

## Mobile digital technology and attention dynamics: An Attention-based view

**Arun Kumar Tripathy and Nidhi S Bisht**  
*Management Development Institute Gurgaon, India*

### Abstract

Recent research emphasizes the need for further investigation into employees' experiences with mobile digital technologies (MDTs). In a qualitative study involving employees of microfinance institutions, we explore how WhatsApp - a widely used MDT for work communications, is employed to selectively focus on financial goals by these hybrid institutions, committed to social goals by offering uncollateralized loans to impoverished households while striving for financial sustainability. We contribute to the literature on attention in organizations by expanding the role of a generic MDT communication tool – WhatsApp, in cognitive processing and shaping attentional dynamics through attentional engagement, attentional vigilance, and attentional *surveillance*. Our study highlights how a generic mobile digital application – WhatsApp, functions as a *channel* and a *platform* for communication and social interactions at work - it plays a pivotal role in attentional engagement and attentional vigilance and becomes central for *attentional surveillance*, for selective attention and processing of issues, shaping organizational behavior.

**Keywords:** attentional engagement, attentional surveillance, attentional vigilance, selective attention, WhatsApp