Attitudes of Respondents on the Significance of Digitization in Multinational Enterprises and Its Importance for Well-Being

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Abstract. *This paper investigates the intricate dynamics of digitization in multinational enterprises, exploring the attitudes of stakeholders and their perceived impact on individual well-being within these complex ecosystems. The comprehensive literature review underscores the transformative potential of digitization, noting its "bright sides" such as efficiency gains and innovation, alongside the "dark sides" involving cybersecurity threats and job displacement. The study utilizes a rigorous research methodology employing statistical tools like the Mann-Whitney U Test, Kruskal-Wallis Test, Linear Regression and Factor Analysis to analyze attitudes and perceptions. The qualitative phase aims to capture in-depth insights into decision-making processes, challenges faced, and perceived benefits. The quantitative survey, designed based on identified factors from the literature, seeks to validate these findings on a broader scale. The findings reveal nuanced interplays between attitudes toward digitization in multinational enterprises and their broader implications for the well-being of individuals and society. The analysis also highlights the communalities and factors influencing peoples' attitudes, emphasizing the delicate balance between the positive and negative dimensions of digitization. This study contributes a nuanced understanding of the intricate relationship between organizational attitudes toward digitization and its effects on the well-being of those navigating the complexities of multinational enterprises. Beyond its academic value, the research provides actionable insights for practitioners in crafting strategies that align digitization goals with the holistic well-being of stakeholders.*

Keywords: digitization, well-being, multinational enterprises, attitudes, innovation.

Introduction

Digitization in multinational enterprises has been a pervasive trend, transforming how these organizations operate, collaborate, and compete in the global business landscape. The all-encompassing impact of digital technologies compels organizations to recalibrate their operational frameworks and adapt to an environment characterized by unprecedented connectivity and technological acceleration. This paper meticulously examines the attitudes displayed by stakeholders, specifically focusing on understanding the perceived significance of digitization in multinational enterprises and its repercussions on the well-being of individuals engaged in these intricate ecosystems.

This study aims to delve beneath the surface of technological adoption and unravel the intricate fabric of sentiments, concerns, and aspirations that define the organizational landscape amid digital transformation.

We decided to examine this topic in more detail because it is highly topical and important. The ever-evolving digital world is fundamentally changing how multinational companies do business. Discussions about the importance of digitization and its impact on the overall well-being

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of workers in these organizations are absorbing and complex. Respondents are assumed to respond differently, considering the digital revolution's challenges and opportunities. This diversity of attitudes ranges from the expected benefits of efficiency and innovation to concerns about cyber threats and the potential risk of job losses. The main objective of this study is to bring the respondents' views on the importance of digitization in multinational companies closer and to investigate how this digital transformation affects their professional and personal well-being. It focuses on critical aspects, from strategic decisions in corporate social responsibility to day-to-day operations and employee interactions with digital technologies. Thanks to this, we can gain a deeper insight into how the digital era shapes the perceptions and experiences of workers in multinational enterprises.

The interconnected nature of our world and the ubiquitous presence of technology have revolutionized the strategies for brand building, marketing, and global expansion. While the internet has facilitated these changes, the true catalysts behind these transformations have been advancements in software and hardware technologies. As a result of these developments, modern online consumers demand simplicity, convenience, and relevance (Brouthers et al., 2016). Digitalization has a profound impact on various functions and operations within companies. For instance, marketing, sales, and customer support play pivotal roles in retaining and attracting new customers.

Furthermore, leveraging digital technologies to analyze vast amounts of data through algorithms has become indispensable for making informed business decisions (Hänninen et al., 2017). Multinational enterprises are encountering new and pressing challenges that necessitate a fundamental reassessment of their approach to integrating digitization and sustainability into their operations. These companies are navigating through an increasingly intricate geopolitical landscape where addressing climate change demands global cooperation in a world marked by growing nationalism and trade restrictions (Lubinski & Wadhwani, 2020).

Literature review

During the initial stage of digitalization, where digital integration is partial and specific, the transformative potential is confined, leading to a restrained realization of initial efficiency improvements (Bjorkdahl, 2020). The positive impacts encompass benefits such as enhanced efficiency and innovation. The negative impact, including cybersecurity threats and job displacement, presents challenges that can counteract these positive outcomes (Cappa et al., 2021). The favourable aspects of digitalization wield a positive influence on organizational performance, primarily manifesting through augmented efficiency and growth (Ferreira et al., 2019).

Digital resources encompassing digital assets, agility, networking capability, and proficiency in big data analytics, coupled with advantages associated with the outward internationalization of firms possess the capacity to enhance overall firm performance (Autio et al., 2021). Digitalization advantage suggests that Multinational Enterprises (MNEs) experience advantages from more interconnected interfirm relationships, efficiently managed intra-firm connections, and enhanced interactions with global customers, all facilitated by strong digital global connections (Luo, 2021). The digital economy has undergone rapid development and has become intricately entwined with the real economy, emerging as a novel catalyst for economic growth (Ravichandran & Liu, 2011). Digital transformation, as defined in organizational contexts, encapsulates the utilization of novel digital information technologies to instigate significant business changes that fundamentally influence the experiences and interactions of users (Reis et al., 2018). In the realm of strategic Corporate Social Responsibility decisions, a company's digital transformation holds the potential to bolster collectivist inclinations, thereby fostering a heightened motivation to fulfill social responsibilities (Young et al., 2019).

