

# Does Bring Your Own Device (BYOD) Adoption Impact on Work Performance?

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**Abstract:** Nowadays, Bring Your Own Device is the warmest topic in enterprise mobility. It is benefited for the public and private organization through increasing productivity. Thus, the study mainly focused to answer the question “Does Bring Your Own Device adoption impact on the work performance of the employees in Bring Your Own Device -friendly environment?”. In order to conduct the study for identifying Bring Your Own Device adoption and its impact on work performance of the employees, primary data collection method was applied to collect data from 30 respondents in private and public sector which is relating to employees’ performance and Bring Your Own Device adoption. The result was highlighted that Bring Your Own Device adoption impact on the employees’ performance of the organization. And it is recommended for the public and private organizations to adopt this phenomenon to increase their employee performance and reduce the expenses of the organization.

**Key Words:** Bring Your Own Device (BYOD), Work Performance, BYOD-Friendly environment, BYOD adoption

## I. INTRODUCTION

As traditional practices are changing, new patterns emerge in the technological landscape with incredible shifts within the working world. Cultural revolutions, social and environmental concerns and technological expansions are combining to re-shape working conventions of the organizations. With pervasive spreads of mobile devices and drops in the prices of the services provided by the mobile networks has been utterly changed the long-term and short-term activities of the organizations(1). In recently, devices such as smart phones, laptops and tablet computers are becoming tools with common practices, widespread access to high speed internet for the businesses(2). Furthermore, Harris, Fjermestad, Patten, and Regan (2012) highlighted that mobile phones and tablet PCs are evolving faster and mobility is becoming an essential part of business operations (as cited (3)) and as trend organizations allow employees to use their personal devices and most of employees are engaged with devices to personal and professional purposes (4). The current statistics underlined that 59 percent of organizations allow employees to use their own devices for the work purposes, while 13 percent of organizations planned to allow use within a year(5). Moreover, Syntonic reported that 87 percent companies rely on their employee’s ability to access mobile business apps from their personal smart phones and six out of 10 companies had a Bring Your Own Device (BYOD)-friendly policy in place(6).

Accordingly, the Bring Your Own Device (BYOD) movement is gaining strength in the world through adopting new policies that encourages employees to bring their own devices into the workplace because of the low cost, ubiquitous nature of the mobile devices and telecommunication networks,(7) employees’ satisfaction, usability, mobility, efficiency, productivity and lowering operational costs for organization(8). In the other hand, Weegeret al (2016) indicated that for many employees, their personal technology is more useful, powerful, fun and faster(9).

In each and every technology expansion, there are pros as well as cons such as security breaches by employees, whether intentional or unintentional, malicious or non-malicious etc.(10). Even though, there are cons, most of the organizations are converting their working environment into BYOD-friendly platform since to increase in productivity and reduction in costs which reduced productivity issues with caused Personal Computer refreshes, updates or workers are away from the office in traditional business environment(2).

Hence, the research question addressed in this study as follows;

RQ: Does Bring Your Own Device (BYOD) adoption impact on work performance of the employees in BYOD-friendly environment?

Accordingly, the study mainly focused to identify the impact of the BYOD adoption on work performance of the employees who are working in the BYOD-friendly environment.

## II. LITERATURE REVIEW

The rapid advancement in Information Technology systems were caused to emergence of the technological terms namely “Mobile Computing” and “Bring Your Own Devices (BYOD)”(11).Mokaya and Kipygeon (2016) defined that BYOD as the commercial policy which is used iPads, smartphones and laptops to access the company e-mails, databases and documents(12). Moreover, Ruch and Gregory (2014) highlighted the term BYOD has many aspects and it can be considered as the multi-theoretical perspective(13). Further, BYOD means private or personally owned information technology resources like computer hardware devices or software that are used for business purposes(as cited ((11)).

