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DIGITAL NOMADISM: TRENDS AND INSIGHTS FROM A SYSTEMATIC REVIEW¹

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ABSTRACT

The rapid expansion of remote work, particularly following the COVID-19 pandemic, has accelerated the emergence of digital nomadism as a distinct lifestyle and work arrangement. This study aims to provide a comprehensive overview of the digital nomadism literature by employing a systematic literature review (SLR) approach in line with PRISMA guidelines. A total of 110 peer-reviewed articles published in SCOPUS and SCIMAGO databases were analyzed to identify key publication trends, research methodologies, theoretical frameworks, and thematic orientations within the field. The findings reveal a significant increase in academic interest in digital nomadism in recent years, with a strong dominance of qualitative research methods, particularly interviews and content analysis. The literature largely conceptualizes digital nomadism at the intersection of work, mobility, and lifestyle, highlighting its socio-cultural, economic, and technological dimensions. Furthermore, the review identifies major research themes such as work-life balance, mobility patterns, destination preferences, and community dynamics. Despite the growing body of research, the field remains fragmented. This study contributes to the literature by offering a structured synthesis and identifying key gaps and directions for future research.

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INTRODUCTION

Many countries throughout the world have made the transition to remote work on a major scale as a result of the rise in COVID-19 cases on March 11, 2020 (Bonacini et al., 2021). Even though there have been numerous technological advancements in recent decades that facilitate remote working—also known as working from home, teleworking, etc.—there had not been a significant uptake of working remotely before 2020 (Newbold et al., 2021). This is likely due to organizations' resistance to change, managers' concerns about controlling employees and maintaining productivity, and the insufficient readiness of digital and organizational infrastructure (Kniffin et al., 2021). The future of work style is probably going to be significantly impacted by the growing number of new remote workers, which could pave the way for a new standard of labor (Newbold et al., 2021). As a result of the increased normalization of remote work, digital nomadism begins when professionals in specific fields (information technology (IT) and software development; digital marketing and content creation; graphic design and creative industries; consulting and freelance services; education and online teaching; media and communication fields) begin to embrace a new lifestyle that involves working remotely and traveling for leisure (Shawkat et al., 2021). Since the middle of the 2000s, terms like "Net" and "Digital" have been linked to particular generations. To characterize the relationship between digitalization and generations, terms like "digital native," "digital foreigner," "digital hybrid," "digital immigrant," and lastly "digital nomad" have been used (Gür Omay, 2023).

In light of workplace diversity and flexibility, a number of strategies have been employed to mobilize the nomad figure (Näsänen, 2017). The characteristics that set digital nomads apart from others are their length of travel and lack of a permanent place to live (Nash et al., 2018: 212). Importantly, digital nomadism is located at the intersection of three viewpoints: as an economic activity, as a cultural phenomenon, and as a new technology-enabled method of organizing and functioning (see Wang et al., 2018).

Intertwinement of digital technologies and daily life have led to an increase in the desire for more leisure time and new lifestyles around the world (Hannonen, 2020, p. 335). It became evident that more and more people were embracing digital nomadism as a career route since the convenience of working from anywhere without being restricted by geographical restrictions (Hamurcu, 2022). At first, it could have served as an "exit door" for people who were unhappy with their lives in general or the corporate world in particular. In order to maximize their chances of success in a digital nomad lifestyle, people are increasingly planning their time and focusing their efforts in this manner. Put another way, when digital nomadism grew in popularity, it stopped being a random job decision and instead became a professionalized, voluntary one (Aroles et al., 2020). The involvement of businesses is another crucial component in comprehending digital nomadism. Two linked themes that digital nomads are taking advantage of are businesses' desire to outsource and their growing acceptance of remote labor (Snedden, 2013).

The main aim of this study is to review different aspects of digital nomadism literature to reveal gaps and give suggestions for future studies. In this regard, the research questions are:

RQ1: What are the main publication trends in digital nomadism research (e.g., year, authorship, journals, and geographical distribution)

RQ2: What research methodologies are predominantly used in digital nomadism studies?

RQ3: In which research contexts has digital nomadism been most frequently examined?

RQ4: What theoretical frameworks have been applied in digital nomadism research?

RQ5: What key themes and topics are associated with digital nomadism?

RQ6: How is digital nomadism addressed within consumer behaviour and marketing contexts?

RQ7: What gaps and future research directions can be identified in the existing literature?

Despite the growing body of research on digital nomadism, the literature remains fragmented across different disciplines, with limited attempts to systematically synthesize its conceptual, methodological, and thematic developments. In order to provide an overview of the present status of a variety of research in this area, this study attempts to identify and thoroughly assess the many viewpoints on digital nomads. The study will focus on themes and publishing profiles pertaining to digital nomads. The paper also attempts to describe potential directions for future research that could serve as a roadmap for other scholars working in this area.

LITERATURE REVIEW

One of the first pioneers of digital nomadism is Steven Roberts, who was a freelance writer and high-tech nomad. He wrote his book called *Computing Across America* while riding a "computerized" recumbent bicycle across the United States in 1983 (Roberts, 2024). In 1997, Makimoto and Manners introduced the term "digital nomad" to characterize the impact of technology on society and people's daily life (Makimoto and Manners, 1997). Before moving forward, it is important to clarify differences between working remotely and being a digital nomad. Remote workers usually have a base in one country, while digital nomads travel from one location to another every several months (Ramchandani, 2022). A closer examination of the digital nomad definitions reveals that although there are differences in how the term "digital nomad" is defined, it is generally agreed upon that a digital nomad is someone who has left the traditional office work environment and is using a technology-based digital work system (Erickson, 2017). Moreover, Reichenberger (2018) defined digital nomads within three levels such as Level 0: Those who work remotely and become location independent (a software developer working remotely from home; a financial analyst employed by a company but working fully online; a freelance translator living in one city without traveling); Level 1: Those who convert this independence to mobility by not always working in a single personal office area (a freelancer working from home, cafés, and coworking spaces; someone who occasionally works from different cities but is still mostly based in one place; a remote employee who does not rely on a fixed office); Level 2: Those who make use of the ability to work and travel at the

same time (a digital marketer working while traveling between countries; a content creator (YouTuber/blogger) living in different destinations; remote workers engaging in “workations”); Level 3: Those who do not have a permanent home (a freelancer constantly moving between countries with no fixed residence; a minimalist digital nomad living out of a suitcase; a full-time traveler with no permanent address).