The utilization of digital channels for information acquisition and stakeholder engagement ensures a more accurate understanding of consumer needs, allowing companies to tailor their strategies and operations to precisely meet the evolving demands of their stakeholders (Yeow et al., 2018). Companies' application of digital technologies serves as a means to augment operational efficiency and optimize existing processes, thereby contributing to the evolution of established value-creation mechanisms (Vial, 2019). Conceptual framework Industry 4.0 underscores the implementation of intelligent manufacturing processes, comprehensive digitization of value and supply chains, and the advent of cloud manufacturing (Müller et al., 2018). Collectively, the process optimizations driven by digitization culminate in elevated productivity and reduced costs and afford companies the capacity to execute their prevailing business models with enhanced efficiency (Schroeder et al., 2019).

Methodology

The data processing procedures were executed using the sophisticated SPSS Statistics software, ensuring rigorous analytical precision and reliability.

Utilizing statistical methodologies, our analysis incorporated the Mann-Whitney U Test, a non-parametric statistical tool, to compare two independent samples without necessitating stringent distributional assumptions. Furthermore, the Kruskal-Wallis Test, was employed to extend the analytical scope beyond scenarios with two independent groups. The utilization of Pairwise Comparisons, in conjunction with Kruskal-Wallis tests, proved indispensable for pinpointing specific groups exhibiting statistically significant differences. We employed the Kolmogorov-Smirnov test to assess whether our sample distribution significantly diverges from a reference distribution, examining the cumulative distribution functions of both with sensitivity to distributional disparities. Additionally, the Shapiro-Wilk test was applied to evaluate the normality of our data, particularly suitable for our sample due to its force in detecting departures from normality. The Mann-Whitney U test was used to determine potential discrepancies in distributional characteristics between two independent samples without normality assumptions. This nonparametric method provides insights into the relative ranks of observations between the samples. We also used, as we mentioned, the Kruskal-Wallis test, an extension of the Mann-Whitney U test, to compare the medians of multiple independent samples. It allows for identifying statistically significant differences in median values across groups, accommodating datasets that may not conform to the assumptions of parametric tests.

General descriptive statistics and the Kaiser–Meyer–Olkin (KMO) Test played a pivotal role in our exploration, specifically in the context of factor analysis. Following the KMO test, Bartlett's Test emerged as a critical significance hypothesis test in factor analysis. Our utilization of Factor Analysis aimed to unveil intricate relationships among observed variables, distilling the essence of underlying factors and elucidating correlation patterns within the observed variables. Principal Component Analysis, a sophisticated multivariate statistical technique employed for dimensionality reduction and feature extraction, was instrumental in generating principal components capturing the maximum variance present in the dataset. Linear regression assumed a linear relationship between independent and dependent variables, contingent upon homoscedasticity – uniform error variance across all independent variable levels.

As a dependent variable, we chose ethical issues associated with digital technologies, for which we identified a correlation with nine attitudes, using a mathematical-statistical method, i.e. linear regression and Pearson's correlation coefficient. The Pearson correlation coefficient is a statistical metric for gauging the strength and direction of the linear relationship between two continuous variables. It assesses the strength and direction of a linear relationship between two continuous variables, ranging from -1 to +1. A score of +1 signifies a perfect positive linear relationship, -1 indicates a perfect negative linear relationship, and 0 denotes no linear correlation.

The resolution to our research query emerged through the execution of primary research involving 201 Slovak respondents. These individuals participated in expressing their perspectives, utilizing a crafted 5-point Likert scale to articulate degrees of agreement or disagreement with specified attitudes. Concurrently, our investigation delved into the discernment of attitudes and exploring causal relationships with identified factors. Nine distinct attitudes were pinpointed, each strategically chosen as representative statements encapsulating the behavioural inclinations and preferences of the Slovak respondents. The methodical selection of these attitudes forms the basis for our analytical exploration, aiming to unravel the intricate associations between these attitudes and the underlying factors.

Drawing insights from an in-depth review of professional literature and scientific contributions, we have formulated two critical research questions and six hypotheses:

1. *RQ1: Are there statistically significant differences in responses based on selected categories and attitudes?*
2. *RQ2: Does digitalization influence the attitudes and opinions of Slovak respondents?*

$H1_0$: There are not significant differences between the answers across gender categories.
$H2_0$: There are not significant differences between the answers across residence categories.
$H3_0$: There are not significant differences between the answers across education categories.
$H4_0$: There are not significant differences between the answers across employment categories.
$H5_0$: There are not significant differences between the answers across age categories.
$H6_0$: There is no correlation between attitudes.

