Digital Nomadism and Environmental Sustainability: A Paradox of Mobility

Abstract

The research was conducted to analyze the digital nomadism and environmental sustainability with paradox of mobility associated with flexibility and freedom associated with a travel-heavy lifestyle conflict with its ecological and carbon footprints. The research explores the Digital Nomadism, and employee attitudes towards the eco-friendly environment to save the community and society from high travel lifestyle and consider the sustainability in mobility and lifestyle to work in an eco-friendly environment and remote work. The research followed Positivism research paradigm by adopting the ecological modernization theory and sustainable development theory, along with considering sustainability development goals (SDGs) for environmental sustainability challenges. The research is based on primary data analysis of employees working in the manufacturing sector of Pakistan in various industries including food and beverages, automobile, IT, FMCG, and textile industries. The research question was centered on understanding how digital nomadism impacts environmental sustainability, particularly in terms of travel-related emissions, resource consumption, and waste control to reduce carbon footprints in the environment by changing the mode of mobility of employees to reduce the heavy traffic on roads. The research data was collected from 150 employees with a closed-ended Likert scale-based questionnaire through online Google forms. The researcher performs the analysis using SPSS 24.0 software and research results reliability, factor analysis, correlation, and regression techniques, with all hypotheses being accepted. The research explored that digital nomads who adopt more sustainable practices, such as reducing travel frequency, using eco-friendly transport, and adopting energy-efficient technologies, can significantly reduce their environmental impact on the environment. The research is useful for industry and manufacturing organizations including the need to support remote work initiatives, promote eco-friendly work environments, and encourage employees to adopt sustainable travel and lifestyle practices. The research contributes to understanding how digital nomadism can be consistent with sustainability efforts, offering valuable insights for industries striving to balance growth with environmental responsibility by following SDGs and better productivity and growth for organizations.

Keywords: Digital nomadism, Eco-friendly work spaces, Sustainable life style, Remote work trends, Sustainable mobility, SDGs and reducing carbon foot prints and Environmental Sustainability and global citizenship.

1. Introduction

1.1 Background of research and Research Problem

The concept of Nomad workers is related to providing flexibility to employees for remote work and work in an eco-friendly environment, the concept is growing with the advent of technological innovation, and concept of remote work options, and the growth of the online industry. Digital nomadism now refers to and is characterized by its flexibility and freedom, allows individuals to work remotely from various locations around the world, and due to changes in lifestyle offers numerous personal benefits, it raises significant concerns regarding environmental sustainability and reduction in carbon footprints (Gupta et al., 2024). The organizations also face the challenges of environment-friendly workplaces and production and follow the Sustainable development goals related to climatic control and producing a better environment. The change in the conception of mobility inherent in digital nomadism lies in the tension between its perceived eco-friendly advantages such as reducing office space usage and daily commuting and the substantial

ecological footprint generated by frequent travel this may reduce the heavy traffic on roads, save the cost in terms of mobility and fuel and reducing the carbon footprints in the environment (Schludnig et al., 2024). Digital Nomads refer to air travel and other forms of transportation, leading to high carbon emissions, while temporary accommodations and reliance on digital infrastructure further exacerbate their environmental impact and reduce their carbon footprints. The research was conducted to explore the environmental consequences of the digital nomad lifestyle, examining how the freedom of mobility contributes to ecological degradation and how these impacts can be reduced research also explains the balance of work with the benefits of digital nomadism with the need for sustainable practices, aligning this lifestyle with global efforts to address climate change and promote environmental responsibility for people and organizations (Bozzi, 2024).

The research is referring to the context of environmental sustainability is important and this is a growing concern area of analysis, various industries like manufacturing affect the environmental impact of digital nomadism is crucial. The people personal lifestyle offers personal freedom and economic flexibility, it also contributes significantly to global ecological issues faced by economies and people and thus working on rescuing the frequent travel of employees and particularly air travel. The air travel is a leading cause of carbon emissions, and the widespread use of temporary accommodations and energy-intensive digital infrastructure adds to this footprints in the environment (Usman et al., 2023). The change in the number of digital nomads continues to rise to industry growth in Pakistan and online availability of work, understanding and addressing the environmental consequences of this growing trend is essential for the industry and organizations achieving sustainability goals (SDGs) and curbing the environmental degradation that results from high extreme mobility of people due to work (Betre, 2022).

Few researchers conducted studies related to digital nomadism (Jaiswal et al., 2024) elaborate focused on the lifestyle's social, economic, and psychological aspects, highlighting the benefits of flexible work environments. The employees provides the freedom to travel and with less travel schedules reduces the mobility and significance effects on the paradox of mobility within the organization. According to (Celestin & Vanitha, 2018), other studies conducted specific ecological footprints of frequent travel within the digital nomad community. This study builds on earlier research by addressing the paradox between mobility and sustainability, examining how the nomadic lifestyle's freedom of movement often results in a higher environmental cost and cost of the organization on the mobility of employees and increases the burden of challenges of SDGs, all provide the stance to focus on remote work and eco-friendly environment along with work within the context of the work environment (Zhou et al., 2024).

This research analyze the environmental impact of a travel-heavy lifestyle (Mobility Paradox) and provide flexibility to employees to increase digital nomadism and remote work to reduce travel create better environmental sustainability and reduce carbon footprints. The research objective is to assess the environmental impact of this lifestyle and identify strategies for reducing the carbon emissions associated with digital nomadism in Pakistan manufacturing organizations in various levels and sectors of employees. The researcher derive the objective to explore whether digital nomads can align their behaviors with global sustainability goals, such as those outlined in the Sustainable Development Goals (SDGs), particularly SDG 13 (Climate Action) and SDG 12 (Responsible Consumption and Production) this related

to mobility paradox and by increasing digital nomads better lifestyle along with environment sustainability along with global citizenship is achieved with reducing the carbon footprints in the environment.

Based on given research objectives the overarching research question is;

RQ: How environmental impact of a travel-heavy lifestyle, contrasting the flexibility and freedom of digital nomadism with its ecological footprints?

Research Questions

1. What is the impact of digital nomadism with SDGs on Environmental sustainability and global citizenship?
2. What is the impact of Eco-friendly work spaces on Environmental sustainability and global citizenship?
3. What is the impact of Sustainable life style on Environmental sustainability and global citizenship?
4. What is the impact of Remote work trends on Environmental sustainability and global citizenship?
5. What is the impact of Sustainable mobility on Environmental sustainability and global citizenship?

