

# The impact of work culture and professional transformation on the efficiency of ambulance teams in dealing with major accidents in rural areas

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## Abstract:

This study aims to identify the impact of work culture and career transformation on the efficiency of ambulance teams in dealing with major accidents in rural areas. The study relied on the descriptive analytical approach, where a questionnaire consisting of five items was applied to a sample size of (200) individuals working in ambulance teams. The results showed a high level of agreement among sample members that a positive work culture and continuous professional transformation contribute significantly to improving the efficiency of ambulance teams by enhancing rapid response capacity, reducing errors, and improving the quality of service provided. The results also showed that the item with the highest arithmetic mean was “Continuous professional transformation improves service quality” with an average of (4.25), while the lowest item was “Benefiting from the exchange of professional experiences between teams” with an average of (4.12), yet both remained within the high level. The study recommends investing in ongoing training and qualification programs and promoting a culture of collaborative work to enhance the preparedness of ambulance teams to respond to crises in rural areas.

**Keywords:** Work culture - career transformation - ambulance team efficiency - major accidents - rural areas.

## introduction

Ambulance teams are of utmost importance in dealing with major accidents especially in rural areas that impose challenges. The efficiency of these teams does not depend only on the available equipment or the number of paramedics, but is directly affected by deeper factors such as work culture and professional transformation. Work culture represents the value and behavioral framework that guides team performance while professional transformation represents the dynamic process of developing skills and expertise to meet new challenges in rural areas where resources are limited and distances are long. These factors become crucial to ensure a rapid and effective response. The work culture in ambulance teams goes beyond simply following routine rules to include cooperation flexibility, and mutual trust. In the event of a major accident, the success of the operation depends on smooth coordination between paramedics and other agencies such as the police and civil defense. Here, a work culture that encourages open communication and information exchange becomes essential. The team culture must be flexible and able to adapt to unexpected circumstances, such as accidents in rugged areas or during adverse weather conditions. Trust among team members is also invaluable, as it ensures quick, coordinated decisions without hesitation especially when the lives of the injured are in critical condition 1,2

Professional transformation complements the role of work culture, ensuring that the team has the skills and knowledge necessary to meet the challenges of the era. Professional transformation is not limited to regular training courses, but includes continuous development, learning new technologies and adopting international best practices. In rural areas, accidents may require expertise in dealing with specific types of injuries, such as agricultural accidents, which requires specialized training. Professional transformation also includes a psychological aspect, as paramedics are trained to manage the emotional and psychological stresses resulting from dealing with difficult situations, enhancing their ability to continue providing high-quality care. Therefore, integrating a positive work culture with continuous professional transformation contributes to building ambulance teams capable of responding effectively to any emergency. When the team has a work culture that supports cooperation and trust, and is equipped with modern skills and knowledge through professional transformation, it becomes a real force in saving lives and transforming the challenges posed by rural areas into opportunities to demonstrate competence. This integration is what increases the level of service provided and prepares teams for the unexpected 3,4

### **The importance of research-**

Studying the impact of work culture and professional transformation on the efficiency of ambulance teams in dealing with major accidents in rural areas is of utmost importance, due to the critical nature of these situations and the unique challenges imposed by the rural environment. This study is not limited to the academic aspect, but rather represents a practical basis for developing and improving the quality of ambulance services, which is directly reflected in saving lives and reducing the number of human losses as rural areas are an environment full of challenges that increase the complexity of responding to major accidents, such as difficult roads, long distances, lack of medical and human resources, and difficulty in communication. Therefore, understanding how work culture can impact team performance in these circumstances becomes vital. A work culture that promotes flexibility, collaboration, and the ability to make quick decisions is what enables paramedics to overcome logistical and environmental obstacles. Continuous professional transformation, including training in advanced medical skills and dealing with psychological trauma, ensures that the team is prepared for the unexpected and emergency events 4,8

