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Digital Nomad's Sustainable Responsibility: Exploring the effects of business and personal dimensions.

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Master's In Hospitality and Tourism Management

Supervisor:

PhD Álvaro Dias, Prof. Auxiliar Convidado, ISCTE Business School



**BUSINESS
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Resumo

Os nómadas digitais vivem fora das fronteiras organizacionais clássicas e podem ser vistos como “empreendedores contemporâneos” que trazem modelos de negócios disruptivos para diferentes indústrias, valorizando diferentes culturas de trabalho e diferentes tipos de capital. Por trabalharem fora do seu país de origem, a sua responsabilidade social como empreendedores pode ter diferentes implicações. Este estudo visa explorar os resultados da responsabilidade social dos nómadas digitais em termos de autoeficiência e inovação. Para testar o modelo de hipóteses, um modelo de equações estruturais (SEM) foi usado para analisar os dados da pesquisa. Os resultados mostram que as empresas turísticas devem ter sempre em mente os seus níveis de responsabilidade social, para atrair este nicho alvo e devem estar atentos ao facto de serem maioritariamente viajantes individuais, pelo que valorizam muito a sensação de comunidade de um local e a sua flexibilidade legal e burocrática. Os resultados complementam as pesquisas existentes, ajudando as empresas de turismo e os gestores de destinos a entender as implicações da responsabilidade social dos nómadas digitais.

Palavras-chave: nómadas digitais; responsabilidade social; comunidade; empreendedorismo.

Sistema de Classificação JEL: Z32, L83

Abstract

Digital nomads live outside of the classical organizational borders and can be seen as ‘contemporary entrepreneurs’ who bring disruptive business models into different industries, giving value to different working cultures and different types of capital. Because they are operating out of their home country, their social responsibility as entrepreneurs may have different implications. This study aims to explore, the outcomes of digital nomads’ social responsibility in terms of self-efficacy and innovation. To test the hypothesis model, a structural equation modelling (SEM) was used to analyze survey data. The results show that tourism firms should have always in mind their social responsibility levels, to attract this target niche and should pay attention to the fact that they are mostly solo travellers, so they value a lot the sense of community of a place and its legal, bureaucratic, and flexible terms of living. Results complement existing research by helping tourism businesses and destination managers to understand the implications of the digital nomads’ social responsibility.

Key words: digital nomads; social responsibility; community; entrepreneurship

JEL Classification System: Z32, L83

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1. Introduction

The development of portable technologies and the liberalization of the airspace originated new lifestyles, such as, the digital nomadism. Companies are aware that workers are able to work from wherever they want to, enabling them to have a more dynamic way of working (Brown & O'Hara, 2003) This way of living is facilitated by a combination of improved global access to information and information infrastructures, more flexible work arrangements, as well as the sense for adventure among the younger generation of knowledge workers (Dal Fiore et al., 2014). Digital nomads live outside of the classical organizational borders (Makimoto & Manners, 1997) and can be seen as 'contemporary entrepreneurs' who bring disruptive business models into different industries (Vieira, 2016), giving value to different working cultures and different types of capital (e.g., reputation, information, symbolic) (Nash et al., 2018).

There is already literature concerning the digital nomads' motivations and lifestyle. Thompson (2019) suggested that this kind of workers have an identity based on their lifestyle, that is why they come together to the same conferences and retreats – to meet people alike and reinforce their individuality. The author also provides a critique on the privilege and inequality of this lifestyle, usually overlooked in the entrepreneurial literature. Hannonen (2020) studied the differentiating factors between digital nomadism and other lifestyle-led mobilities and mobile remote work. Additionally, the author tried to define aspects, such as, "the importance of labour productivity in digital nomadism, the state of international (semi) perpetual travel, downshifting, lifestyle-led bonding and communities and nomadicity of work" (Hannonen, 2020, p. 17). Reichenberger (2017) illustrated that their professional and spatial freedom contributed to digital nomads' personal freedom by creating a holistic lifestyle of opportunities for self-development and learning. Nash et al (2021) focused their studies on the dynamic relationship between space, work, and technology, suggesting that labelling digital nomads as location independent nomadic workers is a miscategorization. Mancinelli (2020) concluded that this type of travellers has a minimalist attitude toward property and consumption and gives importance to flexibility and entrepreneurialism. Finally, Chevtaeva and Denizci-Guillet (2021) examined the connection between digital nomads' personal lifestyles and perceptions of the value of coworking spaces during travel. However, there is an underexplored theme related to the social and environmental responsibility of this type of travellers, and their relationship and actions with the surroundings.