The research is based on theoretical framework related to sustainable mobility and digital nomadism by exploring how a highly mobile lifestyle intersects with environmental sustainability. The research offers a more nuanced understanding of how digital nomads, despite reducing office-based emissions, contribute significantly to global carbon footprints by reducing the level of travel across international borders (de Sousa et al., 2025). This research is conducted based on theoretical dimensions of ecological modernization theory, theory explains that technological advancements and societal innovations can lead to more sustainable practices. In the context of digital nomadism, this theory can be applied to understand how remote work technology might help reduce office-related energy consumption. The increase in travel commuting emission of carbon and addresses the challenge of balancing the mobility of employees and environmental impact, especially regarding frequent travel and its environmental issues (Degen, 2024). The research also refers to the theory of Sustainable development (Shi et al., 2019), which explains the dimensions of compromising the ability of future generations to meet their own needs. This theory can be applied to digital nomadism by assessing how nomads can align their lifestyle choices with sustainability goals, such as reducing their carbon footprint and adopting responsible consumption practices while enjoying the freedom of mobility employees, this would change the way of work and empowerment to employees along with reducing the travel and tours reducing the carbon footprints and save the environment (Zhnag et al., 2024).

1.2 Explore Importance of the Problem

The change in the dynamics of mobility and increasing travel and tour of employees raise the concept of digital nomadism and employees with freedom and flexibility of a travel-heavy lifestyle often conflict with the need for environmental sustainability affecting the reduction of carbon footprints. The rise in digital nomads can reduce office-related emissions and commute times, but their frequent travel and mobility contribute significantly to carbon footprints and environmental issues may raise (Schwarz, 2021). The research was conducted to explain the relationship and impact between digital nomadism, environmental sustainability, and global citizenship. The research impact of eco-friendly workspaces, sustainable lifestyles, remote work trends, and sustainable mobility, the study seeks to understand how digital nomads can balance their lifestyle with responsible environmental issues and focus on environmental sustainability (Betre, 2022).

The increase in focus on digital nomadism poses critical challenges to environmental sustainability and global

citizenship. With increasing numbers of individuals embracing this lifestyle, it becomes crucial to understand its ecological consequences and the potential to reduce the negative aspects and focus on environmental sustainability (Bozzi, 2024). The research conducted to analyze the digital nomads can align their travel and work habits with sustainable practices has the potential to contribute to global efforts in reducing carbon emissions, promoting responsible consumption, and advancing the United Nations' Sustainable Development Goals and this research provides actionable insights for policymakers, businesses, and individuals and organization to focus on balance mobility with environmental responsibility so that employees satisfaction and along with better productivity may achieve (Schwarz, 2021).

1.3 Describe Relevant Literature

The research literature describes the rise in digital nomad facilities to a reduction in travel and mobility facilitated by the rise of remote work, which has raised questions about its long-term impact on environmental sustainability and global citizenship within organizations (Schwarz, 2021). The organization shows empowerment with leadership behavior by allowing digital nomadism allows individuals to work remotely and often reduces the need for office space, it also comes with significant environmental costs. This is particularly related to frequent travel, energy consumption, and resource usage in temporary accommodations increase the organizational costs and increase the burden of environment sustainability as carbon footprints increasing due to increase in mobility of employees (Usman et al., 2023).

The increase in Digital nomadism increases the practices of organizations for remote work can reduce commuting-related carbon emissions, the travel-heavy nature of digital nomadism. The increase in travel often leads to a higher overall carbon footprint among its digital nomads, by working from different parts of the world, has the potential to foster a sense of global citizenship. The understanding of diverse cultures, and contributing to local economies which is beneficial for culture in Pakistan and Asian economies. The change in the dynamics of ecological footprint raises concerns about how sustainable this lifestyle is in the long term considering the practices of organization and employees' skills development urging a balance between freedom, flexibility, and responsibility towards the environment sustainability and increasing challenges of maintaining the carbon footprints (de Souza et al., 2023).

The role of global economies and emphasis on Sustainable Development Goals (SDGs), can be seen as a pathway to more sustainable lifestyles, particularly in reducing office space and energy consumption (Udvari & Vizi, N023). The researcher also analyzes that remote work is positively linked with SDG 12 (Responsible Consumption and Production), as digital nomads often engage in more flexible and minimalistic living practices, reducing waste and energy consumption (Vohra et al., 2024). There are various ecological paradoxes including mobility, lifestyle, increasing environmental pollution, and global standards of production change. The need for global travel arises when frequent air travel and short-term accommodation usage are considered, which significantly contribute to carbon emissions, challenging SDG 13 (Climate Action) along with organization work on long-term vision and focus sustainable development as in Pakistan few multinational organizations like Nestle, Unilever, Engro Foods, and few local players like Atlas Honda, Engro Foods, Fuji Fertilizers are working on by adopting practices like slow travel, eco-conscious accommodation, and carbon footprints issues along with positive potential of digital nomadism, further investigation is needed into how this lifestyle can reduce its environmental impact on environmental sustainability

(Chevtaev et al., 2021).

H1: *There is significant impact of digital nomadism with SDGs on Environmental sustainability and global citizenship.*

The increasing focus on key strategies for achieving sustainability in both traditional and remote work environments. The change in the eco-friendly environment of the workplace and employees working on remote work can contribute to environmental sustainability by reducing the need for large office buildings, thus decreasing energy consumption and carbon footprints. With the emphasis on digital nomads working from temporary accommodations or cowering spaces, the sustainability of these spaces becomes critical and their importance has been increased (Usman, 2023). The researcher analyzes that cowering spaces adopting green practices, such as using renewable energy, minimizing waste, and incorporating eco-friendly materials, can significantly reduce pollution and environmental congestion within workplaces. The research indicates that remote workers who consciously select eco-friendly workspaces are more likely to align their actions with broader sustainability goals with organizations are focusing on workspaces that can reduce the environmental impact of the nomadic lifestyle, they require significant commitment from space providers and users to ensure long-term focus and environmental sustainability (Schlagwein, 2017).

H2: *There is significant impact of Eco-friendly work spaces on Environmental sustainability and global citizenship.*

People in organizations follow sustainable lifestyles and they are thinking of long-term commitment to the organization, those employees who can work from home prefer to work from home or have better workstations and places and this process significantly contributes to environmental sustainability and global citizenship and also enhances the performance of the organization. The increase in digital nomadism, and sustainable lifestyle choices may include slow travel, staying in eco-friendly accommodations, and adopting minimalist living practices of organizations in the manufacturing sector of Pakistan (Vohra et al., 2024). According to research, the digital nomad lifestyle can be conducive to sustainability, as it often encourages individuals to live with fewer material possessions and rely on digital tools to reduce the need for physical resources may cause various issues and paradoxes of frequent travel, including air travel, travel through trains, travel across different countries (Helm et al., 2024). The researcher highlights the key area of how digital nomads can maintain a sustainable lifestyle while balancing their mobility and environmental responsibilities, aligning their practices with global sustainability goals to engage for better environmental sustainability (Abdou et al., 2024).

