

THE ACCOMPLISHMENT OF THE DIGITAL WELL-BEING IN COMPANIES

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The COVID-19 pandemic has accelerated the digital transition, leading to a steep rise in online/remote activities. It opens a lot of questions about how to master the burdens of distance working without negative consequences on well-being. It became clear that so many employees have been exposed to grave cases of digital overload with poor or no organizational HR support. The impact of digitally intensive activities on employees' work and personal lives is proving to be very detrimental, especially concerning the stress of having to be online all the time. Many employees have to deal with technostress. Which has a negative influence on both the person itself and his performance. Because of these reasons, the companies lose their competitive advantage in the market.

This paper will concern how to reduce these negative consequences in the company and what kind of ways can the company apply for minimizing or reducing these negatives factors.