This study aims to understand the sustainable responsibility of the digital nomads, to further conclude how they influence or could influence the local communities and how the tourism businesses can take an important step by understanding their needs and actions. It relates sustainable responsibility variables, such as, social responsibility and environmental concern with entrepreneurial variables, such as, entrepreneurial self-efficacy and eco-innovation, having only digital nomads as the target population. Therefore, the current study aims to answer the following research question: what are the constraints of the social responsibility of digital nomads?

It was used a quantitative method, with the help of a snowballing technique, where several questionnaires were delivered. This study proved to be useful for tourism businesses by making them understand how to deal with digital nomads in a more practical way. Tourism firms should have always in mind their social responsibility levels, in order to attract this target niche. On the other hand, by understanding that most of them are entrepreneurs, tourism should facilitate and foster entrepreneurial events, workshops, and activities. Finally, and the most important, they should pay attention to the fact that they are mostly solo travellers, so they value a lot the sense of community of a place and its legal, bureaucratic, and flexible terms of living.

In line with the research aims, the paper first provides a detailed literature review, which was crucial for the development of the conceptual model and the research hypotheses. On the third chapter, the study presents the methodological approach and the data collection process. Subsequently, the paper presents the results and discussion of the sustainable responsibility of digital nomads. Finally, the last chapter suggests the theoretical and managerial implications of the results and offers suggestions for future research.

2. Literature Review

2.1. Digital Nomads

The emergence of the digital nomad was predicted by Makimoto and Manners (1997), who portrayed a future life simplified by portable technologies, in which people would be free to travel around the world while remaining connected to his or her job. In fact, the improvement of transportation systems and the unbundling of the tourism sector allowed the final consumer to establish his own travel journey through online platforms, therefore facilitating the free movement and new mobile practices (Mancinelli, 2020).

Digital nomadism is a location independent lifestyle conducted, usually, by young professionals who work in an online basis, which allows them to travel and work simultaneously, blurring the lines between travel, leisure and work and the boundaries between personal and professional life (Reichenberger, 2018; Mancinelli, 2020). By taking advantage of their spatial mobility, flexible working hours and due to the lack of family commitments at earlier stages in life, digital nomads choose to explore the world (Reichenberger, 2018; Richter & Richter, 2020; Mancinelli, 2020; Nash et al., 2021). Digital nomads are characterized as location-independent entrepreneurs or freelancers that are able to combine work and their personal life within high levels of flexibility (Müller, 2016).

2.2. Hypotheses Development

Social responsibility, also called CSR, is one of the relationship development strategies which has become popular in the service industries around the world (Jeon et al., 2020). Customers are, also, becoming more concerned with company's behaviour and their external influence, therefore, CSR is often taken into consideration when making any purchase decisions (Castro-González et al., 2019).

Social responsibility is a set of organizational actions, policies and practices that ethically operate to contribute to an economic improvement along with engagement programs with the local community and its own employees (Jamali et al., 2015). It aims to provide wide social goods (Matten & Moon, 2008) and raise a just and sustainable society, with the help of its non-corrupt actions (Carroll & Shabana, 2010). CSR is a business commitment, whose actions should produce some social good, beyond the interests of the company (McWilliams &

Siegel, 2001) and it has become an efficient concept for business strategy to positively impact society. It has recently emerged as a unique marketing tool for companies to create value and stable relationships with the consumers (Khan et al., 2015; Shah & Khan, 2019).

Orlitzky (in Branco & Rodrigues, 2006) explains that CSR provides both internal and external benefits. Internally, it allows an efficient use of resources, lower costs, and the improvement of employee productivity. Externally, it enhances the reputation of a company, which is considered the competitive advantage of a firm. Therefore, to reduce negative environmental impacts, firms are changing its work relationships, by increasing social and environmental awareness among employees or building a culture of volunteering by investing in local communities and in other stakeholders (Jamali et al., 2015). This way of management and innovative practices are enabling companies to achieve a sustainable environment through eco-innovation as the primary objectives. Eco-innovation is a part of the CSR activity to magnetize the customers to realize the positive performance (Mol, 2003). As such, it is hypothesized:

H1a: Social responsibility positively relates to entrepreneurial attitude.

H1b: Social Responsibility positively relates to social entrepreneurial self-efficacy.