H3: *There is significant impact of Sustainable life style on Environmental sustainability and global citizenship.*

The change in working dynamics of business organizations due to shifts in technology and innovative trends in the industry, the conception of Remote work trends have transformed the traditional work environment and significantly impacted both environmental sustainability and global citizenship within the culture of the organization, the research elaborates the Studies suggest that remote work reduces commuting and the need for physical office spaces, which can lower carbon emissions and energy consumption (Usman et al., 2023). The frequent need for travel and movement of employee's relocation, meetings, and conferences challenges the sustainability benefits of remote work. The literature points to the rise of virtual collaboration tools and flexible work schedules as key drivers of remote work trends, offering new opportunities for environmental sustainability (Bozzi. 2024; Vohra, 2024). The increase in remote work has also been linked to global citizenship, as it encourages interaction with diverse cultures and communities. While remote work offers numerous benefits for sustainability, the environmental costs of constant mobility remain a critical

issue that requires further employee freedom and flexibility of remote work and the responsibility to reduce its ecological footprints and enhance employee morale and organizational productivity (Betre, 2022).

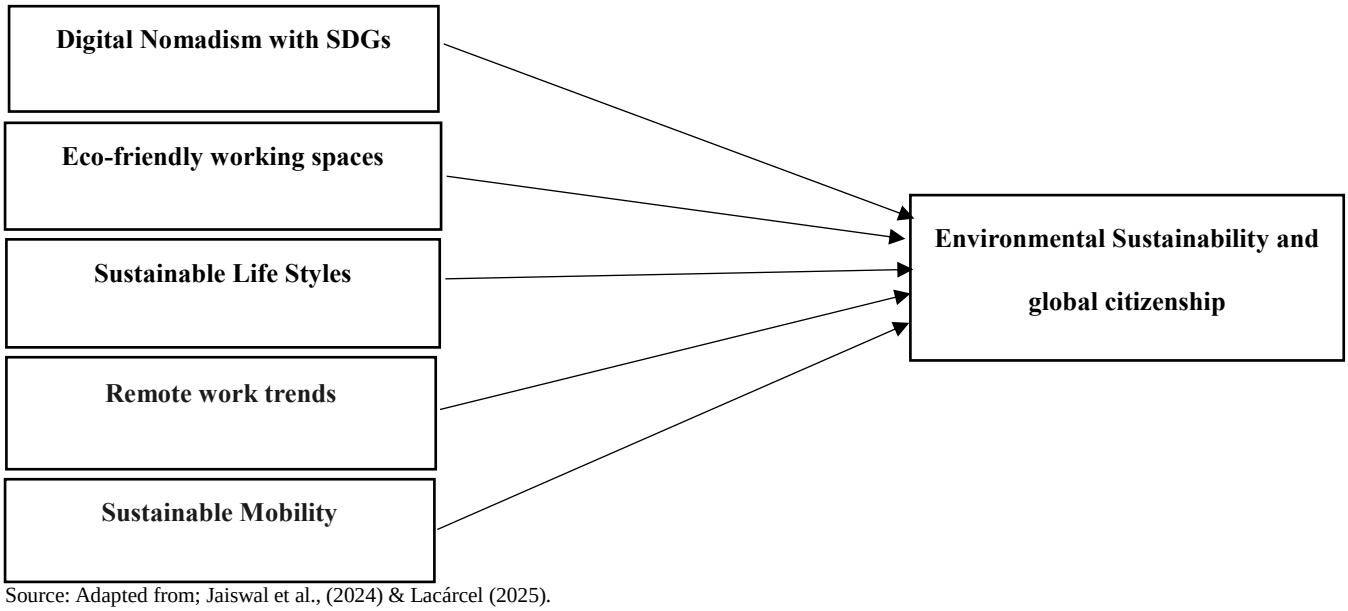
H4: *There is significant impact of Remote work trends on Environmental sustainability and global citizenship.*

The last independent variable Sustainable mobility, which directly caters to the analysis of the mobility paradox, the mobility paradox also analyze the through the analysis of Sustainable mobility refers to the adoption of transportation methods that reduce environmental impact, such as public transit, and electric vehicles, and with increased focus on sustainable mobility can be a key factor in reducing the environmental footprint associated with frequent travel. Research indicates that while digital nomads often rely on air travel, and opting for few travels rather than frequent, short trips to reduce the frequent travel and effects of heavy travel and to reduce the carbon footprints (Jenkins, 2021). The research evaluates the importance of sustainable mobility in achieving environmental sustainability, as transportation is one of the largest contributors to global carbon emissions to integrating sustainable mobility into their lifestyle can be challenging, given the ease and convenience of air travel. There are various studies suggest that nomads who adopt greener travel habits can significantly reduce their overall environmental impact, thus contributing to both environmental sustainability for organizations at large scale (Orel, 2023).

H5: *There is significant impact of Sustainable mobility on Environmental sustainability and global citizenship.*

1.4 Conceptual framework and research hypothesis

Figure 1: Conceptual framework



Source: Adapted from; Jaiswal et al., (2024) & Lacárcel (2025).

The conceptual framework for research describes the relationship between independent and dependent variables. To analyze the context of Digital Nomadism and Environmental Sustainability, the researcher took dependent variables of Environmental sustainability and global citizenship along with the independent variables of research the Digital Nomadism with SDGs, Eco-friendly Workspaces, Sustainable Lifestyle, Remote Work Trends, and Sustainable Mobility for organization (de Sousa et al., 2025; Jaiswal et al., 2024).

The researcher analysis the influence of environmental sustainability by promoting flexibility in work, potentially reducing office emissions but raising concerns about frequent travel's environmental cost for the organization, and

thus this affects the organizational performance as well (Udvari & Vizi, 2023). Sustainable Lifestyle promotes responsible consumption and waste reduction, thereby directly contributing to environmental sustainability and encouraging global citizenship by fostering awareness of shared environmental responsibility within manufacturing organizations. The researcher analyzes the independent variables that influence the dependent variables by shaping how individuals, through their mobility and work choices this affect the employees and organizational performance.

