

policy interventions aimed at mitigating the negative effects of smartphone overuse on productivity.

the introduction

Over the past two decades, the world has witnessed radical transformations due to technological advancements and the widespread use of smartphones. These devices have become an integral part of people's daily lives, both inside and outside of work. Smartphones have facilitated communication and access to information, but this increasing reliance has also created new behavioral patterns with psychological and organizational dimensions that deserve further study (Bhattacharya et al., 2019). One of the most prominent of these phenomena is nomophobia, the excessive fear or anxiety of losing or being unable to use a mobile phone (Rodríguez-García et al., 2020).

Recent literature indicates that nomophobia is no longer limited to a specific age group or profession, but has become a global problem affecting students, professionals, and employees in various workplace settings (León-Mejía et al., 2021; Caba-Machado et al., 2024). Research has shown that nomophobia is associated with mental health disorders such as anxiety, stress, poor sleep, and decreased academic and professional performance (AlMarzooqi et al., 2022; Al-Mamun et al., 2023).

In the professional context, multiple studies have shown that nomophobia directly impacts the work environment, by increasing levels of work stress, reducing job satisfaction, and increasing burnout indicators, as is the case among medical personnel (Abdulrahman, 2023; Aslan & Aslan, 2020). Afzal et al. (2022) also explained that nomophobia weakens employees' level of engagement at work, while other research has shown that this phenomenon may overlap with other problems such as professional loneliness, fear of missing out (FoMO) and weak organizational affiliation (Hoşgör et al., 2021; Sapmaz, 2023; Erdurmazlı et al., 2022).

In contrast, the concept of passive presenteeism emerges as an important outcome associated with nomophobia, whereby an employee physically attends work but is associated with reduced effectiveness due to distraction and constant preoccupation with their smartphone (de Oliveira et al., 2023). Wang & Suh (2018) suggest that nomophobia may act as a "disorder" that limits employee performance, or as a "trigger" for certain forms of performance, depending on the productivity nature of the work environment and individual coping mechanisms. However,

most empirical evidence favors negative effects on concentration and productivity

egun to link nomophobia to other concepts such as Recent studies have also b technostress, which represents the pressure resulting from the extensive use of technology in the workplace. This stress negatively impacts performance and job interventions to mitigate itsatisfaction, necessitating institutional int(Atrian & Ghobbeh, 2023). Furthermore, applied research in specific sectors such as maritime transportation(Aladag & Altinpinar, 2023) and the media sector (Ahmed & Yousaf, 2023) has shown l that nomophobia is not just an individua problem, but also has clear organizational and economic ramifications.

Despite this accumulation of knowledge, most studies have focused on healthcare sector workplaces in countries such as Iraq -or academic settings, while private ope of empirical research in this area. Furthermore, remain far from the sc previous studies have often focused on the direct relationship between nomophobia and stress or burnout, while the role of ineffective presenteeism as a vity has remained mediator between nomophobia and decreased producti insufficiently explored(Hessari et al., 2024).

Based on the above, this study seeks to fill the research gap by investigating the impact of nomophobia on productivity reduction among employees in Iraqi mining the role of ineffective presenteeism as private sector companies, while exa a key mediator in this relationship. The importance of the study lies in the fact that it not only provides local knowledge but also contributes to strengthening the ing the implications of nomophobia in global theoretical framework for understand the contemporary workplace.

Research problem

The digital revolution and the proliferation of smartphones have created new behavioral patterns in individuals' professional and personal lives alike. Despite tremendous advantages these devices provide in terms of rapid communication the and access to information, their excessive use has led to the emergence of negative psychological and behavioral phenomena, perhaps the most prominent of .which is nomophobia (Nomophobia) i.e., the excessive fear or anxiety of losing , or being unable to use a mobile phone. Recent studies indicate that nomophobia is no longer just an isolated or transient condition, but rather a growing global l stress, tension, and a decline in the phenomenon associated with psychologica) quality of academic and professional lifeRodríguez-García et al., 2020 ; León-Mejía et al., 2021 'Hessari et al., 2024).

In the organizational context, empirical evidence confirms that nomophobia casts a shadow over workplace environments, as it is associated with poor job satisfaction, lower levels of job engagement, and increased symptoms of burnout (Abdulrahman, 2023; Afzal et al., 2022). It is also linked to the phenomenon of presenteeism, where an employee is physically present at work but performs their tasks with reduced effectiveness due to constant distractions from their phone (de Oliveira et al., 2023). Presenteeism is viewed as a potential mediator of how nomophobia can lead to decreased productivity.

Despite the growing global literature on nomophobia across multiple sectors (health, education, media), the Iraqi private sector has not received in-depth research on this phenomenon, particularly regarding its association with productivity levels and ineffective attendance. Previous research has also not paid sufficient attention to demographic variables that may influence the severity of nomophobia and its repercussions on the work environment.

Accordingly, the problem of the current study revolves around trying to answer the following main question:

" What is the impact of employee nomophobia on reducing productivity through ineffective attendance in Iraqi private sector companies"

This main question has a number of sub-questions:

1. How widespread is nomophobia among employees in Iraqi private sector companies?
2. To what extent does nomophobia contribute to lower employee productivity?
3. What is the impact of employee nomophobia on increasing ineffective attendance (presenteeism)?
4. Does ineffective attendance act as a mediator between nomophobia and productivity?

