



## Valuating the Impact of Psychological Entitlement on Cyber-Loafing: The Mediating Role of Occupational Attitude

**Arbab Rauf Awan**

Ph.D. Scholar, Institute: National Business School, the University of Faisalabad  
[Arbab\\_awan@yahoo.com](mailto:Arbab_awan@yahoo.com)

**Rabia Rauf Awan**

M.Phil Scholar, Institute of National Business School, the University of Faisalabad  
[rra67272@gmail.com](mailto:rra67272@gmail.com)

**Dr. Rubab Rauf**

Ph.D Scholar, Institute of National Business School, the University of Faisalabad.  
[rauf.r4401@gmail.com](mailto:rauf.r4401@gmail.com)

**Dr. Muhammad Iqbal Zafar**

Professor and HOD, Institute of Department of Sociology Riphah International University, Faisalabad Campus  
[drmizafar@hotmail.com](mailto:drmizafar@hotmail.com)

**Muhammad Usman Zafar (Corresponding Author)**

Lecturer at Institute of Lyallpur Business School, Government College University Faisalabad  
[u.zafar@hotmail.com](mailto:u.zafar@hotmail.com)

### ABSTRACT

The present research study intended to investigate the mediating role of occupational attitude towards the relationship between psychological entitlement and cyber-loafing for the employees working in Higher education sector of Pakistan. A survey based self-administrative questionnaire was used for data collection from 359 participants (admin + faculty) from a cluster-based random sample of universities located in different provinces of Pakistan. SPSS and AMOS was used for testing the required set of hypotheses through structural equation modelling technique. The exogenous variable was psychological entitlement and endogenous variable was cyber-loafing while the occupational attitude was mediator. The initial analysis revealed the model fitness for measurement and structural model. In addition, the internal and external reliability and validity of the constructs were confirmed from factor loadings, Cronbach alpha, composite reliability, and average variance extracted, etc. The structural model estimation for direct relationships inferred that cyber-loafing for the organizational purpose can be beneficial for universities in Pakistan with a positive occupational attitude and positive psychological entitlements of employees. Similarly, the mediating estimation results infer that occupational attitude with positive behavior can significantly enhance the relationship between psychological entitlement and cyber-loafing behavior in higher education sector of Pakistan. All the 4 hypothesis were accepted and results are significant with the previous research studies. The implications of the study for the policymakers in the higher education sector of Pakistan is that a positive attitude of employee's occupation can be beneficial for their psychological entitlement in defining the positive use of internet at their workplace especially in case of higher education sector. However, the findings of the study are generalizable to the similar organizational structure. The future research may however consider some other factors to consider as the determining the cyber-loafing behavior in the education sector of Pakistan

**Keywords:** Psychological Entitlement, Cyber-Loafing, Occupational Attitude, Higher Education Sector of Pakistan.

### Background of Study

The concept of cyber-loafing refers to the usage of internet for personal purpose at the workplace by the staff of an organization (Lieberman, Seidman, McKenna, & Buffardi, 2011). The ever increasing trend of internet at the workplace during working hours for personal usage has become a major concern for organizations

worldwide due to the accessibility of organizational internet through smart phones and other devices (Rahaei & Salehzadeh, 2020). The modern era has witnessed an extensive advancement in technology especially in the usage of internet at the workplace that not only improved the modern teaching style but also has increased the addiction of social media, downloading and other purposes which has influence the working staff in higher education sector (Raza, Yousufi, Rafi, & Javaid, 2020). According to (Kemp, 2020), there are more than 76 million internet users in Pakistan. The same source indicating that number of social media user are more than 37 million which mostly belongs to the educational sector of Pakistan, especially higher education sector where working staff like teacher and students regularly use the internet for a number of educational as well as personal activities. The free wifi-facility to students as well to working staff has now 100% available in higher education sector of Pakistan (Raza et al., 2020). However, the excessive usage of internet for personal use like social media by staff working in the higher education sector has create greater concern for the higher management as the excessive usage of internet for personal purpose has created a dilemma of cyber-loafing (Akbulut, Dursun, Dönmez, & Şahin, 2016).

The concept of psychological entitlement entails the behavior of a person who feels that he deserves/entitle more as compared to others (Campbell, Bonacci, Shelton, Exline, & Bushman, 2004). When the person gets what he deserves, he get satisfied and feel accomplished (Boswell, 2012). However, when a person does not get what he feels he is entitled to or deserved, he may get dissatisfied and ultimately does not focus on actual task performance at the workplace (Ahmad & Jamaluddin, 2009).