H1c: Social Responsibility positively relates to entrepreneurial self-efficacy.

H1d: Social Responsibility positively relates to eco-innovation.

Furthermore, environmental concern is described as an emotional reaction towards environmental issues, such as dislikes and compassion, from people that support efforts to solve environmental problems or have the willingness to contribute personally to their answer (Milfont & Gouveia, 2006; Hu et al, 2010). This individual interest for the environmental problems was treated as relevant driver of environmentally conscious behaviour, differing from energy conservation, waste recycling to green buying behaviour (Hu et al, 2010; Manaktola & Jauhari, 2007). A more social altruistic definition outlined environmental concern as a general mindset that reflects the extent to which the consumer is upset about threats to the environment, its consequences in the harmony of nature and future generations and the lack of human action to react to these issues (Schultz, 2001).

Additionally, Han et al (2015) suggested that the personal values could influence an individual's life for higher environmental concern. Moreover, Stern et al (1993) opined a three-dimensional value orientation composed of egoistic, altruistic and biosphere values that are significant when shaping a sustainable behaviour. Therefore, the impact of values enhances

individual's environmental concern, norms and attitudes that affect positively their environmental behaviour (Choi et al, 2015). Along in line, it is also noticeable that environmental concern significantly affects customer's reactions towards eco-friendly products and services (Hartmann & Apaolaza-Ibáñez, 2012), and later their attitudes and behavioural intentions (Kim & Han, 2010). Data analysis reports that the basis of sustainability already runs like a continuous thread among digital nomads' lives and that the display of social, environmental, and cultural knowledge become the new token of this lifestyle. Therefore, it is proposed the following hypothesis:

H2a: Environmental concern positively relates to entrepreneurial attitude.

H2b: Environmental concern positively relates to social entrepreneurial self-efficacy.

H2c: Environmental concern positively relates to entrepreneurial self-efficacy.

H2d: Environmental concern positively relates to eco-innovation.

Ajzen (2005) characterizes attitude as the impulse to proceed positively or negatively to an object, people, institution, or a moment. Therefore, entrepreneurial attitude can be described as an impulse to proceed positively or negatively to entrepreneurship. Entrepreneurs are people who have the capacity to manage and develop a new business by efficiently using resources to make profit and be succeed. As said before, CSR is a manifestation of good governance, that together with environmental concern can affect a person's entrepreneurial attitude, as concluded by Indarty and Efni (2018). The authors indicated that a higher value for CSR funding was positively related with high levels of entrepreneurial attitude.

On the other hand, entrepreneurial attitude encourages the efficient distribution of natural resources and increases green practices, facilitating the integration of eco-innovation principles (Pacheco et al., 2010). At the same time, it affects human behaviour through processes, goal setting, and outcome expectations, having, therefore an impact in entrepreneurial self-efficacy (Bandura, 2012). Therefore, it is hypothesized:

H3a: Entrepreneurial attitude positively relates to social entrepreneurial self-efficacy.

H3b: Entrepreneurial attitude positively relates to entrepreneurial self-efficacy.

H3c: Entrepreneurial attitude positively relates to eco-innovation.

Chen et al. (1998) explains entrepreneurial self-efficacy as the personal's confidence in his/her capability to successfully accomplish the assignments required. These tasks reinforce

business prospects, create original corporate settings, improve partner's relationship, help company's significant objectives, adapt to outperform ecological troubles, and motivates workforce gifted skills (Ahmed et al., 2020). People with an entrepreneurial mindset have more confidence in their competences and are less self-doubting, which contributes to innovative progress when confronted with difficulties and challenges (Lee et al., 2016), enabling firm performance.

Further, scholars have highlighted the role of self-efficacy as a variable in influencing individual behaviour (Pihie & Bagheri, 2010). Bandura (2012) verified that individual behaviour is conceived by certain activities, such as the interaction of intrapersonal, individuals' involvement, and the circumstance. Interaction between these elements can format beliefs and influence behaviours (Pihie & Bagheri, 2013). The point is that self-efficacy, by being seen as a social-cognitive process, is able to explain the impact of individuals' knowledge and action in the form of attitude toward entrepreneurship. Self-efficacy notably influences the selection of human action despite the existence of alternatives, the volume of effort that it is spent to carry out the action, the perseverance in facing obstacles, and opportunities in acting (Pihie & Bagheri, 2013; Shane & Delmar, 2004). Similarly, Bandura (2012) concluded that self-efficacy is the main factor that affects behaviour through the process, goal setting, outcome expectations, and challenges in the circumstances.