Cook (2020) conceptualized digital nomads and other traveler types along two key dimensions: mobility and work orientation. Compared to expats, who exhibit low mobility, and backpackers, who have a limited focus on work, digital nomads are characterized by both high mobility and a strong work orientation. Occasional business travelers occupy a middle position in terms of mobility, while frequent business travelers most closely resemble digital nomads, as they combine a strong work focus with relatively high, though somewhat constrained, mobility. From this perspective, Hall et al. (2019) described digital nomads as an emerging form of business tourist. In contrast, Reichenberger (2018) emphasized that digital nomads primarily travel for leisure purposes, as their work is not dependent on physical relocation. In light of recent statistics, analyzing the profile and traits of digital nomads shows that they are well-educated, generally happier with their jobs compared to most other workers (MBO Partners, 2024). Accordingly, Reichenberger's (2018) study demonstrated that digital nomads see their work as intrinsically inspiring and satisfying, much like their leisure hobbies, rather than as an imposed responsibility. Also, they use AI at a higher rate than other workers. A love of adventure and travel unites digital nomads, who enjoy working from any location with an Internet connection (MBO Partners, 2024).

NomadList, which announced a motto “Be nomadic and live everywhere” in 2014, is one of the most prominent sites for providing a range of services to digital nomads worldwide. By considering variables like cost of living, internet speed, and weather, it evaluates places that are suitable for digital nomads. According to Nomad List 2024 data, 90% of digital nomads are men and 10% are women, with the majority of them being between the ages of 24 and 37 (Nomad List, 2024). In 2024, MBO Partners released a report on demographic characteristics of digital nomads in America which consists of gender, age and race comparison. According to its report, males continue to make up a greater proportion of digital nomads than females. Men comprised 59% of the digital nomads surveyed in 2024, followed by women (40%), and nonbinary people (1%). More than half (57%) of all digital nomads are either married or living together. As of 2024, 67% of digital nomads are white, 21% are African American, 11% are Hispanic, 6% are Asian, and 1% are from another race. Considering the statistics given in terms of age, Millennials (38% in 2024) and Gen X (25% in 2024) have the biggest portion of digital nomads, while Gen Z (26% in 2024) and Baby Boomers (11% in 2024) have fewer population.

Furthermore, two categories of digital nomads are distinguished in this report such as traditional and independent digital nomads. Traditional nomads don't travel far from their offices; instead, they remain close enough to return when needed. Nomads with traditional occupations have significantly less freedom when and where they work than independent nomads, who are their

own bosses. According to Figure 1, the number of independent nomads has increased in 2024 by 4.6%, while a 5% decline in the number of traditional nomads (MBO Partners, 2024).

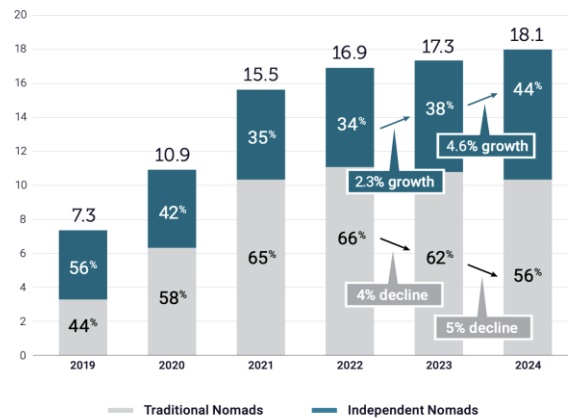


Figure 1: Share of Digital Nomads by Worker Type (MBO Partners, 2024) (in millions, % = share by worker type)

As the concept of digital nomadism expanded and detailed, various related terms emerged such as “digital slomad”. A phrase "digital slomad or slowmad" has emerged to describe a slow-moving digital nomad who places an emphasis on environmentally conscientious travel and sustainable decisions, from keeping an eye on one's carbon footprint and environmental impact to selecting lodging and services that support local communities (Goto, 2023). In recent years, digital nomads are spending more time at each stop but visiting fewer places. This strategy, which is frequently referred to as "slomading," offers nomads better social ties, enhances their ability to learn about local customs, minimizes the stress associated with travel, and enhances productivity at work (MBO Partners, 2024; Cook, 2020). Working remotely allows digital nomads to take their time and truly experience the cultures, people, and locations they visit. They can spend a month or two away and really immerse themselves in local culture without being confined to an office full-time (Goto, 2023). This evolution of digital nomadism can be integrated with sustainable tourism which supports personal growth and cultural exchange (Boluda Chova & von Ehrlich-Treuenstätt, 2023).

According to Nomads (n.d.); Bangkok, London, Tokyo, Barcelona and Chiang Mai are the cities that are most visited by digital nomads in 2024 respectively (By total number of trips, these are the most visited destinations for digital nomads in 2024, regardless of growth). Asuncion, Da Nang, Doha, Cape Town and Manila are the destinations that had rapid growth in 2025 (Destinations that are growing fast this year). Merida, Antalya, Tenerife, Charlotte and Dahab have lately begun to improve digital nomads’ hotspots to have a positive growth. According to Levels' Nomad List, in addition to the well-known low-cost nomad hotspots in Bangkok, Ubud, and Ho Chi Minh City, often-overlooked American cities like Nashville, Las Vegas, and West Palm Beach are also ideal for nomads because of their cheaper cost of living than New York or London. The worldwide locations chosen by digital nomads are not motivated by work but rather by cost (The Guardian, n.d.).

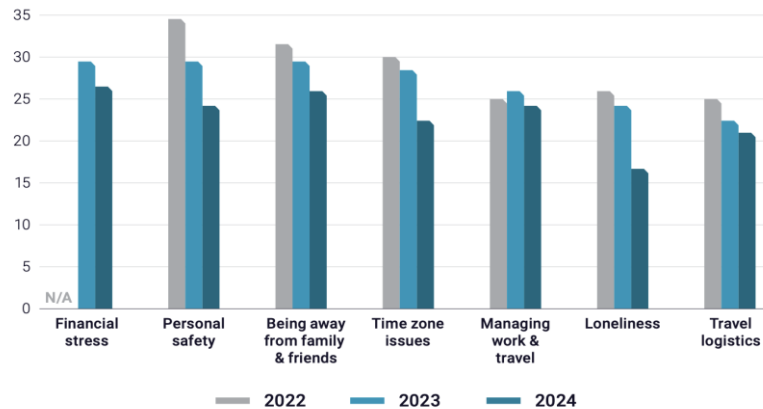


Figure 2: Top Challenges of Digital Nomads (by Percentage) (MBO Partners, 2024)

Figure 2 illustrates the main challenges faced by digital nomads between 2022 and 2024. Overall, the findings suggest that while certain challenges remain persistent, their intensity has slightly shifted over time. In 2022, personal safety emerged as the most significant concern, followed by being away from family and friends and time zone issues. However, there is a noticeable decline in most challenges by 2024. For instance, concerns related to loneliness show a substantial decrease, indicating that digital nomads may be adapting better to the social aspects of this lifestyle over time. Similarly, issues such as financial stress, time zone differences, and travel logistics appear to have moderately decreased, which may be attributed to increased experience, improved digital infrastructure, and the growing normalization of remote work. On the other hand, challenges related to managing work and travel remain relatively stable, suggesting that balancing professional responsibilities with a mobile lifestyle continues to be a key difficulty. Overall, the trend indicates a gradual adaptation to the digital nomad lifestyle, although certain structural challenges persist.

