

Impact of Psychosocial Adaptability To Success of Business from Home

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Abstract: *This study analyzes different impacts of the psychosocial adaptability of workers at/from home on the success of their home-run businesses. Four samples constitute 1031 respondents from four countries of the Western Balkans: 201 from Bosnia and Herzegovina, 201 from Montenegro, 221 from Northern Macedonia and 408 from Serbia. Samples have incidental character because they include all those working from home who accepted to fill in the questionnaire in electronic form. For the needs of this research, two instruments were created: The Scale of psychosocial adaptability designed with 13 and the Questionnaire on economic indicators of work at/from home comprising 14 items. The Scale of psychosocial adaptability to work at/from home was submitted to Warimax factor analysis and two "pure", easily interpretable factors, indicated sound psychosocial adaptability were obtained. Analysis of the connection of the Scale of psychosocial adaptability with the success of the business at/from home was conducted by application of ANOV and over factor scores of the Scale. In general, good psychosocial adaptability to both factors and a positive impact on almost all researched economic activities of work at/from home was shown, which is contradictory to the results of numerous international pieces of research. Authors explained this discrepancy and tend to submit these to critical analysis.*

Keywords: *work at/from home, psychosocial adaptability, economic indicators*

1. INTRODUCTION

The impact of psychosocial factors on the success of at/from home business has been analysed over cumulative indicators to certain economically measurable activities, such are, for example, productivity, an increase of savings, earnings and profit, business efficiency, reduction of different costs, etc. Whilst psychosocial factors represent complex constructs due to which researchers perceive them over synthetic indicators, economical aspects of at-home work are significantly easier operationalized and quantified.

Research is dedicated more to analysing the impact of positive than negative psychosocial factors on the success of the at-home business. Therefore, it is highlighted that increase in the success of at/from home businesses reduces stress, as well as that self-motivation and self-

confidence is key for a successful business at/from home (Baruch, 2000; Morgan, 2004; Sullivan, Levies, 2001; Nahid, Salamzadeh, Radović -Marković, 2020; Vučeković, et.al., 2021; Radović-Marković, 2021; Salamzadeh, et.al., 2022).

In general, working at/from home is related to several positive psychosocial benefits, from flexible use of working hours, greater autonomy, freedom and creativity in work, reduction of stress, greater success and contentment with work (Kurland, Baley, Baltes et al.; Greenhaus, Powell, 2006; Gajendram, Harrison, 2007; Allen, 2001, Thomas, Gander, 1999, Bloom et al., 2015; Levis, Cooper, 2005).

The impact of economic activities on poor psychosocial adaptability is examined more and these refer, especially, to the impossibility to separate business from family duties due to an overload of work (Felstead, Henseke, 2017; Radović Marković, et.al., 2021). Separation of business from family duties generates numerous psychosocial problems, from anxiety, and stress to overburn (Levis, Cooper, 2005, Lingar, Francis, 2006; Noonan, Glas, 2012).

This research tends to examine how psychosocial adaptability in a wide continuum from positive to negative indicators impacts the success of the business at/from home.

2. RESEARCH OBJECTIVES

Regarding the exploratory character of research, objectives do not come from certain stronger theoretical and hypothetical basis, but these represent more certain guidelines for future research.

The first objective is to show quantitative indicators of different aspects of psychosocial adaptability to work at/from home.

The other objective is to correlate this with economic indicators of work at/from home.

3. SAMPLES

Four samples constitute 1031 respondents from four countries of the Western Balkans: 201 from Bosnia and Herzegovina, 201 from Montenegro, 221 from Northern Macedonia and 408 from Serbia. Samples have incidental character because they include all those working from

home who accepted to fill in the questionnaire in electronic form. Due to the lack of representativeness, all generalizations of results to the general population of those working from home are unreliable and they may be used to a greater extent as guidelines for future research.

4. RESEARCH INSTRUMENTS

For the needs of this research, two scales were constructed: The Scale of psychosocial adaptability to work at/from home and the Questionnaire of economic indicators of work at/from home.