We have identified nine attitudes that represent knowledge about the digital skills needed in multinational companies:

1. I am interested in the technological procedures.
2. I am active on social networks.
3. I positively evaluate digital technologies' current situation.
4. I believe that multinational companies are ready for future digital challenges.
5. Digitization significantly impacts your ability to prepare for future work challenges.
6. I consider digital transformation essential for the future of multinational companies.
7. I think that digital transformation will bring new career opportunities.
8. I consider digital skills necessary for a job in a multinational corporation.
9. Digital transformation impacts job opportunities for students.

Results and discussions

In the subsequent section of this paper, we delineate our findings derived from computations facilitated by a curated set of mathematical, general, and statistical methodologies.

In Table 1, the average values for the categories Gender, Residence, Education, and Employment are depicted. The 95% Confidence Interval for Mean provides a range within which the true mean value can be with 95% certainty. Trimmed Mean is utilized to minimize the impact of extreme values. Variance and standard deviation measure the data spread, with higher variance and standard deviation indicating greater variability. Skewness and kurtosis offer insights into the shape of the data distribution. For Gender, the skewness is -0.665, suggesting a slight leftward asymmetry. The kurtosis is -1.573, indicating that the distribution is flatter and wider than a normal distribution.

Table 1. Descriptive statistics

Descriptives		Statistic Gender	Std. Error	Statistic Residence	Std. Error	Statistic Education	Std. Error	Statistic Employment	Std. Error
Mean		0.657	0.034	0.692	0.033	0.547	0.035	0.333	0.033
95% Confidence Interval for Mean	Lower Bound	0.591		0.627		0.478		0.268	
	Upper Bound	0.723		0.756		0.617		0.399	
5% Trimmed Mean		0.674		0.713		0.553		0.315	
Median		1.000		1.000		1.000		0.000	
Variance		0.227		0.214		0.249		0.223	
Std. Deviation		0.476		0.463		0.499		0.473	
Minimum		0.000		0.000		0.000		0.000	
Maximum		1.000		1.000		1.000		1.000	
Skewness		-0.665	0.172	-0.836	0.172	-0.191	0.172	0.712	0.172
Kurtosis		-1.573	0.341	-1.315	0.341	-1.983	0.341	-1.508	0.341

Source: Authors' own research.

Normality tests (Kolmogorov-Smirnov and Shapiro-Wilk) are tools used to verify whether data is derived from a normal distribution. The results of both tests (Kolmogorov-Smirnov and Shapiro-Wilk) show p-values < 0.05 for all categories, indicating that we reject the null hypothesis of a normal distribution.

Table 2. Test of Normality

Categories	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Gender	0.421	201	0.000	0.600	201	0.000
Residence	0.439	201	0.000	0.581	201	0.000
Education	0.365	201	0.000	0.633	201	0.000
Employment	0.426	201	0.000	0.595	201	0.000

a. Lilliefors Significance Correction

Source: Authors' own research.

The results of the Mann-Whitney U test for independent samples provide information on whether statistically significant differences exist between the distributions of values for individual categories of gender, residence, education, and employment for each attitude. Rejecting the null hypothesis indicates that there are statistically significant differences in the distributions of values for the respective aspect of attitude among the examined categories. Attitude 1:

- Gender: p = 0.227; Residence: p = 0.375; Employment: p = 0.586 - We do not have sufficient evidence to reject the null hypothesis - the distribution of Attitude 1 is not statistically significantly different between genders, residence, and employment.
- Education: p = 0.000 - We reject the null hypothesis - the distribution of Attitude 1 is statistically significantly different between levels of education.

Table 3. Hypothesis Test Summary - Independent-Samples Mann-Whitney U Test

Number of Attitude	Sig. Gender	Decision	Sig. Residence	Decision	Sig. Education	Decision	Sig. Employment	Decision
Tested on Attitude 1 across category:	0.227	Do not reject $H1_0$.	0.375	Do not reject $H2_0$.	0.000	Reject the $H3_0$.	0.586	Do not reject $H4_0$.
Tested on Attitude 2 across category:	0.000	Reject the $H1_0$.	0.454	Do not reject $H2_0$.	0.432	Do not reject $H3_0$.	0.107	Do not reject $H4_0$.
Tested on Attitude 3 across category:	0.508	Do not reject $H1_0$.	0.068	Do not reject $H2_0$.	0.002	Reject the $H3_0$.	0.957	Do not reject $H4_0$.
Tested on Attitude 4 across category:	0.344	Do not reject $H1_0$.	0.011	Reject the $H2_0$.	0.154	Do not reject $H3_0$.	0.464	Do not reject $H4_0$.
Tested on Attitude 5 across category:	0.633	Do not reject $H1_0$.	0.001	Reject the $H2_0$.	0.009	Reject the $H3_0$.	0.785	Do not reject $H4_0$.
Tested on Attitude 6 across category:	0.554	Do not reject $H1_0$.	0.000	Reject the $H2_0$.	0.325	Do not reject $H3_0$.	0.493	Do not reject $H4_0$.
Tested on Attitude 7 across category:	0.699	Do not reject $H1_0$.	0.002	Reject the $H2_0$.	0.019	Reject the $H3_0$.	0.436	Do not reject $H4_0$.
Tested on Attitude 8 across category:	0.140	Do not reject $H1_0$.	0.000	Reject the $H2_0$.	0.063	Do not reject $H3_0$.	0.972	Do not reject $H4_0$.
Tested on Attitude 9 across category:	0.920	Do not reject $H1_0$.	0.000	Reject the $H2_0$.	0.000	Reject the $H3_0$.	0.731	Do not reject $H4_0$.

