

IMPACT OF DIGITAL DETOXING ON EMPLOYEE WELLBEING: A STUDY OF EXECUTIVE LEVEL EMPLOYEES IN IT INDUSTRY, SRI LANKA

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This study investigates the impact of digital detoxing practices on employee well-being among IT professionals in Sri Lanka. With the increasing prevalence of digital technologies in the workplace, concerns have arisen regarding the potential negative impacts of excessive digital usage on employee health and well-being. This research aims to investigate the impact of digital detoxing practices, which involve conscious reduction or abstinence from digital technologies for a period of time, and employee well-being. Data was collected using a self-administered questionnaire. The population consists of the employees who are working as executives in IT Industry, in Colombo district withing sri lanka. Sample size is 192. The study use SPSS Software for analyze the data. The findings revealed a significant positive correlation between digital detoxing practices and employee well-being. Regression analysis indicated that digital detoxing practices significantly explained a substantial portion of the variance in employee well-being. These findings suggest that promoting and encouraging digital detoxing practices can be an effective strategy for enhancing the overall well-being of IT professionals. The study contributes to a growing body of research on the impact of digital technology on employee well-being and highlights the importance of incorporating digital well-being strategies in the workplace.

Key Words: *Employee Wellbeing, Digital Detoxing, IT Industry*

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