Research objectives

This research aims to:

1. Measuring the prevalence of nomophobia among employees in Iraqi private sector companies.
2. Analyzing the direct relationship between nomophobia and productivity in the workplace.
3. Determining the impact of nomophobia on presenteeism among employees.

4. Testing the mediating role of ineffective attendance in explaining the relationship between nomophobia and productivity.
5. Providing practical proposals to reduce the effects of nomophobia and improve the work environment in the Iraqi private sector.

importance of research

First: Scientific importance

- This research adds to the international literature on nomophobia by previously unstudied work environment: Iraqi private sector companies.
- Interaction between technology and employee behavior, especially with regard to ineffective attendance.
- It provides a new test of the role of ineffective presenteeism as a mediator between nomophobia and productivity, an aspect that has not been deeply investigated in previous studies.

Second: Practical importance

- Helps Iraqi companies diagnose the impact of nomophobia on their employees and estimate its indirect cost to productivity.
- Provides practical approaches to institutional interventions such as digital detox programs and life balance awareness-work.
- Contributes to the development of human resources policies that enhance employee productivity and reduce ineffective attendance.

Research limits

1. **Objective limits:** The research focuses on studying the relationship between nomophobia and productivity through ineffective attendance only, without addressing other variables such as job satisfaction or organizational commitment except as control variables.
2. **Spatial bounds:** The study was limited to Iraqi private sector (companies in some major cities (Baghdad, Basra, Erbil).
3. **Time limits:** so its results reflect ٢٠٢٥. The study was conducted during this time period and cannot be generalized to different time periods.
4. **Human limits:** The sample was limited to employees in private sector companies without including the government sector or the education and health sectors.

Definitions

First: Technical definitions

- **Nomophobia:** A term that refers to the irrational fear or anxiety resulting from losing or not being able to use a mobile phone(Rodríguez-García et al., 2020).
- **Inactivepresence** A behavioral phenomenon that refers to an employee's not performing their work physical presence in the workplace, but efficiently due to psychological or behavioral factors(de Oliveira et al., 2023).
- **Productivity:** The amount of work achievement and quality an employee achieves compared to the time and resources invested(Wang & Suh, 2018).

Second : Procedural definitions

- **Nomophobia:** The total score an individual receives on the **Nomophobia Questionnaire (NMP-Q)** which includes four dimensions (fear of losing contact, inability to communicate, lack of access to information, loss of comfort).
- **Inactive attendance:** The score an individual receives on a scale of assessment of actual -ineffective attendance that compares self performance with expected job duties.
- **Productivity:** The average employee rating of how well they perform, supported by reports from direct supervisors, and their core task measured through quantitative (e.g., task completion) and qualitative (e.g., quality of performance) indicators.

Theoretical framework and previous studies

Introduction

radical transformations in the work environment as a result of rapid technological developments, with smartphones becoming an indispensable tool for communication and work completion. and reliance has opened the door to new psychological-However, this over which has ' **nomophobia** behavioral phenomena, perhaps most notably transformed from an individual concern into an institutional phenomenon with direct and indirect impacts on mental health and productivity. This has been **ineffective** other behavioral problems, such as accompanied by the emergence of **presenteeism**. This is considered one of the most serious silent challenges facing contemporary organizations. Within this framework, this study seeks to address

in an integrated manner to the relationship between these three variables understand their impact on Iraqi private sector companies.

First: Nomophobia

Nomophobia is one of the most prominent behavioral phenomena associated with the modern digital revolution. It is a term that refers to the excessive or irrational fear of losing or disconnecting from a mobile phone (Rodríguez-García et al., 2020). Although the smartphone is an effective tool in facilitating practical and daily life, excessive use has turned it into a source of psychological and mental stress. Nomophobia is based on four central dimensions of behavior: **the fear of losing the ability to communicate** (Inability to respond to messages or calls), **fear of losing contact with others** (Feeling isolated or socially disconnected), **fear of losing updates, news, and digital sources**, and **fear of not accessing information** such as entertainment and psychological security (León-Mejía et al., 2021).

Research has shown that nomophobia is associated with multiple disorders such as generalized anxiety, poor concentration, nervous tension, and decreased academic and professional performance (Afzal et al., 2022). For example, Aslan & Aslan (2020) showed that healthcare workers with nomophobia levels of job stress than their colleagues. Other studies have found that nomophobia can develop into **digital addiction behavior** that impairs cognitive abilities and increases distraction at work (Al-Mamun et al., 2023). Thus, nomophobia is a double threat: on the one hand, it reflects the human need to stay constantly connected, but on the other, it impairs attention and negatively impacts productivity.

Second: Ineffective presence (Presenteeism)

Presenteeism is a complex organizational phenomenon that refers to the state of an employee being physically present at work but unable to perform their duties effectively due to health, psychological, or behavioral issues (de Oliveira et al., 2023). Unlike absenteeism, which can be easily monitored through attendance records, presenteeism is more serious because it is "hidden" and drains energy without directly showing up in formal indicators. Research estimates indicate that this phenomenon can lead to a 20%–30% decrease in organizational productivity, sometimes greater than the impact of traditional absenteeism (Abdulrahman, 2023).

