

## The Impact Remote Work on Creative Career-Dimensions: A Study of Women Working in Small Enterprises in Jordan Post COVID-19

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**Abstract.** This study investigates the impact of remote work on the creative careers of women working in small enterprises in Jordan in the aftermath of the COVID-19 pandemic. Drawing on a quantitative research approach, the study examines the relationships between remote work and four dimensions of creative careers: flexibility, organizational culture, productivity, and innovative thinking. A sample of 163 women working in small enterprises in Jordan participated in the study, completing an online survey. The findings reveal a significant positive relationship between remote work and overall creative career outcomes, as well as specific dimensions such as flexibility, organizational culture, productivity, and innovative thinking. The study contributes to the literature by providing empirical evidence on the potential benefits of remote work for women's creative careers in the context of small enterprises in a developing country. The findings have practical implications for managers and policymakers seeking to promote gender equality and support the creative potential of women in the workplace.

**Keywords:** Remote work, creative Career. Organizational culture, productivity, innovation thinking.

## 1.Introduction

The study examines the impact of remote work on career creativity among women working in small projects in Jordan, especially in the post-Corona phase, as all countries sought to address the covid-19 crisis, and government measures to combat the epidemic differed in many countries. Since the first cases of coronavirus infection were recorded in Jordan, the government has moved from a state of preventive measures and pre-preparedness to strict measures to limit the growing outbreak of the disease. Including working from home. The researchers believe that the study is of practical importance in understanding the relationship between remote work and the career creativity for women working in small enterprises. In addition to providing recommendations related to infrastructure, networks and facilities, in addition to the required policies and strategies for organizations and small projects, and theoretical importance this research provides an investigation into the important determinants of the creative profession, including flexibility, organizational culture and productivity of innovative thinking as important factors for organizations. Moreover, this study provides a recommendation to the research community for further research directions.

Covid-19 crisis is one of the health disasters that hit the basic resource of humans, which is their health and ability to work. Countries around the world have also combined efforts to confront the pandemic with minimal physical and financial damage, one of the most prominent areas of this confrontation in the business sector is the shift from office work to working from home focus the knowledge sharing affect career development (Chin, T. et al 2023).

Remote work leads to job satisfaction and a relationship based on trust between the institution and the worker. In addition to the independence to the worker who have more freedom to make, work decisions (Hoque & Bacon, 2022). Besides, reducing the worker's costs and expenses in terms of transportation, travel costs, food duties, and work clothes, thus improving his purchasing power, and influence they perceive the employees' visibility in the workplace (Fauzi, U. U. M., & Mohd, I. H. 2023). However, Working from home allows employees to achieve independence, by enhancing their ability to carry out work, as giving them greater freedom to perform their tasks increases their motivation and enables them to accomplish their tasks creatively (Delanoetje & Verbruggen, 2020).

In addition, (George T.J. et al.2022) found that switching to WFH had a positive effect on productivity, noting a decrease in the enthusiasm of workers, their high productivity and an increase in health difficulties.

In light of this, the "knowledge working" magazine that affiliated by Harvard Business School published an article entitled: The new rules for remote work, which shows in the forefront the statistics of remote work before the pandemic in the United States. For instance, 5.2% of businesses carried out their job through remote work, while at least 43% of the employees do part of their work at home (Gerdeman, 2020). Unlike United States Jordan relies mainly on office work to a large extent in the public and private sectors, including the small business sector, which leads to the transition to a remote work policy without warning and this was reflected in the challenges facing working women including technology failures, changing work standards and conflicts between work and home responsibilities. Therefore, the current study attempts to understand the impact of remote work on the career creativity for working women. Moreover, addressing the following main question: Does Remote work impact on Career creativity through dimensions) flexibility, organizational culture, productivity, innovation thinking) after coved- 19 for women working small enterprise at Jordan?

Based on this question; the following subordinate Research Hypotheses have been developed which reflects the objectives of the study

### ***Research Hypotheses:***

H1: There is significant positive impact Remote work on Career creativity (flexibility, organizational culture, productivity, innovation thinking) Post coved- 19 for women working small enterprises at significance level of  $\alpha \leq 0.05$ .

