

12-12-2022

The role of remote work in organizational relocations in times of war

Nataliya Berbyuk Lindström
Department of Applied IT, nataliya.berbyuk.lindstrom@ait.gu.se

Serhii Prokopenko
Marketing, prokopenko.serhii@gmail.com

Liudmyla Grynevych
Marketing, ludmyla.grynevych@gmail.com

Follow this and additional works at: https://aisel.aisnet.org/treos_icis2022

Recommended Citation

Berbyuk Lindström, Nataliya; Prokopenko, Serhii; and Grynevych, Liudmyla, "The role of remote work in organizational relocations in times of war" (2022). *ICIS 2022 TREOs*. 59.
https://aisel.aisnet.org/treos_icis2022/59

This material is brought to you by the TREO Papers at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICIS 2022 TREOs by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

The role of remote work in organizational relocations in times of war

Nataliya Berbyuk Lindström, nataliya.berbyuk.lindstrom@ait.gu.se; Serhii Prokopenko, prokopenko.serhii@gmail.com; Liudmyla Grynevych, ludmila.grynevych@gmail.com; Liana Razmerita, lra.msc@cbs.dk

February 2022 marks the beginning of a full-scale war in Ukraine, which has changed the lives of millions of people. In spite of the physical destruction of enterprises, evacuation of factories and personnel, and disruption of communications, the beginning of April 2022 became the re-starting point for business operations as a result of the Ukrainian state program targeted at supporting replaced enterprises. Moving organizational structures to safe regions creates many problems, but adapting to enforced remote work practices is pivotal for both employees and organizational resilience at a time of crisis (Razmerita et al., 2021). To this end, using the case of three relocated Ukrainian enterprises, the study addresses the following research question: *How do businesses and employees adapt to remote work in times of war?*

The research will be guided by the theory of organizational discontinuity in remote work (Watson-Manheim et al., 2012), the theory of organizational adaptation (Sarta et al., 2020), and the theory of self-determination (Deci and Ryan, 2000). The preliminary analysis of interviews with the Ukrainian entrepreneurs shows that remote work skills acquired during the COVID-19 pandemic were essential for a successful adaptation to the conditions of martial law. Further, partial or complete loss of customers and suppliers, dismissal of part of the staff who were evacuated and are unable to work fully, and the urgent need to recruit and train new personnel were common challenges mentioned by the respondents.

The study aims to contribute to a deeper understanding of adaptation strategies, boundaries, and discontinuities during crises and war. As discontinuity is caused by a new type of crisis, organizations and managers have to invent new types of reactions and solutions for passing through these new critical circumstances. In the study, we will identify methods of response to new kinds of discontinuities, raising managerial implications valuable for practitioners as well as new theoretical insights.

1. Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination of behavior. *Psychological inquiry*, 11(4), 227-268.
2. Razmerita, L., Peroznejad, A., Pantelli, N., & Kärreman, D. (2021). Adapting to the Enforced Remote Work in the Covid 19 Pandemic. 34th Bled EConference Digital Support from Crisis to Progressive Change: June 27 – 30, 2021.
3. Sarta, A., Durand, R., & Vergne, J. P. (2021). Organizational adaptation. *Journal of management*, 47(1), 43-75.
4. Watson-Manheim, M. B., Chudoba, K. M., & Crowston, K. (2012). Perceived discontinuities and constructed continuities in virtual work. *Information systems journal*, 22(1), 29-52.