This phenomenon is linked to several factors, including job burnout, low motivation, family and social pressures, and especially excessive use of

leads to distraction. An employee may remain at their desk but technology, which spend a lot of time checking their phone or worrying about notifications, which weakens their focus on essential tasks(Erdurmazlı et al., 2022). Ineffective attendance is also linked to unnoticeable health problems such as insomnia and stress resulting from constant connectivity, which impacts the quality of job performance. The seriousness of this phenomenon is highlighted by its being an indicator of declining productivity, which is difficult to detect without early in accurate measurement tools.

Third: Productivity

Productivity is the most important criterion for measuring the efficiency of to accomplish work with individuals and organizations, as it measures the ability the highest quality and at the lowest cost(Wang & Suh, 2018). However, this concept is influenced by several internal and external determinants, including: the port, and level of motivation, the efficiency of work systems, administrative sup the psychological and behavioral state of employees.

The literature has shown that digital technology, despite its role in accelerating and facilitating work, is creating a type of technostress that undermines job dyperformance. For example, a study by Atrian & Ghobbeh (2023) showed that employees suffering from technostress report a significant decline in their productivity due to anxiety about the rapid pace of technological change, the .g work and private lifepressure of constant emails, and the difficulty of separatin de Oliveira et al. (2023) also indicated that mental health, including anxiety and sleep disturbances, are among the most prominent factors explaining decreased productivity in modern workplaces.

viewed in isolation from the behavioral and Therefore, productivity cannot be psychological pressures faced by employees, most notably nomophobia and the resulting ineffective attendance.

Fourth: The relationship between the three variables

r that nomophobia acts as a When these variables are linked, it becomes clea primary trigger for mental and behavioral distraction, leading to ineffective attendance. The fear of losing one's phone drives employees to constantly use it voted to during work hours, consuming time and mental effort that should be de work tasks. As these behaviors are repeated, performance quality declines and psychological stress increases, ultimately translating into a significant decrease in productivity(de Oliveira et al., 2023 'Abdulrahman, 2023).

ve presenteeism likely plays a mediating role in the Furthermore, ineffecti relationship between nomophobia and productivity. Not only does nomophobia directly impair productivity, but it also impacts productivity through a "middle g from ineffective presenteeism. loop" of distraction and lack of focus resultin Recent literature emphasizes that understanding this sequence(nomophobia → presenteeism → productivity) is essential for designing effective intervention placestrategies that reduce the negative impact of technology in the work(Hoşgör et al., 2021 ؛Sapmaz, 2023).

Previous studies

Recent years have witnessed increasing interest in the phenomenon of nomophobiaand its relationship to work behavior and productivity. The following is a review of the most important related studies, arranged chronologically:

1. Wang & Suh (2018)

This study is one of the first attempts to address the phenomenon of nomophobia place and link it to organizational performance indicators. It aimed to in the work understand the impact of the fear of losing a mobile phone on employee satisfaction, productivity, and intentions to leave the job. The researchers adopted pproach through questionnaires that includedexperimental a-a descriptive280 employees from various organizations. The results showed that nomophobia may sometimes contribute to improving response time and communication, but in most eased productivity, and increased cases, it leads to decreased job satisfaction, decr intentions to leave the job. The study confirmed that nomophobia is not merely an individual behavior, but an organizational issue that must be addressed through human resource management policies.

2. Bülbüloğlu et al. (2020)

This study focused on nurses working in surgical clinics in Turkey, targeting216 male and female nurses. The aim was to explore the relationship between being. The researchers -nomophobia, time management, and psychological well correlational design using standardized questionnaires. The -veadopted a descripti results showed that nomophobia levels were moderate to high in a significant proportion of participants, and that high levels of nomophobia were negatively s and increased levels of psychological associated with time management skill anxiety, which impacted professional competence. The study recommended training programs to enhance awareness of the risks of excessive reliance on smartphones at work.

3. Aslan & Aslan (2020)

162 in a Turkish hospital healthcare workers. sectional -A descriptive cross approach was used, using the Nomophobia Questionnaire(NMP-Q). The results revealed that the majority of workers suffer from varying degrees of nomophobia, while a smaller group exhibited with moderate levels being the most common, with severe levels. The results also indicated that increased nomophobia leads to increased psychological stress and job burnout, which may threaten the quality of rawing professional performance. The study highlights the importance of d attention to a sensitive sector such as hospitals, where poor performance can directly impact patients' lives.

4. Rodríguez-García et al. (2020)

This study conducted a comprehensive systematic review of 42 studies from the Scopus and Web of Science databases to analyze the research landscape on nomophobia. The researchers used the PRISMA methodology to select studies, primarily involving university students and adolescents. The results showed that onal, and the most widely used secti-most of the research was descriptive and cross instrument was the Nomophobia Questionnaire(NMP-Q). The review also -concluded that nomophobia is associated with several problems, such as low self dy esteem, increased anxiety and stress, and poor academic performance. The stu confirmed that the phenomenon represents a health and psychological problem that requires institutional intervention to mitigate its negative effects.

5. Hoşgör et al. (2021)

This study targeted 421 onship nurses in Turkish hospitals to investigate the relati related phenomena-between nomophobia and two work: fear of missing out (FoMO) and perceptions of job overload. -The researchers adopted a descriptive correlational approach using standardized measures. The results showed that ely associated with FOMO, which increases levels of nomophobia was positiv psychological stress and burnout. The perceptions of job overload further reinforced this negative relationship. The study concluded that nomophobia focus on their core tasks impacts team dynamics and impairs employees' ability to .