H1:1: There is significant positive impact Remote works on Flexibility Post covid- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

H1:2: There is significant positive impact Remote works on Organizational culture Post covid- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

H1:3: There is significant positive impact Remote works on Productivity Post covid- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

H1:4: There is significant positive impact Remote works on Innovative thinking Post covid- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

## **2. Literature Review**

In this section, we will discuss explanations relevant to this research and previous research conducted related to Remote work

### **2.1. Remote work**

Remote work or Work from home (WFH) is one of the systems that developed in the late 20th century, where the rapid spread and development of information and communication technologies helped to bring radical change in social behavior and economic activities. The world has become like a small sector, a village that is easy to walk around in a few seconds, and this system appeared in the United States. At first, they were limited to working from home using modern communication tools, and then this pattern developed and spread in countries, which made some studies based on the importance and advantages of remote work, especially after the spread of the Corona epidemic in the world in late 2019. However, after covid (Amalia, R. S.2023) workers have a job that creates flexibility, a work-life balance, and clear career development

(Pradoto et al 2022) examine the role of work stress, organizational climate, and improving employee performance in the implementation of work from home employees in marketing, business restructuring and finance the organizational environment has a negative and moral impact on work stress. Moreover, work stress had a negative impact on employee performance and the organizational climate had a positive and significant impact on employee performance.

"Knowledge working" magazine that affiliated by Harvard Business School published an article entitled: The new rules for remote work, which shows in the forefront the statistics of remote work before the pandemic in the United States. For instance, 5.2% of businesses carried out their job through remote work, while at least 43% of the employees do part of their work at home (Gerdeman, 2020).

### **2.2. Previous studies related to the dimension of career creativity include flexibility, organizational culture, productivity, innovation thinking**

#### **2.2.1. Flexibility**

Several scholars, such as (Afrianty et al 2022) focused on the importance of digital orientation in employee selection criteria and for universities to move to providing online training courses more along with flexible work options for employees. While (Irawanto & Novian, 2021) study take measure job satisfaction with working from home during the impact of COVID-19 by achieving work-life balance and work stress.

(Bia et al.,2021) study aimed to demonstrate the influence of digital flexibility or working from home on the management of companies, taking from over 200 million vacant jobs in the US, to create an index of corporate resilience in the Covid-19 pandemic by examining whether WFH is a viable option for labor demand she has. Public companies that held high values of the WFH index achieved significantly higher sales, net income, and returns than their counterparts.

(Purwanto et al., 2020) indicated the working from home is more flexible in completing the work. As well as studying (Nawaiseh et al., 2023) examination of the influence of empowering employees on their entrepreneurial attitudes within the domain of the banking sector.

Based on previous studies, the first hypothesis was developed : H1:1: There is significant positive Relation between Remote works on Flexibility Post coved- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

### **2.2.2. Organizational culture**

The study (STERJO, A. 2023). Focused on the impact of changing organizational values that support organizational culture, on employee performance at remote work, a case study of the architectural firm in Bradford, UK, the data was analyzed using an objective analysis method. The study recommended employers seek to consistently engage with employees through frequent communications, demonstrate actions in favor of values and foster them through reward and recognition. It is also necessary to identify new mechanisms of implementation, and focus on the new work environment (virtual) and various factors that affect the motivation of employees.

(Pamula, A., & Zalewska-Turzyńska, M. 2023).The aim of the study was to deepen knowledge of telecommuting and its impact on organizational culture. The research was based on a qualitative case study and nine semi-structured interviews were conducted. The results showed that the organization's culture was influenced to some extent by teleworking.

Based on previous studies, the second hypothesis was developed

H1:2: There is significant positive Relation between Remote works on Organizational culture Post coved- 19 for women is working in small enterprises at significance level of  $\alpha \leq 0.05$ .

### **2.2.3. Productivity**

The (Yang, H., 2024) study revealed that productivity and work flexibility have a significant impact on the use of RW. Through the use of technological, organizational and environmental factors, management support

(Farooq & Sultana 2021) study referred to test the relationship between work from home (WFH) and employee productivity during the COVID-19 pandemic.