Source: Authors' own research.

In Figure 1, statistically significant differences are presented in the categories of Residence, and Education. There are no statistically significant differences for Employment.

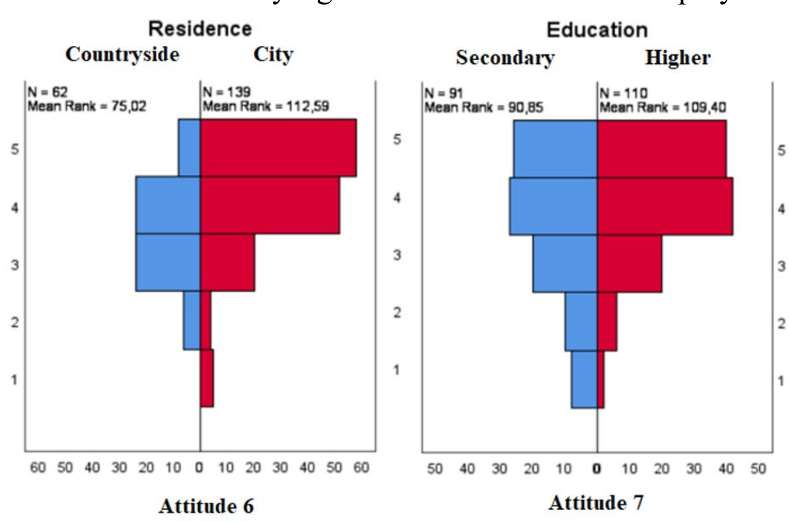


Figure 1. Mann-Whitney U test results

Source: Authors' own research.

We continue with the Kruskal-Wallis Test for Age groups: 18-23 (59 respondents), 24-29 (57 respondents), 30-49 (53 respondents) and 50+ (32 respondents).

Table 4. Hypothesis Test Summary - Independent-Samples Kruskal-Wallis Test

Number of Attitude	Sig.	Decision
Tested on Attitude 1 across category Age.	0.071	Do not reject $H5_0$.
Tested on Attitude 2 across category Age.	0.011	Reject the $H5_0$.
Tested on Attitude 3 across category Age.	0.005	Reject the $H5_0$.
Tested on Attitude 4 across category Age.	0.082	Do not reject $H5_0$.
Tested on Attitude 5 across category Age.	0.002	Reject the $H5_0$.
Tested on Attitude 6 across category Age.	0.408	Do not reject $H5_0$.
Tested on Attitude 7 across category Age.	0.006	Reject the $H5_0$.
Tested on Attitude 8 across category Age.	0.588	Do not reject $H5_0$.
Tested on Attitude 9 across category Age.	0.002	Reject the $H5_0$.

Source: Authors' own research.

The results of the Kruskal-Wallis test for independent samples provide information on whether there are statistically significant differences between the distributions of values for the age categories in attitudes 1-9.

Table 5. Pairwise Comparisons of Age - Attitude 5

Sample 1 - Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig.[a]
50+ - 24-29	47.029	15.699	2.996	0.003	0.016
50+ - 30-49	51.063	15.747	3.243	0.001	0.007
50+ - 18-23	59.433	15.798	3.762	0.000	0.001
24-29 - 30-49	-4.034	9.752	-0.414	0.679	1.000
24-29 - 18-23	12.404	9.834	1.261	0.207	1.000
30-49 - 18-23	8.370	9.911	0.845	0.398	1.000

Source: Authors' own research.

The results of the Pairwise Comparisons for the age category and attitude 5 show statistically significant differences in the value distributions between the age category 50+ and the other age categories.

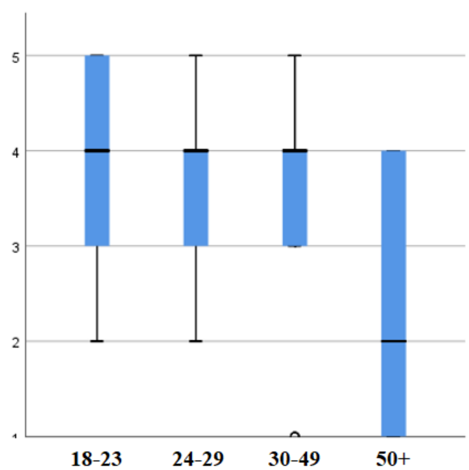


Figure 2. Independent-Samples Kruskal-Wallis Test for Attitude 5

Source: Authors' own research.

