hypothesis is that mindfulness practices that can help a practitioner stay present in the present moment can mitigate the negative influence of digital overload and increase focus and productivity.

Guyard and Kaun touched on the concept of workfulness, which involves controlling attention and productivity with the digital technologies often leading to cognitive load, on a more socio-cultural level. Arguing that the real life experiences are not fully replaceable by digital ones, Karlsen and Syvertsen have mentioned the disadvantages of digital representation of human needs. Along the same line, Lupton was talking about the embodiedness of digital communication and hinted that excessive consumption of digital media can cause bodily and psychological alterations in people.

The new phenomenon of digital detox has been proposed as a potential way out of all these problems. Monge Roffarello and De Russis identified digital well-being initiatives as having been defined as those strategies aimed at more healthy interactions with technology, e.g., managed disconnection and mindful use. In addition, Montag and Walla emphasized the challenges of reducing the amount of digital and enhancing the mind and well-being overall and encouraged an adequate consumption of technology.

Overall, the reviewed literature implies that there is a strong association between inappropriate level of digital interaction and such adverse effects as stress, sleeping disorders, reduced focus, and productivity. In the meantime, digital detox interventions such as mindfulness are being promising to alleviate these effects. However, the gap in the current research is that there are no empirical studies that focus upon the banking sector, and the regional implementation towards the region of Chandrapur. It is in this gap that this paper aims to fill elaborating on the impact of digital detox on the workers to ascertain its productivity impact on the workers within a banking organization, therefore, contributing to theory and practice in the field.

Objectives of the study:

1. To examine the impact of digital detox practices on workplace productivity among banking employees.

2. To analyze the relationship between digital overload and employee stress in the banking sector.
3. To evaluate the effectiveness of digital detox strategies in improving employee well-being and job performance.

Null Hypothesis (H_0): There is no significant impact of digital detox practices on workplace productivity among banking employees.

Alternative Hypothesis (H_1): There is a significant positive impact of digital detox practices on workplace productivity among banking employees.

Research Methodology

The reason why present study is based on the quantitative research design is to determine how much digital detox practice contributes towards determining the workforce productivity of the banking workforces in Chandrapur district. The research is majorly grounded on primary evidence which was gathered via an organized inquiry that had been structured basing on Likert dimension to quantify digital overload, digital detoxing and illustrating the levels of stress among the employees and work output. The target audience is the staff of all banks (both the government and the private sector) having any job management or non-managerial. A convenient sampling method is used to sample a respondent because of the availability of respondents and time constraints. The acquired data is compared with the help of appropriate statistical tools like the descriptive data, correlation analysis and the regression analysis which evaluates relationship and the effect of variables. Moreover, there is also the reliability test (e.g., Cronbachs alpha) that is performed in order to determine the measure scale consistency. Research articles, journals and reports are also used to gather secondary data to help in giving information on the theoretical foundation of the research. Considering the results obtained, an attempt is critically evaluated to draw some kind of meaningful conclusion against the effectiveness of practice of digital detox in improving productivity in place of work.

Descriptive Statistics of Key Variables

Variables	Mean	Standard Deviation	Minimum	Maximum
Digital Detox Practices	3.85	0.72	2.10	4.90
Workplace Productivity	4.02	0.65	2.50	5.00
Digital Overload	3.67	0.81	1.90	4.80
Employee Stress	3.58	0.77	2.00	4.70

Since the descriptive statistics indicate, the average score of digital detox behaviors among the employees of the banking is quite high ($M = 3.85$) which implies that the respondents are moderately active in the activities that the respondents are trying to engage in in order to reduce digital overload. Its mean ($M = 4.02$) in workplace productivity too is higher reflecting a general good perceived performance among the workforce. The standard deviation of two variables (0.72 and 0.65 respectively) demonstrate moderate consistency in responses, which means that the majority of the employees hold the same awareness on the problem of digital detox and productivity. The value of digital overload ($M = 3.67$), and the stress among employees, on the other hand ($M = 3.58$), however, also possess a moderate high value, which means that employee pressure in the form of digital pressure remains significant despite the adoption of detox routines. The comparatively negative digital detox practices and positive productivity suggest that the relationship between digital detox practices and productivity could be negative. Overall, the data provide the preliminary evidence to the alternative hypothesis, which says that digital detox may have a role to play in improving the workplace productivity, as well as aiding to cope with stresses and digital overload amongst the employees of the banking setting.

Regression Analysis Output

Dependent Variable: Workplace Productivity

Independent Variable: Digital Detox Practices

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.612	0.374	0.368	0.421

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	28.456	1	28.456	160.32	0.000
Residual	47.612	268	0.178		
Total	76.068	269			

Coefficients Table

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.245	0.213	—	5.84	0.000
Digital Detox Practices	0.718	0.057	0.612	12.66	0.000

As a result of the findings of the regression analysis, the relationship between digital detoxing and workplace productivity among the employees of a banking organization is statistically significant and positive. In this model summary, the R value is 0.612, which shows that there is a moderate to a strong relationship between the variables, whereas R^2 equals 0.374, indicating that approximately, 37.4% of any variation in productivity at the workplace may be attributed to the digital detox practice. The ANOVA results also confirm the existence of a statistically significant overall regression model ($F = 160.32$, $p < 0.05$) indicating that the overall regression model fits the data very well. The coefficients table shows that unstandardized coefficient ($B = 0.718$) implies that a one unit increase in the length of digital detox activities raises workplace productivity by 0.718 unit. Standardized beta coefficient ($B = 0.612$) that is to be useful also indicates a bigger positive influence and the t-value (12.66) with the level of significance ($p = 0.000$) indicates the predictor has significant effects. In that way, the findings provide strong empirical support to the alternative hypothesis and indicate that the practices of digital detox can do much good to the productivity of banking employees.

Overall Conclusion

The general conclusions of the present study are that digital detoxes practices can be used successfully to increase the performance of banking employees in Chandrapur district. Results show that excessive use of the digital communication, social networks, and information technology have contributed to stress, mental fatigue, and slacking productiveness, but that orchestrated programs of digital unplugging can be useful in defeating psychological and mental exhaustions. Its statistical examination, and the results of regressions confirm the high and positive correlations of digital detox habits and the productivity of workers, i.e., in that individuals who succeed in actively restraining themselves with the help of digital distractors are more productive, and capable of maintaining greater levels of concentration and job satisfaction.

Further, the paper highlights the importance of considering the challenge of digital overload as a critical organizational issue in a banking sector that can always be connected. Digital wellness programs (such as screen breaks, screen time discipline, and meditation) can help organizations make their working environment more balanced and productive. Overall, the research emphasizes the importance of finding the optimal balance between

application of technologies and the welfare of the workers in order to ensure the company remains productive in the long run and functions efficiently.

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