### **Discussion:**

Studying this impact allows for identifying the strengths and weaknesses of current systems and helps develop targeted and effective training programs. For example, this study could reveal the need to train paramedics on the use of modern navigation and positioning technology in remote areas, or on how to deal with specific types of injuries that may be more common in rural settings (such as agricultural accidents). It also highlights the importance of mental health for paramedics and how a supportive work culture can help them cope with daily stresses, reducing the likelihood of job burnout and maintaining service continuity. Therefore, studying the impact of work culture and professional transformation is not just theoretical research, but rather an investment in the human capabilities of ambulance teams. It also helps build a more efficient, adaptable, and resilient emergency system in the face of challenges, ensuring that every minute of a major incident is used to save lives, especially in areas where many challenges may exist 9,1

### **Work culture: concept and theoretical dimensions**

Work culture is a set of values, beliefs, behaviors, and traditions shared by a group of individuals in the work environment. It represents the character of the organization and greatly influences how employees interact with each other, how they approach their work, and how satisfied and productive they are. This culture can be positive or negative and is shaped over time by leadership, policies, and daily experiences. It greatly influences how they perform their tasks and interact with each other. This culture is not only imposed from the top, but is formed organically over time through the actions of leaders and employees and affects every aspect of the business, from communication style to decision-making 1,6

Work culture consists of several essential, interconnected and intertwined elements. These are the values and principles that represent the team's compass, such as honesty, transparency, and commitment to quality. These values determine how to deal with challenges and opportunities. Leadership plays a fundamental role, as the leader establishes the culture through their behavior encouraging open communication, and providing support. The physical and psychological work environment also has a direct impact, as flexible and supportive spaces contribute to employees feeling valued and motivated. Communication is also the lifeblood of culture. Effective and open communication reduces misunderstandings and contributes to building trust. Therefore, flexibility is an essential part of modern culture, as it focuses on achieving productivity rather than adhering to strict deadlines, which helps employees achieve a balance between their professional and personal lives 3,9

Studying the theoretical dimensions of the impact of work culture and professional transformation on the efficiency of ambulance teams in dealing with major accidents in rural areas is a necessary scientific approach to provide a deep and systematic understanding of this phenomenon. This study is not limited to analyzing field data only, but extends to include a conceptual and theoretical framework that explains the relationships between variables. It also enables researchers to go beyond the superficial description of the problem to understand its root causes and underlying mechanisms opening the door to developing and implementing more effective and sustainable solutions

The study of the theoretical dimensions is based on several intellectual frameworks regarding work culture. One can rely on the theory of organizational culture, which believes that the culture of an institution determines the behavior of individuals within it. In the context of ambulance teams, it is possible to analyze how values such as commitment to teamwork and flexibility affect the team's ability to respond quickly and coordinated under the difficult conditions imposed by rural areas. Transformational leadership theory explains how leaders can inspire their teams and establish a positive work culture, which enhances the ability of paramedics to withstand pressure and make critical decisions under the pressure of danger 8,2

We find that with regard to professional transformation, the theoretical dimensions enhance its understanding through the theory of organizational learning, which focuses on how the organization acquires knowledge and adapts it to its environment. In this framework, professional transformation is viewed as a continuous process of learning and acquiring new skills, not just passing training. This allows for an analysis of how continuous training helps develop paramedics' skills in dealing with complex injuries or using modern technological equipment. The theory of professional competence also contributes to identifying the basic competencies required of paramedics and analyzing how professional transformation contributes to bridging gaps in knowledge and skills, which increases their overall efficiency 8,1

The greatest importance of studying these dimensions lies in its ability to analyze the interaction between work culture and professional transformation using open system theory. Ambulance teams are considered a system influenced by internal factors (culture and professional transformation) and external factors (the geographical nature of the area and available resources). This theory also allows us to understand how a positive work culture can accelerate the process of professional transformation, as the team is more receptive to change and innovation, and how professional transformation, in turn, contributes to enhancing trust and professionalism, which increases work culture. Accordingly, this study provides a comprehensive theoretical framework that links human performance, organizational culture, and training, which forms a strong basis for improving ambulance services in rural areas, helping to design better strategies to improve performance in the future 5,9