The scale of psychosocial adaptability has 13 items:

1. Since I started my own business, I have had significantly less time for myself and my hobbies
2. Working from home does not prevent me to take enough time and motivation to engage in physical activities (exercise/sports).
3. Working from home negatively impacted the quantity and quality of sleep
4. Since I work from home I pay less attention to my family or partner
5. Since I work from home I have more time for socializing with my friends
6. I find the business I currently run to be fulfilling
7. The current earnings I achieve are sufficient to cover all my basic needs
8. I am certain of the stability and future success of the business I currently run
9. I have a problem separating my work from my private life
10. I would like to, during work, have more contact with other people
11. Since I work from home, I feel more tension and upset
12. My family and close friends mainly support me in my current work
13. During work from home, others (family, friends, neighbours) do not disturb me and I can dedicate myself to work completely

The questionnaire on economic indicators of work at/from home contains 14 questions.

1. Would you recommend this type of work as the best selection for employment?
2. What are the advantages of conducting business at/from home?
3. What should be the guidelines for establishing a business at/from home?
4. Do you include other members of your family in your regular business activities at/from home?
5. What are the basic rules for the successful conduct of business at/from home?
6. How do you determine if your business is at/from home on the right path to success?
7. How and under which circumstances should one establish an office at/from home?
8. What is the most important indicator for the successful conduct of business at/from home?
9. How should one look and how should one be dressed for conducting business at/from home?
10. Does work at/from home requires engagement in full or additional working hours?

11. Which strategies do you use to increase earnings?
12. What are the most common problems in running a business from home?
13. What are the strategies for overcoming these problems?
14. What would be your practical pieces of advice as owners of the business at/from home to future entrepreneurs?

Responses on the Scale of psychosocial adaptability are provided in the form of a five-degree Likert scale, while the Questionnaire contains responses in nominal, binary and interval form.

5. METHOD

Data have been processed by the program SPSS. Apart from descriptive statistics, ANOV, factor Warimax analysis and coefficient of correlation have been used.

6. RESULTS

First, what should be pointed out is that we compared psychosocial adaptability to certain economic aspects of work at/from home over factorial scores, therefore, it is necessary to describe the basic results of factorial analysis of the Scale of psychosocial adaptability. The Scale is submitted to Warimax factorial analysis. Results indicate good metric properties of the Scale, therefore it is adequate for factorization.

Two pure, easily interpretable factors are obtained. Within the first, much stronger factor with high saturations items describing psychological stability, good physical health, set limits between work and private life and preservation of social relationships with family and friends, as well as sufficient time for hobbies stood out. We named this first factor – factor of protective conditions of work at home to physical and psychical health and social relations

Within the second factor, items describing content with work financially and creatively, significant support for work from home obtained by the family and friends, with sufficient time for socializing with parents and for engagement in physical activity stood out. The second factor is named *factor of the fulfilment of material and financial aspirations, social support for work at/from home and engagement in recreational activities*.

Differences by factorial scores among countries were examined by ANOV. The overall review of statistical results would require enormous space, therefore this paper will provide only final comments, and the statistical procedures may be found in our monograph* (Radović-Marković, Đukanović,2022).

Answering the question “Would you recommend this type of work at/from home to others as the best choice in employment?”, rather a high percentage of respondents (between 40% and 50%) did not have any dilemma and answered affirmatively. However, 30% were in doubt and stated “maybe”, and around one-sixth of them said that they would do that if this were

the only offered choice. The percentage of those who answered "no" was rather small and it was between 2.5% and 5.9%. Differences among countries are not statistically significant.

Respondents in the first factor, who handled psychosocial stresses well, represent dominantly affirmative standpoint towards employment from home, although, expectedly, this is more positive in the second factor because it includes variables describing personal and professional fulfilment by the work from home and satisfaction of several psychosocial needs.