We continue with Linear regression, where we examined the impact of the **dependent variable - the ethical issues associated with digital technologies** (that students could face when entering the labour market) on nine attitudes (as the independent variables).

Table 6. Correlation

Pearson Correlation	Dependent Variable	Attitude 1	Attitude 2	Attitude 3	Attitude 4	Attitude 5	Attitude 6	Attitude 7	Attitude 8	Attitude 9
DV	1.000	0.121	0.098	0.009	-0.168	0.001	-0.076	-0.020	0.067	-0.098
Attitude 1	0.121	1.000	0.101	-0.318	-0.272	-0.346	-0.276	-0.342	-0.210	-0.382
Attitude 2	0.098	0.101	1.000	-0.097	-0.096	-0.193	-0.094	-0.097	-0.087	-0.173
Attitude 3	0.009	-0.318	-0.097	1.000	0.506	0.461	0.452	0.550	0.472	0.519
Attitude 4	-0.168	-0.272	-0.096	0.506	1.000	0.300	0.422	0.401	0.347	0.413
Attitude 5	0.001	-0.346	-0.193	0.461	0.300	1.000	0.491	0.550	0.512	0.631
Attitude 6	-0.076	-0.276	-0.094	0.452	0.422	0.491	1.000	0.467	0.460	0.567
Attitude 7	-0.020	-0.342	-0.097	0.550	0.401	0.550	0.467	1.000	0.575	0.487
Attitude 8	0.067	-0.210	-0.087	0.472	0.347	0.512	0.460	0.575	1.000	0.614
Attitude 9	-0.098	-0.382	-0.173	0.519	0.413	0.631	0.567	0.487	0.614	1.000
Sig. (1-tailed)										
DV		0.044	0.082	0.448	0.008	0.492	0.142	0.387	0.172	0.082
Attitude 1	0.044		0.077	0.000	0.000	0.000	0.000	0.000	0.001	0.000
Attitude 2	0.082	0.077		0.084	0.088	0.003	0.093	0.086	0.110	0.007
Attitude 3	0.448	0.000	0.084		0.000	0.000	0.000	0.000	0.000	0.000
Attitude 4	0.008	0.000	0.088	0.000		0.000	0.000	0.000	0.000	0.000
Attitude 5	0.492	0.000	0.003	0.000	0.000		0.000	0.000	0.000	0.000
Attitude 6	0.142	0.000	0.093	0.000	0.000	0.000		0.000	0.000	0.000
Attitude 7	0.387	0.000	0.086	0.000	0.000	0.000	0.000		0.000	0.000
Attitude 8	0.172	0.001	0.110	0.000	0.000	0.000	0.000	0.000		0.000
Attitude 9	0.082	0.000	0.007	0.000	0.000	0.000	0.000	0.000	0.000	

Source: Authors' own research.

The correlation table shows the Pearson correlation coefficients between the dependent variable (DV - the ethical issues associated with digital technologies) and the independent variables (nine attitudes). Attitudes 1, 4, and 9 show statistically significant correlations with the main challenge. Attitudes 2, 3, 5, 6, 7, and 8 do not show statistically significant correlations with the main challenge.

Table 7. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0.297[a]	0.088	0.045	0.998	1.837

a. Predictors; b. Dependent Variable

Source: Authors' own research.

The model summary provides key metrics to assess the overall performance and fit of the linear regression model. R is 0.297, indicating a relatively weak positive correlation. R Square measures the proportion of variance in the dependent variable explained by the independent variables. In this model, the attitude's variables explain approximately 8.8% of the main challenge variable (DV) variance. Adjusted R Square adjusts the R Square value for the number of predictors in the model. The adjusted R Square is 0.045, suggesting that the model's explanatory power is limited. A lower value standard error of the estimate indicates a better model fit. The Durbin-Watson statistic assesses the presence of autocorrelation in the residuals. The value is 1.837, indicating a mild positive autocorrelation.

Table 8. Coefficients

Model			Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
(Constant)	2.401	0.431		5.571	0.000		
Attitude 1	0.233	0.216	0.084	1.076	0.283	0.791	1.264
Attitude 2	0.223	0.194	0.081	1.146	0.253	0.954	1.048
Attitude 3	0.177	0.116	0.143	1.526	0.129	0.545	1.835
Attitude 4	-0.219	0.093	-0.198	-2.349	0.020	0.674	1.483
Attitude 5	0.097	0.098	0.097	0.996	0.321	0.498	2.007
Attitude 6	-0.043	0.093	-0.042	-0.466	0.641	0.590	1.695
Attitude 7	-0.038	0.089	-0.042	-0.433	0.665	0.498	2.007
Attitude 8	0.201	0.098	0.200	2.058	0.041	0.506	1.977
Attitude 9	-0.176	0.103	-0.185	-1.705	0.090	0.407	2.458

Source: Authors' own research.