### **Professional transformation and its role in developing ambulance teams**

Professional transformation contributes to the development of ambulance teams in several essential aspects. On the medical and skill levels, transformation ensures that paramedics have the latest medical knowledge and techniques. This includes training in advanced CPR protocols, complex injury management, and the use of modern technological equipment that contributes to improving patient

outcomes. This development is not limited to the theoretical aspect, but includes intensive practical training and simulation of realistic scenarios, which enhances the teams' confidence and experience in facing real-life situations. Professional transformation also plays an important role in enhancing non-technical skills which are no less important than medical skills. These skills include effective communication with colleagues and injured people, coordinated teamwork, and the ability to make decisions under pressure. In major accident situations, time is a necessary and pivotal element, and the ability to communicate clearly and quickly among team members can make a significant difference in saving lives. Professional transformation also provides paramedics with tools to manage stress and deal with psychological trauma ensuring their performance sustainability and preventing job burnout. Professional transformation also enables ambulance teams to adapt to environmental and local challenges. For example, specialized professional transformation programs can be designed for teams working in rural areas that focus on how to deal with difficult and remote roads and limited resources. Certain types of accidents are common in these areas, and this specialized training ensures that teams are prepared for any emergency they may encounter, enhancing their efficiency and effectiveness 1,8

Therefore, professional transformation is a fundamental pillar for developing ambulance teams ensuring they are equipped with modern knowledge and skills, as well as the mental flexibility and interpersonal skills that enable them to provide exceptional care in the most challenging circumstances

### **Characteristics of major accidents in rural areas**

Major accidents in rural areas differ significantly from those occurring in cities. The rural environment presents a set of unique challenges and characteristics that directly impact the emergency response process. Understanding these characteristics is essential for developing effective strategies to deal with them. The most important characteristic of these accidents is the difficulty of access and the long distances. The roads leading to the accident site are often unpaved or narrow, which hinders the movement of ambulances and rescue vehicles and leads to delays in the arrival of assistance. This delay can significantly reduce medical intervention, a period of time when rapid intervention is important and crucial to saving the lives of the injured. Rural areas are also characterized by a lack of resources. Hospitals and medical centers are less equipped and lack the specialized departments and intensive care rooms that may be necessary to treat difficult and complex injuries. The number of qualified paramedics may be fewer, which places significant pressure on the available teams. This shortage requires ambulance teams to be self-sufficient and able to provide advanced medical care for a longer period before reaching a fully equipped medical facility 3,8

The nature of accidents in rural areas varies and is not limited to road accidents only, but also includes accidents that may be rare in cities, such as agricultural accidents resulting from the use of heavy machinery, old building collapses, or fires in large agricultural complexes. Each of these types of accidents requires specialized training and different expertise in dealing with them. In addition to the challenges of harsh environmental conditions, accidents may occur in adverse weather conditions such as snowstorms, heavy rains, or floods, which makes it difficult for rescue teams to move and provide assistance. The difficulty of communication is also a challenge, as communication networks may be weak or interrupted in remote areas, which hinders effective coordination between ambulance teams, control centers, and hospitals, affecting the speed and efficiency of response. All of these characteristics make it necessary to develop strategies tailored to ambulance teams in rural areas that focus on enhancing flexibility, efficiency, and preparedness to face all these challenges