Respondents in all four countries, answering the question on advantages of conducting work from home see advantages, mentioned by other authors as well (Kurland, Baley, Baltes et al., 1999; Greenhaus, Powell, 2006; Gajendran, Harisson, 2007; Allen, 2001; Thomas, Ganster, 1995; Bloom et al., 2015) and only small number of them do not see any advantages. The main advantages are financial because around one-fourth of the respondents think that would be additional income gained by this type of work, and an additional one-fifth of respondents that this is permanent income. Following this, almost one-third state that it is longer time spent with family, almost one-fifth consider as an advantage of work from home setting the control over their own lives. The most important difference is that provision of permanent income is significantly more pronounced in Northern Macedonia than in Bosnia and Herzegovina ($X^2 = 60.394$; $p = 0.000$).

Regarding the advantages of conducting work at/from home, there are significant differences among countries in both factors. Therefore, we may conclude that the results of both factors first indicate that respondents perceive several benefits of working from home and the establishment of a certain hierarchy among them by the importance which depends, among other things, on the meaning each factor have for them. Common for both factors is sharp polarization to those few who work from home and did not get anything and all the others, and then polarization to economic and other benefits. Those who managed to overcompensate for stressful psychosocial events probably partly because working from home provided them greater financial stability indicated this in the first factor as well, where motives of greater financial achievement are still more important than in the second factor.

Since within the second factor, respondents who work from home enabled not only full professional affirmation but the satisfaction of other needs of theirs as well stood out, within their hierarchy of achievements increasingly acknowledged are more complex sociological and anthropological motives such as spending more time with family and, in particular, better control over life, and then more flexible distribution of time.

The question "What should be guidelines in establishing a business at home" was answered by almost one-fourth of respondents with a good business idea, and on average and in similar percentages with reduction of costs of business operations due to lease of business premises, transport costs, etc. as well. The need to balance between business and private life in Bosnia and Herzegovina was on average stressed out in 39.3% of cases, in Montenegro and Northern Macedonia by almost 22%, and in Serbia by almost 30%. In similar, smaller percentages, the respondents were led by higher earnings and employment of members of a household. Among countries, there were

found statistically significant differences ($X^2 = 65.689$; $p = 0.000$).

Significant differences among countries have been determined in both factors. In the first factor, the respondents tended to greater balancing; although the good business idea is of significance, it is not dominant as in the second factor, but these are "no investment...", "balancing between private and business duties", etc. With psychosocial stresses, with which the respondents successfully cope, one should consider that in deciding to start work from home these respondents face multiple challenges, which could anyhow affect their greater caution regarding what should be given an advantage at the beginning. Therefore, in the beginning, they were tracing two or three tracks. Those standing out in the second factor are more accomplished in the profession since they are conducting work from home, they are more willing to sign this to "good business idea" for the reason of increase of self-esteem.

Question referring to including members of their families in their business activities was answered by only 10% of respondents in Bosnia and Herzegovina and Serbia that they included other members of their families in it, whilst Montenegro and Northern Macedonia, this percentage amounts to almost 22%. It is interesting to notice that on average almost more than one-third of the family members of respondents do not show any interest to take part in it, and slightly above one-fifth is satisfied with having an advisory role. Finally, slightly below one-fifth cannot do this because they do not have a contract with the employee. There are significant differences among countries; respondents from Northern Macedonia to a significantly lesser extent stated that members of their households "are not interested in other reasons", and also in Montenegro, whilst Serbia family members are not interested in working at/from home to a greater extent ($X^2 = 50.758$; $df = 15$; $p = 0.000$).

These differences may be conditioned by less current and poorer paid work in Montenegro and Northern Macedonia than in Bosnia and Herzegovina where the share of the IT sector and better-paid jobs is relatively highest, and a similar situation is in Serbia as well. For these reasons, in Montenegro and Northern Macedonia, it is more necessary for additional earnings of members of the household. Due to weaker initial infrastructure for working from home, possibilities to employ several family members are limited.

Among countries, and by factorial scores, no statistically significant differences were determined.

The next question relates to the basic rules for the successful conduct of business at/from home.

The following modalities are distinct: professional development, working space, previous experience, and technical equipment.