6. León-Mejía et al. (2021)

This study presented a global systematic review of nomophobia based on more than 100 published studies. It focused on the prevalence of the phenomenon and its measurement indicators, and demonstrated that nomophobia has become widespread among broad groups, particularly university students and new measurement criteria employees. It also demonstrated that the lack of standardized

represents a major challenge to research development. The results concluded that nomophobia is associated with increased levels of anxiety and depression and decreased academic and professional performance. The study recommended conducting research directed at the workplace to gain a deeper understanding of conducting the organizational implications of this phenomenon.

7. Afzal, Abid, & Thakur (2022)

This study aimed to analyze the relationship between nomophobia, job stress, and levels of job engagement among employees in the public and private sectors in Pakistan. The sample included 310 employees from different sectors, and the researchers used a quantitative approach based on regression and path analysis. The results showed that nomophobia is positively associated with increased job stress and emotional exhaustion, which leads to decreased job engagement and productivity. It also revealed that social threat reinforced the negative relationship between nomophobia and performance. The study confirmed a hidden factor explaining poor organizational performance.

8. Erdurmazlı et al. (2022)

This study focused on the role of nomophobia in weakening organizational identity within the workplace. It included a sample of 372 employees working in private companies in Turkey. The study adopted a quantitative approach using structural equation modeling. The results showed that high nomophobia reduces an employee's sense of organizational belonging, which negatively impacts job productivity. It concluded that nomophobia is not just an individual disorder, but an organizational phenomenon that impacts the bond between the employee and the organization.

9. Kapikiran, Karakas, & Kartal (2023)

This study aimed to investigate the impact of nomophobia on clinical decision making among nurses working in emergency departments in Turkish hospitals. The sample included 250 nurses. The researchers relied on a cross-sectional, high nomophobia design and standardized questionnaires. The results showed that high nomophobia is associated with decreased confidence in making medical decisions under pressure, which may negatively impact the quality of care and patient safety. The risk-importance of the study lies in confirming that nomophobia in high-pressure environments threatens not only productivity but also individual safety environments.

10. de Oliveira et al. (2023)

This study provided a comprehensive critical review of research on mental health studies. Although the study analyzed the impact of nomophobia on mental health and productivity in the workplace, analyzing over

s not limited to nomophobia, it highlighted that disorders such as anxiety, wa contribute to —symptoms associated with nomophobia—depression, and stress absenteeism and presenteeism. The results demonstrated that these disorders cost economic losses due to decreased productivity. They organizations significant emphasized the need to adopt strategies to promote mental health in the workplace as a means of improving organizational performance.

11. Hessari et al. (2024)

review of nomophobia in workplace This study conducted a recent systematic r settings, based on 36 observations ١٥,٠٠٩ studies and . It aimed to identify factors that increase or decrease levels of nomophobia at work. The results showed that and frequent work nomophobia is associated with increased anxiety, stress, a interruptions, leading to decreased productivity. Younger and more educated age groups were also found to be more susceptible to this phenomenon. The study recommended organizational interventions such as digital awareness programs free times to improve employee efficiency-neand pho.

Comment and link to the current study

A review of the literature reveals that nomophobia is a growing topic in both psychological and organizational research. Early studies, such as Wang & Suh (2018), demonstrated that the phenomenon negatively impacts job satisfaction and productivity, while later studies, such as Bülbüloğlu et al., 2020 'Aslan & Aslan (2020), have deepened understanding by linking nomophobia to stress and poor ment in healthcare settings. Systematic reviews, such as time manag Rodríguez-García et al., 2020 'León-Mejía et al., 2021 'Hessari et al., 2024, have provided a comprehensive framework demonstrating that nomophobia is not simply an rganizational problem that impacts productivity individual phenomenon, but an o and attendance behaviors.

On the other hand, some studies (Afzal et al., 2022 'Erdurmazlı et al., 2022) have shown that nomophobia weakens organizational belonging and increases work enteeism stress, leading to pres, a behavior characterized by an employee's physical presence without actual productive effectiveness. Other research (Kapikiran et al., 2023 'de Oliveira et al., 2023) has shown that this phenomenon being, and economic -ological wellmaking, psych-affects the quality of decision productivity at the organizational level.

Despite the rich literature, most studies have focused on the health sector or university students. Applied studies on nomophobia in private sector companies, particularly in Arab and Iraqi contexts, have been absent. Furthermore, the aspect presenteeism as a mediator between nomophobia and productivity of ineffective has not received sufficient attention, despite being a clear practical solution to the phenomenon's repercussions in the workplace.

Hence the importance of this study, as it seeks to fill this research gap by:

1. Measuring the level of nomophobia among employees in Iraqi private sector companies.
2. A study of the effect of nomophobia on ineffective attendance, as an intermediate job behavior that explains the relationship between the phenomenon and decreased productivity.
3. Providing a field vision that can contribute to building organizational strategies to reduce the effects of nomophobia and improve institutional performance.

Thus, this study not only adds a local dimension (the Iraqi private sector), but also contributes to the global framework of research by highlighting the role of passive presence as an explanatory mechanism for the relationship between nomophobia and productivity, which has not been addressed in depth in previous studies.