The study (Yarberry, S., & Sims, C. 2021) adopted the concept of virtual mentoring to provide emotional support to employees, create effective dialogue and enhance the overall sense of well-being and belonging for employees working in virtual/remote environments.

(Mustajab et al., 2020) study she pointed out working from home offers advantages and disadvantages to both the employee and the organization, in addition to being responsible for lower employee productivity. Moreover, working from home allows employees to achieve independence,

(Emek, S. 2016). The results of a study showed that companies should understand the effects of different flexible work options, support certain types of employees while negotiating with employers, reduce commuting costs, and live near family and friends, which leads to increased productivity.

Based on previous studies, the third hypothesis was developed

H1:3: There is significant positive Relation between Remote works on Productivity Post coved- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

### **2.2.4. Innovation thinking**

(Soto mayor, J. D., et al 2023). Study analyses a career self-management model for remote workers, and self-efficacy career success, which is associated with career satisfaction.

(Yarberry, S., & Sims, C. 2021).study discusses .The COVID-19 pandemic has transformed work environments from traditional to virtual/remote environments, creating situations in which workers are forced to work alone not only by default, but also by their ability to perform the work required of them on their own. The study therefore focused o(n virtual mentoring through emotional support, dialogue,

work-life balance, implementing a rewards system, enhancing the well-being and belonging of workers in virtual/remote environments, and enhancing self-capacity.

Based on previous studies, the fourth hypothesis was developed: H1:4: There is significant positive Relation between Remote works on Innovative thinking Post covid- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

Through our presentation of the previous studies related to the subject of our research and its implications, we find that they agree with the subject of our studies in that they are:

- Most of them relied on the descriptive analytical approach, which enhanced access to more accurate results.
- Most of them relied on the questionnaire as a basic tool for data collection.
- Our study agreed with some previous studies in the dimensions they adopted in work from home and career creative , while they differed with others in them such as (Mustajab et al., 2020; Pradoto et al., 2022).
- While our study differed from previous studies in the temporal and spatial frameworks (small enterprise), where (Galanti et al., 2021), four studies are also considered one of the few studies - to the knowledge of the researcher - that linked the variables with each other and Focused on the work of women in small enterprise after Covide19 because of its impact on enhancing productivity and flexibility

Based on the previous literature and hypotheses, the study model was developed

### 2.3. Study Model

In order to develop the research model, the researcher builds the following framework to explain the relationship between the independent variable: remote work and the study's dependent variable Career creativity: (flexibility, organizational culture, innovation-thinking productivity).