Attitudes 1, 2, 3, 5, 6, 7, 8 and 9 have positive standardized coefficients, suggesting a positive relationship with the main challenge variable. Attitude 4 has a negative standardized coefficient, indicating a negative relationship with the main challenge variable. The t-statistics and significances indicate that Attitudes 1, 2, 3, 4, 5, 8, and 9 are individually significant in predicting the main challenge. The t-statistic tests the hypothesis that the population coefficient is zero. A higher absolute t-value suggests a more significant relationship. The provided collinearity statistics suggest that the model's predictor variables (Attitude 1 to Attitude 9) have low collinearity, contributing distinct information to the prediction of the main challenge variable. The VIF values, all below 2, provide additional support for the absence of severe multicollinearity.

Table 9. Collinearity Diagnostic

Model	Eigenvalue	Condition Index	Variance Proportions (Constant)	1	2	3	4	5	6	7	8	9
1	8.041	1.000	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	0.976	2.870	0.00	0.39	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	0.752	3.269	0.00	0.36	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	0.059	11.718	0.00	0.01	0.01	0.01	0.56	0.10	0.00	0.02	0.04	0.02
5	0.042	13.808	0.01	0.00	0.00	0.01	0.00	0.02	0.10	0.59	0.01	0.14
6	0.032	15.741	0.09	0.01	0.00	0.02	0.05	0.16	0.08	0.01	0.43	0.14
7	0.030	16.431	0.01	0.00	0.00	0.03	0.05	0.29	0.73	0.05	0.01	0.01
8	0.028	16.946	0.33	0.14	0.03	0.19	0.27	0.21	0.02	0.07	0.06	0.01
9	0.021	19.361	0.16	0.09	0.01	0.34	0.06	0.10	0.00	0.05	0.29	0.37
10	0.018	21.427	0.40	0.01	0.00	0.41	0.00	0.12	0.07	0.21	0.16	0.31

Source: Authors' own research.

The Collinearity Diagnostic provides information about eigenvalues, condition indices, and variance proportions. These metrics help evaluate the severity of multicollinearity in the regression model. The eigenvalues for the first principal component are substantially higher than those for the subsequent components, suggesting that the first principal component explains the majority of the variance. The condition index is relatively low (1.000), indicating minimal multicollinearity concerns. Variance proportions for the constant and each predictor variable are mostly close to zero, indicating that these variables are not well-represented by the principal components. The collinearity diagnostic results suggest that there is minimal multicollinearity in the model. The first principal component dominates in explaining the variance, and the condition index is low, indicating that the regression coefficients are not substantially inflated due to collinearity.

Table 10. Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.440	9	2.049	2.059	.035b
Residual	190.107	191	0.995		
Total	208.547	200			

Source: Authors' own research.

Anova assesses the overall statistical significance of the regression model by comparing the variability explained by the model to the variability left unexplained (residuals). Regression Sum of Squares represents the variability in the dependent variable explained by the regression model. The residual Sum of Squares represents the unexplained variability or error in the model. The F-statistic tests whether there is a significant difference in the means of the dependent variable across different levels of the independent variables. The significance level (p-value) associated with the F-statistic. The p-value is 0.035, indicating that the overall model is statistically significant at the 0.05 significance level. The model's residuals have a mean close to zero, suggesting that, on average, the model is unbiased. As indicated by the standard deviation, the spread of residuals is 0.975. The standardized residuals provide additional context by expressing the residuals in terms of standard deviations.

Table 11. Residual Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,82	3,67	2,59	0,304	201
Residual	-1,805	1,831	0,000	0,975	201
Std. Predicted Value	-2,538	3,536	0,000	1,000	201
Std. Residual	-1,809	1,835	0,000	0,977	201

Source: Authors' own research.

The KMO statistic assesses the sampling adequacy for factor analysis. KMO value of 0.877 indicates that the data is highly suitable for factor analysis. Bartlett's Test examines whether the observed variables intercorrelate significantly, indicating whether the correlation matrix is significantly different from an identity matrix (spherical).

Table 12. KMO and Bartlett´s Test of Sphericity

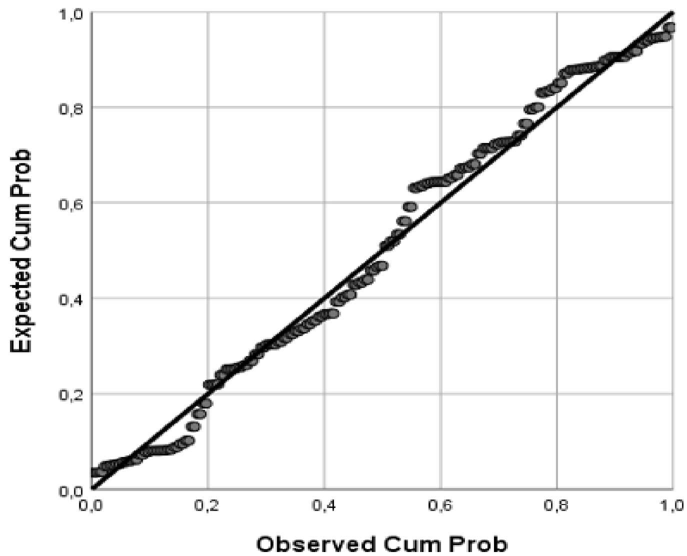
KMO test		0,877
Bartlett´s Test of Sphericity	Chi-Square	633,648
	df	36
	Sig.	0,000

Source: Authors' own research.