Method and procedures

Any solid scientific study requires a clear methodological framework that defines how data will be collected and analyzed to answer the research questions and verify its hypotheses. The method and procedures form the backbone of the research, clarifying the path the researcher takes from selecting the study population to designing measurement tools and statistically analyzing the results. This aspect is increasingly important in applied field studies, such as our study on nomophobia on reducing productivity through ineffective attendance the impact of in Iraqi private sector companies, given the novelty of the topic and its need for direct data from the organizational reality.

This study aims to employ a descriptive analytical approach appropriate to the nature of the phenomenon under investigation. This approach allows the researcher to describe the prevalence of nomophobia among workers and then analyze the causal and correlational relationships between nomophobia and attendance, on the one hand, and productivity, on the other. This ineffective attendance approach relies on quantitative tools (standardized questionnaires) that enable accurate measurement of the variables under investigation, in addition to

to verify direct and indirect relationships employing advanced statistical methods between the variables.

Accordingly, this chapter will provide a detailed presentation of the following aspects: the study population and sample, data collection tools, validity and reliability, and the statistical methods used in the analysis. This gradual progression helps ensure methodological transparency and enables the reader to research procedures to achieve the study's objectives assess the suitability of the r and answer its questions.

methodology

analytical approach, as it is most appropriate -This study adopted the descriptive for the nature of the topic. It aims to describe the phenomenon under study hobia) as it exists in the field, and to analyze its relationships with both nomop) ineffective attendance and productivity. This approach is based on collecting quantitative data from the research community via a standardized questionnaire, statistically to reveal the prevalence of nomophobia among then processing it s workers and measure its direct and indirect impact on productivity through ineffective attendance. This approach is considered appropriate because it on the one hand, and a statistical combines a precise description of the variables analysis of the relationships between them on the other, thus achieving the research objectives of interpretation and understanding.

Study community

companies The study population consists of all employees in Iraqi private sector in the major cities (Baghdad, Basra, and Erbil). This population includes various job categories, such as administrative, technical, and service positions. This population was chosen because the private sector is witnessing an increase in the of smartphones for professional and personal purposes, making it a fertile use environment for the spread of nomophobia and its associated effects on ineffective attendance and productivity.

Study sample

A field sample was selected using theStratified Random Sampling method to sectors within the -ensure representation of all functional categories and sub community.

- 260 questionnaires were distributed to employees of private companies.
- 250 valid questionnaires a .were recovered for statistical analysis, i.e recovery rate of approximately96%.

- is sufficient to conduct advanced statistical analyses (٢٥٠)The sample size such as multiple regression analysis and mediation role testing, as individuals for such analyses ٢٠٠ researchers recommend a minimum of .

Demographic characteristics of the study sample (١)ble Ta

demographic variable	Category	number	%
Sex	male	150	60.0
	feminine	100	40.0
the age	years old ٣٠ Under	90	36.0
	30-39 years	100	40.0
	40 years and older	60	24.0
qualification Academic	Bachelor's	140	56.0
	Postgraduate studies	70	28.0
	Diploma or less	40	16.0
Nature of the job	Administrative	120	48.0
	Artistic/Technical	80	32.0
	Service	50	20.0
Years of experience	years ٥ Less than	70	28.0
	5-10 years	100	40.0
	years ١٠ More than	80	32.0

The previous table shows that the majority of the sample was male (60%) , reflecting the predominantly male nature of employment in the Iraqi private sector, particularly in administrative and technical positions. In terms of age aged groups, employees 30–39 (٤٠%) years constituted the largest percentage years old constituted ٤٠ while those over (٣٦%) ٣٠ followed by those under This indicates that the majority of employees in private companies are (٢٤%) . e to intensive smartphone use and, aged, the groups most pron-young and middle therefore, the most susceptible to developing symptoms of nomophobia.

As for educational qualifications, the highest percentage is for those with a and (٢٨%) followed by those with postgraduate degrees (٥٦%) bachelor's degree This distribution shows that most of the (١٦%) then those with a diploma or less sample has a good educational background, which is consistent with the nature of jobs in the private sector, which often require cognitive and skill competencies. garding the nature of the job, administrative jobs represented nearly half of the Re and then service jobs (٣٢%) followed by technical/technical jobs (٤٨%) sample This job diversity reflects the researcher's attempt to cover various areas of (٢٠%) hin the private sector work wit.

As for years of experience, the results showed that the largest percentage of participants had between 5 and 10 years of experience (40%) followed by those with more than 10 years of experience (32%) while the percentage of those with less than 5 years of experience was 28%. This distribution indicates that the sample includes a mix of long term and new employees, enhancing the comprehensiveness and reliability of the results.

Study tool

This study relied on the questionnaire as the primary tool for data collection, as it is one of the most common and appropriate tools for measuring psychological and behavioral phenomena in workplace environments, particularly those related to excessive use of technology, such as nomophobia. The questionnaire was designed to cover various aspects of the topic, ensuring the ability to answer the research questions and verify its hypotheses.

The questionnaire consisted of four main sections. The first section covered participants, such as gender, age, educational level, job demographic data of the participant type, and years of experience, to determine sample characteristics and build comparisons between different categories. The second section was dedicated to measuring the level of nomophobia among employees using the Nomophobia Questionnaire (NMP-Q) scale developed by Yildirim and Correia (2015). It consists of twenty items distributed across four main dimensions: fear of losing the ability to communicate, fear of losing contact with others, fear of not accessing information, and finally, fear of losing the convenience provided by a smartphone. The translated and approved version of this scale was used after ensuring its validity for use in the Arab environment.