METHOD

Search Method

This study on digital nomads has been carried out through the use of Systematic Literature Review (SLR) methodology. The Systematic Literature Review (SLR) is a well-known and widely applied technique that is mainly utilized to conduct a systematic search, evaluate, and understand important literature in a particular field of scientific study (Abrar et al., 2020). Specifically, a systematic review applies well-defined and structured techniques to collect, analyze, and synthesize the results of studies that address a well-defined research issue (Higgins et al., 2019). To increase the accuracy and repeatability of the review while reducing research bias in the process, the methodology includes key steps such as planning, carrying out, and reporting (Ali et al., 2018), and these steps rely on a predefined review protocol (Kitchenham et al., 2020).

In line with this structured methodology, this systematic review adheres to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Prisma,

n.d.) to identify, categorize, and analyze the body of research conducted on digital nomadism, and to trace the thematic and methodological paths within the field. To ensure a comprehensive and high-quality dataset, academic publications indexed in two major academic databases including Scopus and Scimago were used to determine the extent to which digital nomads are discussed in the literature on hospitality and tourism, as well as in business and management. Scopus, in particular, is one of the most comprehensive and reputable databases for peer-reviewed journals in the social sciences (Crossan & Apaydin, 2010; Mariani & Baggio, 2022). An extensive database search was conducted to identify relevant studies, with the Scimago Journal Rank (SJR) and Scopus databases being selected based on their reliability and academic scope. Given the interdisciplinary nature of digital nomadism, the review scope extends beyond tourism and hospitality and also includes the business and management fields. This systematic review aims to identify, analyze, and synthesize the existing literature on digital nomads across these domains.

Sample

Scopus and Scimago databases were chosen over other resources (such as Google Scholar) because of two reasons. First of all, the Spearman correlations of citation counts between Google Scholar and WoS/Scopus are strong across all fields, and the majority of scientific research conducted in English is indexed by Scopus and Scimago (Martín-Martín et al., 2018). Second, Google Scholar lacks a user application programming interface (API) for gathering documents and performing bibliometric studies, in contrast to Scimago and Scopus. Furthermore, automatic downloads are prohibited under Google policy. Lastly, the content gathered through Scopus and WoS is higher quality and scientifically reliable content compared to the content gathered through Google Scholar because it contains everything that can be found through a computerized process (crawling), meaning that there is no quality control evaluation on the publication outlets (Halevi et al., 2017; Zupic and Cater, 2015). Scopus is regarded as a leading source of indexed academic publications in the social sciences, while the SCImago Journal Rank (SJR) serves as a key journal prestige indicator derived from Scopus' database (Vieira & Gomes, 2009; Ali & Bano, 2021). Compared to the Scimago, Scopus offers a broader and more diverse source base (Jacsó, 2010). SCImago is a publicly accessible, interactive online platform that provides various aggregated metrics derived from the Scopus database (Chirici, 2012). It should be noted that, unlike Scopus, which is a bibliographic database, SCImago (via the SCImago Journal Rank – SJR) is not an independent database but rather a journal ranking and classification platform that draws its data from Scopus. In this study, SCImago was used as a complementary tool to identify and categorize relevant journals within specific subject areas (e.g., Business and International Management, Tourism, Leisure and Hospitality Management), while Scopus served as the primary bibliographic database for article **retrieval**. In conclusion, Scopus and Scimago were selected because they enhanced data quality, retrieval, and cleanliness while enabling researchers to reach very good data coverage. Additionally, the research was conducted on both databases independently and compared them as an additional robustness check to strengthen our analysis.

A set of inclusion and exclusion criteria were utilized to define the limits of the SLR. The present study included research peer-reviewed articles written in the English language, research

articles, review articles, conceptual articles, full text articles and those that directly focus on digital nomads as the sample, include perspectives related to digital nomads, or address sorts of topics of digital nomadism. The search was conducted without any restrictions on the year of publication. However, the cutoff date was 3 March 2025. The exclusion criteria were the articles published in languages other than English, research other than articles (etc., book chapters, editorials, proceedings). The reason for only using articles written in English is that English is the main language used for scientific communication, making it easier to access a wide range of international studies. This approach helps to make the studies comparable and makes the findings more reliable and relevant worldwide. By only using peer-reviewed journal articles, the goal was to keep the quality of the research high, as these articles go through a standard evaluation process. Other types of publications, like book chapters and conference papers, were not included because their review processes can vary and may not be as consistent. So, these criteria were used to make sure the literature review was valid, reliable, and of high academic quality. This way, the findings can be trusted and are useful for a global audience. At last, no time limit was specified during data collection so that the general profile of the trend can be evaluated with a comprehensive point of view of the topic.

Data Analysis

To summarize the systematic review process applied in this study in line with PRISMA guidelines: the search was conducted across two databases (Scopus and SCImago) using the single keyword "digital nomad," applied to titles, abstracts, and keywords. By using this specific term, the study avoided confusion with other related terms like "remote workers" or "freelancers", which might refer to different groups of people. Inclusion criteria comprised peer-reviewed, English-language research, review, and conceptual articles directly addressing digital nomadism, with no restriction on publication year (search cutoff: 3 March 2025). Exclusion criteria comprised non-English publications, duplicate records, inaccessible articles, and non-article document types (e.g., book chapters, conference proceedings, editorials). Following the identification, screening, and eligibility assessment stages illustrated in Figure 3, a final sample of 110 articles was retained for analysis. These articles were subsequently coded in MS Excel and analyzed using MAXQDA software based on seven criteria (publication year, journal name, title, research context, subject area, methodology, and theoretical framework), with the coding process cross-checked by multiple researchers to enhance reliability and reduce bias. During the research of Scimago Journal Rank (SJR), subject categories include Business and International Management, Business Management and Accounting, and Tourism, Leisure and Hospitality Management. These categories include a total of 416 journals in Business and International Management, 341 journals in Business Management and Accounting, and 137 journals in Tourism, Leisure and Hospitality Management. Scopus database is also divided into two categories namely Business, Management and Accounting, and Social Sciences.

As it is seen in Figure 3, the initial search yielded a total of 475 studies from two major databases: SCIMAGO (262 records- Business and International Management: 79; Tourism, Leisure and Hospitality Management: 154; Business, Management and Accounting: 29) and SCOPUS (213 records- Business Management and Accounting: 94; Social Sciences: 119). In the SCIMAGO database, 80 articles were identified as relevant across three subject areas and subsequently downloaded. However, duplicate articles ($n = 10$) and those that could not be accessed ($n = 8$) were excluded, resulting in a final count of 62 articles from SCIMAGO. In the SCOPUS database, after excluding inaccessible articles ($n = 15$) and duplicates ($n = 57$) across

two subject areas, a total of 141 articles were obtained. From the combined total of 203 articles retrieved from both databases, additional duplicate records identified across databases ($n = 55$) and studies not directly related to digital nomads ($n = 38$) were removed. As a result, 110 studies met the eligibility criteria and were included in the final review. The distribution of articles across sub-subject areas within the databases is presented in Figure 4.