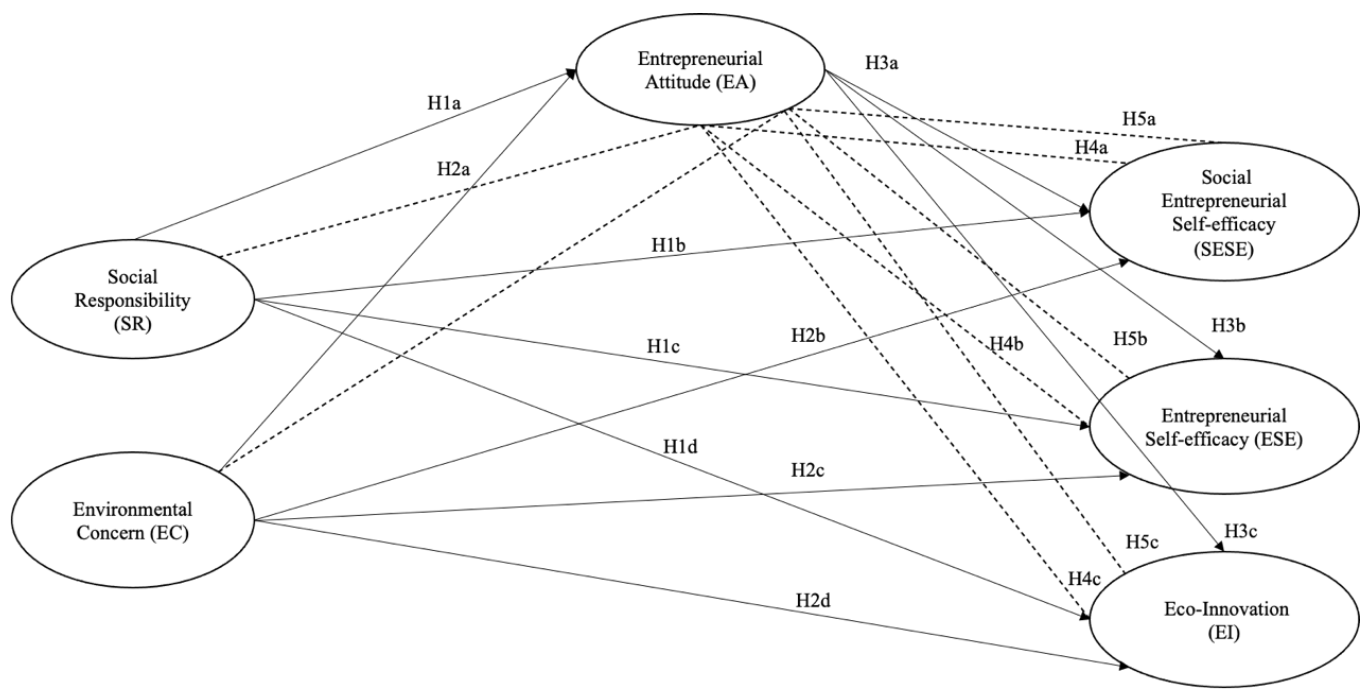
Therefore, Dwivedi and Weerawardena (2018) came up with a new but similar concept called social entrepreneurial self-efficacy that describes human behaviours that have influence in individual's beliefs, efforts, levels of input and persistence. It is viewed as a strong predictor of self-confidence when facing uncertainty (Kakoudakis, McCabe, & Story, 2017), and can be increased when interacting with external forces and the environment, thus moving towards value co-creation (Altinay et al., 2016). As said that most of digital nomads are entrepreneurs, it is hypothesized:

H4a: Entrepreneurial attitude mediates the relation between social responsibility and social entrepreneurial self-efficacy.

H4b: Entrepreneurial attitude mediates the relation between social responsibility and entrepreneurial self-efficacy.

H5a: Entrepreneurial attitude mediates the relation between environmental concern and social entrepreneurial self-efficacy.

H5b: Entrepreneurial attitude mediates the relation between environmental concern and entrepreneurial self-efficacy.



----- Mediating hypothesis

Fig. 1. Conceptual model

Eco-innovation can be described as a business method or production process that is new to the organisation, which originates, throughout its life cycle, a decrease in environmental risk, pollution, and other negative impacts of resource use, when compared to other options (Kemp & Pearson, 2007). Therefore, it refers to an innovation specifically focused on environmental impact (Bossle et al., 2016; Kiefer et al., 2017; He et al., 2018; Hojnik et al., 2018), whose new products use clean energy, are less polluting and/or can be recycled, thus, contributing positively to sustainability (Peng & Liu, 2016; Severo et al., 2017).