The high KMO value suggests that the data has high sampling adequacy for factor analysis. The low p-value from Bartlett's Test indicates that the observed correlations between variables are significantly different from an identity matrix, providing evidence to proceed with factor analysis. Both tests suggest that the data is suitable for factor analysis, and the relationships among variables are not due to chance.

The Normal P-P Plot (Probability-Probability Plot) of Regression Standardized Residuals in Figure 3 assess the normality of residuals in a regression model. The points closely follow a diagonal line from the bottom-left to the top-right, it suggests that the residuals are approximately normally distributed. In contrast, deviations from this line indicate departures from normality.

Figure 3. Normal P-P Plot of Regression Standardized Residual



Source: Authors' own research

Table 13. Correlation Matrix[a]

Pearson Correlation	Attitude 1	Attitude 2	Attitude 3	Attitude 4	Attitude 5	Attitude 6	Attitude 7	Attitude 8	Attitude 9
Attitude 1	1.000	0.101	-0.318	-0.272	-0.346	-0.276	-0.342	-0.210	-0.382
Attitude 2	0.101	1.000	-0.097	-0.096	-0.193	-0.094	-0.097	-0.087	-0.173
Attitude 3	-0.318	-0.097	1.000	0.506	0.461	0.452	0.550	0.472	0.519
Attitude 4	-0.272	-0.096	0.506	1.000	0.300	0.422	0.401	0.347	0.413
Attitude 5	-0.346	-0.193	0.461	0.300	1.000	0.491	0.550	0.512	0.631
Attitude 6	-0.276	-0.094	0.452	0.422	0.491	1.000	0.467	0.460	0.567
Attitude 7	-0.342	-0.097	0.550	0.401	0.550	0.467	1.000	0.575	0.487
Attitude 8	-0.210	-0.087	0.472	0.347	0.512	0.460	0.575	1.000	0.614
Attitude 9	-0.382	-0.173	0.519	0.413	0.631	0.567	0.487	0.614	1.000
Sig. (1-tailed)									
Attitude 1		0.077	0.000	0.000	0.000	0.000	0.000	0.001	0.000
Attitude 2	0.077		0.084	0.088	0.003	0.093	0.086	0.110	0.007
Attitude 3	0.000	0.084		0.000	0.000	0.000	0.000	0.000	0.000
Attitude 4	0.000	0.088	0.000		0.000	0.000	0.000	0.000	0.000
Attitude 5	0.000	0.003	0.000	0.000		0.000	0.000	0.000	0.000
Attitude 6	0.000	0.093	0.000	0.000	0.000		0.000	0.000	0.000
Attitude 7	0.000	0.086	0.000	0.000	0.000	0.000		0.000	0.000
Attitude 8	0.001	0.110	0.000	0.000	0.000	0.000	0.000		0.000
Attitude 9	0.000	0.007	0.000	0.000	0.000	0.000	0.000	0.000	

a. Determinant = 0.040
Source: Authors' own research.

These correlations provide insights into the relationships between different attitudes. The significance values help assess whether these observed correlations are likely due to chance or if they reflect true associations in the population. The significance values associated with each correlation coefficient indicate whether the observed correlations are statistically significant.

Table 14. Communalities

	Initial	Extraction		Initial	Extraction		Initial	Extraction
Attitude 1	1.000	0.261	Attitude 4	1.000	0.387	Attitude 7	1.000	0.590
Attitude 2	1.000	0.046	Attitude 5	1.000	0.583	Attitude 8	1.000	0.553
Attitude 3	1.000	0.560	Attitude 6	1.000	0.525	Attitude 9	1.000	0.670

Extraction Method: Principal Component Analysis
Source: Authors' own research.

Initial Communalities represent the total proportion of variance in each variable before factor analysis. The extraction process aims to identify underlying factors that explain the observed patterns of correlations among variables. The extraction communalities indicate the proportion of each variable's variance that is accounted for by the principal components extracted. Attitude 1 has a communal variance of 0.261, suggesting that 26.1% of its variance is explained by the extracted components. These values provide insights into how much of the variability in each attitude variable can be explained by the identified common factors. The total Variance is explained in Table 15, and Figure 4 shows Scree Plot.

