

**WORKPLACE FLEXIBILITY AND EMPLOYEE ENGAGEMENT
IN SERVICE SECTOR: ROLE OF SEGMENTATION
PREFERENCE**



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ABSTRACT

Workplace flexibility has become a hot topic in the contemporary workforce due to its potential to improve employee well-being and organizational outcomes. In the service sectors, where employee engagement is crucial for delivering high quality services to people, the role of workplace flexibility in promoting employee engagement has gained increasing attention. However, little is known about the underlying mechanisms that explain how workplace flexibility influences employee engagement.

Thus, the primary motivation for this research is to fill this gap by examining the relationship between workplace flexibility and employee engagement in the service sectors, with a focus on the mediating role of the segmentation preference. By doing so, this study aims to provide service organizations with insights into how they can optimize their workplace flexibility policies and practices to enhance employee engagement, and ultimately improve organizational performance.

Researcher consider three service sectors for the study purpose. In this study, the researcher attempts to highlight a difference between practical and theoretical contexts, by using the information found in the particular service sectors (Paddirupu national school, DS office, Eastern university). Questionnaire was considered as a tool to get responses from 300 Employees.

In this study, the statistical tools that used to analyze the levels of variables descriptive statistics, relationships were measured by Pearson coefficients and linear regressions for further mediation analyses. Moreover, the result shows significant positive associations among all the variables, by denoting a positive relationship between segmentation preference and employee engagement too, where most of the literatures are commonly supporting for negative relationship. Hence, these findings suggest that service organizations can promote a more productive and motivated workforce, ultimately leading to improved organizational performance.

Key words: Workplace flexibility, Segmentation preference, Employee engagement.

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