### Research Problem

Cyber-loafing is the reality of today's world (Ahmad & Jamaluddin, 2010). The employers/organization cannot control the usage of internet for personal reasons. However, it can limit the usage for workplace purpose by blocking sites like social media, and entertainment sites (Lim & Chen, 2012). A personal positive and moderate level of psychological entitlement can however make a person to use internet either for personal use or for workplace use (Stronge, Cichocka, & Sibley, 2016). If a person continuously uses the internet for personal use, it indicates that he is psychologically entitled to use it for personal reasons. However, if a person shows occupational attitude as the positive indicator of job-satisfaction, job-involvement, and organizational commitment, he will definitely use the internet for job-related activities in most of the time (Campbell et al., 2004; Lambert, Keena, et al., 2020). As the large amount of internet is used in the higher education sector, therefore, it is needed to assess the relationship between psychological entitlement and cyber loafing in this sector along-with the mediation of employee occupational attitude.

### Research Objectives

The present research study requires to examine the mediating role of occupational attitude in relation to psychological entitlement and cyber loafing. The specific objectives of this research study are as follows:

- To explore the effect of psychological entitlement and cyber loafing in the higher education sector of Pakistan.
- To determine the impact of psychological entitlement on occupational attitude in the higher education sector of Pakistan.

- c) To examine the effect of occupational attitude on cyber-loafing in the higher education sector of Pakistan.
- d) To determine the role of occupational attitude as the mediator between psychological entitlement and cyber-loafing in the higher education sector of Pakistan.

### Research Questions

For achieving the research objectives, the following research questions need to be analyzed statistically;

- i) How psychological entitlement determine the cyber-loafing in the higher education sector of Pakistan?
- ii) Does the psychological entitlement in the higher education sector of Pakistan strongly effect the occupational attitude?
- iii) What is the impact of occupational attitude in determining the cyber-loafing in the higher education sector of Pakistan?
- iv) Do the occupational attitude strongly mediate the relationship between psychological entitlement and cyber-loafing in the higher education sector of Pakistan?

### Research Hypotheses

H<sub>1</sub>: Psychological entitlement strongly determines the cyber-loafing in Higher education sector of Pakistan.

H<sub>2</sub>: Psychological entitlement strongly affects occupational attitude in Higher education sector of Pakistan.

H<sub>3</sub>: Occupational attitude strongly determines the cyber loafing in Higher education sector of Pakistan.

H<sub>4</sub>: There is a significant mediation between psychological entitlement and cyber-loafing through occupational attitude in Higher education sector of Pakistan.

### Literature Review

The study aims to examine the mediating role of occupational attitude between the relationship of psychological entitlement and cyber loafing in the higher education sector of Pakistan. The review of literature entails the followings under the headings of conceptual, theoretical and critical review of the literature.

### Conceptual Review

Cyber-loafing refers to personal usage of internet services primarily provided by the employer/organization to its employees for work-related activities (Ahmad & Jamaluddin, 2010). Whereas, the psychological entitlement refers to the personal feelings of person to be entitled to/deserves to something/everything as compared to others (Campbell et al., 2004). However, the occupational attitude means the feelings of a person regarding his job-satisfaction, job-involvement and organization commitment (Ahmad & Jamaluddin, 2009).

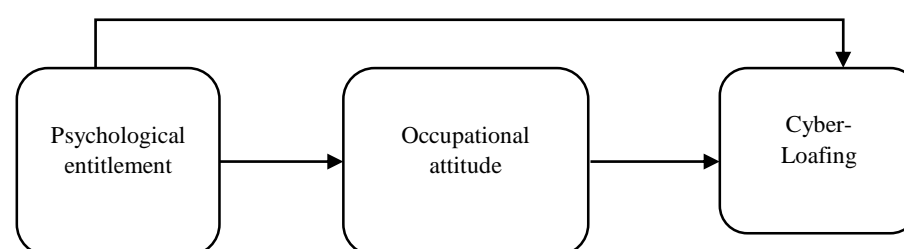
### Critical Review

The historical evidences provide a very little number of evidences in support of the required set of relationship for the study. For example, the study conducted by Liberman et al. (2011) considered the occupational attitude as the main determinant of cyber-loafing concluded with the positive link. Similarly, the study of Askew (2012) linked the cyber-loafing with the performance of task and also found the optimistic link. However, some of the studies considered the job-stress level as to indicate the job-attitude while impacting the cyber-loafing behavior with a negative influence (Chaudhry, 2012).