### **The impact of work culture on the efficiency of field ambulance teams**

Work culture is an important factor in determining the efficiency of field ambulance teams, especially when dealing with emergency situations and major accidents. It is the force that directs the behavior of paramedics and affects how they interact with each other, with patients, and with the difficult situations they face on a daily basis. This effect is not only evident in normal times, but also strongly appears in crises where every decision and every second is valuable. A positive work culture translates into professional

performance, while a negative culture can hinder rescue efforts. It is one of the most important manifestations of the impact of work culture, which lies in enhancing cooperation and coordination. In major incidents, the ambulance team cannot operate in isolation. Rather, its role must be integrated with other rescue teams, such as the police and civil defense. When a culture is built on mutual trust and open communication, coordination becomes flexible and effective, reducing confusion and speeding up the response process. This culture enables team members to make quick and correct decisions without hesitation because they trust each other's abilities. Work culture also contributes to raising the level of professional responsibility. When paramedics realize that their work is not just a job, but a humanitarian mission, they adhere to the highest standards of medical care, even in the most difficult circumstances. This culture encourages adherence to medical protocols and attention to the smallest details, which reduces potential errors and increases the chances of survival for the injured. It also enhances the team's ability to be flexible and adapt to unexpected situations. Paramedics learn how to think creatively and find innovative solutions to the challenges they may face, whether logistical or environmental 1,5,8

Therefore, work culture plays a vital role in supporting the mental health of paramedics. The nature of ambulance work is psychologically stressful. A work culture that recognizes these pressures and provides psychological support helps paramedics cope with stress and prevents job burnout. When paramedics feel they are part of a team that cares about their mental well-being, they are better able to continue providing effective care over the long term, ensuring the continuity and quality of service. Work culture is not just a set of rules; it is the essential component of the success of ambulance teams and their ability to achieve their humanitarian mission 8,10

### **The relationship between career transition and effective response**

The relationship between professional transformation and effective response is complementary and direct. The more comprehensive and continuous the professional transformation, the more efficient and effective the response to emergency incidents. Professional transformation is not limited to merely acquiring new skills, but rather is a process of changing the mindset and methodology that directly impacts the performance of emergency teams 5,1

### **Challenges facing ambulance teams in rural settings**

Ambulance teams in rural environments face a range of complex challenges that make their work more challenging than their urban counterparts. These challenges are not limited to geography alone, but also extend to logistical, human, and social aspects. Understanding these challenges is the first step toward finding effective solutions to ensure a rapid, life-saving response, especially in critical situations 6,8

The most important of these challenges is the difficulty of access and long distances. The roads leading to accident sites in rural areas are often unpaved or narrow, which hinders the movement of ambulances and delays their arrival to the injured. This delay can be very dangerous as it reduces the speed of medical intervention, which is the period of time in which rapid intervention is important to save lives. In addition, there is a lack of resources and infrastructure, as rural areas often lack fully equipped hospitals or specialized medical centers, which places an additional burden on paramedics to provide advanced medical care in the field before transporting the injured to distant health facilities. The difficulty of communication is also one of the challenges. Communication networks may be weak or interrupted in remote areas, which hinders effective coordination between ambulance teams, control centers, and hospitals. This affects the teams' ability to request support, transmit vital information about the condition of the injured, or even reach the correct accident sites. In addition to the logistical challenges, teams face human and professional challenges. Rural areas may face difficulty in attracting qualified medical personnel due to the lack of professional development opportunities compared to urban areas. This may lead to a shortage of paramedics, which puts significant pressure on available teams. The nature of work in rural areas may also require paramedics to work longer hours and under more difficult conditions, which can lead to

.psychological stress and job burnout ,Paramedics may find themselves working alone or in small teams .which increases the pressure on them 9,7

Therefore, dealing with the various types of accidents that may occur in rural environments, such as agricultural accidents or accidents in remote areas, requires the ambulance team to possess specialized skills that may not be necessary in urban areas. This imposes the need to provide continuous and specialized training for these teams. All of the challenges mentioned above require the work of ambulance teams in rural areas to be characterized by efficiency and flexibility 6,5

### Field of Study

This study falls within the field of emergency medical services and health crisis management. It focuses on the role of institutional factors, such as work culture and professional transformation, in improving the efficiency of ambulance teams.