When we talk about professional development differences among countries are highly significant; in Bosnia and Herzegovina professional development is favoured by 55.2%, and in Northern Macedonia by 25.8 ($X^2 = 42.095$; $df = 3$; $p = 0.000$). This is of no surprise because the structure of business activities is most favorable in Bosnia and Herzegovina. Regarding the relatively largest number of those working in the IT sector in Bosnia and Herzegovina, permanent development is imperative.

By factors no statistically significant differences were determined among countries.

The sixth question states as follows: "How do you determine if your work is on the right path to success?".

Previous experience as important in starting a business and providing further success in working from home was stressed out by over half of the respondents from Northern Macedonia and over two-fifths of them from Serbia. Opposite to this, previous experience as important was stated by 19.9% of respondents from Bosnia and Herzegovina and 26.4% from Montenegro. The difference is statistically highly important ($X^2 = 60.386$; $df = 3$; $p = 0.000$). Respondents from Bosnia and Herzegovina work from home for the relatively shortest period, thereby it is more difficult for them to evaluate the importance of experience, and respondents from Montenegro probably tend to give less importance to experience regarding the conduct of several routinised work activities from home which do not require great experience to be obtained.

By this question, there are statistically important differences only on the second factor. Namely, the respondents in the second factor consider that previous experience and good business ideas are reliable indicators that their work is on the right path to success. This result is not unexpected regarding that the second-factor items indicating increased self-esteem for undertaking work at/from home stood out.

Regarding the question on the manner and circumstances under which one should establish an office from home, the prevailing answers indicate that respondents find this issue to be of secondary importance; an only average of more than 5% stated that the office should be furnished as in any other company, and only 12.5% of respondents from Northern Macedonia expressed such opinion. In addition, ergonomic rules as important are stated in average only 8.3% of respondents. On average, slightly above one-fifth of the respondents considers that ones who want to work do not require special space. However, more than one-third (36.9%) consider that it is sufficient to provide space where others will not disturb them, and only one-fourth considers that within the house space should be provided and an office established. Differences are statistically important ($X^2 = 48.649$; $df = 15$; $p = 0.000$).

Significant differences are present only within the first factor. It can be seen that the respondents in this factor are ambivalent. Although declared the necessity of particularly quiet and separate space within the house, they consider this to be secondary regarding motivation and dedication to work at/from home. They even do not consider the necessity of fulfilment of basic ergonomic rules to be important. In our opinion, there are at least two reasons for this: burdened by the fulfilment of more important and urgent prerequisites for good work in the office and ergonomic rules, the establishment of the office comes in third or fourth in the implementation plan. The other one is that many of them do not have objective spatial and financial requirements to establish a separate office within the house therefore they do not think about it, but they satisfy with certain separated and quiet corners if such is possible to find.

Which indicators do the respondents in four countries of the Western Balkan perceive as the most important ones for the successful conduct of business at/from home? For respondents from all countries, a better balance between free time and working hours represents the most important indicator of the success of work at/from home, which is stated by other authors

as well (Jensen, 1994; Mann et al., 2000; Levis & Cooper, 2005). The exception would be Northern Macedonia. This is followed by greater earnings. However, when it comes to greater earnings it is noticeable that this is twice as important to the respondents in Serbia and Macedonia than those in Montenegro, and when it comes to the respondents in Bosnia and Herzegovina event is two and a half times more important. On the other hand, the reduction of business stress represents a more important indicator of the success of working from home in Bosnia and Herzegovina and Montenegro than in Serbia, especially in North Macedonia.

Significant differences are determined in the first factor. Greater productivity is a significantly smaller indicator of the successfulness of business from home than a better balance between working hours and free time, length of time spent with family and reduction of business stress.

These findings are rather indicative because implicitly they indicate that overcoming stressful situations due to the work at/from home in different manners is connected to collectivistic socialist patterns, appearing as precipitative ones, but not as causative factors of stress situations.

Contrary to certain western authors, preferring productivity as a common nominator of successful remote work (Hackman, Oldman, 1976; Olson, 1989), remote employees in the Western Balkans mostly prefer the significance of support and bits of advice from family and friends in reduction of stress at work.

