

Understanding Digital Workforce Engagement: Insights from Digital Natives

Hasnun Anip Bustaman

University Technology MARA, Malaysia
hasnu380@uitm.edu.my

Siti Maziah Ab Rahman

University Technology MARA, Malaysia
maziah650@uitm.edu.my

Nur Hazelen Mat Rusok

University Technology MARA, Malaysia
hazelen@uitm.edu.my

Abstract

Technological advances have an unpredictable impact on the landscape of the organization that includes employments. The new employment type evolved from the technology advancement and scholars have coined it as digital workforce. Recently, the digital workforce has an overwhelming acceptance following the digital natives those who are surrounded by technology all the time were being in the new labour market, as well as advancement in digital technology, organizational cost saving and others. The present study investigates the digital workforce engagement is an intriguing new concept that is beyond the understanding of previous studies. Hypothesize variables such as perceive social norms, person attitude and digital workforce learning found is within the vicinity the literature of psychological technology to understand digital workforce engagement. Throughout the investigation proses, present study has noticed the role of self-efficacy as mediator that is anticipated to generate a better understanding of digital workforce engagement and subsequently translated into better initiatives and practices. Data were gathered through self-administered questionnaire from 290 digital natives who worked as digital workforce while they were still student. The data were then analysed to obtain the results. As hypothesized, each predictor is significantly associated with the digital workforce engagement, and mediated by self-efficacy. The result conveys important information to Malaysia government, Institution of Higher Learning and other related parties discussed in the conclusion.

Keywords: Digital Native, Digital Workforce Engagement, Self -efficacy and New Employment Type