

***Majors: HRM
Major/No. H13***

***“Topic: Impact of Remote Work on Employee Retention. Use Technology
as a mediator.”***



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Spring 2026

FINAL PROJECT/THESIS APPROVAL SHEET

Open Defense Examination

Open Defense Date ____ / ____ / ____

Topic of Research: Impact of Remote Work on Employee Retention. Use Technology as a Mediator.

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Acknowledgement

First and foremost, I am deeply grateful to **Allah Almighty** for granting me the strength and patience to complete this thesis. I also pay my highest respect and special praise to the **Holy Prophet Hazrat Muhammad (PBUH)**, the best teacher, the eternal guide and source of knowledge for mankind.

I would like to express my heartfelt appreciation to my **supervisor, Ms.Sumeela Amin**, for her invaluable guidance, continuous support, and constructive feedback throughout the course of this research. Their expertise and encouragement were instrumental in shaping this work. Thank you, ma'am, for always helping me through difficult times and believing in my potential. I would also like to thank the **Department of Business at Bahira University** for giving me a great academic environment, providing resources I needed and offering me learning opportunities that have helped me finish this study. To my **family** for unwavering love, sacrifices, and constant encouragement have been my anchor throughout the journey. Words cannot express how much your support means to me.

To my beloved husband, **Mr. Kashan Shehzad**, whose love, understanding, and patience made my journey easier and more meaningful. This thesis is a humble reflection of all your trust, love, and unwavering support.

Thank you so much

Dedication

This thesis is dedicated to my beloved parents, but especially with deepest love and remembrance to my late mother, **Ms. Naheed Shoaib**, whose love, sacrifices, strength, and guidance have been the greatest blessings in my life. She taught me resilience, faith, and the importance of standing strong through every hardship your legacy lives within me in every decision, every challenge faced, and every victory earned. Though life has moved forward without your physical presence, your memories, prayers, and values continue to guide me every day. Every step of this achievement carries a part of your support and unconditional love. I will always hold you close in my heart and carry your name with Immense pride. This work is lovingly dedicated to her beautiful soul. May Allah bless her with the highest place in Jannah.

Abstract

This research analyzes the effect of remote work on employee retention while considering technology as the mediator in the post-COVID-19 work scenario of Pakistan. Especially post-COVID, the ability to work remotely or in a hybrid capacity has become a vital factor for both employees and organizations. The use of technology to facilitate communication has transformed how employees engage with, collaborate with, and sustain their relationship with their organization. The study intends to explore the practice of remote work, technology, and employee retention, specifically through the use of Zoom, MS Teams, Google Workspace, and WhatsApp, and their impact on employees' intent to remain with their organization or platform under conditions of flexible work.

The study was quantitative and primarily utilized a survey-based approach with data collected from remote, hybrid, freelance, and platform-based workers in Pakistan. Data collected were analyzed using SPSS and included the following: descriptive analysis, reliability analysis, correlation, regression, and mediation analysis. The study's outcome indicates that remote work positively impacts the adoption of technology, and technology, in turn, positively impacts employee retention. The outcome further indicates that technology as a mediator positively impacts remote work and employee retention. In this context, the advantages of remote work are enhanced if employees are provided with digital tools that are easily accessible, reliable, and supportive. The outcome indicates that a direct remote work and employee retention relationship also exists, and the relationship is characterized by flexibility, autonomy, diminished work-related travel, and an improved balance in work and personal life, which in turn positively impacts employees' intent to remain with their organization.

The study states that organizations are not able to retain employees with remote working solutions on their own. They also have to put in place good systems of digital communication, tech support while easing and eliminating the stress caused by tech, and make remote working policies more equitable. The study adds to Theory by incorporating the Technology Acceptance Model, the Job Demands-Resources Model, and Social Exchange Theory into the context of remote work in Pakistan. The study strongly suggests to employers to support their employees and digitally improve the flexibly work-based systems to ensure employees are retained in the modern workplace.

Keywords: Remote work, technology, employee retention, hybrid work, digital communication tools, Pakistan.

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