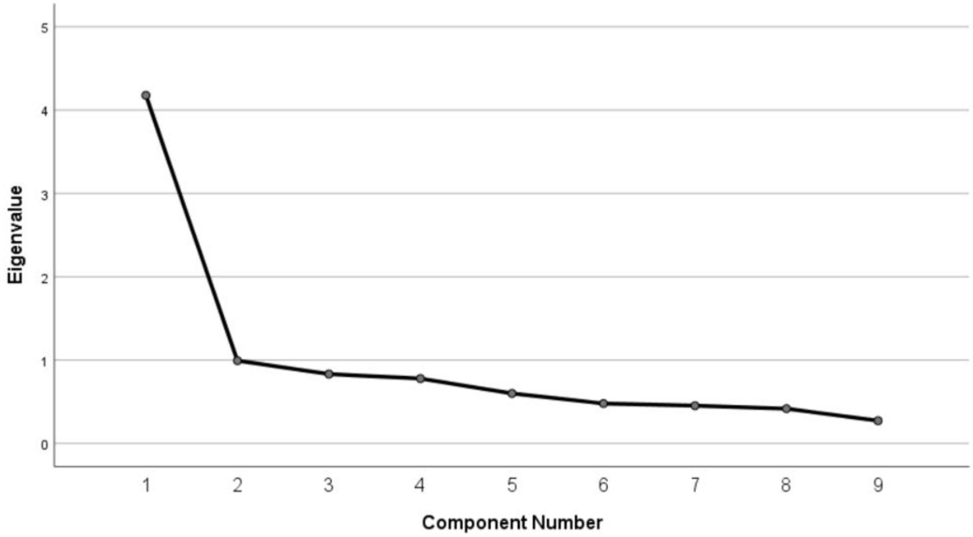
Table 15. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.177	46.411	46.411	4.177	46.411	46.411
2	0.993	11.035	57.446			
3	0.832	9.247	66.693			
4	0.778	8.645	75.337			
5	0.600	6.663	82.001			
6	0.479	5.318	87.318			
7	0.453	5.029	92.347			
8	0.417	4.631	96.978			
9	0.272	3.022	100.000			

Source: Authors' own research.

Table 15 shows the total variance explained by each component in the factor analysis. The first component explains 46.411% of the total variance in the original variables. The second component explains an additional 11.035%. The "Cumulative %" column shows the cumulative variance explained as you add more components. For example, the first two components together explain 57.446% of the total variance. We may decide how many components to retain based on the eigenvalues and the percentage of variance explained. Common criteria include retaining components with eigenvalues greater than 1 or based on the percentage of variance explained. The first component alone explains a substantial portion of the total variance in our data.

Figure 4. Scree Plot



Source: Authors' own research.

The component matrix from Principal Component Analysis (PCA) provides the loadings of each variable on each component. Component 1 represents a combination of attitudes where positive loadings indicate a positive contribution to the component, and negative loadings indicate a negative contribution.

Table 16. Component 1 Matrix

Attitude 1	-0.511	Attitude 4	0.622	Attitude 7	0.768
Attitude 2	-0.214	Attitude 5	0.764	Attitude 8	0.744
Attitude 3	0.748	Attitude 6	0.725	Attitude 9	0.819

Extraction Method: Principal Component Analysis
Source: Authors' own research.

Table 16. Conclusion

Result for	Decision
$H1_0$	Reject
$H2_0$	Reject
$H3_0$	Reject
$H4_0$	Do not reject
$H5_0$	Reject
$H6_0$	Reject

Source: Authors' own research.

We recognized various constraints in our study. One limitation involves the size of our sample, and moving forward, we aim to broaden our research by including a more extensive group of participants to gain a deeper insight into individual contexts. Another consideration is the time factor, where lengthy questionnaires or surveys may fatigue respondents, impacting the accuracy of their responses. The reliance on respondents' memory is also a limitation, as individuals may need more recall abilities. Concerns about maintaining anonymity could lead to reluctance to participate. Lastly, unforeseen external factors, such as political, economic, or social changes, may influence the research environment.

Conclusion

As the corporate realm contends with the imperatives of the digital age, this investigation strives to contribute a nuanced understanding of the intricate relationship between organizational attitudes toward digitization and its resulting effects on the well-being of those navigating the complexities of multinational enterprises. This exploratory journey aims to outline a trajectory where the synthesis of technological advancement and human well-being defines a blueprint for sustainable success in the dynamic arena of multinational enterprises. The paper opens avenues for more in-depth studies, such as investigating the temporal evolution of attitudes and cross-cultural variations. The study's findings are limited to the characteristics of the sampled population, potentially restricting the generalizability of results to broader contexts. Based on research questions and six hypotheses, we present the conclusion shown in Table 16.

Our research has provided insights from a selected sample of respondents into the landscape of digitization within multinational enterprises and its impact on stakeholder well-being. We have unravelled digitisation's intricate dynamics by examining stakeholder attitudes and perceptions. The comprehensive literature review has underscored the transformative potential of digitization, shedding light on both its positive and negative dimensions. Utilizing a rigorous research methodology integrating qualitative and quantitative approaches, we delved into the interplays between attitudes toward digitization and their broader implications. Our findings illuminate the complex relationship between organizational attitudes toward digitization and their effects on individual and societal well-being. We identified commonalities and factors influencing attitudes toward digitization. Our research contributes to a deeper understanding of the intricate dynamics of digitization and its implications for stakeholder well-being. Our study serves for further research and dialogue in this crucial area of digital transformation in the global business landscape.

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