The majority of respondents perceived the question "How should you look and how should you be dressed for doing business at/from home" as peripheral and even, an unimportant question. The answer "One should not get dressed, which is an advantage of this work" was provided by an average of one-fourth of respondents, whilst on average more than two-fifths (44.2%) responded that it is not important how one looks, but how good the work he/she does is. Less than one-fifth stated that the wardrobe should be adjusted to the type of business, and on average 6.1% stated that one should look as if he/she is going into the office. There are significant differences among countries ($F = 8.493$; $p = 0.000$). In Bosnia and Herzegovina, the respondents state that "it is not important how I look, but how I work" and significantly more opted for the option that the wardrobe should not be adjusted to the type of work, whilst the respondents in North Macedonia significantly more often state that it should. These results indicate that the mental image of the respondents in all countries is under the strong cultural stereotype that "clothes don't make a man". There were no differences found in factorial scores among the four countries.

The question "Do you need to be engaged in full working hours or additional working hours" respondents provided ambivalent answers, whereby one-third (32%) states that working from home is work without working hours. On the other hand, one-fourth (28.2%) consider that in this case, it is better to accept full working hours, and on average only 9.6% additional one. Ambivalence is shown in the responses of 28.7% of respondents as well stating that there is an alternative job on offer instead of working from home in additional or full working hours. Differences among countries are significant: the respondents in Bosnia and Hercegovina significantly less state that this is about work without working hours, whilst the

respondents in Northern Macedonia and Serbia state it significantly more ($X^2 = 90.860$; $df = 12$; $p = 0.000$).

Differences are significant in both factors, whereby ambivalence is relatively more expressed in the first than in the second factor, which probably could be explained by relatively higher content by work at/from home in the second than in the first factor. Expressed ambivalence is conditioned with at least two, mutually opposite factors: psychosocial burden due to work for which one is not aware of time, or results, in advance and fear from loss and such work if one does not accept those conditions as well.

In this case, it is noticeable that there is a disagreement between our employees from home compared to experiences of the western countries where the employees prefer additional work that enables them flexible working hours. This is understandable if it is known that new modalities of remote work have a long tradition in western countries and, at the same time, they are being organized and institutionalized better.

The respondents use different strategies for an increase in earnings but in a rather different range. It seems that type and volume of measures used are conditioned by the time available (which usually there is not enough) and also limited financial resources, and not rarely real needs as well.

In compliance with expectations, the exchange of experiences with other colleagues from the same branches is the most available, the easiest and at the same time cheapest strategy. It is practised by an average of 29.5% of the respondents. The second in terms of representation is monitoring professional literature, on average at 18.6%. Deviating from this average are the respondents from Bosnia and Herzegovina who are 25.9% constantly following professional literature. There are significant differences between both factors.

It is indicated that the respondents at the first factor have slightly less self-confidence and an increase in earnings from home and therefore they seek support from professional authorities. Also, their strategies are less clearly profiled and consistent.

The finding in the second factor is rather unexpected because in it we should expect developed and designed strategies to increase earnings for business from home. The only possible explanation is that they achieved privileged positions in work on a different legal and semi-legal basis which may be numerous, therefore strategies are almost irrelevant to them.

Amongst the most common problems in working at/from home, it is necessary to stress the lack of social communication and excessive workload. The lack of social communication is the most prominent one (especially in Northern Macedonia), and excessive overload and the inability to separate business from private obligations occur in almost identical percentages. Our sample differentiates from others by the above-average high percentage of those stating that due to working at/from home they do not have any particular problems. The impossibility to exclude from work due to the overload is significant in foreign research as well (Felstead, Hanseke, 2017). Most often stated one and the most serious problem is the separation of business and family obligations and finding a balance between these (Levis, Cooper, 2005). Breaking down borders between work and

family leads to the heaviest consequences such as burnout (Lingard, Francis, 2006; Allvin et al., 2011; Noonan, Glas, 2012).