2. Method

The method section elaborates on the researcher's choices and methods to conduct the research. The researcher adopted the Epistemology research philosophy to expand the limits of knowledge based on available truth and theory. The researcher adapted the quantitative approach to assess the relationship between digital nomadism and environmental sustainability. The research conducted a research-based Positivism research paradigm, focusing on measurable data and objective analysis. Variables such as digital nomadism with SDGs, eco-friendly workspaces, sustainable lifestyles, remote work trends, and sustainable mobility will be assessed through structured surveys analyzed through statistical analysis (Arbale & Mutisya, 2024).

2.1 Variables and Measurements

Table 1: Variables and operational definitions

Variable	Definition	Source	Abbreviation
Environmental sustainability and global citizenship	The terms Environmental sustainability and global citizenship elaborate as the practices that preserve natural resources for future generations and focus on individuals' responsibility to address global challenges related to environment and climatic change.	Jaiswal et al., (2024)	**ES**
Digital nomadism with SDGs	The definition of Digital nomadism can be explained as; lifestyle where individuals use digital technologies to work remotely, while aligning with the Sustainable Development Goals (SDGs) to promote sustainability, equity within context of environmental sustainability.	Jaiswal et al., (2024)	**DN**
Eco-friendly work spaces	The term Eco-friendly workspaces refers as sustainable practices such as energy conservation, waste reduction, and the use of environmentally friendly materials for better continuation to sustainability.	Zhou et al., (2024)	**EF**
Sustainable life style	The term sustainable life style focuses on practices that reduce environmental impact, such as minimizing waste, conserving resources, and adopting eco-conscious environment with emphasis on sustainable development.	Vohra et al., (2024)	**SL**
Remote work trends	The term Remote work elaborates as the increasing shift toward working from locations outside traditional office environments and provided the better environment.	Lacárcel (2025).	**RW**
Sustainable Mobility	The term Sustainable mobility refers to using transportation methods for travel and tour that minimize environmental harm, such as electric vehicles, public transportation, or non-motorized forms	Jaiswal et al., (2024)	**SM**

	of travel like walking, cycling to reduce the environmental damage and carbon foot prints.		

The researcher presents the findings based on the significant impact of selected independent variables on environmental sustainability and global citizenship. The research prioritizes quantifiable insights, ensuring robust, generalizable findings on the ecological impact of digital nomadism's effects on environmental sustainability (Creswell & Hirose, 2019).

2.2 Research Philosophy and Paradigm

The research conducted is based on the Epistemology philosophy, which focuses on the nature and scope of knowledge for the extension of knowledge and expand the limits of knowledge. The researcher adopted the Positivist paradigm, emphasizing objective reality and observable phenomena (Foster, 2024). The Positivist research paradigm asserts that knowledge is derived from empirical evidence and can be quantified through measurement and statistical analysis. The researcher conducted pure quantitative research methods and adapted questionnaire for collecting research data and statistical tools, to examine the relationship between digital nomadism and environmental sustainability. The researcher analyzes the statistical data, the research aims to identify patterns, test hypotheses, and provide conclusions based on findings of collected data and elaborates on the ecological impact of digital nomadism (Nair & Prem, 2020).

2.3 Research Design

The researcher conducted research by adopting the quantitative and explanatory research design. The research adapted the theory, utilizing a deductive research method to test pre-established hypotheses derived from the theory. The researcher explains the relationship between digital nomadism and environmental sustainability by examining the impact of independent variables such as eco-friendly workspaces, sustainable lifestyles, and remote work trends on the dependent variable, environmental sustainability, and global citizenship (McKibben et al., 2020). This research is conducted based on an explanatory approach and it seeks to clarify the cause-and-effect relationships between these variables. The researcher collected research data through a closed-ended questionnaire, ensuring a consistent and structured approach to gathering responses (Saunders & Lee, 2024). The collected data is analyzed using statistical techniques such as factor analysis, correlation analysis, and regression analysis, providing insight into the strength and significance of the relationships between the variables and hypothesis testing is performed to answer the research questions based on collected data.

2.4 Research Population

The research data was collected from employees, who want to work in an eco-friendly environment, work in remote areas, and work with low travel and mobility. The data collected from employees across various industries, including manufacturing, services, online marketing, advertising, research companies, accounting, and finance organizations, and employees can work remotely. These employees are particularly relevant as they work in online environments, prioritizing mobility and flexibility in their roles. The researcher collects the data from individuals who value eco-friendly workspaces, aligning with the broader theme of digital nomadism and sustainability (Proudfoot, 2023). The employees are target population dynamic, online settings, the research can better explore how to work mobility and preferences for eco-conscious environments influence their perceptions of environmental sustainability and global citizenship concept by reducing the carbon footprints.

2.5 Sampling Procedures and Sampling Method

2.5.1 *Sampling Method*

The research was conducted based on a probability convenience sampling technique used to gather data from 150 employees across various sector organizations in Karachi, Pakistan. The sampling approach and technique non-probability sampling method allow for easy access to participants who are readily available and willing to respond, making it practical for this research and relevant data can be gained based on the required information (Taheri & Okumus, 2024). The research data was collected from a range of employees selected to work in diverse sectors of manufacturing industry including manufacturing, services, and finance, as well as those involved in online marketing and digital environments these are core participants of research.

2.5.2 Sample Size, Power, and Precision

The data was collected based on the approach of a 95% confidence interval and a 5% margin of error and based on the statistical approach of a large population, minimum sample employs a sample size of 150 employees. The researcher provides a structured approach to sampling, and the study aligns with the methodological recommendations of Ume Sakeran (2016), and Saunders (2017), ensuring reliability and validity in understanding the relationship between digital nomadism, sustainability, and mobility in different work environments. The researcher selected the sample includes employees from diverse sectors in Karachi, Pakistan, such as manufacturing, services, finance, and digital industries.

2.6 Questionnaire and Measurement Instrument

The data collected by means of a questionnaire which was based on a 5-point Likert scale from strongly disagree (1) to strongly agree (5). The validation of a questionnaire was done by the field professionals. The questionnaire was adapted from past studies and items from environmental sustainability and global citizenship

Table 2: Measurement and sources of Variables

Variable	No. of items	Measurement Source / tool
Environmental sustainability and global citizenship	4	Jaiswal et al., (2024)
Digital nomadism with SDGs	4	Jaiswal et al., (2024)
Eco-friendly work spaces	4	Zhou et al., (2024)
Sustainable life style	4	Vohra et al., (2024)
Remote work trends	4	Lacárcel (2025).
Sustainable Mobility	4	Jaiswal et al., (2024)

2.7 Data Analysis techniques

The researcher analyzed the collected data through SPSS (Statistical Package for the Social Sciences) software. The test applied to the data includes reliability analysis, factor analysis, correlation analysis, and regression analysis to answer the research hypothesis and research questions (Zhou et al., 2024).