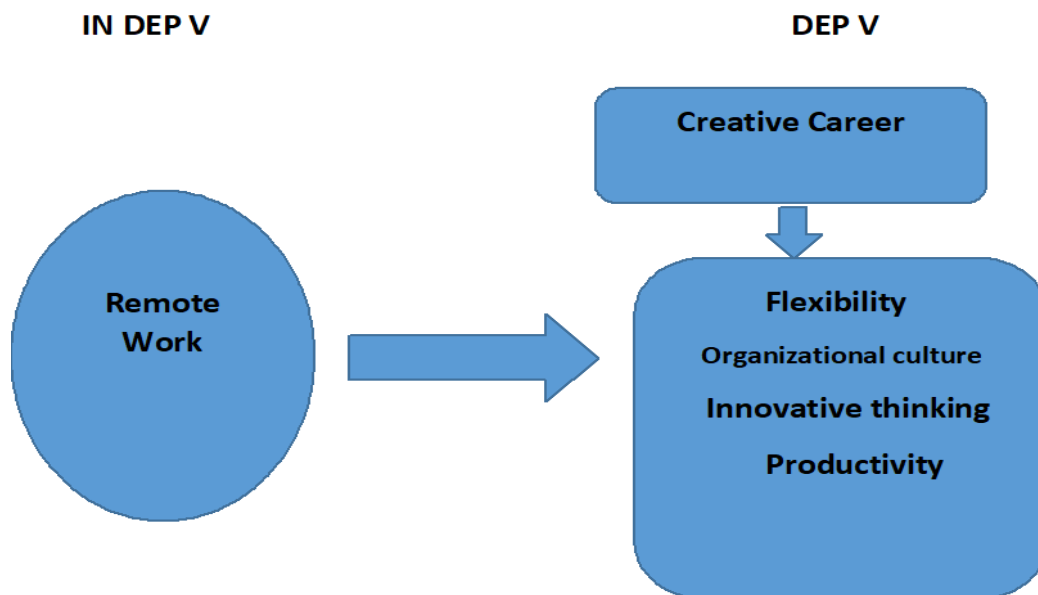


Fig.1: Research Model

Source researcher preparation

### 3. Research Methodology

Study (Population & Sample): The sample was determined according to its suitability and conformity with the study criteria and the time in which the study is to be conducted. in the style of (purposeful Sample) addressed to all women working in small enterprises in their various activities (marketing, financing or commercial projects, small and home factories), About (185) questionnaires designed using Google forms and distributed electronically via social media or e-mail to sample study, the number of questionnaires retrieved was (163), this constitutes (92%) of the questionnaires distributed. In the current study a questionnaire was used as the main tool, according to the sample table prepared by (Sekaran, & Bougie, 2020), which showed that the appropriate number for a community with a population of (185), the appropriate sample size is (163) views.

Data Collection Sources: the study relied on secondary sources for data collection, such as books, literature, scientific periodicals and related specialized publications. Electronic sources available on the internet and various databases that served the study were also used. The study also relied in its primary sources on the Questionnaire, which was developed in a manner commensurate with the variables and dimensions of .the study adopted the (five Likert Scale).

The researcher used in analyzing the data the statistical analysis program "Statistical Package for the Social Sciences" (SPSS v26), where the researcher used a set of statistical tests, including: Cronbach's alpha to measure reliability. The frequency and percentages to measure and describe the variables of the study sample, in addition to the descriptive measures: (arithmetic mean, standard deviation and relative weight), besides the simple linear regression test

#### 3.1. Reliability Analysis

The reliability of the study tool was confirmed by extracting the reliability coefficient by the method of internal consistency or what is known as Cronbach's alpha coefficient (Taherdoost, 2016),

Table 1 shows the internal consistency coefficient according to Cronbach's alpha equation for the variables and their dimensions.

Table 1. Cronbach's alpha internal consistency coefficient for variables and their dimensions

Variables	No# of Paragraphs	Cronbach's Alpha
Independent variable: Remot work home post Covid 19	17	0.864
Dependent Variable Career creativity	24	0.919
Flexibility	6	0.735
organizational culture	6	0.818
Productivity	6	0.807
Thinking Innovation	6	0.768

Source: prepared by the research based on the collected data

#### 3.2. Descriptive analysis of the study variables:

Descriptive statistics are used to briefly introduce some trends of the data. It will contain central tendency measures of mean and standard deviation (SD) for all variables.

Table 2. Descriptive Statistics of the Study Variables

Variables		Mean	SD	Degree
Independent Variable		4.12	0.457	High
Dependent Variables	Flexibility	3.89	0.563	High
	organizational culture	3.93	0.583	High
	Productivity	3.85	0.626	High
	Thinking Innovation	3.85	0.594	
	Total	3.88	0.505	High

Source: prepared by the research based on the collected data

Table 2 revealed that the remote work after Covid 19 at high level of respondents' agreements with mean 4.12. In addition to, the career creative captured a high level of respondents' agreements with mean (3.88). The career creative dimensions (Flexibility, organizational culture Productivity, Thinking Innovation) captured a high level of respondents' agreements with means 3.89, 3.93, 3.85 and 3.85 respectively. The organizational culture came first, followed by Flexibility and Thinking innovation, while the productivity was the last dimension.

#### 4. Results and Discussion

The First Hypothesis: There is a positive Relation between of the Remote works on the creative career Post covid- 19. To test the first hypothesis, simple linear regression/ enter method adopted. Table (3) shows the corresponding results.

