

Impact Of ‘Bringing Your Own Device’ In The Work Environment

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INTRODUCTION

The technological advancements are accelerating at a very high speed. Parallel to technological advancements its impact on the business practices have become high. Gone are the days where people have to spend their time and energy for a sole purpose. People have started performing multi tasks spending each minute purposefully. Innovative Concepts such as BYOD(Bring Your Own Device) contributes to a flexible and effective work environment. Bringing their own device such as tablets, iphones, PDA’s(Personal Digital Assistant) puts the workers at ease to follow up their working methods. It is a great competitive advantage for those business areas where they have started implanting this concept as it reduces the cost incurred in providing their employees with laptops and other devices to assist their work. To our surprise the workers are also happy to spend and buy their own device as it leaves them at their own discretion. This concept was first followed by intel, an American company which analyzed the mindset of their employees and their willingness to use their own devices rather than being stuck up with laptops and phones provided by the companies. It is now slowly adapted by the IT sector in India.

Workers are more acquainted with the use of mobile phones rather than laptops and other devices. Androids and other portals have been providing the people with increased business applications which have brought a tremendous change in the business practices. Introduction of blackberry messengers have almost eliminated people from using laptops as a mode of communication. The mobile phones havemade work possible from any place. Necessarily business people need not barge into the office to mail important clients early in the morning, which was a trend few years back. The tasks can be completed during your travel or some other occasion.

From professors to business officials mobiles play a crucial role. The introduction of smartphones that enable interactive facilities are favored by workers as it solves their problems in no time with just by downloading an application.

1. BYOD CONCEPT:

It includes usage of all handheld devices like mobile phones, smart phones, tablets, PDAs etc used by employees as they wish. They are allowed to bring their own convenient devices to workplace which adds credit to the concept of m- learning. India is ranked top among the other countries as fastest mobile-phone penetration rate in the world. Its population density and urge to grow faster contributes to this fact. Though it stands second, next to china in its mobile tele-density it is equally growing at a higher rate. International roaming agreements exist between most operators and many foreign carriers which very much supports business people.

The term **m-learning** or "mobile learning", has different meanings for different communities, that refer to a subset of e-learning, educational technology and distance education, that focuses on learning across contexts and learning with mobile devices. One definition of mobile learning is, "any sort of learning that happens when the learner is not at a fixed, predetermined location, or learning that happens when the learner takes advantage of the learning opportunities offered by mobile technologies. In other words, with the use of mobile devices, learners can learn anywhere and at any time.

M-learning technologies include handheld computers, MP3 players, notebooks, mobile phones and tablets. M-learning focuses on the mobility of the learner, interacting with portable technologies, and learning that reflects a focus on how society and its institutions can accommodate and support an increasingly mobile population and give them opportunity to make use of their precious time effectively. There is also a new direction in m-learning

that gives the instructor more mobility and includes creation of on the spot and in the field learning material that predominately uses smartphone with special software such as AHG Cloud Note. Using mobile tools for creating learning aides and materials becomes an important part of informal but effective learning.

M-learning is convenient in that it is accessible from virtually anywhere. M-learning, like other forms of e-learning, is also collaborative. Sharing is almost instantaneous among everyone using the same content, which leads to the reception of instant feedback and tips. M-learning also brings strong portability by replacing books and notes with small RAMs, filled with tailored learning contents. In addition, it is simple to utilize mobile learning for a more effective and entertaining experience.

2. WORK FORCE MANGAMENT

From the earlier stages of evolution of business customers are given the ultimate priority and maintaining the workforce and training them according to business requirements have been crucial. But tasks have been simplified with technological advancements and integrated due to use of mobiles and integration of workers becoming easier with smartphones and variety of applications they provide.

Doing more with less while maintaining quality and customer satisfaction is a top challenge for today's field service operation managers. But it's difficult to respond quickly to customer calls when field staff are constantly on the move and hard to reach. Without a way to provide field workers with complete information on a customer's problems or needs, they could arrive without the right tools, parts or materials to get the job done on the first visit. Workforce Management solutions that the mobile applications help automate field service workflow so you can remotely manage on-the-go employees and deliver products and services faster and more cost effectively. These mobile apps help your business become more responsive and your employees more productive, giving you a strong competitive edge.