Cyber-loafing can be gain in a firm where it does not cause the decrease in the output level of organization (Lim & Chen, 2012). A high level of psychological entitlement can cause a negative consequence for the occupational attitude of employees (Anastasio & Rose, 2014). Similarly, negative level of psychological entitlement can also demote the occupational attitude of employees working in an organization (Joplin, 2014). The level of psychological entitlement varies in different countries (Żemojtel-Piotrowska et al., 2015). The usage of cyber-loafing was started in the education institute by (Akbulut et al., 2016). However, Stronge et al. (2016) considered that self-esteem and self-confidence can influence the level of psychological entitlement in an organization. The level of psychological entitlement may have different effects on employee occupational attitude (BAI, SUN, HU, & ZHANG, 2017). A high level of psychological entitlement can often causes dis-satisfaction if a reward as per expectation was not given to the employee (Dragova-Koleva, 2017). Similarly, Hussain, Thurasamy, and Malik (2017) inferred that high level of psychological entitlement may cause a negative impact of cyber loafing behavior of an employee. The study of J-Ho, Gan, and Ramayah (2017) provided the basis of theories related to cyber loafing; theory of planned behavior, theory of reasoned action. The present study is based on theory of reasoned action which states that cyber-loafing behavior is dependent upon the reason of employee that he considers while using the internet.

Cyber-loafing has become a puzzle as the enhanced usage of internet for personal reasons may demote the output level of an organization and also effect negatively about the performance of employees (Mercado, Giordano, & Dilchert, 2017). Similar, findings related to the relationship between psychological entitlement, occupational attitude and cyber-loafing behavior of employees working in different organizations and different parts of the world are confirmed from the study of (Chukwusa, 2020; Demir, 2020; Demirtepe-Saygılı & Metin-Orta, 2020; Koay & Soh, 2018; Lambert, Keena, et al., 2020; Lambert, Liu, Jiang, Kelley, & Zhang, 2020; Liu & Zhou, 2020; Naseer, Bouckenoghe, Syed, Khan, & Qazi, 2020; Ngatuni, 2019; Ötken, Bayram, Beser, & Kaya, 2020; Saghih & Nosrati, 2020; Żemojtel-Piotrowska, Piotrowski, & Maltby, 2017). Based on the historical theories and review of the literature, the following conceptual model is established to report the expected relationships between psychological entitlement, occupational attitude and cyber-loafing behavior of employees working in the higher education sector of Pakistan in figure 1.

Figure 1: Conceptual Model



### Research Methodology

The study was aimed to examine the mediating characteristics of occupational attitude of employees working in the higher education sector of Pakistan in relation to their psychological entitlement and cyber-loafing. The population targeted for the purpose of examining the present research investigation were the employees serving at the public sector higher education sector (universities) in Pakistan. The reason of choosing this population was the usage of internet at regular basis in this sector. The unit of analysis include the individual public sector university located in four provinces of Pakistan; Punjab, Sindh, KPK, and Baluchistan. The sampling frame includes BPS-16 or higher grade employees; admin and faculty members. The sample was drawn on the basis of cluster-based sampling approach which requires the selection of



appropriate geographical locations; provincial distribution and then randomly drawing the sample from these clusters. More than 400 survey-questionnaires were distributed among the targeted responded from which 374 responses were initially received and after the initial analysis 359 (90%) responses were finalized for data-set preparation and financial data-analysis. The questionnaire as the survey based research instrument as used for the collection of data for present research had 4-sections; demographic & socio-economic, items for psychological entitlement, items for cyber-loafing, and items for job-attitude with its three sub-dimensions like job-satisfaction, job-involvement and organizational commitment.

The exogenous variable of the study was psychological entitlement which was measured using 7-items at five-point Likert-type scale for response recording. This measurement was adopted from the study of (Rahaei & Salehzadeh, 2020). The endogenous variable of the study was cyber-loafing which was measured using 8-items at five-point Likert-type scale for response recording. This measurement was adopted from the study of (Rahaei & Salehzadeh, 2020). Finally, the mediation construct was measured using three dimensions; job-satisfaction with 5-items, job-involvement with 5-items, and organizational commitment 5-items. These measurements were adopted along-with scaling items from the study of (Lieberman et al., 2011). The study requires to test the hypothesis using the structural equation modelling technique. The estimations include summary of demographic details, model fit indices, measurement model, structural model, factor loadings, validity and reliability estimates, and structural equation modelling estimates. The software used for this purpose are SPSS and AMOS.

### Data Analysis and discussion of results

The study required to test the mediating impact of occupational attitude of employees working in public sector universities of Pakistan in relation to their psychological entitlement and cyber-loafing in their respective organizations. The hypotheses were tested using structural equation modelling techniques applied through AMOS. However, some initial estimations like reporting of demographic & socio-economic features were executed with the help of SPSS. The estimations using AMOS include; model fit measures indices like CMIN/DF, CFI, SRMR, RMSEA, and P-close, measurement model, structural model, reliability and validity analysis, and finally the SEM estimations showing the direct and indirect effect. The detailed analysis given under their specific headings as follows.