2.8 Ethical consideration

The ethical considerations are related to data collection and related people with research. The research survey is the information that is voluntarily collected from the respondents through a questionnaire for the purpose of the research study. The research data collected from participants, Informed consent is essential, to ensure participants understand the purpose, risks, and confidentiality of their involvement (Riazi & Farsani, 2024). The researcher also considered the

Privacy and confidentiality of the data and this is maintained with quality, with personal data stored securely and used only for research purposes and then destroyed after data completion of research. The ethical consideration also includes the Participants should have the right to withdraw at any time without consequences. Ethical research also requires transparency in data reporting, avoiding manipulation or misrepresentation of research outputs and research also minimizes any harm to any participant or stakeholders of research.

3. Results

The research collected data from employees and employees are related to Digital Nomadism which has a significant impact on Environmental Sustainability. The research performed data analysis with reliability testing to ensure the consistency and validity of the survey questionnaire and collected data along with the EFA factor analysis (exploratory factor analysis) to explore the dimensions and underlying patterns and group variables related to digital nomadism, sustainability, and environmental impact to reduce the carbon footprints. The research applied the Correlation and regression analysis to explain the relationships between the independent variables such as eco-friendly workspaces and remote work trends and the dependent variable environmental sustainability.

3.1 Demographic of respondents

Table 3: Demographics of Respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	90	60.0%	60.0%	60.0%
	Female	60	40.0%	40.0%	100.0%
	Total	150	100	100	150

The above table shows the results of the demographic of respondents. The research data collected from employees includes males and females, from the collected sample of data 90 are males and 60 are females performing the jobs and working in the context of the remote work and environmentally friendly aspects they required for their job role.

Table 4: Demographics of Respondents-Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	15	10.00%	10.00%	10.00%
	26-35	103	68.67%	68.67%	78.67%
	36-45	22	14.67%	14.67%	93.33%
	Above 45	10	6.67%	6.67%	100.00%
		150	100	100	150

The above table shows data collected from the respondents varied in age, the respondents are 15 employees who are 18-25 years of age working in manufacturing organizations, 103 employees aged 26 to 35 are managers and assistant managers in manufacturing organizations and 22 employees are the age of 36 to 45 years and only 10 employees with age greater 45 years.

Table 5: Demographics of Respondents-Education

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	115	76.67%	76.67%	76.67%
	Graduate	25	16.67%	16.67%	93.33%
	Masters	10	6.67%	6.67%	100.00%
	Total	150	100	100	150

The above table shows the respondents include 115 Graduates, 25 have having Masters Education and 10 are postgraduates and PhD level education are also participating in research. The respondents income is also varies from Rs. 40,000 to 150,000 and above.

Table 6: Demographics of Respondents-Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Rs. 40,000	20	13.33%	10.00%	10.00%
	Rs. 40,000 - 80,000	115	76.67%	68.67%	78.67%
	Rs. 80,001 - 150,000	10	6.67%	14.67%	93.33%
	Above 150,000	5	3.33%	6.67%	100.00%
	Total	150	100	100	150

The above tables shows that 20 respondents having income Rs. below 40,000, 115 respondent having income Rs. 40,000 to 80,000, 10 respondents having income Rs.80, 001 to Rs. 150,000 and 5 respondents income is greater than 150,000.

3.2 Reliability Testing

Table 7: Reliability Test

Variables	No. of items	Cronbach's Alpha
Digital nomadism with SDGs	4	0.85
Eco-friendly work spaces	4	0.76
Sustainable life style	4	0.78
Remote work trends	4	0.84
Sustainable Mobility	4	0.75
Environmental sustainability and global citizenship	4	0.87
All Variables (Composite Reliability)	24	0.718

The research applied the internal reliability test for analysis of the reliability of data by using Cronbach's Alpha to assess the consistency of responses over the scale and significance of collected data. The values of Cronbach's Alpha measure the internal consistency of a set of items within a construct, the values of Cronbach's alpha must be 0.7 or above indicates adequate reliability based on scale. The collected data analysis shows that the items within each variable consistently measure the same concept. The values of Cronbach's alpha are Digital Nomadism with SDGs (0.85), Eco-friendly Workspaces (0.76), Sustainable Lifestyle (0.78), Remote Work Trends (0.84), and Sustainable

Mobility (0.75) all show satisfactory internal consistency, with values exceeding the acceptable threshold of 0 and in Last the dependent variables Environmental Sustainability and Global Citizenship (0.87), indicates excellent reliability. The composite reliability of all items (questions asked in the survey), is 0.718 for all variables confirming that the overall model is sufficiently reliable, ensuring that the collected data is consistent and appropriate for further analysis and researcher can apply correlation and regression analysis for testing the hypothesis on same collected data.

3.3 Exploratory Factor Analysis

The research applied the EFA (Exploratory factor analysis) to explore the dimensions of items asked in the questionnaire along with its reliability validity. The EFA is the statistical technique used to identify underlying relationships between variables and group them into factors. The EFA also referred as redundancy technique and reducing data complexity by identifying patterns and ensuring that the variables measured in a study are related to the same constructs and analyze the model and responses of collected data. The outputs of EFA shows through factor loadings, KMO tests and RCM rotated matrix to analyze the results.

3.3.1 Factors (Communalities)

Table 8: Factor loading (Communalities)

Items	Initial	Extraction
DN1	1.0	0.743
DN2	1.0	0.78
DN3	1.0	0.771
DN4	1.0	0.743
EF1	1.0	0.78
EF2	1.0	0.79
EF3	1.0	0.82
EF4	1.0	0.76
SL1	1.0	0.78
SL2	1.0	0.771
SL3	1.0	0.782
SL4	1.0	0.787
RW1	1.0	0.743
RW2	1.0	0.772
RW3	1.0	0.656
RW4	1.0	0.763
SM1	1.0	0.796
SM2	1.0	0.808
SM3	1.0	0.861
SM4	1.0	0.833
ES1	1.0	0.761
ES2	1.0	0.699
ES3	1.0	0.713
ES4	1.0	0.743

The Table shows the factor loadings and reliability value of each item overt the scale, and based on table results showing the communalities or factor loading of variables and items for each variables and four items the values are within the range of 0.7 to 0.9, indicating a strong level of factor loadings. Communalities represent the proportion of variance in each item that is explained by the underlying factors and the values in range suggest that each item has a high degree of correlation with the factors, meaning they are reliable and contribute significantly to the construct being measured. The values with high factor loading indicate that the variables are well represented by the factor model,

confirming the robustness and reliability of the items in capturing the intended dimensions and this remains same for the data collection and analysis.