Table 3. Model Summary of RW- CC

Model	R	R <sup>2</sup>	Durbin-Watson	F	Sig.
<b>RW- CC</b>	0.691	0.478	2.181	147.43	0.000

Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )

Source: table prepared by the researcher based on the collected data.

It is noted from Table 2 that the two variables have a moderated significant relationship with R =0.691 (Lewis-Beck & Lewis-Beck, 2015). The Remote work on the creative career Post covid- 19 where R2 =0.478, with a significant F which =147.43. This model has the ability to predict 47.8% of the variance in the creative career (dependent variable) and the rest attributed to other factors. Therefore, there is a significant positive Remote work on the creative career Post covid- 19. As shown in table 3 the value of Beta = 0.691 which indicates that the input Remote work (t= 12.142) is statistically significant at the significance level (P≤0.05).

Table 4. The R W-CC Model Coefficients

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	SD. Error	Beta		
(Constant)	.731	.261	<b>0.691</b>	2.804	.006
R W	.763	.063		12.142	.000

\* Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )

Source: table prepared by the researcher based on the collected data

**H1:1:** There is significant positive **Relation between Remote works on Flexibility** Post covid-19. For women working in small enterprises at significance level of  $\alpha \leq 0.05$ . To test the first sub-hypothesis, simple linear regression/ entermethod adopted. Table 5 shows the corresponding results.

Table 5. Model Summary of RW- Flexibility

Model	R	R <sup>2</sup>	Durbin-Watson	F	Sig.
<b>RW- Flexibility</b>	0.640	0.449	2.337	131.41	0.000

\* Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )

Source: table prepared by the researcher based on the collected data

It is noted from Table 5 that the two variables have a significant relationship with R =0.691. The RW predicts the job efficiency, where R<sup>2</sup> =0.449, with a significant F which =132.42. This model has the ability to predict 44.9% of the variance in the CREATIVE CAREER (dependent variable) and the rest attributed to other factors. Therefore, there is a significant positive impact of the RW on Flexibility post Covid 19. As shown in table 6 the value of Beta =0.640 which indicates that the input RW (t= 11.463) is statistically significant at the significance level (P≤0.05).

Table 6. The RW - Flexibility Model Coefficients

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	SD. Error	Beta		
(Constant)	.487	.299	<b>0.670</b>	1.630	.105
RW	.826	.072		11.463	.000

\* Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )

Source: table prepared by the researcher based on the collected data

**H1:2:** There is significant positive Relation between Remote works on Organizational culture Post covid- 19. For women working in small enterprises at significance level of  $\alpha \leq 0.05$ . To test the second sub-hypothesis, simple linear regression/ entermethod adopted. Table 7 shows the corresponding results.

Table 7. Model Summary of RW- Organizational culture

Model	R	R <sup>2</sup>	Durbin-Watson	F	Sig.
<b>RW- Organizational culture</b>	0.690	0.476	2.060	146.28	0.000

Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )

source: table prepared by the researcher based on the collected data

It is noted from Table 7 that the two variables have a significant relationship with R =0.690. The RW predicts the Organizational culture, where R<sup>2</sup> =0.449, with a significant F which =146.28. This model has the ability to predict 47.6% of the variance in the job creativity (dependent variable) and the rest attributed to other factors. Therefore, there is a significant positive impact of the RW on

Organizational culture after Covid 19. As shown in table 8 the value of Beta =0.690 which indicates that the input RW (t= 12.095) is statistically significant at the significance level ( $P \leq 0.05$ ).

Table 8. The RW- Organizational culture Model Coefficients

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	SD. Error	Beta		
(Constant)	.298	.302	<b>0.690</b>	.987	.325
<b>RW</b>	.880	.073		12.095	.000

Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )  
 source: table prepared by the researcher based on the collected data.

H1:3: There is significant positive Relation between Remote works on Productivity Post covid- 19. For women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

To test the third sub-hypothesis, simple linear regression/ enter method adopted. Table 9 shows the corresponding results.