**Table 1: Demographic & Socio-economic Summary**

Features	MIN	MAX	Mean	S.D	N (359)	%
Gender	0.00	1.00	.70	.46		
<i>Female</i>					107	29.8
<i>Male</i>					252	70.2
Age	1.00	5.00	2.85	1.15		
<i>21-25 years</i>					36	10.0
<i>26-30 years</i>					126	35.1
<i>31-35 years</i>					90	25.1
<i>36-40 years</i>					71	19.8
<i>&gt; 40 years</i>					36	10.0
Marital Status	1.00	3.00	2.01	.45		
<i>Single</i>					34	9.5
<i>Married</i>					287	79.9
<i>Divorced/Separated</i>					38	10.6
Qualification	1.00	4.00	2.60	1.11		
<i>Graduate</i>					89	24.8
<i>Masters</i>					54	15.0
<i>MS/M.Phil.</i>					126	35.1
<i>PhD/Post-Dr</i>					90	25.1
Job Tenure	1.00	3.00	2.45	.67		

< 5 years					36	10.0
5 - 10 Years					126	35.1
> 10 years					197	54.9
BPS	1.00	3.00	2.35	.85		
16 - 17 Grade					89	24.8
18 Grade					54	15.0
≥ 19 Grade					216	60.2

Table 1 reports the summary of demographic and socio-economic characteristics like gender, age, marital-status, qualification, job-tenure, and basic pay scale. The analysis of survey questionnaire indicates that majority of respondents are male with large number of age category between 30-40 years' group, are married and having qualification of M.Phil/MS and PhD/Post Dr., at large with a job-tenure between 5 years or more and having a basic pay scale of 18 or more.

**Figure 2: Measurement Model**

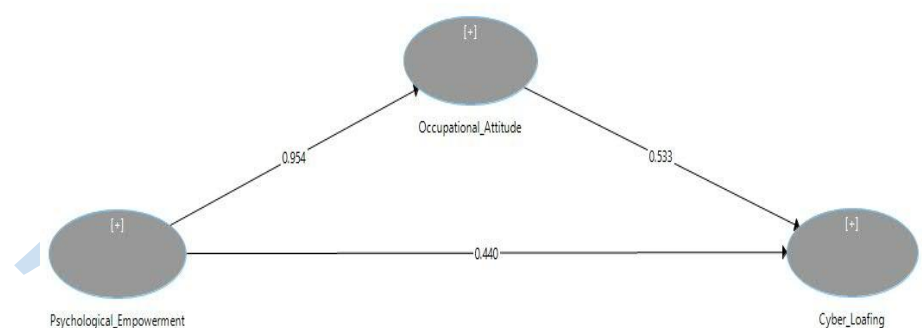


Figure 2 indicates the measurement model of the study with path-coefficient having optimistic relationship between psychological entitlement, occupational attitude and cyber loafing in the higher education sector of Pakistan. It indicates that a positive path is established between psychological entitlement and cyber loafing with a coefficient value of 0.440. Similarly, the path another positive path is established between psychological entitlement and occupational attitude with coefficient of 0.954. Finally, a positive path was established between occupational attitude and cyber loafing with the coefficient value of 0.533. The further analysis of individual items for each constructs along-with their factor loading values are given in table 2 as follows.

**Table 2: Factor loadings of Constructs:**

Constructs	Items/Statements	Factors	Loading Values
Cyber-Loafing	I usually browse the website related to sports at my workplace.	CL1	0.792
	I usually browse the website related to investment at my workplace.	CL2	0.790
	I usually browse the website related to entertainment at my workplace.	CL3	0.789
	I usually browse the website unrelated to my occupation at workplace.	CL4	0.803
	I usually browse the website for downloading data/information unrelated to my occupation at workplace.	CL5	0.788
	I usually browse the websites for personal item purchasing at my workplace.	CL6	0.808
	I usually use email service for my personal use at my workplace.	CL7	0.821
	I usually social media; Facebook, WhatsApp, twitter, LinkedIn, YouTube, at my workplace.	CL8	0.813
Organizational-Commitment	I feel that I am indebted to my organization.	OC1	0.804
	I feel cherish with this organization.	OC2	0.812

	I feel that I cannot think of leaving this organization.	OC3	0.797
	I feel price in telling other that I work here.	OC4	0.778
	I feel that I can spend rest of career with this organization.	OC5	0.786
Job-Involvement	I feel that I am engaged with my work truly.	JI1	0.815
	I feel that I have achieved a lot from this organization.	JI2	0.816
	I feel that I can do my best to make this organization successful.	JI3	0.797
	I feel that I think of my job even in my family.	JI4	0.791
	I feel that I spend more time with my organization.	JI5	0.786
Job-Satisfaction	I feel that I have accomplished my goals at this organization.	JS1	0.799
	I feel that I am committed to serve this organization through quality work.	JS2	0.783
	I feel that I have the required resources and tools to efficiently manage my work.	JS3	0.794
	I feel my organization always encourage me to outperform.	JS4	0.789
	I feel that my organization rewards me in timely manner.	JS5	0.788
Psychological Entitlement	I feel that I have entitlement to everything.	PE1	0.811
	I feel that I deserve more comfort and rest.	PE2	0.802
	I feel that I deserve much better life.	PE3	0.824
	I feel that I deserve the best in life.	PE4	0.792
	I feel that I deserve first priority in safety of life.	PE5	0.811
	I feel that happening of excellent event occurs to me.	PE6	0.817
	I feel that I deserve more as compared to others in life.	PE7	0.784

