

# What is the state of remote work adoption in the United States?



Extension  
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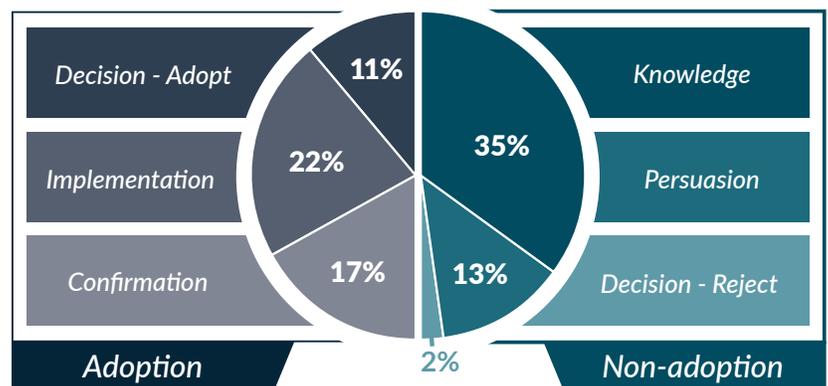


## Where do organizations fall in the process of adopting remote work?

While most organizations reported already having remote employees, the divide between non-adoption and adoption stages in the innovation-decision process was evenly split. This inconsistency could be explained by the forced implementation of remote work in response to the COVID-19 pandemic.

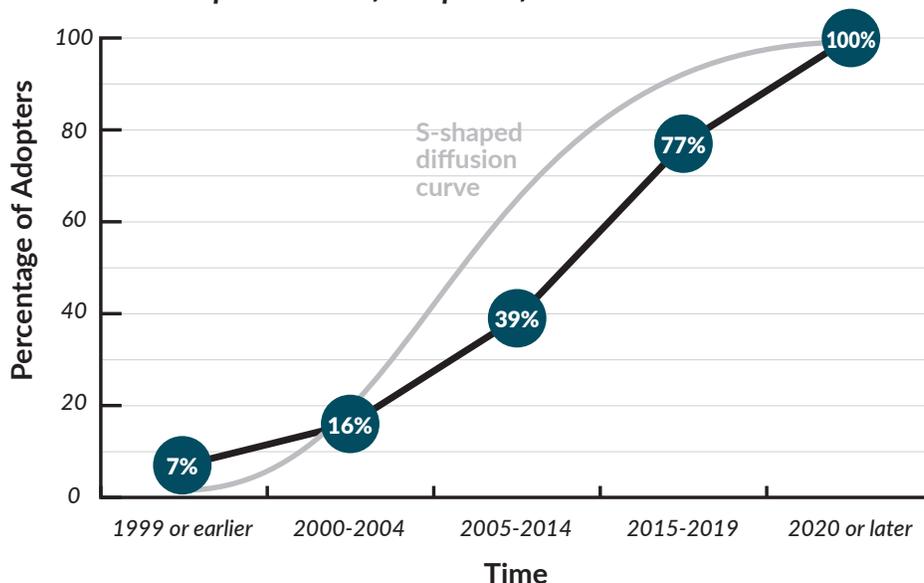
Long-established organizations were the most advanced in the process of remote work adoption. Older organizations, with larger budgets, more employees, and engaged in international operations were farther along in the adoption process than younger organizations with smaller budgets, fewer employees, not engaging in international business.

**Organizations Stage in the Innovation-Decision Process by Classification**



## What is the level of innovativeness of organizations with respect to their adoption of remote work?

**S-Shaped Curve of Adoption for Remote Work in the U.S.**

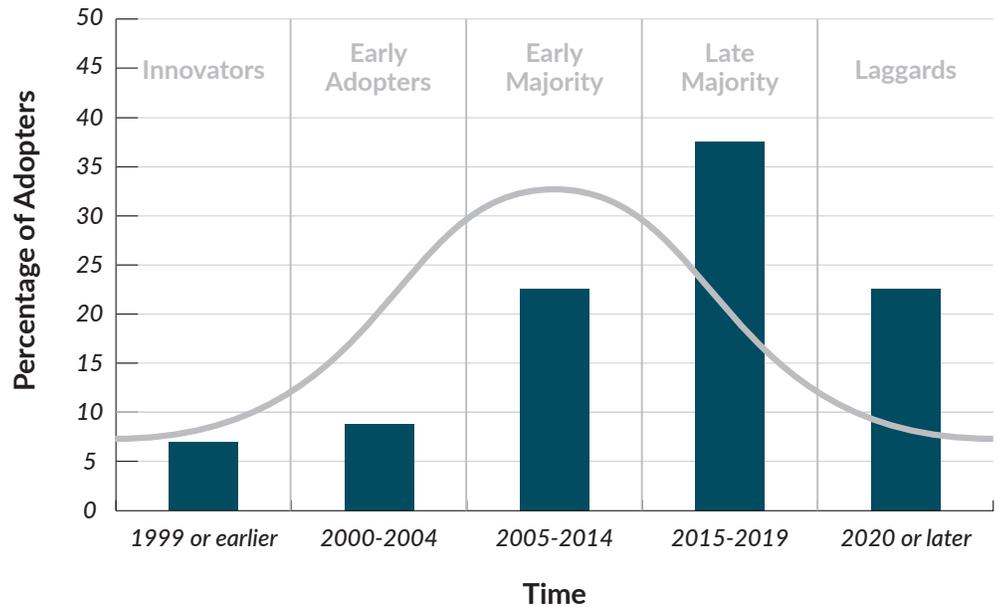


Uncertainty looks to explain the slow rate of remote work adoption prior to 2020. Older organizations with more employees, branches, and operations (local and abroad) were among most earlier adopters (i.e., innovators, early adopters, early majority). These findings demonstrated that remote work adoption occurred in line with organizations' level of innovativeness, consistent with the element of time.

Rogers (2003) developed the S-shaped curve of adoption as one distinct method of adopter categorization.

## Adopter Categories for Remote Work in the U.S.

Older organizations were categorized as earlier adopters in relation to younger organizations. In addition, the late majority and laggards categories were the most prevalent across all ranges of years of operation. In addition, organizations with fewer employees were categorized as later adopters (e.g., late majority, laggards) compared to organizations with more employees.



## To what extent did organizations implement remote work in response to the COVID-19 pandemic and what factors influenced their favorability towards the practice?

Results also showed a statistically significant increase in remote work adoption in response to COVID-19. Most organizational leaders who implemented remote work in response to the pandemic considered the experience as very or somewhat favorable.

As most organizations rapidly implemented remote work in response to COVID-19, the ones with prior experience reported higher favorability towards the practice than those who had to figure it out unexpectedly.

### Insights



Results aligned with Diffusion of Innovations theory showing that adoption occurs slowly over years.



Organizational leaders can use these results in the development of remote work as a formal workplace arrangement (or policy) and overcome common obstacles that cause untimely rejection of remote work.

### Learn More



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### Recommendations



As employee productivity is notably important, recruiting employees with existing competencies necessary to function in an innovative remote work environment/culture would be advantageous.



Given the changing nature of traditional workplace culture, training employees & leaders in remote work best practices would enhance their understanding of the process.



Training employees in distributed team communication, productivity, planning, and collaboration are a few key topics.

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