Eco-innovation provides both environmental and economic advantages. For society in general, it shrinks the burden on the environment. For corporate businesses, eco-innovation enhances short- and long-term competitiveness and the creation of new markets. On the other hand, it builds or improves company reputation but, also, decreases the costs, responds to new market demands, effectively fights intense competition, and complies with regulatory requirements (Sarkar, 2013). Eco-innovation is a promising approach that decreases

environmental impact and helps firms to increase their business value. As already noted, some digital nomads are entrepreneurs, therefore heavily focused on building or scaling up a business, while engaging with the local communities or local projects. As such, it is hypothesized:

H4c: Entrepreneurial attitude mediates the relation between social responsibility and eco-innovation.

H5c: Entrepreneurial attitude mediates the relation between environmental concern and eco-innovation.

Figure 1 shows the conceptual model and hypotheses.

3. Methodology

To study the sustainable responsibility of digital nomads a quantitative method was used. The target population sample of digital nomads was recruited both via internet or at coworking and coliving spaces, using a snowballing technique. The questionnaire was delivered through an online platform and developed through a review of the literature. A pilot test was conducted, in order to adjust some inaccuracies and its final version took into consideration suggestions made (problema com ingles, frase mal formulada). It was adopted a non-purposive convenient sample due to the lack of information about the total population sample. A total of 80 complete questionnaires were received, between September 2021 and February 2022.

Of the respondents, 62,5% were female and in terms of age, 21,9% were between 21 and 27 years old, 50% were between 28 and 34 years old, 12,5% were between 35 and 41 years old, 6,3% were between 42 and 48 years old, 3,1% were between 49 and 55 years old and the remaining were older than 63 years old. Regarding the level of education, 43,8% had a bachelor's degree, 37,5% had a master's degree and 9,4% completed high school. In terms of occupation, 46,9% were freelancers, 21,9% were running their own company and 18,8% were full-time employees.

This study adopted existing scales to measure all variables. The social responsibility and the eco-innovation were measured using five items each that were adapted from Severo et al. (2018). Random items from the social responsibility variable are “Whenever possible, before acquiring a product or service, I seek to know if the company has programs of engagement with the local community” and “I consider it fundamental to acquire products or services from companies that have an ethical, honest non-corrupt attitude”. The four items used to measure the environmental concern were adapted from Verma et al (2019), who originally adapted it from Abdul-Muhmin (2007), Cordano et al. (2011) and Kim and Choi (2005), such as “The balance of nature is very gentle and can be easily upset” and “Human interferences with nature often produce disastrous consequences”. The entrepreneurial self-efficacy and the entrepreneurial attitude were measured using a three- and a four-item scale, respectively, adapted from Wardana et al. (2020). The social entrepreneurial self-efficacy was measured through a four-item scale adapted from Liu and Huang (2020). Random items from the social entrepreneurial self-efficacy variable are “I seek for new business opportunities for social change” and “I am creating new products/services to solve social problems”.

All the measures used a five-point Likert-type scale ranging from 1=totally disagree to 5=totally agree.

4. Results and Discussion

To test the hypothesis model, a structural equation modelling (SEM) was used. More precisely, a partial least squares (PLS) was conducted, which is a variance-based structural equation modelling technique, by means of SmartPLS 3 software (Ringle et al., 2015). The results were analysed and interpreted by a two-stage approach: first an evaluation of the reliability and validity of the measurement model and then the assessment of the structural model.

To determine the quality of the measurement model, the individual indicators of reliability, convergent validity, internal consistency reliability, and discriminant validity were examined (Hair et al., 2017). The results indicate that the standardized factor loadings of all items were above 0.6 (with a minimum value of 0.62) and were all significant at $p < 0.001$, which provided evidence for the individual indicator reliability (Hair et al., 2017). Internal consistency reliability was confirmed because all the constructs' Cronbach alphas and composite reliability (CR) values exceed the cut-off of 0.7 (see Table 1) (Hair et al., 2017).

Table 1. Composite reliability, average variance extracted, correlations and discriminant validity checks.