Table 2 above indicates the individual items with their factor loading values as a part of confirmatory factor analysis using structural equation modelling by AMOS. According to Hair, Anderson, Babin, and Black (2010), “a minimum 0.70 loading value is required for a factor to be confirm for its construct”. The endogenous variable; cyber-loafing was strongly observed by 8-items, having a loading value > 0.70. Similarly, the exogenous variable was significantly observed by 7-items, having loading value > 0.70. Finally, the mediating variable of occupational attitude was significantly determined by three-dimension; job-satisfaction, job-involvement, and organizational commitment was significantly determined by 5-item each and have a loading value of > 0.70 for each items. The measurement model fit indices in the form of CMIN/DF, CFI, SRMR, RMSEA, and P-close are reported in table 3 as follows.

**Table 3: Fit Index for Measurement Model**

Constructs	CMIN/DF	CFI	SRMR	RMSEA	P-Close
Psychological Empowerment	1.163	0.998	0.019	0.021	0.979
Cyber-Loafing	1.578	0.991	0.023	0.040	0.780
Occupational Attitude	1.333	0.990	0.022	0.030	1.000
Threshold	>1-3<	>0.95	<0.08	<0.06	>0.05
Interpretation	Excellent	Excellent	Excellent	Excellent	Excellent

According to Hair et al. (2010), for model to be statistically fit using SEM estimates should have a CMIN/DF value between 1-3. Similarly, Cheung and Wang (2017) stated that for a better fit measurement model, the CFI value should be greater than 0.95.

Additionally, John and Benet-Martínez (2014) suggested an SRMR value of less than 0.08, RMSEA value less than 0.06 and a P-close value of greater than 0.05 for a SEM model to be statistically fit. The estimated values of CMIN/DF, CFI, SRMR, RMSEA, and P-close are under the most favorable range and hence the measurement model of study is statistically excellent fit mode. However, the internal and external reliability and validity of the constructs are further analyzed and reported in table 4 as follows.

**Table 4: Reliability and Validity Analysis**

	CA	CR	AVE	(CL)	(OA)	(PE)
Cyber Loafing (CL)	0.938	0.948	0.644	<b>0.802</b>		
Occupational Attitude (OA)	0.970	0.972	0.636	0.753	<b>0.797</b>	
Psychological Entitlement (PE)	0.940	0.949	0.650	0.748	0.754	<b>0.806</b>

Hair et al. (2010) suggested a threshold level for construct to be reliable and valid as per Cronbach Alpha value with a minimum of 0.70, composite reliability with a minimum value of 0.70 and average variance extracted with a minimum value of 0.50. Similarly, Cheung and Wang (2017) also suggested the same threshold level for internal and external reliability and validity of constructs. Additionally, for discriminant validity of constructs John and Benet-Martínez (2014) suggested that the square root value of AVE for each construct should be greater than the coefficient of correlation below it. Fornell and Larcker (1981) developed the criteria of square root of AVE for discriminant validity of constructs. By following the above criterion and minimum threshold level condition, all the three constructs; cyber-loafing (CL), occupational attitude (OA), and psychological entitlement (PE) are internally and externally reliable and valid construct for further analysis.

**Table 5: Model Fit Index for Structural Model**

Model	CMIN/DF	CFI	SRMR	RMSEA	P-Close
Structural Model	1.214	0.987	0.022	0.024	1.000
Threshold	>1-3<	>0.95	<0.08	<0.06	>0.05
Interpretation	Excellent	Excellent	Excellent	Excellent	Excellent

Table 5 reports the model fit indices for structural by confirming the threshold level of Hair et al. (2010) for CMIN/DF between 1-3, Cheung and Wang (2017) for CFI greater than 0.95, and John and Benet-Martínez (2014) for SRMR less than 0.08, RMSEA less than 0.06 and p-close greater than 0.05. Hence, the structural model is also statistically fit. The graphical reporting of the structural model is given in figure 3 below.