The third axis was related to the phenomenon of ineffective presenteeism. A scale was adopted from recent studies, such as de Oliveira et al. (2023) and was reformulated to suit the local context. This axis included ten items measuring such as an employee's physical presence at work despite feeling anxious or mentally preoccupied, or their physical presence but weak commitment to core tasks.

The fourth axis was devoted to measuring job productivity, based on organizational performance literature (Wang & Suh, 2018). This axis included eight items measuring an employee's efficiency in completing tasks, their level of concentration, and the quality of their outputs compared to the time and resources available.

point-All items in the last three axes were measured using a five Likert scale ' strongly agree. This = 'strongly disagree to = 'with responses ranging from measurement method allows for accurate quantitative results to be derived that attitudes, the degree to which they suffer from nomophobia, 'reflect employees and the impact this has on their attendance and productivity.

Psychometric properties of the instrument

Before starting the field application, the psychometric properties of the re verified in terms of validity and reliability to ensure its questionnaire we suitability for measuring the phenomena targeted in the study.

First: Apparent honesty

experts (°)The questionnaire was presented in its initial form to a committee of specialized in the fields of management, organizational psychology, and research methods. The judges confirmed that the paragraphs were appropriate for the study and adequately covered the dimensions of nomophobia, objectives of the ineffective attendance, and productivity. Based on their comments, some minor modifications were made to the wording of some paragraphs to make them clearer tandand easier for the respondents to unders.

Second: Content validity

Content validity was verified through a literature review and previous studies that used similar instruments, such as(Yildirim & Correia, 2015 'Afzal et al., 2022 ' de Oliveira et al., 2023). ver all theoretical aspects The instrument was found to co related to the three variables (nomophobia, ineffective attendance, and productivity), enhancing its comprehensiveness and relevance to the research topic.

Third: Stability

pilot study s from outside the main employee (٣٠)was conducted on a sample of sample. Cronbach's Alpha was used to measure the internal consistency of the items. The results showed that the alpha values for all axes were higher than dieswhich is acceptable according to statistical standards in social stu '(٠.٧٠).

Table (٢): Reliability coefficients for the questionnaire scales using Cronbach's alpha coefficient

Axis	Number of paragraphs	Cronbach's alpha coefficient
Nomophobia(NMP-Q)	20	0.89
inactive attendance	10	0.83
yield	8	0.81
Total	38	0.87

It is clear from the table that all Cronbach's alpha values exceeded the minimum indicating that the instrument has a high degree of internal consistency and is therefore suitable for field application.

Statistical methods used

This study adopted a set of statistical methods appropriate to the nature of its data and objectives, using SPSS version ٢٦. Initially descriptive statistics such as frequencies, percentages, arithmetic means, and standard deviations were used to describe the demographic characteristics of the sample and determine the levels of the main variables (nomophobia, ineffective attendance, and productivity). The normality of the distribution was also confirmed through skewness and kurtosis to ensure the suitability of the data for subsequent analysis tests.

Next, the Pearson correlation coefficient was used to determine the strength and direction of the relationship between nomophobia and both ineffective attendance and productivity. This analysis helped clarify the simple relationships between the variables studied.

Linear regression analysis was used to determine the direct effect of nomophobia on both ineffective attendance and productivity. Ineffective attendance was also analyzed to verify its role in explaining the relationship introduced as a mediating variable between nomophobia and productivity.

Thus, the diversity of these statistical methods allowed the study to provide an integrated analysis, combining an accurate quantitative description of the data on the one hand, and in-depth analytical testing of the hypotheses on the other, thus enhancing the credibility and accuracy of the results.

Study results

This chapter aims to present the results of the field study related to the impact of nomophobia on reducing productivity through the mediation of ineffective attendance in private sector companies. The statistical analysis was based on data extracted from ٢٥٠ valid questionnaires for analysis.

distributed (٢٦٠) incomplete questionnaires out of (١٠) after excluding rich questions and questionnaires. The results were presented in light of the research hypotheses, with the presentation of supporting statistical tables, followed by interpretation and linking the results to previous literature.

Question ١: How widespread is nomophobia among employees in Iraqi private sector companies

Means and standard deviations were calculated for each dimension of M nomophobia using the NMP-Q questionnaire.

Table (٣): Arithmetic means and standard deviations of the level of nomophobia

Dimension	arithmetic mean	standard deviation	Level
fear of losing touch	3.65	0.72	high
fear of losing contact	3.44	0.68	-Medium High
fear of losing access to information	3.39	0.70	middle
loss of psychological comfort	3.16	0.74	middle
Total	3.41	0.71	-Medium High

The results indicate that nomophobia is prevalent among workers at a medium high level, reflecting employees' heavy reliance on smartphones both inside and outside the workplace. The fear of losing contact emerged as the most influential dimension, which explains the high correlation between excessive phone use and dimension, which job demands.

Rodríguez-García et al. (2020) indicated, stating that nomophobia is a growing global phenomenon among various groups, and with León-Mejía et al. (2021), who confirmed its prevalence at high levels, particularly among young people and those working in technical environments. It also supports the findings of Afzal et al. (2022) which indicated that nomophobia is associated with higher levels of anxiety in the workplace.