These studies were categorized in an MS Excel Spreadsheet based on the following seven criteria: publication year, journal name, paper title, research context, subject area, subfield of digital nomadism methodology, research country, researchers' country, theory, number of researchers etc. The first step in the analysis was to code key information from each article, such as author names, study definitions, publication years, article titles, journal titles, contextual backgrounds, study samples, research design, technique, and theoretical framework by using Excel and MAXQDA software. The results of the chosen research were combined to detect recurring themes. Two separate researchers from the team took part in the coding procedure to limit prejudice and guarantee objectivity. Furthermore, the coding results were critically reviewed and evaluated by another researcher.

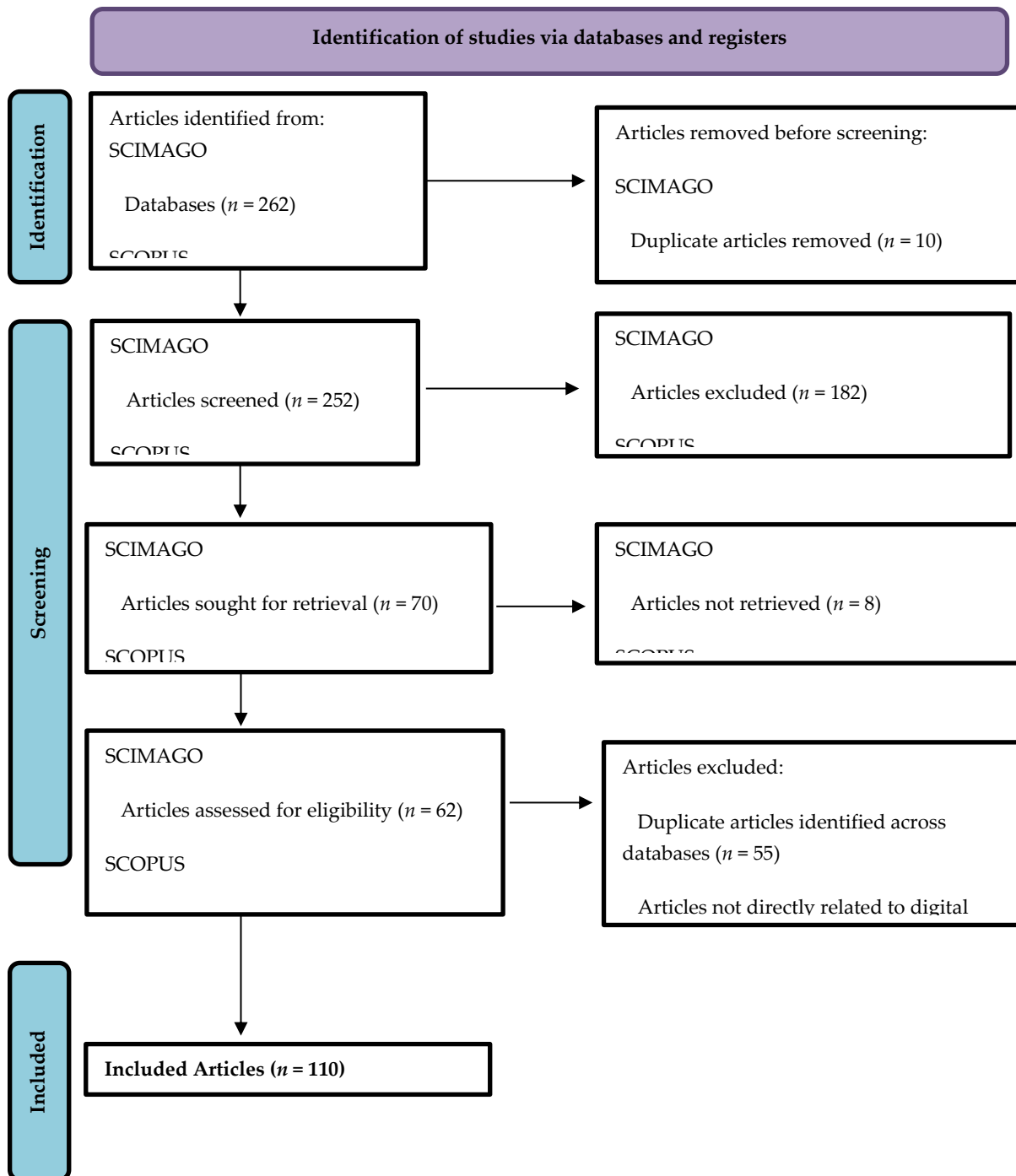


Figure 3. PRISMA Diagram of the Literature Review Process

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FINDINGS

The present section is dedicated to the presentation of the results of the systematic literature review. It is designed as a structured analysis of the selected literature based on certain characteristics of the publication, such as the time period, authorship, geographical orientation, methodologies, and contextual orientation. In addition, the underlying theory, the main themes

related to digital nomadism, and the most used keywords are also discussed.

The annual number of academic articles on digital nomadism from 2017 to March 2025 is shown in Figure 4. The data shows a distinct rising trend generally, but it also shows some noticeable fluctuations that indicate changing academic interest in this fresh subject. Just five and six publications were noted in 2021 and 2022, respectively, indicating a minor drop in scholarly activity. This decline can be a sign of a brief saturation or a shift in the direction of research during the post-pandemic transitional phase. But after 2022, there was an obvious rise in interest in the topic, as evidenced by three and a half times increase in publications to 21 in 2023 and 48 in 2024. This quick expansion demonstrates how digital nomadism is becoming acknowledged as a significant socio-economic phenomena in the literature.

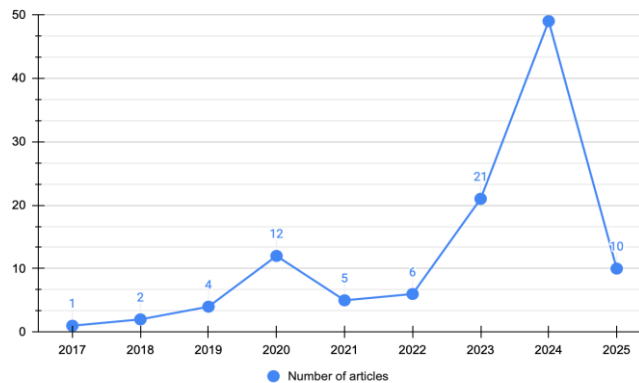


Figure 4: Publications by Year

Furthermore, the findings show journals and their publishers that have published at least three published articles. Of 35 articles, 32 were published in tourism and hospitality journals, while 3 were published in a journal related to migration. Worldwide Hospitality and Tourism Themes (Emerald) has the highest number of articles ($n = 14$), followed by World Leisure Journal (Taylor & Francis Online) ($n = 7$) and Information Technology and Tourism (Springer) ($n = 5$). International Migration Review (Sage), Journal of Travel Research (Sage), and Annals of Tourism Research (Elsevier) have 3 articles each. The rest of the articles were distributed across various other journals.