**Figure 3: Structural Model**

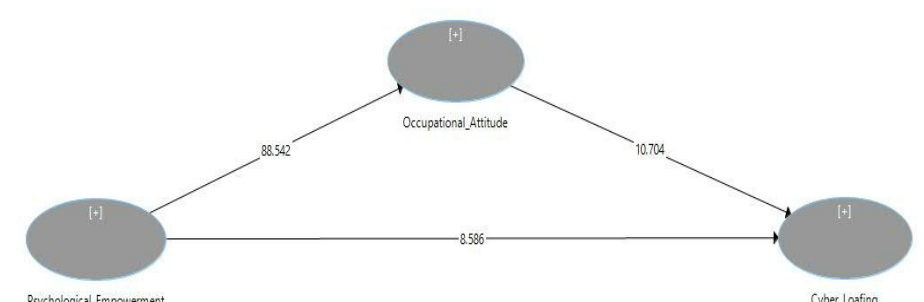


Figure 3 above indicated the structural model showing the significance of relationship between psychological entitlement, occupational attitude, and cyber-loafing. For a structural path to be statistically significant, the C.R value (t-value) must be greater than 1.96 (Hair et al., 2010; John & Benet-Martínez, 2014). The above figure indicated a significant path between psychological entitlement and cyber-loafing in the higher education sector of Pakistan with a t-value of 8.586 which accepted the 1<sup>st</sup> hypotheses.



Similarly, the structural path between psychological entitlement and occupational attitude was also significantly related with a t-value of 88.542 accepting the 2<sup>nd</sup> hypothesis. Additionally, the structural path between occupational attitude and cyber-loafing also indicated a significant link with a t-value of 10.704 accepting the 3<sup>rd</sup> hypothesis. The further detailed analysis using structural equation modelling estimates for direct link was reported in table 6 as well as indirect link in table 7 as follows.

Table 6: Structural Model for Hypothesis Testing

Relational Path	Coefficient	C.R	P	Hypothesis
Occupational Attitude -> Cyber Loafing	0.533	10.704	0.000	Accepted
Psychological Entitlement -> Cyber Loafing	0.946	8.586	0.000	Accepted
Psychological Entitlement -> Occupational Attitude	0.952	88.542	0.000	Accepted

Table 6 indicates the hypothesis testing using the structural equation modeling technique for direct relationships between psychological entitlement, occupational attitude, and cyber-loafing. An optimistic relationship was observed between psychological entitlement and cyber loafing with a coefficient value of 0.946 highly significant at 1% level ( $P < 0.01$ ). It accepts the 1<sup>st</sup> hypothesis and is consistent with the similar findings of the study from (Demirtepe-Saygılı & Metin-Orta, 2020; Naseer et al., 2020). Similarly, a positive structural path between psychological entitlement and occupational attitude was observed with a coefficient value of 0.952 highly significant at 1% level ( $P < 0.01$ ). It accepted the 2<sup>nd</sup> hypothesis and is consistent with the similar findings of (Dragova-Koleva, 2017; Liu & Zhou, 2020; Ngatuni, 2019; Saghih & Nosrati, 2020). Additionally, another positive structural path between occupational attitude and cyber-loafing was observed with the value of 0.533 as the coefficient and p-value of less than 0.01. It accepted the 3<sup>rd</sup> hypothesis and is consistent with the study of (Hussain et al., 2017; Lambert, Liu, et al., 2020; Lim & Chen, 2012).

The structural model estimation for direct relationships inferred that cyber-loafing for the organizational purpose can be beneficial for universities in Pakistan with a positive occupational attitude and positive psychological entitlements of employees. However, the mediating role and 4<sup>th</sup> hypothesis test results are reported in table 6 as follows.

Table 7: Structural Model for Mediation Testing

	Coefficient	C.R	P	Hypothesis
Psychological Entitlement -> Occupational Attitude -> Cyber Loafing	0.507	10.729	0.000	Accepted

Table 7 reports the mediating role of occupational attitude in relation to psychological entitlement and cyber-loafing in the higher education sector of Pakistan. The estimation shows a positive mediation effect with highly significant path for the occupational attitude between psychological entitlement and cyber loafing. The coefficient value is 0.507 with a highly significant p-value of 0.01. It accepted the 4<sup>th</sup> hypothesis.

The results infer that occupational attitude with positive behavior can significantly enhance the relationship between psychological entitlement and cyber-loafing behavior in higher education sector of Pakistan.

Conclusions and Recommendations

The present research domain required to examine the mediating impact of occupational attitude of employees working in higher education sector of Pakistan in relation to their psychological entitlement and cyber-loafing behavior. The exogenous variable was psychological entitlement and endogenous variable was