There are significant differences between both factors. Results in both factors are rather contradictory. Only at first glance, this contradiction is attributed to the insincerity of respondents. They become "understandable" and "logical" if placed into a wider social context of a high degree of unemployment and therefore chronic frustration in satisfying one's own, often, basic biological, and especially more complex social and cultural needs. In that context solely paradoxical conclusions that there are no problems become understandable, and then a number of problems indicate. However, merely by the fact that they are employed (even temporarily), the respondents feel privileged, particularly if, as a freelancer, they gain earnings which are above average. The fact that their psycho-physical efforts to achieve those earnings on average highly overcome those earnings, especially if compared with similar works in the western countries, is not of particular importance to them because they cannot influence its change. These are the reasons for which our respondents minimize the problem. Although based on these results it is difficult to estimate which problems the respondents are the hardest to be resolved it seems that these are difficulties in separating business from private obligations. Despite all that, the whole mise-en-scene of work at/from home tends to color in more pink shades than it in reality is.

In using strategies for overcoming problems, it may be noticed that there is a scarcity of adequate strategies and attempts to compensate for this by emotional release in the family and friends circles. As a matter of fact, only two strategies enable direct addressing of problems and their solution: visiting gatherings and seminars and meeting with coworkers once a week. On average on fourth of the respondents – 25.3% do this. On average, in 17.1% of cases, the respondents state that they simply do not know what to do because distance from those working from home is great due to which they are prepared to request the assistance of a psychologist. All the others request support and help from family members and friends – 56.1%. This support is requested to the greatest extent in Serbia (64.7%) and Bosnia and Herzegovina (61.2%), and the least in Montenegro (41.8%).

Differences by factorial scores were not found.

Finally, which practical advice would owners of businesses from home provide to future entrepreneurs (if they are asked)? Our respondents, to a significant extent, agree with the content of practical advice, even in their order. According to expectation, in the first place, they stated a good business plan – 33.7%. However, it should be noted the greatest per cent in Bosnia and Herzegovina (38.3%), followed by Serbia (37%), and the least is in Montenegro (27.4%) and Northern Macedonia (29%). Similar percentage structures exist in the other two strategies representing equally responsible relations towards work at home as to work outside of the home, as well as the imperative of permanent professional development. The necessity to consult professionals in every aspect of our work whenever this would be necessary is significantly less expressed – on average only 9.8%.

More significant differences were found only in the first factor, and these include a good business plan as the most important strategy. This finding is expected if we know that the first factor describes positive experiences of work at/from home more, whilst the

other estimates emotional conditions and value orientations coming from such an experience.

7. DISCUSSION

Results of the factorial analysis showed that there are two "pure" easily interpretable factors, the first of which is much stronger. All items in this first factor indicate good psychosocial adaptability to work at/from home and consequently, successfulness. On the other factor, self-confidence and contentment for the fulfilment of a range of "higher" needs regarding self-actualization, creativity, etc. are more stressed. Both these factors describe positive psychological and social aspects of adaptability to work at/from home and are more complementary than opposing to each other, therefore, in this analysis, they shall be seen more as one synthetic construct than as two separate ones. However, in certain cases, we shall indicate certain more refined differences between two factors of psychosocial influence to the separation of business at/from home. The content of both these factors points out different positive psychological and social benefits of working at/from home. Fine differences may be perceived in the following: in the first one, behavioral aspect of those positive benefits is stressed out more, and in the second one, the utterance of positive value opinions and aspirations for the successful conduct of business at/from home.

With minor exceptions, respondents that stood out in both these factors indicate that good psychosocial adaptability is connected to the successful conduct of business at/from home in almost all examined aspects, and this connection, with the respondents, in the second factor has the least transition shades and, as a rule, it is shown in a more condensed and more persuasive manner. This way, the respondents, to the question if they would recommend to others work at/from home, express it in a more positive manner, which is a consequence of greater emotional fulfilment due to the fulfilment of several professional and social aspirations. In addition, whilst the respondents in the first factor perceive the advantages of working at/from home primarily in good earnings, in the other, the hierarchy of more complex needs – spending more time with family and better control of life, are also shown. Regarding the question regarding the matters to which one should guide when establishing business at/from home, the respondents in the first factor are less decisive in stating priorities, and in the second factor, they give the greatest advantage to good business ideas. With even more confidence, the respondents in the second-factor state that good business ideas and previous experience are the best guarantees that business at/from home is on the best road to success.