When considering the number of collaborating authors, it is revealed that articles with three authors ($n = 40$, 36.4%) have the highest number among the others. Then, research with a single author ($n = 35$, 31.8%) has the second highest number, followed by articles with two authors ($n = 21$, 19.1%), with four authors ($n = 9$, 8.2%), with five authors ($n = 4$, 3.6%) and a research, with seven authors ($n = 1$, 0.9%) which have the lowest number. It becomes obvious that authors from the UK ($n = 17$), Turkiye ($n = 14$), Portugal ($n = 9$), Spain ($n = 9$) and USA ($n = 9$) show the most interest in the subject of digital nomads. However, authors from Singapore, Slovenia, Sweden, Ukraine, Kazakhstan, Ireland, and Denmark have only one article each. On the other hand, it can be clearly seen that studies that took digital nomadism into consideration in general (not conducted in a specific country) seem more popular by a significant margin in the literature

with 68 articles. Subsequently, studies conducted in Thailand ($n = 8$), Indonesia ($n = 6$), Portugal ($n = 5$), Spain ($n = 5$) have among the highest number of articles.

When a total of 110 articles were classified according to research methods, it was found that 87.27% of the articles ($n = 96$) employed qualitative research methods, while only 8.18% ($n = 9$) adopted quantitative research methods. Additionally, 4.55% of the articles ($n = 5$) used both qualitative and quantitative methods. Given the dominance of qualitative methods, it became important to examine which subtypes were most frequently used. According to Figure 5, it is evident that the interview method ($n = 51$) was the most commonly used method in the sphere of digital nomadism. This was followed by the second largest number of articles with content analysis ($n = 39$). These findings highlight that interview and content analysis methods stand out as the most prevalent methods. Subsequently, observation ($n = 13$), conceptual study ($n = 11$), ethnographic study ($n = 11$), netnographic study ($n = 8$) were applied. Less commonly used methods were SLR ($n = 5$), case study ($n = 3$), secondary data analysis ($n = 2$), interpretation of visual narratives ($n = 1$) and m-TISM ($n = 1$) methods respectively. Quantitative research methods, which were the least preferred, can be categorized into three types in the area of digital nomadism: surveys ($n = 6$), bibliometric studies ($n = 2$), and econometric models ($n = 1$).

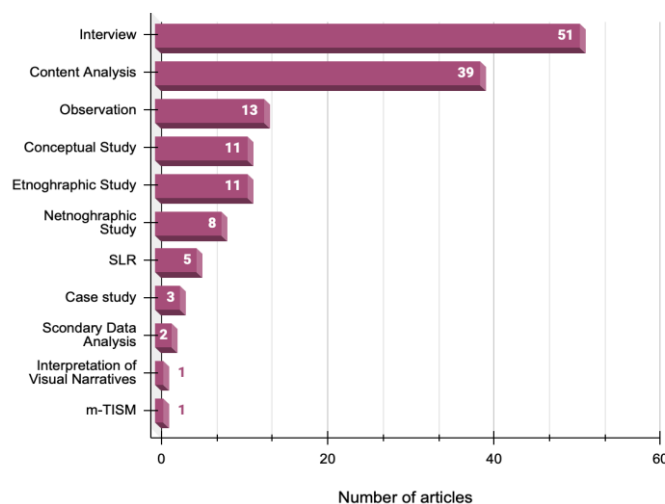


Figure 5: Distribution of Qualitative Data Analyses by Subcategories

A number of theories were applied in the articles to evaluate digital nomadism in the literature. A total of 23 theories were found for the present study which are shown in Table 1. To have a broader point of view, theories are categorized into 4 groups consisting of 1) Psychological and individual-centered theories; 2) Sociological and Cultural Theories; 3) Theories of Consumption, Behavior, and Marketing; 4) Management and Organization Theories.

Table 1: Theories Used in the Articles

General View for Theories	Name of Theories
Psychological and Individual-Centered Theories	Self-Determination Theory
	Self-Discrepancy Theory
	Self-Presentation Theory
	Subjective Well-Being Theory
	Impression Management Theory
	Approach and Avoidance Theory
	Social Cognitive Theory
	Theory of Planned Behavior
Sociological and Cultural Theories	Social Identity Theory
	Theory of Identity Performance
	Neo-Tribe Theory
	Postcolonial Theory
	Gender Theory
	Practice Theory and Border Theory
	Liquid Modernity Theory
	Realistic Group Conflict Theory
	Graves' Spiral Dynamics Theory
	Theories of Consumption, Behavior, and Marketing
Theory of Tourist Typologies	
Work Ethic Theory	
Management and Organization Theories	Resource-Based View
	Knowledge Transfer Theory
	Stakeholder Theory

Application of Psychological and Individual-Centered Theories indicates that several articles place emphasis on motivations, decision making process, self-perception, psychological needs. It shows that digital nomadism is not only a working style but also a search for identity, autonomy, and personal meaning. Sociological and Cultural Theories were used in several articles which covered cultural and social structure. In this context apparently, the authors considered digital nomadism as a modern/post-modern lifestyle, a sociological phenomenon and a form of cultural positioning as well as an individual preference. Theories of Consumption, Behavior, and Marketing highlights that consumer behaviours of digital nomads, motivation of travel preference, their working practices and their work ethic were studied. It can be inferred that digital nomadism is evaluated as not only a socio-cultural phenomenon, but also an economic and behavioural one. Multiple studies embraced Management and Organization Theories in order to indicate that digital nomadism is also integrated with social structures, economic behaviours, and organizational strategies. Obviously, relationships with stakeholders have a considerable effect on digital nomads.

Studies focused on digital nomadism from various perspectives to obtain different views to digital nomads. As it can be seen in Table 2, 34 subjects were identified and classified under six general titles.

Table 2: Subjects Combined With Digital Nomadism

Lifestyle, Psychology, and Social Dynamics (n = 8)	Travel, Tourism, and Experience (n = 9)
Digital Nomadism and Lifestyle	Digital nomadism and destination management
Digital nomadism and motivation	Digital nomadism and mobility
Digital nomadism and work-life balance	Digital nomadism and tourism management
Social interaction and community	Digital nomadism and accommodation preferences
Digital identity and self-branding / social media use	Digital nomadism and destination preferences
Digital nomadism and cultural adaptation	Digital nomadism and travel risk/insurance
Digital nomadism and challenges/barriers	Digital nomadism and gastronomy preferences
Digital nomadism and safety/health concerns	Digital nomadism and urban destinations
Work, Productivity, and Entrepreneurship (n = 5)	Digital nomadism and travel agency
Remote work and travel experiences	Consumer Behavior and Decision-Making (n = 4)
Digital nomadism and co-working spaces	Digital nomadism and consumer decision making
Digital nomadism and entrepreneurship	Digital nomadism and geoarbitrage

Digital nomadism and service design in tourism	Digital nomadism and taxation & financial management
Digital nomadism and co-working spaces and accommodation	Digital nomadism and economy
Policy, Governance, and Legal Frameworks ($n = 4$)	Crisis-Driven and Contemporary Issues ($n = 2$)
Digital nomadism and destination/stakeholder policy	Digital nomadism and COVID-19
Digital nomadism and Government strategies and policies	Digital nomadism and sustainability
Digital nomadism and visa/legal regulation	
Digital nomads and their hub/ecosystem	
Digital nomadism and local community relations	

Evaluating the keywords in the articles allowed for the identification of the most common terms used in the current research field (see Table 3). Frequency of keywords and a word cloud give a visual summary of what was found. This approach helps to make the main focus areas in the literature much clearer.