cyber-loafing while the occupational attitude was mediator. The data for this purpose was collected from 359 participants working at 16 or greater grade in the public sector universities of Pakistan through survey based questionnaire. A cluster-based random sampling approach was used for the sample section. The estimation of the data was done using SPSS and AMOS. The initial analysis revealed the model fitness for measurement and structural model. In addition, the internal and external reliability and validity of the constructs were confirmed from factor loadings, Cronbach alpha, composite reliability, and average variance extracted, etc. The structural model estimation for direct relationships inferred that cyber-loafing for the organizational purpose can be beneficial for universities in Pakistan with a positive occupational attitude and positive psychological entitlements of employees. Similarly, the mediating estimation results infer that occupational attitude with positive behavior can significantly enhance the relationship between psychological entitlement and cyber-loafing behavior in higher education sector of Pakistan. All the 4 hypothesis were accepted and results are significant with the previous research studies. The implications of the study for the policymakers in the higher education sector of Pakistan is that a positive attitude of employee’s occupation can be beneficial for their psychological entitlement in defining the positive use of internet at their workplace especially in case of higher education sector. The present study confirms its novelty by the inclusion of occupational attitude as the moderator with the target population of higher education sector of Pakistan. However, the findings of the study are generalizable to the similar organizational structure. The future research may however consider some other factors to consider as the determining the cyber-loafing behavior in the education sector of Pakistan.

References

Ahmad, Z., & Jamaluddin, H. (2009). Employees’ attitude toward cyberloafing in Malaysia. *proceeding Creating Global Economies through Innovation and Knowledge Management: Theory & Practice*, 1(3), 409-418.

Ahmad, Z., & Jamaluddin, H. (2010). Computer usage policy and employees’ attitude towards cyberloafing. *proceeding Technology Innovation and Industrial Management 2010 Conference*, 39-52.

Akbulut, Y., Dursun, Ö. Ö., Dönmez, O., & Şahin, Y. L. (2016). In search of a measure to investigate cyberloafing in educational settings. *Computers in Human behavior*, 55, 616-625. doi: 10.1016/j.chb.2015.11.002

Anastasio, P. A., & Rose, K. C. (2014). Beyond deserving more: Psychological entitlement also predicts negative attitudes toward personally relevant out-groups. *Social Psychological and Personality Science*, 5(5), 593-600. doi: 10.1177/1948550613519683

Askew, K. L. (2012). *The relationship between cyberloafing and task performance and an examination of the theory of planned behavior as a model of cyberloafing*. (Graduate), University of South Florida.

BAI, B., SUN, R., HU, Q., & ZHANG, Y. (2017). Psychological entitlement: Concept, measurements and related research. *Advances in Psychological Science*, 25(6), 1025-1035. doi: 10.3724/SP.J.1042.2017.01025

Boswell, S. S. (2012). “I deserve success”: Academic entitlement attitudes and their relationships with course self-efficacy, social networking, and demographic variables. *Social Psychology of Education*, 15(3), 353-365. doi: 10.1007/s11218-012-9184-4

Campbell, W. K., Bonacci, A. M., Shelton, J., Exline, J. J., & Bushman, B. J. (2004). Psychological entitlement: Interpersonal consequences and validation of a self-report measure. *Journal of personality assessment*, 83(1), 29-45. doi: 10.1207/s15327752jpa8301\_04