Table 9. Model Summary of RW- Productivity

Model	R	R <sup>2</sup>	Durbin-Watson	F	Sig.
RW- Job Productivity	0.515	0.265	1.951	58.120	0.000

Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )  
 source: table prepared by the researcher based on the collected data

It is noted from Table 9 that the two variables have a significant relationship with R =0.515. The RW predicts the productivity, where R<sup>2</sup> =0.265, with a significant F which =58.120. This model has the ability to predict 26.5% of the variance in the job productivity (dependent variable) and the rest attributed to other factors. Therefore, there is a significant positive impact of the RW on productivity Post Covid 19. As shown in table 10 the value of Beta =0.690 which indicates that the input RW (t= 2.447) is statistically significant at the significance level ( $P \leq 0.05$ ).

Table 10. The RW- productivity Model Coefficients

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	SD. Error	Beta		
(Constant)	.941	.384	0.515	2.447	.015
<b>RW</b>	.706	.093		7.624	.000

Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )  
 source: table prepared by the researcher based on the collected data

H1:4: There is significant positive Relation between Remote works on Innovative thinking Post covid- 19 for women working in small enterprises at significance level of  $\alpha \leq 0.05$ .

To test the fourth sub-hypothesis, simple linear regression/ entermethod adopted.

Table 11. Model Summary of RW- Innovative thinking

Model	R	R <sup>2</sup>	Durbin-Watson	F	Sig.
<b>RW- Innovation</b>	0.493	0.244	1.941	51.823	0.000

Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )

source: table prepared by the researcher based on the collected data

It is noted from Table 11 that the two variables have a significant relationship with R =0.493. The RW predicts the innovation, where R<sup>2</sup>

=0.244, with a significant F which =51.823. This model has the ability to predict 24.4% of the variance in the innovation (dependent variable) and the rest attributed to other factors. Therefore, there is a significant positive impact of the WFH on innovation After Covid 19. As shown in table 12 the value of Beta =0.493 which indicates that the input RW (t= 2.447) is statistically significant at the significance level (P≤0.05).

Table 12. The RW-innovation Model Coefficients

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	SD. Error	Beta		
(Constant)	1.200	.370	<b>0.493</b>	3.247	.001
RW	.641	.089		7.199	.000

Statistically significant at the level of statistical significance ( $\alpha \leq 0.05$ )

source: table prepared by the researcher based on the collected.

Table 13. Summary of the study hypotheses test results

Hypothesis Code	Hypothesis formula	The result
H <sub>1</sub>	There is a positive from impact of the Remote work on the Career creativity after Covid 19 .	Accepted
H1.1	There is a positive from impact of the Remote work on the flexibility after Covid 19	Accepted
H1.2	There is a positive from impact of the Remote work on the organizational culture after Covid 19	Accepted

H1.3	There is a positive from impact of the Remote work on the productivity after Covid 19	Accepted
H1.4	There is a positive from impact of the Remote work on innovation thinking after Covid 19	Accepted

## 5. Conclusions and Recommendations

### 5.1. Conclusions

This study examined the impact remote work on creative career outcomes among women working in small enterprises in Jordan in the post-COVID-19 context. The findings suggest that remote work has a significant positive impact on overall creative career outcomes, as well as specific dimensions such as flexibility, organizational culture, productivity, and innovative thinking. The study highlights the potential benefits of remote work arrangements for fostering creativity and innovation among women in small enterprises.

The results have important implications for managers and policymakers seeking to promote gender equality and support the creative potential of women in the workplace. Organizations should consider implementing flexible remote work policies and providing the necessary support and resources to enable women to thrive in their creative careers. However, the study also acknowledges the need for further research to examine the long-term effects of remote work on women's career trajectories and to explore the potential challenges and barriers they may face.

