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## IMPACT OF MOBILE APPLICATIONS (APPS) ON WORK LIFE OF EMPLOYEES

### Article Particulars

Received: 02.04.2018

Accepted: 06.4.2018

Published: 28.04.2018

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### Abstract

*In recent times the usage of smartphones was increased due to the development of mobile applications. These mobile applications made life simpler. There are several mobile applications which server's various needs of the individuals. Recognizing the importance of mobile application in the current scenario this study was made on the recent trends in mobile applications and their positive and negative influence on the work life of the workers. Mobile applications not only benefit the employees but also the organisations to increase their productivity and efficiency.*

**Keywords:** Innovation, smartphones, mobile apps, employee work life.

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### Introduction

The technological development has also transformed mobile industry. It has shifted billions of people to use mobile devices. With technological transformation mobile phones are no longer in brick size and earlier they were used only to make and receive calls. But today mobile phones have come up with extraordinary features. There has been a huge leap in mobile phone technology. Frequently we find new advancements in mobile technology by leading companies. These innovations were found especially after the introductions of smartphones which are referred as mobile phones with highly advanced features, ability to accept sophisticated applications, web browsing capabilities, etc. Smartphones accomplishes many tasks that a computer can perform hence they are also called as a miniature computer. Smartphones are generally functioned with the help of operating system. Based on operating systems mobile apps were created to support the smartphones. Mobile application or mobile apps are becoming very popular buzzword in recent times. The fact is that the world is being ruled by Google, Apple, Facebook, and Amazon. If an individual is a smartphone user, apps are said to be an essential and inseparable companion for those individuals. Thus, this study investigates the recent trends of mobile applications and their influence on employees work life.

### **Evolution of Mobile Applications**

In the mid of 1990 there were manufactures of pagers, cellular phones and Personal Digital Assistant (PDA) all these combined together is called as smartphones. The first smartphone in 1994 was Simon Personal Communication which was introduced by IBM it has few inbuilt applications such as address book, calculator, notepad, alarm clock, etc. However, with the increase in the demand there is a rapid expansion in mobile applications in other categories. In the beginning Nokia, IBM, Palm and BlackBerry were the leading mobile companies. In 2007 there was a major shift in mobile technology brought in by the Apple Company in their first-generation iPhones which was touch screen smartphones. They transformed the smartphone usages by introducing new apps such as map, weather condition, etc. in the beginning apple has come up with first generation iPhone but now there are different updated series of iPhones. Later in the midst of 2008 Android operating system has come with their smartphones. And other mobile companies such as blackberry and Windows developed applications based on their operating systems. With the development of the technology Artificial Intelligence has also come into smartphones like voice assistant app in windows in terms of Cortana, Apple Siri, etc. Thus, the evolution of mobile technology has transformed the usage of cellular phones into smartphones.

### **Value Creation of Mobile Phones and Mobile Networks**

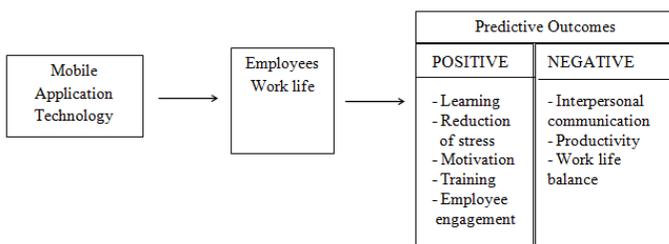
According Toure, H. I. (2013) for consumers, mobiles is personal, customised, and increasing powerful in the absences of fixed line alternatives. Nowadays mobile phones are used for different purposes such as education, healthcare, cash transfers and also literally to save lives. It was found that India has the highest smartphone users after China. With the advancement of mobile technology, no smart phones are without internet facilities. According to Internet and Mobile Association of India (IAMAI) and Kantar IMRB report (2016) says that India has estimated 432 million internet users. And it was also found that 86% of urban internet users prefer mobile or smartphone devices for internet access. Since, the launch of first phone there has been increase in the competition among different operators. There is also development in mobile networking from 1G to 4G and now 5G. With the help of smartphones and high-speed internet or broadband facilities apps developers started developing many applications for different purposes such as digital payments, online booking, online shopping, etc made life easier and they became as a part of daily life. According to Poushter, J. (2016) says that internet and smartphones rates are also related to overall country wealth which means richer nations tend to have higher internet access rates and higher reported smartphone ownership. With the increase in the usage of the mobile apps, mobile phones improvise themselves with display quality, introduction of more powerful and long hours sustainable battery life and many other features were updated. Due to these advancements and need for the smartphone has offered a great opportunity to all the smartphones vendor companies. Miller, G. (2012) says that each smartphone has more computing power and memory, faster connectivity, more

software applications than a desktop computer. And it was also said that in the beginning smartphones were begin phone centric with some limited software but now they are beginning data centric with software, media function, internet access.