3.3.2 KMO Tests

Table 9: KMO Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.781
Bartlett's Test of Sphericity	Approx. Chi-Square	529.621
	df	19
	Sig.	.000

The results of KMO are the results of significance tests on EFA and the KMO test describes the model significance based on the significance level the value is less than .05 this shows the model is significant and probabilities are also significant for selected items in the questionnaire. The EFA plotted all the components matrix is applied based in principle component analysis methods, based on questions and criteria is correlation > 0.3, we have developed 4 components of each 5 independent variables and one dependent variable and results are similar and we can continue with a same number of variables or items for data collection and analysis.

3.3.2 Rotated Component Factor Matrix

Table 9: Rotated Component Matrix (RCM)

Rotated Component Matrix						
Items	**Components**					
	1	**2**	**3**	**4**	**5**	**6**
DN1	0.83					
DN2	0.74					
DN3	0.57					
DN4	0.43					
EF1		0.74				
EF2		0.55				
EF3		0.459				
EF4		0.64				
SL1			066			
SL2			0.51			
SL3			0.55			
SL4			0.35			
RW1				0.64		
RW2				0.64		
RW3				0.67		
RW4				0.73		
SM1					0.58	
SM2					0.39	
SM3					0.41	
SM4					0.45	
ES1						0.61
ES2						0.43
ES3						0.41
ES4						0.34
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 5 iterations.						

The results of the EFA Exploratory factor RCM model, based on the rotated competed matrix (RCM), provide the loading of why items load on which variables and then name the variables. The research applied EFA to analyze the consistency of response over the scale. Based on factor loadings and composite reliability the items need to be included in a questionnaire based on reliability. The RCM table shows the lowest correlation is 0.3 and the highest correlation is about 0.9 items are loaded over the variables and about four items on each variable based on the highest correlation. Thus researcher can evaluate that no items may dropped from the questionnaire and no variable can be dropped, as results are sufficient for required liability.

3.4 Correlation Analysis

Table 10: Correlation Matrix

Correlation Matrix							
		DN	**EF**	**SL**	**RW**	**SM**	**ES**
DN	Pearson Correlation	1	.202**	.045	.018	.084	.128*
	Sig. (2-tailed)		.000	.382	.731	.098	.011
	N	150	150	150	150	150	150
EF	Pearson Correlation	.202**	1	.062	.062	.120*	.309**
	Sig. (2-tailed)	.000		.226	.226	.019	.000
	N	150	150	150	150	150	150
SL	Pearson Correlation	.045	.062	1	.329**	.217**	.008
	Sig. (2-tailed)	.382	.226		.000	.000	.001
	N	150	150	150	150	150	150
RW	Pearson Correlation	.018	.062	.329**	1	.249**	.054
	Sig. (2-tailed)	.731	.226	.000		.000	.021
	N	150	150	150	150	150	150
SM	Pearson Correlation	.084	.120*	-.217**	.249**	1	.179**
	Sig. (2-tailed)	.098	.019	.000	.000		.000
	N	150	150	150	150	150	150
ES	Pearson Correlation	.128*	.309**	.008	.054	.179**	1
	Sig. (2-tailed)	.011	.000	.001	.021	.000	
	N	150	150	150	150	150	150
**** P<0.05, for significance**							

The research applied correlation analysis to explain the relationship of variables with dependent variables in the context of the impact of digital nomadism on environmental sustainability with the paradox of mobility. The research analyzes the relationship of independent variables including Digital nomadism with SDGs Eco-friendly work spaces Sustainable lifestyle Remote work trends Sustainable Mobility on environmental sustainability. The results of the correlation analyze based on a 95% confidence interval approach and required correlation values for all five independent variables were found to be less than 0.05, thus results show statistically significant relationships with environmental sustainability and global citizenship.

The research findings suggest that meaningful connection between the adoption of digital nomadism and its impact on environmental sustainability, as well as global citizenship in the particular context of manufacturing industry employees in Pakistan, digital nomadism aligned with SDGs, along with the adoption of eco-friendly workspaces and sustainable mobility. The analysis describes as reducing the ecological footprint, fostering greater environmental awareness, and encouraging responsible global practices and findings of correlations underscores that sustainable practices within the digital nomad lifestyle, such as reduced commuting and eco-conscious behavior, are instrumental in promoting environmental sustainability and reducing the carbon footprints with effective use of employees remote work policies.

3.5 Regression Analysis

Table 11: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691[a]	.615	.614	.67635

The results of above table's shows that Regression model summary and explains the values of R square and thus predictability of the model can be explained and table 7 in appendices ANOVA shows the values of F Statistics for model significance. The results in these tables show that an R-square value of 0.612 indicates that approximately 61.2% of the variance in environmental sustainability can be explained by the independent variables, suggesting a strong relationship and better predictability.

Table 12: ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.369	5	6.274	13.715	.000[b]
	Residual	173.372	145	.457		
	Total	204.741	150			

The model ANOVA and values of F-statistic value of 13.7, with a corresponding p-value less than 0.05, further confirms the model's significance, indicating that the independent variables collectively have a significant impact on environmental sustainability. These results support the acceptance of the research hypotheses, demonstrating that digital nomadism with SDGs, eco-friendly workspaces, sustainable lifestyle, remote work trends, and sustainable mobility all significantly influence environmental sustainability and global citizenship in this particular context of research, and research findings are meaningful to answer the research hypothesis and research questions based on regression analysis.

Table 13: Regression co-efficient

Regression Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.100	.624		3.365	.001
	DN	.212	.056	.184	3.779	.000
	EF	.334	.051	.325	6.618	.000
	SL	.097	.065	.077	2.503	.001
	RW	.138	.049	.140	2.794	.005
	SM	.029	.099	.015	2.293	.000

The research applied the regression analysis to evaluate the impact of variables of Digital nomadism with SDGs, Eco-friendly workspaces, Sustainable lifestyle, Remote work trends, and Sustainable mobility on dependent variables of environmental sustainability. The results show that selected variables values of t statistics were found to be greater than 2, and the probability values (p-values) were less than 0.05, indicating that the independent variables have a significant effect on environmental sustainability and global citizenship in the particular context of research. Based on these findings the hypothesis is accepted and these factors have a significant impact on environmental sustainability and cause for reduction in carbon footprints with the paradox of mobility.