Latent Variables	Cronbach Alpha	CR	AVE	1	2	3	4	5	6
(1) Entrepreneurial Self-Efficacy	0,700	0,811	0,590	0,768	0,802	0,343	0,104	0,228	0,645
(2) Eco-Innovation	0,828	0,879	0,593	0,479	0,770	0,241	0,707	0,608	0,492
(3) Entrepreneurial Attitude	0,912	0,938	0,792	0,396	0,136	0,890	0,489	0,533	0,502
(4) Environmental Concern	0,822	0,883	0,655	0,375	0,521	0,034	0,809	0,646	0,712
(5) Social Entrepreneurial Self-Efficacy	0,922	0,945	0,812	0,569	0,485	0,658	0,307	0,901	0,474
(6) Social responsibility	0,794	0,866	0,619	0,333	0,533	0,429	0,176	0,690	0,787

Note: CR -Composite reliability; AVE - Average variance extracted. Bolded numbers are the square roots of AVE. Below the diagonal elements are the correlations between the constructs. Above the diagonal elements are the HTMT ratios.

Convergent validity was also verified due to three key criterions. First, as illustrated before all items loaded positively and significantly on their respective constructs. Second, all constructs had CR values higher than 0.70. Third, as Table 1 shows, the average variance extracted (AVE) for all constructs exceeded the threshold of 0.50 (Bagozzi & Yi, 1988). The discriminant validity was evaluated using two procedures. First, it was used the Fornell and Larcker criterion, which requires that a construct's square root of AVE (shown on the diagonal with bold values in Table 1) is larger than its biggest correlation with any construct (Fornell & Larcker, 1981). Therefore, table 1 shows that this criterion is satisfied for all constructs. Second, it was used the heterotrait-monotrait ratio (HTMT) criterion (Hair et al., 2017; Henseler et al., 2015). As Table 1 shows, all HTMT ratios are below the more the more conservative threshold

value of 0.85 (Hair et al., 2017; Henseler et al., 2015), which provide additional evidence of discriminant validity.

Finally, the structural model was assessed using the sign, magnitude, and significance of the structural path coefficients; the magnitude of R^2 value for each endogenous variable as a measure of the model's predictive accuracy; and the Stone Stone-Geisser's Q^2 values as a measure of the model's predictive relevance (Hair et al., 2017). Nonetheless, the collinearity was tested before evaluating the structural model (Hair et al., 2017). The VIF values ranged from 1.032 to 1.266, which was below the indicative critical value of 5 (Hair et al., 2017), which indicated no collinearity. The coefficient of the determination R^2 for the four endogenous variables of entrepreneurial attitude, social entrepreneurial self-efficacy, entrepreneurial self-efficacy and eco-innovation were 18,6%, 68%, 30,2%, and 48%, respectively, therefore, surpassing the threshold value of 10% (Falk & Miller, 1992). The Q^2 values for all endogenous variables (0.113, 0.512, 0.098, and 0.204 respectively) were above zero which pointed out the predictive relevance of the model. We used bootstrapping with 5,000 subsamples to evaluate the significance of the parameter estimates (Hair et al., 2017).

Table 2. Structural model assessment.

Path	Path coefficient	Standard Errors	<i>t</i> statistics	<i>p</i> values
H1a: Social Responsibility -> Entrepreneurial Attitude	0,436	0,143	3,060	0,002
H1b: Social Responsibility -> Social Entrepreneurial Self-Efficacy	0,457	0,163	2,811	0,005
H1c: Social Responsibility -> Entrepreneurial Self-Efficacy	0,132	0,232	0,570	0,569
H1d: Social Responsibility -> Eco-Innovation	0,496	0,171	2,909	0,004
H2a: Environmental Concern -> Entrepreneurial Attitude	-0,043	0,162	0,263	0,793
H2b: Environmental Concern -> Social Entrepreneurial Self-Efficacy	0,211	0,109	1,934	0,049
H2c: Environmental Concern -> Entrepreneurial Self-Efficacy	0,341	0,231	1,473	0,141
H2d: Environmental Concern -> Eco-Innovation	0,437	0,180	2,433	0,015
H3a: Entrepreneurial Attitude -> Social Entrepreneurial Self-Efficacy	0,455	0,137	3,318	0,001
H3b: Entrepreneurial Attitude -> Entrepreneurial Self-Efficacy	0,328	0,205	1,597	0,111
H3c: Entrepreneurial Attitude -> Eco-Innovation	-0,092	0,248	0,373	0,709

Table 3. Bootstrap results for indirect effects.