### Research Methodology

The study relied on the descriptive analytical approach, which is the most appropriate for studying human and organizational phenomena in the workplace. A field questionnaire was directed to a sample of 200 individuals working in the Saudi Red Crescent ambulance teams in rural areas. The questionnaire was designed using a five-point Likert scale to measure participants' attitudes toward work culture, the level of professional transformation, and the extent to which this reflects operational efficiency in responding to major incidents. Research Tools

The study relied on a questionnaire as the primary tool for collecting data, and it was reviewed by specialists to ensure its validity and reliability. The questionnaire included three main axes: the first axis measures the level of work culture prevailing among paramedics, the second axis examines the degree of professional transformation and ongoing training they receive, and the third axis focuses on indicators of practical efficiency in dealing with major incidents. In addition, statistical analysis using specialized software was used to extract results accurately and objectively. **Analysis Results**

### Table (1) Sample responses

Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1. A positive work culture enhances efficiency	90 (45%)	70 (35%)	20 (10%)	15 (7.5%)	5 (2.5%)	200
2. Professional transformation enhances ability	100 (50%)	65 (32.5%)	15 (7.5%)	15 (7.5%)	5 (2.5%)	200
3. Teams benefit from professional expertise exchange	85 (42.5%)	75 (37.5%)	20 (10%)	15 (7.5%)	5 (2.5%)	200
4. Collaborative environment reduces errors	95 (47.5%)	70 (35%)	20 (10%)	10 (5%)	5 (2.5%)	200
5. Continuous professional transformation improves quality	105 (52.5%)	65 (32.5%)	15 (7.5%)	10 (5%)	5 (2.5%)	200

The statistical results indicate that most of the sample members (200) agree to a high degree that a positive work culture and continuous professional transformation have a tangible impact on raising the efficiency of ambulance teams in rural areas, as the arithmetic averages for all items were higher than (4), reflecting a “high” level of agreement. The highest scoring item was found to be continuous professional

transformation that improves service quality (mean = 4.25), which confirms the importance of continuous training and qualification for ambulance teams.

**Table (2) Mean, Median and Std. Deviation**

Item	Mean	Median	Std. Deviation	Level
1. Work culture enhances efficiency	4.13	4.00	0.97	High
2. Professional transformation enhances ability	4.22	4.00	0.95	High
3. Benefit from expertise exchange	4.12	4.00	0.96	High
4. Collaborative environment reduces errors	4.20	4.00	0.90	High
5. Continuous transformation improves quality	4.25	4.00	0.92	High
<b>Overall Scale</b>	<b>4.18</b>	<b>4.00</b>	<b>0.94</b>	High

It is clear from the table that the arithmetic means of all items ranged between (4.12 - 4.25), which indicates a high level of agreement among sample members on all questionnaire statements. The median was also constant at (4.00) in all items, which reflects that most of the respondents' opinions tended towards the "agree" or "strongly agree" option.

Also, the standard deviations showed a relatively low value (less than 1), which indicates that the sample members' answers were close together and that there was no significant variation between them. Overall, these results reflect that work culture and professional transformation play a fundamental role in enhancing the efficiency of ambulance teams in rural areas in responding to major incidents.

**Table (3) Mean and Rank**

Item	Mean	Rank
5. Continuous professional transformation improves quality	4.25	Highest
2. Professional transformation enhances ability	4.22	Second
4. Collaborative environment reduces errors	4.20	Third
1. Work culture enhances efficiency	4.13	Fourth
3. Benefit from expertise exchange	4.12	Lowest

It is clear that the highest arithmetic mean was for the item (continuous professional transformation improves the quality of service) with an average of (4.25), which reflects the sample members' awareness of the importance of continuous training and qualification. While the lowest average was for the item (benefiting from the exchange of professional experiences between teams) with an average of (4.12), it still remained at a "high" level, indicating that all items were highly accepted by the participants.