4. Discussion

4.1 Discussion on research topic and findings

The research conducted with primary data collected from employees of manufacturing sector in Pakistan and employees are working in various sectors. The research conducted to analyze the role of digital nomadism and its impact of environmental sustainability within context of organization and overall economy. The research provides the insights into the relationship between digital nomadism and environmental sustainability, particularly in the context of the Sustainable Development Goals (SDGs) and global citizenship within organization and economy (de Sousa et al., 2025).

Table 8: Summary of Hypothesis

Hypothesis	Decision
H1: There is significant impact of digital nomadism with SDGs on Environmental sustainability and global citizenship.	Accepted
H2: There is significant impact of Eco-friendly work spaces on Environmental sustainability and global citizenship.	Accepted
H3: There is significant impact of Sustainable life style on Environmental sustainability and global citizenship.	Accepted
H4: There is significant impact of Remote work trends on Environmental sustainability and global citizenship.	Accepted
H5: There is significant impact of Sustainable mobility on Environmental sustainability and global citizenship.	Accepted

The researcher perform the statistical analysis through SPSS, confirmed that digital nomadism has a notable impact on environmental sustainability, aligning with the SDGs and results shows that that as digital nomadism grows,

individuals and organizations are more conscious of their environmental footprint, potentially reducing resource consumption and supporting eco-friendly environment within context of environmental sustainability and reducing the carbon foot prints. The research collected the data through questionnaires, data analysis performed through SPSS, researcher performs the correlation and regression analysis researcher answered the research hypothesis. The above table shows the summary of results as the independent variables are significant variables and related to digital nomadism and variables include digital nomadism with SDGs, eco-friendly workplaces, remote work, sustainable lifestyle, and sustainable mobility are Significant variables and have a significant impact on environmental sustainability. The researcher analyzes based on research findings as eco-friendly workspaces foster a sustainable work culture, with employees increasingly opting for green technologies and sustainable office environments, thus contributing to both environmental sustainability and a sense of global citizenship (Schludnig et al., 2023). The impact of a sustainable lifestyle was also evident, with employees who embrace eco-conscious habits in their personal and professional lives showing a commitment to reducing waste and carbon footprints, and an increase in remote work trends was found to significantly reduce commuting, leading to lower emissions and a shift toward more sustainable modes of work, reinforcing the idea of a global interconnected community while considering the mobility emerged as a key factor in minimizing environmental damage, as digital nomads and remote workers are more inclined to adopt sustainable travel options such as electric vehicles or slower travel methods significantly contributes towards the sustainable development and enhance the environment sustainability (Cook, 2023).

4.2 Research Findings and Conclusion

The research was conducted and explored the role of digital nomadism affects environmental sustainability and reducing carbon footprints by changing the work lifestyle, employee work preferences, remote work, reducing travel and tour, and reducing the mobility of employees. The change in approach of employee remote work and reduction in heavy travel has a significant positive impact on both environmental sustainability and global citizenship. Based on research data collected, all hypotheses are accepted and research findings show that digital nomadism's alignment with Sustainable Development Goals (SDGs) and its influence on environmental sustainability is evident, with remote work technologies helping to lower office-related energy consumption and reduce the need for commuting, thus cutting carbon emissions and increase environment sustainability. The change in the presence of eco-friendly workspaces is crucial in fostering sustainable practices, allowing employees to contribute to a greener work environment. The employees are now adopting different sustainable lifestyles, including waste reduction and energy conservation, which also play a significant role in supporting environmental sustainability while embracing the freedom of mobility with employees working on remote work trends, which have accelerated in recent years, are proven to reduce commuting emissions and facilitate a more sustainable approach to work. Lastly, the important conception of adoption of sustainable mobility practices, such as carbon offsetting and using eco-friendly travel options, is essential in mitigating the environmental costs associated with frequent travel and changing the preferences of people at work. The research findings revealed that while digital nomadism offers significant benefits in terms of remote work flexibility and reduced office energy consumption, it also brings considerable environmental challenges due to frequent travel and its associated carbon emissions in the environment along with eco-friendly workspaces, sustainable lifestyles, remote work trends, and sustainable mobility emerged as key factors that can mitigate the ecological consequences of nomadic

living. These actions can help organizations reduce their overall carbon footprint while also fostering a more responsible and environmentally conscious workforce to resolve the issues of carbon footprints and provide better eco-friendly environmental workstations.

4.3 Theoretical contribution of research

The researcher adapted the Ecological Modernization Theory by illustrating how technological advancements, such as remote work platforms and digital communication tools, facilitate reduced office-related energy consumption and carbon emissions in the environment. The research emphasizes (Jaiswal et al., 2024), that change in technological innovation and economic development through digital nomadism can coincide with environmentally sustainable practices, supporting the notion that environmental sustainability does not necessarily hinder economic progress and researcher also highlights the importance of mobility paradox within digital nomadism: while remote work can reduce some environmental impacts, frequent travel remains a major challenge for manufacturing sector in Pakistan (de Sousa et al., 2025). The analysis of the mobility paradox by the researcher elaborates on the importance of balancing the flexibility of digital nomadism with its ecological issues and environmental sustainability demands. The Sustainable Development Theory is integral to understanding how digital nomads can harmonize their lifestyles with long-term sustainability goals (Lacárcel, 2025). The research findings show that the responsible consumption practices, reducing their carbon footprint, and making conscious travel decisions, digital nomads can contribute to meeting the needs of the present without compromising future generations to perform work within the given context of remote and eco-friendly environment (Gupta et al., 2024).

4.4 Practical implications of research

The research analysis and findings show the actionable insights for digital nomads and organizations aiming to reduce their environmental impact along with change in remote work technologies and eco-friendly practices, nomads can minimize their carbon footprint, reduce the need for extensive office spaces, and decrease commuting-related emissions changing the environmental sustainability. The research analysis shows that organizations' adoption of eco-conscious travel alternatives, such as choosing slower modes of transportation or offsetting carbon emissions, could significantly lower the ecological consequences of frequent mobility increase the cost, and increase the management issues for employees. The research findings suggest the value of promoting eco-friendly workspaces and adopting sustainable mobility practices, encouraging employees to engage in environmentally responsible behaviors while working remotely with ease and eco-friendly environment (Vohra et al., 2024). The research analysis also provides findings for policymakers and economy development people the research suggests that governments could incentivize sustainable nomadic lifestyles through supportive infrastructure and eco-certifications for digital nomad hubs. The last researcher also provides a roadmap for integrating sustainability into the rapidly growing digital nomadism trend while fostering responsible global citizenship and how organizations could achieve these discussed in recommendations (Zhou et al., 2024).