Question ٢: To what extent do nomophobia dimensions contribute to lowering employee productivity

Methodology:

Simple regression analysis was used for each of the four dimensions of

l of productivity, with nomophobia separately to measure its impact on the level as the dependent variable and the dimensions of nomophobia (fear of not accessing –fear of losing contact –of losing communication –fear of losing comfort) as independent variables –information .

Results of simple regression analysis of the dimensions of Res : (Table (nomophobia ← yield

Dimension	R	R ²	B (β)	t	R	Sig	Interpretation
fear of losing the ability to communicate	0.41	0.17	-0.41	-6.95	0.41	0.000	It negatively affects the worker's ability to interact effectively with his colleagues, which reduces productivity.
fear of losing touch with others	0.46	0.21	-0.46	-7.88	0.46	0.000	It increases mental distraction and constant preoccupation with the phone and reduces performance.
fear of not having access to information	0.39	0.15	-0.39	-6.02	0.39	0.000	Reduces focus on professional tasks due to frequent searching for information over the phone.
Fear of losing the convenience of the phone	0.44	0.19	-0.44	-7.12	0.44	0.000	It creates a feeling of anxiety and psychological dependence on the phone, which leads to a decline in efficiency.

The results indicate that all four dimensions of nomophobia negatively and statistically significantly impact productivity levels. The most influential dimension was fear of losing contact with others ($\beta = -0.46$) followed by fear of losing comfort ($\beta = -0.44$) demonstrating that anxiety related to social relationships and psychological dependence on the phone are the most prominent determinants of decreased productivity.

These results are consistent with what Afzal et al. (2022) demonstrated that nomophobia is associated with increased psychological stress and poor job performance. They also support Abdulrahman's (2023) finding that excessive reliance on the phone leads to job burnout and decreased efficiency. They are also consistent with what Bülbüloğlu et al. (2020) reported on the impact of being among -nomophobia on time management and poor psychological well-being of healthcare workers, which negatively impacts productivity.

What is the impact of nomophobia on increasing ineffective presence (Presenteeism) ?

Methodology:

was used for each dimension of nomophobia to **Simple regression analysis** being **ineffective attendance** measure its effect on ineffective attendance, with the dependent variable and the four dimensions of nomophobia being the pendent variables inde.

Results of simple regression analysis of the dimensions of : (Table (**nomophobia ← the audience not The active participle**

Dimension	R	R ²	B (β)	t	Sig	Interpretation
fear of losing the ability to communicate	0.43	0.18	+0.43	7.01	0.000	It increases the levels of constant phone preoccupation at work, which leads to physical presence without effective performance.
fear of losing touch with others	0.48	0.23	+0.48	8.15	0.000	It increases social anxiety and constant connection to the phone, which promotes ineffective attendance.
fear of not having access to information	0.40	0.16	+0.40	6.44	0.000	It forces employees to be busy searching digitally instead of focusing on tasks, which increases the level of unproductive attendance.
Fear of losing the convenience of the phone	0.45	0.20	+0.45	7.56	0.000	It leads to psychological dependence on the phone, as the employee appears physically present but is unable to provide actual performance.

s of nomophobia contribute positively The results indicate that all four dimension .and statistically significantly to increasing the level of ineffective attendance

The most influential dimension was fear of losing contact with others($\beta = +0.48$) followed by fear of losing comfort($\beta = +0.45$) ecting that workers who fear refl losing social connections or the psychological comfort provided by the phone are more likely to show up without actually being productive.

This result is consistent with whatAbdulrahman (2023) stated that employees' , bia increases symptoms of burnout and makes them less focused on their nomoph

tasks. It also confirms whatde Oliveira et al. (2023) indicated that psychological anxiety are among the most important -and behavioral factors such as techno tendance. It is also consistent with the study bycauses of ineffective atHoşgör et al. (2021) which demonstrated the relationship between nomophobia and excessive psychological stress among nurses, leading to a decline in performance quality despite physical presence.

**Does ineffective attendance act as a mediator between :٤n Questio
٩nomophobia and productivity**

Methodology:

was used **Multiple regression analysis**. According to the mediation analysis . modelIn this model:

- **the independent variable** Nomophobia is(IV) .
- **the mediating variable** Passive attendance is(MV) .
- **the dependent variable** Productivity is(DV) .

The model was tested according to the methodology ofBaron & Kenny (1986). Path analysis steps, with significance checked using theSobel Test .

Results of testing the role of ineffective presence as a mediator :(٦Table (

relationship	β	t	Sig	Interpretation
Nomophobia → the audience not The active participle	+0.47	8.12	0.000	Nomophobia significantly increases levels of inactive attendance.
Ineffective attendance → yield	-0.44	-7.65	0.000	High ineffective attendance leads to lower productivity.
Nomophobia → Productivity (direct	-0.28	-4.33	0.000	Nomophobia directly reduces productivity.
Nomophobia → Productivity (with Input The mediator	-0.14	-2.05	0.041	The direct effect weakened after the introduction of the mediator, proving the presence of partial mediation.
Sobel test	Z = 4.72	0.000	Proves the significance of statistical mediation.	

The results showed that nomophobia negatively affects productivity directly, but when ineffective presenteeism was introduced as a mediator, the size of the direct effect decreased (from $\beta = -0.28$ to $\beta = -0.14$) indicating that part of the effect of nomophobia on poor productivity is transmitted via increased ineffective presenteeism.