2.1 Improve direction of field staff and operations.

GPS tracking, wireless dispatching and turn-by-turn directions let you improve swiftness of work and direct employees by the fastest route to the customer's location. Stay on time by reassigning a job if a vehicle is unexpectedly out of commission. With wireless applications like Antenna Software, the employees can connect seamlessly to their Oracle Siebel, Salesforce.com, NetSuite or other CRM applications, allowing them to perform real-time contact, opportunity and activity searches and updates directly on their handheld device. They can also retrieve pricing terms, inventory availability, order status and other pertinent information, allowing them to be proactive and responsive to customers while they're on the go.

2.2 Simplify timesheets, payroll and invoice processing.

Reduce paperwork and errors with electronic mobile forms that accurately capture data from the field on employees' smart phones. Location-aware wireless time cards clock personnel arrival and departure times to eliminate slow, error-prone paper forms. Scan barcodes to add materials and parts to customers' invoices and automatically update inventories.

2.3 Enhance customer service.

Providing Customer service is a crucial segment as it acts a competitive advantage to all organization leave alone service industries. Automatically alert customers on estimated delivery, arrival and job completion times. Get proof of delivery with digitally captured signatures, job site photos and bar code scans.

2.4 Enhance teamwork and coordination:

Team work and co-ordination requires their psychological level acceptance towards their work and employees. This system adds credit by leaving the employees at their discretion to use their preferable device bringing high level satisfaction leading to good co-operation. Eliminate time-wasting back-and-forth calls. Use a combination of workforce management and enhanced push-to-talk capabilities to send real-time job details and instructions to workers mobile devices

3. FIELD OF TRAINING AND DEVELOPMENT

Conventional 'training' is required to cover essential work-related skills, techniques and knowledge, and much of this section deals with taking a positive progressive approach to this sort of traditional 'training'.

We can relate our theory to the learner-centred paradigm. Early days when teacher- centered system was followed, there raised a need for change, betterment and improvement which led to the learner- centered

system. The passive interaction style, where the focus was on competitiveness and individualism has changed. It became a style that concentrated on people getting actively involved in the course bringing co-operative collaborative and supportive culture. This learning can be effectively achieved through BYOD style. Cohesive program with systematically created opportunities to synthesize, practice, and develop increasingly complex ideas, skills. In case of mobile learning we need to look at the behavior of the employees. Traditional Training session which involves a lot of process that includes need for a training infrastructure, a trainee, co-operation from the people to come on time and so on. All the above can be arranged but their mental co-operation cannot be won easily. For an effective training session we need their mental co-operation, because the session is a success only if the training knowledge has been thoroughly delivered.

The co-operation can be achieved through mobile training, because learning is at the discretion of the learner. When people are not posed with constraints their behavior is good. Mobile Training session just provides them with the material through web and gives them a last date to complete the task. Few cases tests are conducted to test their understanding. The employee behavior is improved which will contribute to organizational behavior. Also we can note that their discretion level is within a limit posing them with few constraints.

Importantly however, the most effective way to develop people is quite different from conventional skills training, which let's face it many employees regard quite negatively. They'll do it of course, but they won't enjoy it much because it's about work, not about themselves as people. The most effective way to develop people is instead to enable learning and personal development, with all that this implied. So, as soon as you've covered the basic work-related skills training that is much described in this section - focus on enabling learning and development for people as individuals - which extends the range of development way outside traditional work skills and knowledge, and creates far more exciting, liberating, motivational opportunities - for people and for employers.

Rightly organisations are facing great pressure to change these days - to facilitate and encourage whole-person development and fulfilment - beyond traditional training.

The employees getting placed in different IT companies are trained in advance prior to joining the companies through internet or web facilities where the employees are asked to take their training sessions online. It is very interesting to see them involving themselves in other activities or part time jobs for time being and doing their training via mobile phones. All they need is a proper internet facility which is nowadays a common facility in any of the phones.

Training is one of the most integral parts of any company. From Fast food to brain surgery you have to have some kind of training to succeed at your job. What many people do not realize is the amount of money that is spent on training a single employee. There is the money that is spent on training material, the trainee's wages, as well as the trainer's wages. At that point if the employee does not work out the company is forced to cut their losses with that trainee and move on to spend the same amount of money on another one. Since training is such a costly and risky process for businesses they are always looking for ways to improve the training process. As mobile devices become an increasingly large part of the enterprise world these companies finally have more simple and affordable ways to train their employees.

On the surface it may seem as though using mobile devices, especially smart phones, is silly. When you think about it, it is an obvious way to train employees. It is more common than not for people to have smart phones today which offer companies a free way to deliver training information. Given the capabilities on mobile devices this information can be delivered through, audio, video, text, or a combination of all three.