Table 3: Frequency of Keywords

Word	Frequency
digital	113
nomad	78
work	45
nomadism	30
mobility	21
remote	18
tourism	16
destination	14
lifestyle	13
social	13
travel	11
co-working	10

When you look at the keywords in Table 5, it's clear that digital nomadism is the main idea. The words "digital", "nomad", and "nomadism" come up a lot - 113, 78, and 30 times, respectively. This shows that the study is really focused on this concept. You also see words like "work" and "remote" pretty often, which suggests that people are talking about how digital nomadism is changing the way we work and where we can work from. It's all about being able to work from anywhere, without being tied to a specific location. The fact that "work" appears

45 times and "remote" appears 18 times reinforces this idea. Overall, the keywords give us a good sense of what digital nomadism is all about. It's interesting to see how digital nomadism is connected to tourism studies, with words like mobility, travel, tourism, and destination coming up a lot. Keywords like lifestyle, social, and co-working suggest that digital nomads are looking for a balance between work and play, and are creating new ways of living and working that are different from traditional norms. This shows that digital nomads are not just workers, but also travelers, and their lifestyle is a mix of both. Based on the frequency of these keywords, a word cloud is presented in Figure 6, which illustrates the prominence of these keywords in the data set. A word cloud is a visual representation of the data, which offers a clearer representation of the leading keywords, as well as the significance of the keywords related to digital nomadism.



Figure 6: Word Cloud of Keywords

All of the articles were spread across 10 main research contexts within a variety of social sciences domains reflecting the interdisciplinary nature of the research (see Figure 7). The findings clearly indicate that a considerable number of the articles' subject area was consumer behaviour (39.09%, n = 43), followed by marketing and tourist experience (13.63%, n = 15 each), which ranked second. Subject areas that were used less frequently are behavioural intention (6.36%, n = 7), management (5.45%, n = 6), risk management (1.82%, n = 2), economy (1.82%, n = 2), sustainability (1.82%, n = 2), and innovation (0.91%, n = 1).

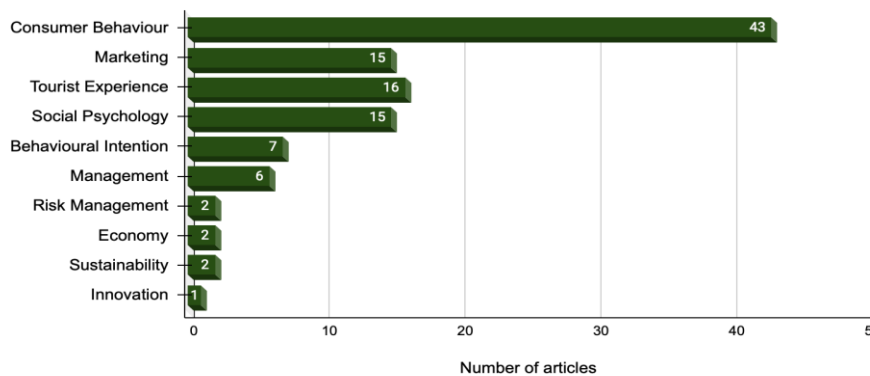


Figure 7: Distribution of Articles by Research Context

After showing the frequency distribution of articles by research context, consumer behavior and marketing contexts were explored in more detail.

Consumer Behaviour Context

There are 43 digital nomadism articles covering the context of consumer behavior in total. These articles have been examined in detail in terms of distribution across years and different themes separately. In addition, a detailed temporal analysis has been conducted to examine the distribution of themes across different publication years.

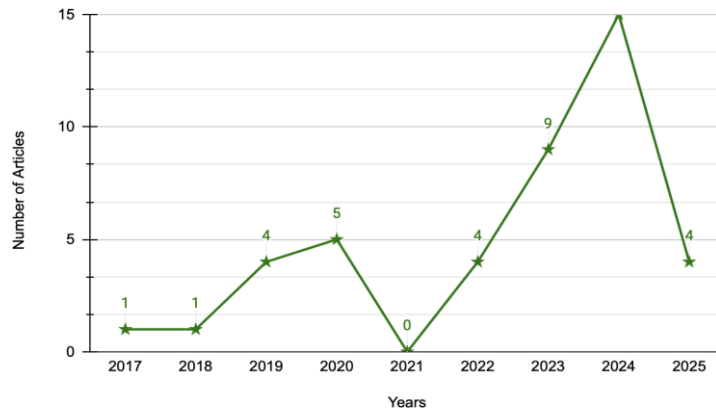


Figure 8: Distribution of Digital Nomadism Articles With the Context of Consumer Behaviour by Year

As it is seen in the Figure 8, the number of studies including the combination of digital nomadism and consumer behaviour fluctuates from 2017 to 2025. There is a slight increase in the number of publications between 2018 to 2020. An acceleration of research interest post-2020 becomes immediately apparent. From 2021 to 2024, it is obvious that there is a sharp jump ($n = 15$ in 2024) in the context of consumer behaviour of digital nomads. Since the current study collected literature reviews till the spring of 2025, the figure couldn't give an exact publication number in 2025. Following the COVID-19 pandemic, in particular, post-2020 publications started to examine more applied and policy-relevant subjects (Mira, et al., 2024; Mancinelli & Germann Molz, 2024), including platform-mediated behaviors (e.g., use of Instagram, coliving booking systems) (Miguel et al., 2023; Schwarz et al., 2023; Amaral et al., 2024; Jarrahi et al., 2019), destination planning and marketing strategies (Mourato et al., 2023; Akgış İlhan et al., 2024; Liestiandre et al., 2024), community belonging and well-being (Green, 2020; Pacheco & Azevedo, 2023). This process represents the professionalization of digital nomadism as a way of life and a policy issue, as well as the normalization of remote employment. 37 of them have qualitative methods, five of them quantitative methods, and only one of them mixed methods. Among the articles used qualitative methods, the most of them applied interview ($n = 19$) and content analysis ($n = 17$), ethnographic study ($n = 9$), observation ($n = 7$) in order to explore digital nomads' experiences, perceptions, and identity performances.