In other words: an employee suffering from nomophobia not only loses productivity because of being distracted by the phone, but also becomes physically present without actually performing, and this is the most dangerous intermediate path.

This result is consistent with Oliveira et al.'s (2023) finding that psychological factors do not directly affect productivity, but rather through an and behavioral factors do not directly affect productivity, but rather through an intermediary such as ineffective attendance. It also confirms Abdulrahman's (2023) finding that nomophobia increases burnout, which in turn leads to decreased productivity. It is also consistent with Wang & Suh (2018), who demonstrated that nomophobia hinders job performance by creating ineffective work patterns within organizations.

Discussion of results

The study results showed that nomophobia is a common phenomenon among Iraqi private sector employees, with relatively high levels across all four dimensions (fear of losing contact, loss of connection, lack of access to information, and loss of comfort). This finding confirms that smartphones are no longer just a means of the work environment and communication, but have become an essential part of daily lifestyle. This is consistent with what Rodríguez-García et al. (2020) indicated rooted behavior associated with -that nomophobia represents a deep psychological and cognitive dependence on smartphones.

The results also showed that nomophobia contributes statistically significantly to reduced productivity, as regression analyses showed that workers with high levels of nomophobia had lower productivity. This is consistent with what Afzal et al. (2022) reported on the negative relationship between technostress and poor job performance, and reinforces what Atrian & Ghobbeh (2023) indicated regarding the negative effects of technostress on performance.

Regarding the third question, the results confirmed that nomophobia contributes to increased presenteeism, meaning that employees are physically present at work but are unable to perform efficiently due to their constant preoccupation with their phones or anxiety when they lose them. This finding is consistent with Abdulrahman's (2023) study which showed that nomophobia is associated with

increased burnout, and withde Oliveira et al. (2023), who confirmed that psychological and behavioral factors increase levels of presenteeism. Finally, the study results demonstrated that ineffective presenteeism plays a mediating role between nomophobia and productivity. That is, decreased productivity is not only a direct result of nomophobia, but is also indirectly affected by increased ineffective presenteeism. This aligns with Wang & Suh (2018) who indicated that technological disruptions affect job performance through indirect behavioral patterns such as distraction and loss of focus. These findings highlight the importance of treating nomophobia as not just an individual problem, but an organizational issue that directly and indirectly impacts corporate productivity.

Recommendations

Based on the above, a set of practical and scientific recommendations can be presented:

1. At the institutional level:

- Establish clear work policies to limit excessive use of smartphones during official working hours.
- Program Application *Digital Balance* (Digital Balance Programs) free-such as allocating “phone” periods of time.
- Provide training for employees on how to manage digital disruption and improve job focus.

2. At the staff level:

- Encourage employees to practice (*Digital Detox strategies*) to reduce anxiety associated with losing your phone.
- Enhance time management and attention skills, thus reducing distraction during work.

3. At the level of scientific research:

- Conduct more field studies on nomophobia in Arab work environments, as most of the current literature remains Western or purely academic.
- Expanding the scope of studies to include different sectors (education, health, banking) to understand the extent of variation of the phenomenon.
- Using longitudinal studies to track the development of nomophobia and its impact on performance over time.

4. At the level of public policies:

- Inclusion of nomophobia in occupational mental health programs.
- Support national awareness initiatives to highlight the effects of excessive smartphone use on work and productivity.

Conclusion

This study sought to examine the impact of employee nomophobia on reduced productivity through ineffective presenteeism in Iraqi private sector companies. It explored the interconnected relationship between three variables (nomophobia, ineffective presenteeism, and productivity). The selection of this topic stemmed from the increasing reliance on smartphones in professional life and the associated new behavioral manifestations that impact the work environment.

The study results showed that nomophobia among Iraqi private sector workers is a phenomenon, manifesting in its four dimensions (fear of losing contact, loss of communication, lack of access to information, and loss of comfort). It was found that this phenomenon directly contributes to reduced productivity and poor concentration. The results also demonstrated that nomophobia leads to increased presenteeism, which constitutes one of the indirect pathways through which nomophobia reduces productivity, whereby employee productivity. Thus, the mediation hypothesis was confirmed, whereby presenteeism plays a pivotal role in explaining the relationship between nomophobia and productivity.

These findings are consistent with previous studies (Rodríguez-García et al., 2020; Abdulrahman, 2023; de Oliveira et al., 2023). Nomophobia is not merely an individual psychological phenomenon, but rather an organizational factor that significantly impacts organizational performance. They also support recent research trends that emphasize the need to integrate psychological and technical dimensions to understand the determinants of productivity in the contemporary workplace.

The scientific value of this study lies in its being one of the first to address nomophobia in the Iraqi workplace, revealing its role in shaping ineffective presenteeism as an intervening variable that explains declining productivity. The attendant practical value is evident in the recommendations the study offers, which target institutions, employees, and public policymakers to address the phenomenon and its effects mitigate its negative.

In light of the findings, it can be argued that managing nomophobia in the workplace represents a key approach to improving individual efficiency and enhancing sustainable productivity. This requires Iraqi institutions to reconsider

trative and organizational strategies to ensure the creation of a their adminis healthy and digitally balanced work environment.

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