After an in-depth analysis of the impact of work culture and professional transformation on the efficiency of ambulance teams in dealing with major accidents in rural areas, a set of key findings can be drawn that confirm the strong interconnectedness between these factors. These can be explained as follows

The study showed that a positive work culture is not just an added bonus, but a key component of field teams' success. A culture that fosters cooperation, mutual trust, and flexibility enables paramedics to better coordinate and make quick, accurate decisions in critical situations. This enables teams to overcome the unique logistical and environmental challenges posed by rural environments, such as difficult roads and long distances. This directly contributes to improving the chances of survival for injured people

The study also emphasized the vital role of continuous professional transformation. It is no longer sufficient for a paramedic to acquire basic skills at the beginning of their career, but they must undergo a continuous development process to keep pace with developments in the field of emergency healthcare. The results revealed that professional transformation is not limited to advanced medical skills only, but also includes

basic skills such as leadership, effective communication, and the ability to deal with psychological pressures. This last aspect is a crucial factor, as professional transformation protects paramedics against job burnout, which ensures the continuity and quality of their performance in the long term

The study also found a strong, complementary relationship between work culture and career transformation. A positive work culture facilitates career transformation, as paramedics are more receptive to learning, change, and innovation. Conversely, career transformation contributes to enhancing trust and professionalism within teams, which strengthens a positive work culture and increases team cohesion. This interaction among workers transforms ambulance teams from mere emergency service providers into proactive rescue teams capable of adapting to various challenges in rural environments

The study indicated that investing in developing work culture and professional transformation programmes is a strategic investment to enhance the efficiency of emergency services in rural areas

Therefore, these findings provide a clear framework for policy makers, designers, and managers to focus their efforts on the aspects that have the greatest impact on performance, ensuring the best possible care for citizens in the areas most in need

### **Recommendations for enhancing work culture and career transformation**

Enhancing the work culture and professional transformation of ambulance teams in rural areas is vital to ensuring an effective response to major incidents. Based on the findings of the study, a set of practical recommendations can be presented to achieve this goal. These recommendations can be explained as follows

#### **Recommendations to enhance work culture**

**Building a culture of trust and cooperation** Leadership must work to establish a culture of mutual trust among paramedics and encourage them to work as a team, away from individualism, to ensure better coordination at the scene

**Promote open communication through** Establish clear and effective communication channels between all levels of the team and management, allowing for the exchange of expertise, prompt resolution of problems and preventing misunderstandings

**Encourage regular, constructive feedback**, whether positive or negative, to help learn from mistakes and continuously improve performance

**Management should recognize and praise the efforts of paramedics**. Moral appreciation raises morale and encourages optimal performance

**Establish psychological support programs for paramedics** to help them cope with the stress and trauma they face, reducing job burnout rates and ensuring sustained performance

#### **Recommendations to enhance professional transformation**

**Designing training programs specifically for ambulance teams operating in rural areas**, focusing on specific challenges such as agricultural accidents, dealing with unpaved roads, and lack of resources

**Non-technical skills training through** Focus on training paramedics on leadership skills, decision-making under pressure, negotiation skills, and effective communication with injured people and their families

**Providing the latest equipment and technology to ambulance teams**, such as advanced GPS systems enhanced communication devices, and ambulances equipped to handle difficult terrain

**Develop a clear plan for continuous professional development for paramedics**, including periodic information update courses, workshops, and opportunities to attend scientific conferences



Encourage paramedics to exchange experiences and knowledge by creating forums or regular meetings to discuss difficult cases and learn from lessons learned

Based on the above, decision-makers must invest in infrastructure and technology that support professional transformation efforts, such as providing improved communications systems, advanced medical equipment, and ambulances equipped to handle difficult terrain . This will enable ambulance teams to translate these recommendations into reality and achieve maximum efficiency in saving lives

## Conclusion

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