Chapter 3
Exploring the Frontier:
New and Future Trends in Research

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ABSTRACT

The chapter on new and future trends in research explores the latest developments in research on innovation capabilities and entrepreneurial opportunities in the context of smart working. The chapter highlights emerging research trends, including the use of AI and machine learning for smart working, the impact of smart working on employee well-being, and the intersection of smart working with sustainability goals. The implications of these trends for innovation and entrepreneurship are explored, including challenges and opportunities such as keeping up with technological advancements, balancing benefits and drawbacks, and enhancing innovation capabilities while reducing environmental impact. Smart working research offers opportunities to improve work-life balance and contribute to sustainability goals by reducing commuting and associated emissions. By staying on the cutting edge of research, organizations can position themselves to capitalize on emerging opportunities and remain competitive in the future.

INTRODUCTION

The business landscape is constantly evolving, with new technologies, changing customer needs, and market disruptions all playing a role in shaping the way companies operate. In this context, organizations need to remain agile and responsive to change, and this requires a deep understanding of the latest research trends and

insights (Betti & Sarens, 2021). In the field of smart working, staying up-to-date with new and emerging research trends is particularly important, as this can help organizations to unlock new opportunities for innovation and entrepreneurship.

Therefore, the purpose of this chapter is to highlight the importance of staying up-to-date with new and emerging research trends in the context of smart working and to provide an overview of some of the most promising new research directions in this area. We will explore some of the most exciting new research directions in smart working, and discuss the potential implications of these trends for innovation and entrepreneurship in this space. By staying on the cutting edge of research, organizations can position themselves to take advantage of emerging opportunities and stay competitive in the years to come.

Smart Working

Smart working, also known as telecommuting or remote work (Roberto et al., 2023), has been a growing trend in recent years, with the "COVID-19 pandemic" accelerating its adoption worldwide (Savić, 2020). As a result, there has been increased interest in researching the impact of smart working on "employee productivity and well-being," as well as the role of technology in enabling smart working and the challenges and opportunities associated with managing remote teams (Kelliher & Anderson, 2010).

One key finding from recent studies is that smart working can have a positive effect on employee productivity. It is important to note that the effectiveness of smart working may vary depending on the nature of the work, organizational culture, and individual preferences. However, the overall trend indicates that smart working can have a positive effect on employee productivity. A research by Stanford University found that "remote workers" were 13% more "productive" than their "office-based counterparts," likely due to the reduced distractions and time saved from not having to travel (Mishra, Agarwal & Agarwal, 2020). Additionally, a study by "Harvard Business Review" found that remote workers were more likely to work longer hours and were more productive during those hours (Moss, 2021).

However, there are also potential downsides to smart working, particularly when it comes to employee well-being (Soga et al., 2022). A study by the International Labour Organization found that "remote workers" reported higher levels of "stress and anxiety," as well as greater difficulty in maintaining work-life balance. Employers need to provide support and resources to remote workers to help mitigate these negative effects (Afonso, Fonseca, & Teodoro, 2022).

Technology plays a critical role in enabling smart working, and recent research has highlighted the importance of having the right tools and infrastructure in place (Oztemel & Gursev, 2020). Organizations need to invest in robust and reliable technology infrastructure to support smart working effectively. The availability of

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