Work-Life Blending in a Mediatized Work Environment: Implications for Employee Wellbeing and Employer Branding

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This research investigates boundary management profiles in highly mediatized work environments to inform more targeted employer branding strategies and enhance workplace wellbeing. Study 1, conducted with a general sample (N = 681) using cluster analysis, replicates five of six boundary management profiles originally identified by Kossek et al. (2012) in managerial populations, while also uncovering one novel profile. The data reveal the most prevalent boundary management profiles, offering employers insights which employee segments may be particularly relevant for talent attraction and retention. Building on these results, Study 2 (in progress) uses semi-structured interviews (anticipated N = 24) and qualitative content analysis to examine how boundary management profiles shape lived experiences and work-life blending preferences, aiming to enhance employee wellbeing. By integrating quantitative profiling with qualitative insights, this research provides actionable recommendations for employers, showing how boundary management profiles can guide more targeted communication and employer branding strategies.

Keywords: boundary management profiles, employer branding, targeted organizational communication, work-life blending, cluster analysis, qualitative content analysis