- Chaudhry, A. Q. (2012). The Relationship between Occupational Stress and Job Satisfaction: The Case of Pakistani Universities. *International Education Studies*, 5(3), 212-221.
- Cheung, G. W., & Wang, C. (2017). *Current approaches for assessing convergent and discriminant validity with SEM: Issues and solutions*. Paper presented at the Academy of management proceedings.
- Chukwusa, J. (2020). Gender Difference in Organizational Commitment, Job Satisfaction and Job Involvement: Evidence from University Library Staff. *International Information & Library Review*, 52(3), 193-201. doi: 10.1080/10572317.2019.1675444
- Demir, S. (2020). The role of self-efficacy in job satisfaction, organizational commitment, motivation and job involvement. *Eurasian Journal of Educational Research*, 20(85), 205-224.
- Demirtepe-Saygılı, D., & Metin-Orta, I. (2020). An investigation of cyberloafing in relation to coping styles and psychological symptoms in an educational setting. *Psychological reports*, 1-29. doi: 10.1177/0033294120950299
- Dragova-Koleva, S. A. (2017). Entitlement attitude in the workplace and its relationship to job satisfaction and organizational commitment. *Current Issues in Personality Psychology*, 6(1), 34-46.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics (pp. 382-388): Sage Publications Sage CA: Los Angeles, CA.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective* (Vol. 7): Upper Saddle River, NJ: Pearson.
- Hussain, S., Thurasamy, R., & Malik, M. I. (2017). Determinants of cyberloafing: a comparative study of a public and private sector organization. *Internet Research*, 27(1), 97-117. doi: 10.1108/IntR-12-2014-0317
- J-Ho, S. C., Gan, P. L., & Ramayah, T. (2017). A review of the theories in cyberloafing studies. *Advanced Science Letters*, 23(9), 9174-9176. doi: 10.1166/asl.2017.10049
- John, O. P., & Benet-Martínez, V. (2014). *Measurement: Reliability, construct validation, and scale construction*. Cambridge, UK: Cambridge University Press.
- Joplin, T. L. (2014). *Excessive entitlement, psychological contract fulfillment, and employee outcomes: The moderating effect of accountability*. Oklahoma State University.
- Kemp, S. (2020). Digital 2020: Pakistan. *Internet users in Pakistan*. Retrieved March, 3, 2021, from <https://datareportal.com/reports/digital-2020-pakistan>
- Koay, K.-Y., & Soh, P. C.-H. (2018). Should cyberloafing be allowed in the workplace? *Human Resource Management International Digest*, 26(7), 4-6. doi: 10.1108/HRMID-05-2018-0107
- Lambert, E. G., Keena, L. D., Haynes, S. H., Ricciardelli, R., May, D., & Leone, M. (2020). The Issue of Trust in Shaping the Job Involvement, Job Satisfaction, and Organizational Commitment of Southern Correctional Staff. *Criminal Justice Policy Review*, 32(2), 123. doi: 10.1177/0887403420903370
- Lambert, E. G., Liu, J., Jiang, S., Kelley, T. M., & Zhang, J. (2020). Examining the association between work-family conflict and the work attitudes of job satisfaction and organizational commitment among Chinese correctional staff. *Psychiatry, Psychology and Law*, 27(4), 1-20. doi: 10.1080/13218719.2020.1734980
- Liberman, B., Seidman, G., McKenna, K. Y., & Buffardi, L. E. (2011). Employee job attitudes and organizational characteristics as predictors of cyberloafing. *Computers in Human behavior*, 27(6), 2192-2199. doi: 10.1016/j.chb.2011.06.015
- Lim, V. K., & Chen, D. J. (2012). Cyberloafing at the workplace: gain or drain on work? *Behaviour & Information Technology*, 31(4), 343-353. doi: 10.1080/01449290903353054
- Liu, F., & Zhou, K. (2020). Idiosyncratic deals and creative deviance: the mediating role of psychological entitlement. *R&D Management*, 1-14. doi: 10.1111/radm.12430
- Mercado, B. K., Giordano, C., & Dilchert, S. (2017). A meta-analytic investigation of cyberloafing. *Career Development International*, 22(5), 546-564. doi: 10.1108/CDI-08-2017-0142
- Naseer, S., Bouckenooghe, D., Syed, F., Khan, A. K., & Qazi, S. (2020). The malevolent side of organizational identification: unraveling the impact of psychological entitlement and manipulative personality on unethical work behaviors. *Journal of Business and Psychology*, 35(3), 333-346. doi: 10.1007/s10869-019-09623-0
- Ngatuni, P. (2019). Relationships Among Employees' Job Attitudes of Perceived Supervisory Support, Job Involvement, and Organisational Commitment. *Faculty of Business Management The Open University of Tanzania*, 3(2), 37-54.
- Ötken, A. B., Bayram, A., Beser, S. G., & Kaya, Ç. (2020). Are Time Management and Cyberloafing Related? Investigating Employees' Attitudes. *Global Business Review*, 1-13. doi: 10.1177/0972150920931060
- Rahaei, A., & Salehzadeh, R. (2020). Evaluating the impact of psychological entitlement on cyberloafing: the mediating role of perceived organizational justice. *Vilakshan-XIMB Journal of Management*, 17(1/2), 137-152. doi: 10.1108/XJM-06-2020-0003
- Raza, S. A., Yousufi, S. Q., Rafi, S. T., & Javaid, S. T. (2020). Impact of Smartphone Addiction on Students' Academic Achievement in Higher Education Institute of Pakistan. *Journal of Education & Social Sciences*, 8(1), 1-14. doi: 10.20547/jess0812008101
- Saghih, A. M. F., & Nosrati, S. (2020). The antecedents of job embeddedness and their effects on cyberloafing among employees of public universities in eastern Iran. *International Journal of Islamic and Middle Eastern Finance and Management*, 14(1), 77-93. doi: 10.1108/IMEFM-11-2019-0489
- Stronge, S., Cichocka, A., & Sibley, C. G. (2016). Narcissistic self-esteem or optimal self-esteem? A latent profile analysis of self-esteem and psychological entitlement. *Journal of Research in Personality*, 63, 102-110. doi: 10.1016/j.jrp.2016.06.016
- Żemojtel-Piotrowska, M. A., Piotrowski, J. P., Ciecuch, J., Calogero, R. M., Van Hiel, A., Argentero, P., . . . Bukowski, M. (2015). Measurement of psychological entitlement in 28 countries. *European Journal of Psychological Assessment*, 33, 207-217. doi: 10.1027/1015-5759/a000286
- Żemojtel-Piotrowska, M. A., Piotrowski, J. P., & Maltby, J. (2017). Agentic and communal narcissism and satisfaction with life: The mediating role of psychological entitlement and self-esteem. *International Journal of Psychology*, 52(5), 420-424. doi: 10.1002/ijop.12245