Indirect effect	Estimate	Standard Errors	<i>t</i> statistics	<i>p</i> values
H4a: Social Responsibility -> Entrepreneurial Attitude -> Social Entrepreneurial Self-Efficacy	0,1986	0,0967	2,0544	0,0405
H4b: Social Responsibility -> Entrepreneurial Attitude -> Entrepreneurial Self-Efficacy	0,1430	0,1130	1,2648	0,2065
H4c: Social Responsibility -> Entrepreneurial Attitude -> Eco-Innovation	-0,0403	0,1380	0,2919	0,7705
H5a: Environmental Concern -> Entrepreneurial Attitude -> Social Entrepreneurial Self-Efficacy	-0,0193	0,0777	0,2489	0,8035
H5b: Environmental Concern -> Entrepreneurial Attitude -> Entrepreneurial Self-Efficacy	-0,0139	0,0692	0,2012	0,8406
H5c: Environmental Concern -> Entrepreneurial Attitude -> Eco-Innovation	0,0039	0,0430	0,0914	0,9272

The results in Table 2 show that social responsibility has a significantly positive effect on entrepreneurial attitude (H1a), on social entrepreneurial self-efficacy (H1b) and on eco-innovation (H1d) ($\beta=0.436$; $\beta=0.457$; $\beta=0.496$; $p < 0,05$). Additionally, environmental concern has a significantly positive relation with social entrepreneurial self-efficacy and with eco-innovation, providing support to H2b and H2d, respectively ($\beta=0,211$; $\beta=0,437$; $p<0,05$). Entrepreneurial attitude has a significantly positive effect on social entrepreneurial self-efficacy (H3a)($\beta=0.455$; $p<0,05$). Contrarily, all the other direct hypothesis weren't significantly positive because their p values were above 0,05.

To test the mediation hypotheses (H4a-H5c), were kept the propositions of Hair et al. (2017; p. 232). Therefore, it was conducted a bootstrapping procedure to test the significance of the indirect effects via the mediator (Preacher & Hayes, 2008), as showed in Table 3. The indirect effect of social responsibility on social entrepreneurial self-efficacy via the mediator of entrepreneurial attitude is significant ($\beta=0.1986$; $p<0.05$). Therefore, supporting H4a. Contrarily, all the other indirect hypotheses were not significant because the $p>0.05$.

4.1. Social responsibility: a key strategy

Customers are becoming very aware and interested in companies' behaviours and the influence they might have in their external environment. Hence, CSR is often taken into consideration when making any purchase decision (Castro-González et al., 2019), but it is also in the mind of entrepreneurs when starting a new business. This investigation validates the relation between social responsibility and entrepreneurial attitude, therefore empirically confirming the study of Indarty and Efni (2018), which indicates that high investments in CSR lead to high levels of entrepreneurial attitude. On the other hand, firms are changing its work environment and the relationships with its workers by increasing awareness about social and environmental issues (Jamali et al., 2015). This change in mentality has a positive influence in social entrepreneurship self-efficacy, as empirically confirmed in this study by the hypothesis H1b, corroborating the research from Altinay et al. (2016), which concludes that social entrepreneurial self-efficacy can increase when people interact with external factors and the environment.

Furthermore, this relationship can also be mediated by an entrepreneurial attitude. In fact, Lee et al. (2016) argued that people with an entrepreneurial mindset enhance firm performance, due to their capabilities of easily overcome challenges, which leads to high levels of self-confidence. This study corroborates the research conducted by Lee et al. (2016) by confirming hypothesis H4a.

Additionally, this study confirmed the relationship between social responsibility and eco-innovation. Since this type of business method is characterised by using clean energy products, that are less polluting, it contributes to high levels of sustainability (Peng and Liu, 2016; Severo et al., 2017), improving company's reputation. Eco-innovation is a right approach for corporate social responsibility strategies because it helps firms to increase their business value, while decreasing its environmental impact. Hence, the present study is empirically confirming the research developed by Sarkar (2013).