To find out what sorts of aspects were used to explain digital nomadism in terms of consumer behavior, these papers were grouped under six themes such as *Decision-Making and Destination Preferences* (Orel, 2019; Lacárcel et al., 2024; Akgiş İlhan, 2024); *Lifestyle and Identity Construction* (Prester et al., 2023; Günay & Akgiş İlhan, 2024; Luise, 2022); *Consumption of Spaces and Infrastructures* (Bergan et al., 2021; Aroles et al., 2023); *Digital Mediation and Technological Engagement* (Sequera, 2025; Sutherland & Jarrahi, 2017); *Socio-Cultural Interaction and Community Dynamics* (Pita et al., 2022; Sutherland & Jarrahi, 2017); *Motivations, Values, and Behavioural Intentions* (Kesküla, 2023; Mira et al., 2024). These studies investigate the way digital nomads combine work, travel, and leisure to create a certain lifestyle. This indicates a change in consumer behavior toward patterns of consumption that are driven by experience and freedom. They examine how digital nomads evaluate destinations according to social media presence, infrastructure, quality, and emotional appeal. Instead of keeping work and consumption separate, digital nomads utilize time, places, and services as part of their life design. This is a cross between hedonistic and utilitarian consumption. According to the research, digital nomads are highly connected people who depend on community input (such as user-generated content, forums, and social media) to make decisions and create value. A growing interest in responsible tourism, value-based consumer behavior, and ethical and sustainable travel practices is also reflected in the studies.

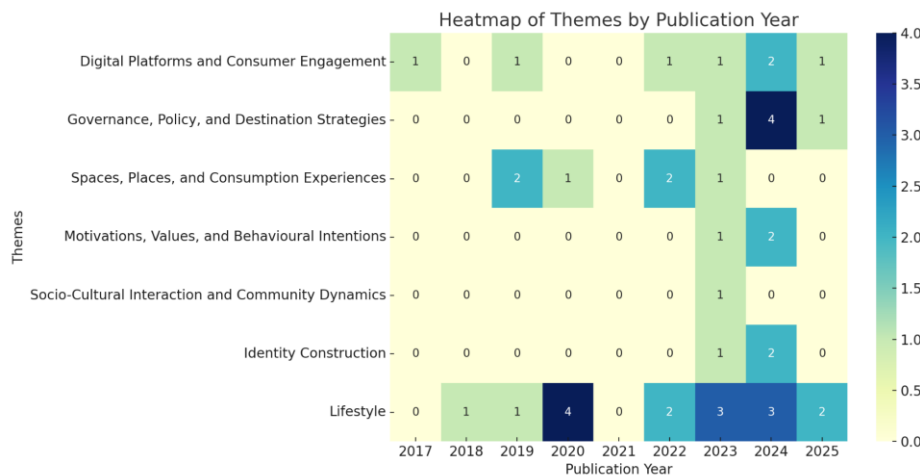


Figure 9: Yearly Distribution of Thematic Evolution in Digital Nomadism Literature in the Context of Consumer Behavior (2017–March 2025).

Figure 9 offers valuable information about the academic evolution of digital nomadism in context of consumer behavior across the period 2017–March 2025. A closer look reveals that research focused largely on lifestyle issues to comprehend how digital nomads plan, manage, and maintain their mobile existence throughout the timeline. Starting from 2022, a variety of themes is obvious. Scholars began to evaluate digital nomadism from larger perspectives such as *digital platforms and consumer engagement*; and *governance, policy, and destination strategies/policies*; *motivations, values and behavioural intentions*; *identity construction*. This diversification corresponds with popular issues including digital nomad visas; destination strategies towards digital nomad; the urgency of infrastructures that maintain digital nomads’

work life; the ways of building identity as a curiosity-arousing phenomenon; a growing scholarly interest in the intention of travel and revisit for destinations as a tourist profile.

Marketing Context

There are 15 digital nomadism articles covering the context of marketing in total. These articles have been examined in detail in terms of distribution across years and different themes separately. In addition, a detailed temporal analysis has been conducted to examine the distribution of themes across different publication years.

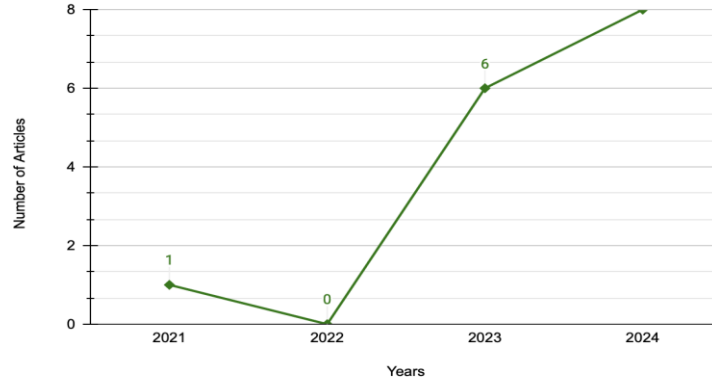


Figure 10: Figure: Distribution of Digital Nomadism Articles With the Context of Marketing by Year

According to Figure 10, it is apparent that articles in the context of marketing did not get attention by the scholars in digital nomad literature in 2021 and 2022; however, it has an increasing trend in 2023 ($n = 6$) and it has the peak point in 2024 ($n = 8$). It shows that the researchers began to realize that digital nomads' attention needs to be drawn to various destinations with different marketing strategies. When the methods of 15 articles were examined, it was noticed that the majority of them had interviews ($n = 7$) and content analysis ($n = 6$). The others used different methods such as secondary data analysis ($n = 2$), conceptual study ($n = 1$), netnography study ($n = 1$), mixed method ($n = 1$), and bibliometric study ($n = 1$). Fifteen digital nomadism studies within marketing context were sorted into six leading themes such as community dynamics and belonging (Lonardi et al., 2024; Hannonen et al., 2023); destination marketing and branding (Christiansen et al., 2023; Zhou et al., 2024); identity construction and lifestyle (Hannonen, 2023; Vogl & Micek, 2023); service experience and co-creation (Sökmen & Çapa, 2024); sustainability and ethical consumption (Maj, 2024); technology usage and digital platforms (Lee & Lee, 2024; Zhang et al., 2024).

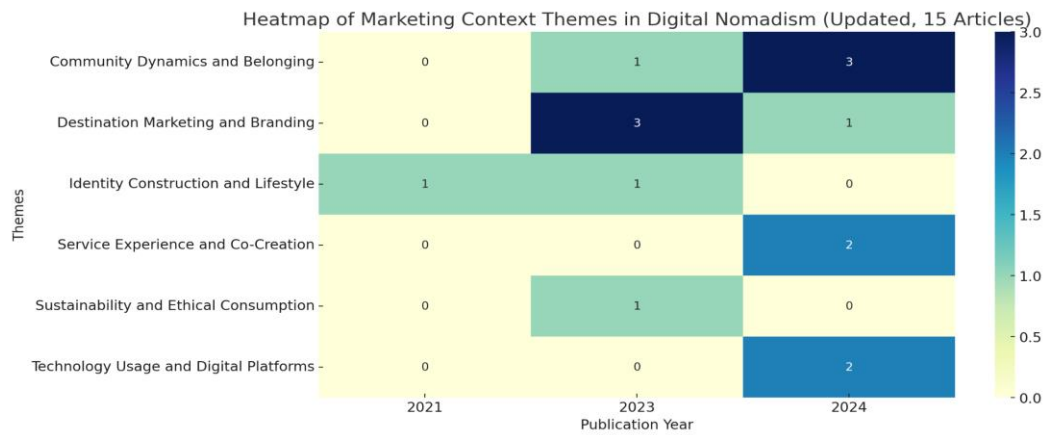


Figure 11: Yearly Distribution of Thematic Evolution in Digital Nomadism Literature in the Context of Marketing (2017–March 2025).