**Need for Mobile Applications**

Innovation in technology is designed to save the time of every individual. In recent times increase in the working conditions has ultimately limited the space for personal life this leads to the conflict in the work life. Recent trends in mobile apps would address these issues. These mobile apps benefits especially workers. Today technology makes it possible to get things done wherever we are and whenever we want. They fundamentally transformed the way of doing things. According to Sarwar, M., & Soomro, T. R. (2013) these smart phone enables the consumers always stay connected, addiction to phone, single device with all required features, apps as new technology though there are both positive and negative impacts smartphone certainly be smart if the vendors, society and technologist understand the usage of device smartly in order to be more benefited. Every employee finds it difficult to manage their both personal and professional life together. Hence, these apps are designed to assist employees to manage their time. Schadler, T., & McCarthy, J. C. (2012) Mobile apps empowers employees and serves them to accomplish the tasks like check a status, find an expert, make purchase, receive alert or even answer a question. It was also said that access and convenience of mobile apps and devices are more powerful than PC or web. In times of need these content rich apps fulfils the requirement of the employees. Many organisations in recent times have planned to start a mobile workstyle strategy. This means that with the help of the apps, the organisation can assess their employees and employees can use their own devices to view tasks, customer information, and other records. It was found that mobile apps benefit the organisations, increased customer service and more workflow flexibility. At the workplace these mobile apps used as position tracker, performance monitor, personal assistant, etc. This is why many organisations are shifting to usage of mobile apps at the workplace. Organisations are demanding for more apps to address their other core business processes.

**Conceptual Framework**



From the above framework we understand that with the advancement in technology such as Cloud Computing, Big Data, Internet of Things and Block chain technology has brought

**Source:** Own source created from various literatures innovations in smartphones.

There are applications which are developed for the purpose of both personal and professional use. Applications such as lifestyle apps like health and fitness apps, food and drink apps like swiggy, dominos, travel booking apps, ola, uber, social media such as Facebook, Snapchat, payment apps such as paytm (Payment Through Mobile), Tez, my finance, even every schools also have created their own apps to help the parents to be updated. Nowadays these apps are more demanded by employees to make their lives easier. Therefore, these different categories of applications have a direct influence in work life because employees for example can pay their payments, track their daily work, book tickets, etc doing their personal works quickly without being in a long queue. All these mobile apps help them to balance both their personal and work life. Even organisations get benefited through these apps. Business applications like G Suite apps which helps in taking faster decision even face to face. Apps has also reduced the burden of working for long hours in the organisations, instead it increases the flexibility by connecting with the employees anytime and also at anyplace. There are also other apps which benefits the employees to develop their skills in the workplace. Thus, mobile apps help the employees in reduction of stress, training, learning, motivation, employee's engagement. However, there are many positive impacts from mobile applications there are few other negative impacts too such as reduction of interpersonal communication because everything is done through online there is no interpersonal communication between individuals. Apps can also make employees to spend a lot of time in viewing these apps which may lead to distractions this ultimately disturbs the work-related tasks thus damage the employee's productivity. According to Sarker, S et al., (2012) says that nowadays organisation provides employees with two SIM cards one for personal and another for official use and organisation also ensure that employees manipulate corporate data and applications from their mobile devices anywhere and atany time. This may lead to imbalance in employees work life because they need to carry out the work anytime even outside the organisation.

### **Conclusion**

With the increase in the innovations in technologies every individual started living with these innovations and life without them would be difficult. The emerging trends of smartphone applications has become customer-oriented services. They brought radical changes from identifying the location, access to instant mobile applications in times of emergency and also act as a personal assistant with the help Artificial Intelligence, etc. These applications offer tremendous opportunities for apps developers to redefine their capabilities in response to changing market. Thus, from the study we understand that mobile applications or mobile apps have both positive and negative impacts. But certainly, benefits outweigh the risks. It depends on the way we utilize these apps effectively. Mobile applications not only benefit the employees but also the organisations to increase their productivity and efficiency.

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