4.2. Increasing social entrepreneurial self-efficacy and eco-innovation

Environmental concern is a mindset affected and worried about the threats to the harmony of nature and future generations of human species (Schultz, 2001). These specific values, norms and attitudes influence people's reactions towards eco-friendly products and services (Hartmann & Apaolaza-Ibañez, 2012), and later their attitudes and behavioural intentions (Kim & Han, 2010). This study is empirically confirming these statements, since it concluded that there is a positive relation between the environmental concern and both social entrepreneurial self-efficacy and eco-innovation, H2b and H2d respectively. Then, it is possible to assume that digital nomads, due to their interest in environmental issues and changes, adapt an eco-attitude in their daily lives by considerate the products they consume, but also, in having new business ideas that can help in those matters. On the other hand, the fact that this niche is highly composed by freelancers and young entrepreneurs, their entrepreneurial attitude together with their preoccupation about the environment and social matters will turn them into people aware of social inequalities with the eager to change it – which can be translated into high levels of social entrepreneurial self-efficacy, which corroborates hypothesis H3a.

5. Conclusion

5.1. Theoretical Contributions

This study contributes to the literature in several ways. First, it examines the relationship between several variables having only digital nomads as the target niche. This allowed a deeper and different understanding about their lifestyle, the awareness of the best suitable environment for them and a greater clarity about the relationship between the studied variables and the digital nomads, an underexplored theme until this point. This study was innovative in the context of digital nomads, especially in the identification of the multiple dimensions of social responsibility which can be transformed into innovation and self-efficacy.

This information is particularly important when it comes to tourism facilities. Tourism businesses should understand that this type of travellers can be of huge importance due to their long-term stays and personal concerns. They are a different type of clients, highly worried about the social responsibility of firms and the products they consume. If tourism companies start to truly worry about these matters and change their behaviour, they could benefit from a community of travellers interested in bound with the local community, that will not harm the local environment and that can improve the life conditions of the local community by generating profit in the local businesses and foment the economy.

Furthermore, it was discovered that an entrepreneurial attitude could be a mediator between social responsibility and social entrepreneurial self-efficacy, a relationship that was insufficiently covered by the literature.

By conducting this research, the author contributed to the theory developed by Dunlap and Van Liere (1978) and Dunlap et al. (2000) about the New Ecological Paradigm (NEP) - in which broader issues, such as, limits to grow and a steady-state economy, are taken into consideration when discussing about environmental attitudes – also adapting the measuring scale created by the authors. Additionally, this study contributed to Theory of Planned Behaviour developed by Ajzen (1995), considering that a person will successfully perform a behaviour if he believes that the advantages of success outweigh the disadvantages of failure, having in mind internal and external factors.

5.2. Managerial Implications

It is possible to conclude that digital nomads are concerned about the social responsibility of the companies they work for, but also of hospitality providers, since it is where they spend much of their time. Destination management offices should take in consideration the impact they have in the local communities and in the environment. Having an active role in those matters will always be a plus, both internally, where operations will be more efficient, but also, externally by improving their reputation and consequently increase the number of satisfied clients.

On the other hand, a big percentage of digital nomads are entrepreneurs, meaning they own their own businesses. Due to their environmental and social concerns they tend to create business ideas related to these matters, or at least that do not harm the local communities in any way. Therefore, destination managers should pay attention to this fact and promote activities that foment sustainable responsibility and environmental concern, such as, events, awareness actions, workshops, and fairs.

On the other hand, the destinations should facilitate the life of digital nomads in both legal and bureaucratic terms, but also, in the sense of building a community for this specific niche. Most governments already offered a mix of “Nomad Visa” (that most nomads do not need), tax breaks – even though most nomads do not pay taxes in the country of residence -, empty tourism pictures as promotion and empty global promise on how good is to work from there. However, nomads are looking for community, connection, giving back and nature. Recently, Portugal approved a law proposal to create a Remote Work visa, seeing remote work with repopulation as a goal. In fact, is important to help and empower the people that want to lead the change in small communities. It is necessary local government support to facilitate and reinforce the leaders in the community to work together, to build a dynamic coworking and meeting spaces that support the right activities, to bring people from the outside to inspire change and feed with inspiration, to understand that villages might be the best place to live, that cities are overcrowded and a person does not need to live in one to work in a big corporation, and finally to understand that community is what humans seek and what brings the power to people. A very good example of what has to be made occur in Madeira Island, where was conducted the most successful and original project focused on digital nomads in the world, a people centric approach to a new reality where they provided the best experience by creating connections and the perfect conditions to work, live and enjoy the islands.

5.3. Limitations and future research

This study contains limitations that indicate different paths for future research. First, the sample is small and limited to digital nomads that came to Portugal and hence may not be generalized to other realities. Second, there was no consideration about cultural matters, which can influence a lot the results of the sample. Therefore, it might be interesting to conduct comparative studies between different cultures.

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