The study's findings led to the following conclusions:

For the hypothesis, the research found that there is significant positive impact Remote works on Career creativity Post covid- 19. for women working in small enterprises at significance level of  $\alpha \leq 0.05$ . The independent variable remote work had an arithmetic mean of 4.12 with a standard deviation of 0.457. and this result is attributed to the fact that working from home allows employees to achieve independence, by enhancing their ability to carry out work, as giving employees greater freedom to perform their tasks increases their motivation to work, and enables them to accomplish their tasks creatively. Working from home enables employees to make their own decisions to complete the tasks and projects assigned to them, because it is difficult to communicate permanently and continuously with the manager. Thus, employees can exercise their minds, and reach decisions that improve the quality of work and its development, in addition to the employee's feeling that he has an essential role in the work, enhances his motivation towards work, and motivates him to do his best to carry out his tasks in the required creative and innovative way. This result is consistent with the study (Purwanto et al., 2020) which indicated that that working from home is more flexible in completing the work.

The initial crucial element is 'organizational culture,' which obtained an average value of (3.93) and a with a standard deviation of (0.583). This factor encompasses elements such as: quality standards. evolving abilities and skills. dhere to the rules and procedures. appropriate ways to prioritize work. is consistent with the study (Irawanto and Novianti, 2021) which indicated that working from home is the pillar that can maintain job satisfaction . And this result agreed with the study of (STEREO, A. 2023) focus on the new work environment (virtual) and various factors that affect the motivation of employees .(Pamela, A., & Zalewska-Turzyńska, M. 2023).

The second element is Flexibility which obtained an average value of (3.89) and a with a standard deviation of (0.563). This factor encompasses elements such as: ability to implement new ways of working, talent to keep developing the ideas, ability to communicate, communicate, continuous evaluation, self-monitoring, and the ability to make decisions objectively and scientifically ,

collaborative teamwork , this result agreed with a study (Bia et al. 2021) which showed that working from home is more flexible in the indicated work, does not follow working hours, and does not need to spend money to pay for transportation or gasoline.

The third element is productivity. which obtained an average value of (3.85) and a with a standard deviation of (0.626). This result is attributed to the role of working from home contributes to enabling the employee to perform his work better because he works in a familiar and comfortable environment for him, which motivates him to exert more effort in performing his tasks, and working from home reduces the costs and financial resources, which increases its productivity automatically. and actively contribute to improving the quality of services provided to beneficiaries, and develop skills and creativity , and ability to use new technology. This result differs with the study (Mustajab et al., 2020) which indicated that working from home causes a decrease in employee productivity. And agree with study Yang. H.,2024 .

The fourth element is result of positive Relation between Remot work on Innovative thinking which obtained an average value of (3.85) and a with a standard deviation of (0.626) This result is attributed to in ability to adapt work methods to developments and changes ability to find solutions and tackle problems quickly , copresent accurate view of business problems ,provide suggestions and new ideas. This result is in agreement with the study (Andriyanty et al., 2021) which indicated that RW also has an important direct effect, (Soto mayor, J. D., et al 2023) to self-efficacy career success

## **5.2. Recommendations**

In light of the findings, the study recommends the following:

- Future research should adopt longitudinal designs to examine the long-term impact of remote work on women's creative careers and explore the potential moderating or mediating factors that may influence these relationships. Additionally, qualitative studies could provide deeper insights into the lived experiences and challenges faced by women working remotely in small enterprises.
- the primary focus of the organization is need to develop employees' skills and abilities to meet the current work and work-related demands of remote work in all sectors .
- The importance of digital orientation in employee selection criteria and for organization with flexible work options for employees.
- The effect of conflict between family and work as a mediating variable between remot work after the Corona pandemic and job performance.
- The impact of stress and work attachment on workers' attitudes towards Jordanian organizations after Covid-19 and organizational commitment
- encouraging and strengthening the culture of remote work within the organization through the establishment of workshops and training courses on how to succeed in remote work and the exchange of experiences and ideas.
- Provide the necessary infrastructure for remote work, including high-speed internet connections and technological tools for communication and project management.
- Develop clear and comprehensive telework policies and procedures, including timings, methods of communication, reporting and other important aspects.
- Provide appropriate training and technical support to employees to ensure that they understand how to use technological tools and integration in the remote work environment effectively.
- Adaptation and continuous improvement of the organization to adapt to challenges and constantly improve remote work strategies based on experiences and feedback

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