The Figure 11 shows the emerging themes under the marketing context in digital nomadism literature between 2021-2024. Interest in this literature in the marketing context initially began in 2023 with the sphere of destination marketing and branding. In the following year, marketing literature on digital nomadism became a rapidly varied area, with growing attention to community dynamics, service experience, value creation, technology usage and digital platforms.

DISCUSSION AND CONCLUSION

Researchers are becoming more interested in the daily lives of digital nomads, including how they interact with others, form communities, and work together in shared spaces. This blend of work and travel is changing the way we think about tourism and lifestyle, and it will be exciting to see how digital nomadism continues to evolve in the future. This study contributes to the literature by providing a comprehensive and structured synthesis of digital nomadism research, identifying key trends, theoretical foundations, and underexplored areas, particularly within consumer behaviour and marketing contexts. While digital nomadism is a widely discussed topic, some important aspects of it are not being talked about as much. For example, things like government policies, visa rules, migration, and gentrification are not getting enough attention. These are all important issues that affect digital nomads and the communities they interact with. The literature is not enough about how digital nomadism affects the environment, people's well-being, and international relations. These areas need more research and discussion. They could be interesting topics for future studies and could create better understand the impact of digital nomadism on society.

The results show that even though a lot has been written about digital nomads and how they work, move around, and live, there's still a gap in research that looks at the bigger picture and thinks about how policies can support or affect these digital nomads. We need more studies that take a step back and consider all the different aspects of digital nomadism to really understand what's going on. Additionally, Quantitative methods are relatively underrepresented (with only five studies). This suggests a lack of statistically generalizable evidence on the consumer

behaviour of digital nomads and highlights an important opportunity for future research to develop more comparative or large-scale behavioural models.

Specifically, future quantitative studies could employ large-scale survey designs to test established behavioral models (e.g., the Theory of Planned Behavior or the Technology Acceptance Model) in explaining digital nomads' destination choices, technology adoption, or intentions to continue the nomadic lifestyle. Structural equation modeling (SEM) could be used to examine the relationships between motivational factors, satisfaction, and loyalty toward digital nomad destinations. Furthermore, longitudinal survey designs could track changes in digital nomads' well-being, work productivity, and lifestyle satisfaction over time. Cross-national quantitative comparisons employing standardized scales would also allow researchers to identify how cultural, economic, and infrastructural differences shape digital nomads' behaviors and preferences across destinations. Such quantitative approaches would complement the predominantly qualitative body of research and provide statistically generalizable insights into the digital nomad population.

In the light of consumer behaviour context, previous research was mostly lifestyle-focused, but more recent years show more comprehensive viewpoints while dealing with the digital nomadism. In contrast, Socio-Cultural Interaction and Community Dynamics remains relatively underexplored throughout the entire period, suggesting a notable gap in understanding how digital nomads engage with local cultures, build communities, and navigate social integration in host destinations. On the other hand, topics such as Socio-Cultural Interaction and Community Dynamics, Identity Construction, and Motivations, Values, and Behavioural Intentions have received comparatively limited scholarly attention. This indicates a need for future research to investigate how digital nomads construct their identities, how cultural and social interactions shape consumer experiences, and how deeper motivational and value-based factors influence nomadic consumption patterns across diverse regions and demographic groups. Forthcoming research about socio-cultural interaction and community dynamics;

- Scholars should focus on the relationships between local people and digital nomads in time to see the status of their emotional bonds in spite of their temporary presence.
- Further research should explore the mutual effect of cultural distance between digital nomads and local people in the process of adaptation and value creation.
- More research should be conducted to reveal the benefits, challenges and impacts of local people's view on digital nomads in the long term period.
- Additional research should be carried out to comprehend the effect of socio-economic status, nationality etc. on the communication with local people.

Furthermore, from the perspective of marketing, there is a need to search the field of sustainability of digital nomadism in the context of marketing. To fill this gap, there are some prominent suggestions for further investigations.

- Research should focus on the perception of digital nomads towards environmental footprint and how to manage it while traveling. Technological developments that diminish the ecological footprint of digital nomad lifestyles should be studied.
- The role of environmental concerns should be examined in terms of destination choices and consumption behaviors among digital nomads. It should be revealed that

the limit of digital nomads' willingness to pay for sustainable products, services, or accommodations.

- Scholars should pay attention to components that affect ethical consumption behavior among digital nomads (e.g., values, cultural context, peer influence, platform information).
- Researchers should uncover how service providers can be perceived as environmentally friendly choices to draw eco-conscious digital nomads. Marketing strategies for sensitive digital nomads in terms of sustainability and ethics should be explored.
- Future studies should shed light on the ways of promoting and encouraging sustainable consumption behaviors among digital nomads in digital platforms.

Another point is that research on identity construction and lifestyle in digital nomad literature should be diversified in the future. The recommendations are given below:

- The researchers should concentrate on the role of consumption patterns, brand affiliations, and destination choices in shaping digital nomad identity.
- Marketing strategies that create identity-driven preferences of digital nomads should be found out.
- Future research should adopt effects of cultural backgrounds on the identity construction processes of digital nomads from different regions. Accordingly, how these factors influence consumption decisions should be reviewed.
- Another suggestion is to figure out how the identity of digital nomads undergo changes at different life stages (e.g., early-career vs. mid-career nomads). Additionally, identity transitions should be regarded as a research topic when digital nomads settle permanently or exit the nomadic lifestyle.

In addition, future research could benefit from comparative cross-country analyses that examine how digital nomadism appears differently across regions with varying economic, cultural, and regulatory contexts. The emergence of digital nomad visas represents another promising avenue, as governments increasingly design specific legal frameworks to attract remote workers; studies could explore the effectiveness, accessibility, and socio-economic impact of these visa schemes. Moreover, gender-focused research is needed to better understand the experiences, challenges, and motivations of women digital nomads, who remain underrepresented in both the literature and the broader digital nomad population. Finally, family-based digital nomadism—encompassing couples and families with children who adopt this lifestyle—constitutes an underexplored area that merits further investigation, particularly regarding education, childcare, and the long-term sustainability of this lifestyle for families.

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Çıkar çatışması beyanı

Bu çalışmada herhangi bir potansiyel çıkar çatışması bulunmamaktadır.