4.5 Research recommendations

The research was conducted to analyze Digital Nomadism and Environmental sustainability with an analysis of the Mobility paradox. The research context is to create a better platform for employees to work with flexibility and employee performance may enhanced. The researcher evaluated the five major factors that affect the environmental

sustainability and Mobility paradox including Digital Nomadism and SDGs, Eco-friendly work spaces, sustainable lifestyle, flexible remote work, and Sustainable mobility to reduce the carbon footprints and improve the eco-friendly environment and enhance the environmental sustainability.

- The organizations must invest in eco-friendly office spaces equipped with energy-efficient appliances, recycling programs, and renewable energy sources these measures significantly reduce an organization's environmental footprint, while also cultivating a culture of sustainability among employees for on-the-job and work-from-home culture this will increase productivity for organizations.
- In various sectors organizations must encourage remote work options to reduce the need for commuting, lower carbon emissions, and office-related energy consumption, and save the organization's cost along with flexible work policies, companies can contribute to environmental sustainability while offering employees more work-life balance, fostering a sense of global citizenship and eco-conscious behavior this will have a positive effect on employees health and leadership.
- The management and organizations should adopt sustainable travel practices such as using low-emission transport options, choosing longer-term stays to reduce frequent flights, and offsetting carbon emissions in the environment especially controlling air travel consider the environmental costs of travel while fostering responsible mobility, aligned with global sustainability efforts.
- The researcher recommends that the change in sustainable lifestyles by offering incentives for employees who adopt green practices, such as using public transport, reducing waste, or conserving energy, and management focuses educational resources or workshops on sustainable living, helping employees integrate eco-friendly habits to develop their skills and enhance their grooming.
- At the policy level Governments and organizations must implement policies that incentivize sustainable nomadic practices along with significant tax breaks for remote workers, supporting carbon offset programs, or creating digital nomad visas with a focus on environmental responsibility to gain a better approach to sustainable development goals with resolution of mobility paradox.

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Appendix A

Research Questionnaire

SURVEY QUESTIONNAIRE

This survey is part of scholarly research work, research conducted on the topic of "**Digital Nomadism and Environmental Sustainability: A Paradox of Mobility".** I request you to kindly spare your time and fill out this survey questionnaire with your true responses. Your responses will help me to complete my scholarly research for publication in Scholarly Journal article. I will be thankful for your time and responses.

Sincerely,

Disclaimer: The data and responses obtained from this survey will strictly be kept confidential and will be used for research purpose only.

<table>
<tr><td colspan="2">SECTION 1: RESPONDENTS DEMOGRAPHICS
Please Choose Only One Most Appropriate Option for Each Question Below</td></tr>
<tr><td>Q1: Your gender
□ Male
□ Female</td><td>Q2: Your Age:
□ 18-25
□ 26-35
□ 36-45
□ 45-55
□ 56 or above</td></tr>
<tr><td>Q3: What is your academic qualification?
□ Intermediate/A-Level
□ Bachelors
□ Maters
□ Doctorate</td><td>Q4: Your work tenure/experience at current organization.
□ Less than 1 year
□ 1 year to 4 years
□ 5 years to 10 years
□ 11 years to 15 years
□ 16 years to 20 years
□ 21 years or above</td></tr>
<tr><td colspan="2">Q5: Your Organization: _____
Q6: Your Designation: _____
Q7: Age of organization (in years): _____</td></tr>
</table>

Below are a number of aspects related to your job. Based on your opinion kindly provide your answers on the level of satisfaction to the following statements.

Please Choose Only One Option for Each Statement Below

Section 1: Digital Nomadism with SDGs

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I think Digital nomadism helps reduce office-related energy consumption by eliminating the need for a fixed workplace					
I believe that the flexibility of digital nomadism allows for a better work-life balance and improved well-being.					
I feel frequent travel as part of the digital nomad lifestyle negatively impacts environmental sustainability.					
I think Digital nomads contribute to local economies and promote sustainable tourism through their travels.					

Section 2: Eco-friendly work spaces

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I believe that working from eco-friendly workspaces helps reduce my environmental impact.					
I think that eco-friendly workspaces, such as those using renewable energy, contribute to sustainable development.					
I feel that working in spaces with sustainable practices, like waste reduction and energy efficiency, enhances my productivity.					
I feel that choosing eco-friendly workspaces aligns with my personal values of environmental responsibility.					

Section 3: Sustainable Life Style

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I believe that adopting a sustainable lifestyle helps reduce my overall environmental impact.					
I think that making eco-friendly choices, such as reducing waste and conserving energy, is essential for a sustainable lifestyle					
I feel that living a sustainable lifestyle contributes to the well-being of future generations					
I analyze that small daily actions, like choosing sustainable products, play a significant role in promoting environmental sustainability					

Section 4: Remote work trends					
	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I believe that remote work has become a permanent trend in the modern workforce					
I think that remote work provides greater flexibility and autonomy in how I manage my work-life balance.					
I feel that remote work is changing the traditional office culture by making physical office spaces less necessary					
I analyze that the increasing trend of remote work is likely to contribute to a more sustainable and environmentally-friendly work model					
Section 5: Sustainable Mobility					
I believe that using public transport and cycling contributes to sustainable mobility and reduces environmental impact. I think that adopting electric vehicles is an important step towards achieving sustainable mobility.					
I feel that promoting sustainable mobility options, such as carpooling and walking, can reduce traffic congestion and pollution					
I think shifting towards more sustainable mobility practices can help mitigate climate change and improve air quality					
Section 6: Environmental Sustainability and global citizenship.					
I believe that being a global citizen involves actively making choices that support environmental sustainability					
I think that environmental sustainability should be a key responsibility for individuals, communities, and nations worldwide					
I feel that my actions, no matter how small, contribute to the global effort to protect the environment					
I analyze that fostering a sense of global citizenship can encourage more sustainable practices across the globe					

Google Form Link:

https://docs.google.com/forms/d/e/1FAIpQLSe4zjWjqt_4BCvszETomR9He5emrd3UtnbObOi6WauEF6Deng/viewform?usp=sharing