Bring Your Own Device concept highlighted as the commercial policy, which adopts towards the iPad,

smartphone and laptop to access the company e-mails, databases and documents(12). Unlike the past, it is now easy to obtain smart phone, tablets, and laptops in affordable price(14). Thus, individuals' increasing dependence on the devices such as smartphone, laptops and tablets has pushed the adoption of these devices inside the organizations. Thus, people are carrying these devices with them where they have gone and use for both personal and professional purposes(4). According to the Lawrence (2018) BYOD adoption could expand by increasing facilitating conditions, performance expectancy, effort expectancy, and decreasing perceived risk.

Nowadays, most of the organizations used BYOD concept by allowing brings the mobile devices rather than immobile devices inside the organization because the organization can get benefits from the lower corporate costs, less training cost for employees and increased productivity. As well as, lot of organizations are considering Bring Your Own Device (BYOD) programs, in which employees are allowed to use personal mobile devices for work-related purposes(1). Moreover, the recent study highlighted that 95 percent of the organizations allows their employees to use their personally owned devices for work in one way or other way. Moreover, the study result highlighted that it is impacted on the employee productivity and efficiency. Thus, most of the companies commenced modifying their IT systems to integrate Bring Own Your Device Concept. Most of the companies allows BYOD concept within their organization because, it is allowed task completion outside the workplace, communication, collaboration and data capture(15).

Employee productivity is the most significant tool for any organization and any company depends on the productivity of its workforce. Moreover, Bring Your Own Device can reduce the cost through saving money of the company and increase the productivity of the employee(14). Further, Doargajudhur and Dell (2018) highlighted that BYOD adoption positively impact of the work performance of the employee. As a result of adopting BYOD, company can increase their productivity that means employee of the organization more productive with their chosen devices(2).

### III. METHODOLOGY

In order to conduct the study for identifying does BYOD adoption impact on the work performance of the employee, primary data collection method was applied to collect data relating to employees' performance and BYOD adoption. A structured questionnaire with 37 questions consisted with close-ended and Five Likert Scale questions were filled from 30 respondents in public and private sector organization who are using BYOD within their organizations. The purposive sampling technique was used.

### IV. RESULTS

The sample of the study was made up of 73.3 percent executive level and 26.7 percent non-executive level employees. The contribution from the male portion is 50

percent and 50 percent from the female part. Furthermore, demographic profile highlighted that most of the respondents from 25-30 age category (56.7%) and rest is from 35-45 years (26.7%), more than 45 years (6.7%) and less than 25 years (10.0%).

The reliability of the constructs was confirmed that items are the most suitable to test the impact of the BYOD adoption towards on employee performance through exceeding Cronbach's Alpha values more than 0.7.

The correlational result of table 1 clearly shows that BYOD adoption has a significant positively correlated with employee performance at the 0.01 level.

Turning to the actual model analysis, all of the BYOD Adoption dimensions indicated a significant impact on Employee performance ( $R^2 = 0.603$ ). further, the result of the table 2 highlighted that BYOD adoption significantly impact on employee performance ( $\beta = 0.785$ ,  $p < 0.05$ ).

TABLE 1 Correlational Result

		Employee Performance	BYOD Adoption
Employee Performance	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	30	
BYOD Adoption	Pearson Correlation	.785**	1
	Sig. (2-tailed)	.000	
	N	30	30
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 2 Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.253	.306		4.098	.000
	BYOD_Adoption	.622	.093	.785	6.710	.000
a. Dependent Variable: Employee Performance						

### V. CONCLUSION

Nowadays, Bring Your Own Device (BYOD) is the familiar trend which is allowed employees to bring their own computer, smart phones and other devices in to the working environment. It is being adopted by the business as well as other settings such as hospitals, universities etc. The adoption of the BYOD impacts to increase the productivity, increase employee performance, and reduce cost of the organization.

Hence, this study mainly focused to answer the question "Does Bring Your Own Device (BYOD) adoption impact on work performance of the employees in BYOD-friendly environment?". In order to conduct the study, it is used the

structured questionnaire and collected data from the 30 respondents from the public and private sector through purposive sampling technique.

The correlational and coefficient results highlighted that Bring Your Own Device adoption impact on the employee performance. Further, results illustrated that most of the employees use their Smart phone for their official works rather than laptops.

Thus, it is recommended that organization to adopt the BYOD trend to enhance their employee performance.

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