When it comes to the question of when and under which circumstances it is best to establish an office at/from home, among the respondents in all four countries, there is expressed ambivalence conditioned by the lack of spatial and financial resources, and such ambivalence is more significantly expressed in the first factor as well.

Contrary to certain western authors, who prefer productivity as a common nominator of successful remote work (Hackman, Oldman, 1976; Olson, 1989), remote workers in the Western Balkans predominantly prefer the importance of support and pieces of advice of family and friends regarding the reduction of stress at work.

In answering the question on if in work at/from home one should be engaged in full or additional working hours, our respondents in the first factor are again more ambivalent than the respondents in the second one, which is probably a consequence of greater self-confidence and content of the respondents in the second factor, which may explain their greater confidence in accepting additional work. In western countries, where work at/from home is institutionalized and organized better and has a long tradition, additional work is favoured.

The respondents, in the first factor, show greater ambivalence regarding the selection of strategies for an increase in earnings and, due to insecurity, they rather opt to conform with professional authorities, whilst in the second one, they state that they do not have any strategies. It seems that due to great social and political capital, these strategies are not necessary for them.

Among the most common problems in working at/from home, lack of social communication and overload are expressed (Felstead, Henseke, 2017), by the impossibility to separate business from family obligations (Levis, Cooper, 2005). These findings are similar to ours. Contrary to the stated, responses of our respondents in both factors are rather contradictory. This contradiction should not be attributed to the insincerity of respondents but their tendency to, due to the privileged position of obtaining well-paid work, problems of working at/from home are perceived in a much brighter light than they are.

Finally, regarding advice to be provided to future entrepreneurs, the respondents in the first factor see a good business plan, which represents an expression of greater practical experiences these have than respondents in the other factor that inherit value orientation coming from these experiences.

What can be concluded?

1. In general, the sound psychosocial adaptability of our respondents impacts the successful conduct of business at/from home in four countries of the Western Balkans, with certain differences.
2. Tentatively, there may be separated into two insufficiently differentiated structures. The first structure (factor) is characterized by somewhat greater ambivalence and criticism towards the impact of psychosocial factors on the successful conduct of business at/from home than the second one, whilst in the second one optimistic component is stressed to a certain greater extent. It is important to note that these differences do not question the basic conclusion regarding good psychosocial adaptability to the successful conduct of economic activities at/from home.
3. The results of our research do not indicate the necessity for the research design of the impact of psychosocial factors on the successfulness of business at/from home as an independent variable for personality traits to be mandatorily included.
4. The results of our research are significantly different from the results of foreign research. The only similarity is regarding social isolation, and partly in the fact that our respondents feel overburdened by work at/from home as well as certain difficulties in separating business from personal life,

although, within our samples, these occurrences are slightly less expressed.

5. A more optimistic image of work at/from home may not be perceived as insincerity by our respondents, but these are not conditioned by lesser psychological and social burdens. Simply, by filling privileged due to constant and relatively safe employment, with good earnings, our respondents tend to color their professional achievements in more pink shades than in the majority of western countries.
6. Differences between our workers at/from home, compared to the western ones, are conditioned by many protective social factors existing in the four countries of the Western Balkans (somewhat except for Montenegro) that significantly mitigate adverse psychosocial consequences of work at/from home.
7. At first glance, it may seem like a paradox, but the underdevelopment of the economy and market, as well as certain inferiority regarding informational and communication technologies, impact smaller working requirements and thereby reduction of a physical and psychic strain on those working from home in four countries of the Western Balkans, at least in certain business activities, which facilitates their psychosocial adaptability to a certain extent, at least.

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