Delivering training material through mobile business offers a whole slew benefits compared to more traditional methods. Other than minor changes between operating systems mobile training apps provide a consistent user experience to all trainees. They are much more secure than any other form of training materials including web based training materials and especially paper materials. It allows trainees to have a dedicated channel in which they can retrieve and replay important information. Depending on the app it may allow trainees to ask questions of trainers through SMS or other forms of messaging no matter where they or the trainer happen to be. Those are just a few of the many benefits that should and usually do come standard in a business training app.

While these apps are an excellent way to train employees they are definitely designed in the company's best interest. From cost point of view more sense for a company to hire mobile app developers to create a single all

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encompassing mobile business training app that can be deployed from the company's app store versus having to print out and distribute tons of paper training material. It also allows trainers and company officials to monitor the trainees' progress throughout the process and have a better understand of what the trainee understands. They will also have the opportunity to see which parts of the training process may need to be re-tooled.

Depending on the type of work you are doing and the technicality of the information you may be able to incorporate and basic training app. There are many apps on the market which range anywhere from free to paying a monthly fee for their services. More often than not you will need to enlist the help of a mobile app developer to create a training app, or apps, which fit your specific training needs. Mobile devices and business applications, are defining the current business market. They have become immensely popular in enterprise settings and have helped many companies reign in spending and increase productivity. If corporations are already using business apps for many of their key tasks it only makes sense that they would also begin to use mobile training apps to introduce new employees to a tech driven workplace.

Mobile applications like "learning to go" offers a variety of business apps including pocket MBA, pocket CFO, full business learning course, small business guide, full finance learning course, business essential, e-commerce and etc. this type of enhanced training has led to

- Easy cost cutting in employer's point of view.
- Improved employee behavior and maximum employee output.
- Swiftness in work with stress free working method
- Completion of tasks within the targeted time, just in time.
- It also acts as a competitive advantage compared to those still using conventional techniques.

Need not have to do overtime work to complete pending works as we can carry the device anywhere and complete work comfortably. It may seem unnecessary to give more importance to this kind of working method but will show tremendous improvement in all aspects of business from discipline to profit maximization.

4. FLEXIBLE WORK ENVIRONMENT

The need for flexible work environment is becoming very much essential leading to the concept of bringing your own device to the working environment. Job satisfaction improves job involvement and hence a job is performed at its best. Flexible work environment provides

- improving the ability of employers to attract skilled and motivated employees
- increasing staff loyalty and return on training investment
- increased trust and respect
- reduced stress levels and improved morale and commitment
- reduced absenteeism and staff turnover
- improved productivity
- potential for improved work health and safety records
- assisting compliance with anti-discrimination and workplace relations laws

Staffs with wireless devices such as tablets or smartphones so they can use broadband hotspots and work on the move and so minimize downtime. Having staff working from a number of different locations around the country - or even around the globe - connected together by superfast broadband. Personal computers and desktops invading workplace will no more be a problem. This concept improves your working style and also more space .work and assignments can be carried to any place and accessible everywhere as long as the ubiquitous mobile phones are there. Many mobile-phones have in-built facility with windows software, which enables employees to use word and power point documents.

CONCLUSION

The concept of BYOD discussed above has a high scope in countries like India and china where mobile usage rate is high. The concept has given rise to many advantages and convenience to the employees and

employers in a splendid way. It also has its limitations. Security threat – a threat to all organization and an area widely researched to protect the confidential issues of a business. When people bring their own device to work place the line between personal and professional life is blurred. Though many devices are installed to screen viruses and check for threats many a times the attempt goes in vain. But it can be controlled. Also, the level of discretion given to employees has to be monitored as it will corrupt the organization's behaviour. The concept of mobile learning does not support formal learning where attention given to the learners is reduced. The task will be assigned successfully but completion of the task or learning is the hands of the employees as the freedom lies with them to learn on their own. The effectiveness of training is also at the employee's discretion. We are not at the option to monitor them but can test their ability through online tests

Its pros are far superior compared with its cons hence this concept has a lot of scope and will lead to success. Pre-dominantly many countries like US, South Africa and Malaysia etc. have started implementing the use of mobile phones and other handheld devices for learning and business process. It is used by government/ school authorities, infrastructure/ technology departments, teachers, students in field of finance, curriculum department and knowledge based learning sectors. It comes as a surprise when India has not picked up this technology. THE mobile tele-density is high and also in track to develop into a flourishing country. Its cost effectiveness is very advantageous in the present world where employees are replaced and filtered in cost cutting process. Also it reduces training infrastructure cost which is very high and yet not used effectively.

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