

MAKING TELECOMMUTING HAPPEN FOR FEMALE WORKERS

**Mootaz Munjid Mustafa
Abdul Azeez Kadar Hamsa**



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Telecommuting has been recognized and promoted as a strategy for alleviating traffic congestion in urban areas, especially reducing rush-hour traffic. Substantial evidence in the literature suggests that Telecommuting is more suited to women who when compared to men, experience more work/non-work role conflict and more career interruptions. This research is being carried out at a time when the city of Kuala Lumpur is still experiencing traffic congestion, increased reliance on privately owned vehicles and a dwindling public transportation ridership. The relevant government agencies and authorities continue to invest huge amounts of money and effort in order to contain the traffic problem in the Malaysian capital. However, the vast majority of the government's initiatives can be considered supply-side measures that aim to increase the carrying capacity of existing infrastructure and improving public transportation. The significance of this research lays in the fact that it attempts to explore the potential implications of a Travel Demand Management (TDM) tool which is essentially a demand-side strategy. Furthermore, this research targets working women who can potentially reap substantial benefits of this working arrangement. In addition, women have a very strong presence in the industries and employment categories that are suited to working in a decentralized location away from the traditional workplace.

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