



Available online at www.sciencedirect.com

ScienceDirect



Procedia - Social and Behavioral Sciences 219 (2016) 152 - 158

3rd Global Conference on Business and Social Science-2015, GCBSS-2015, 16-17 December 2015, Kuala Lumpur, Malaysia

Mobile Platform in the Workplace: The Next Generation Practice in Human Resource

Tawadrous, M. I.a, Antiado D. F.b, Castillo, F. G.c*

^{a,b} University of Modern Sciences, Dubai, United Arab Emirates
^cCanadian University of Dubai, United Arab Emirates

Abstract

This research paper uncovers the practice and challenges of implementing mobile platform in the workplace. The key contribution of this research study will enlighten business community to be open to the use of this platform in order to transmit data and information that is vital for the organization. These transform both business and education in the next level which serve as a challenge for organizational development. This platform will continue to shape our business and education system as the next generation of tools for learning and development. In fact using this platform will provide foundation for efficient and effective organization.

© 2016 Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).

Peer-review under responsibility of the Organizing Committee of the 3rd GCBSS-2015

Keywords: mobile platform, work practice, educational tools, business communication, organizational development, diversity, talent management, recruitment and staffing

1. Introduction

The impact of mobile platform started to change how business and education works in the past 5 years. We've seen the evolution of the apps and mobile computing that powers business and educational technologies in the process. These changes trigger many businesses to shift from traditional to computerized work-in process. The use of ICT (information, communications and technology) plays vital role in the workplace as it helps the daily work to be

* Corresponding author.

E-mail address: fgcastillojr@yahoo.com

effective and efficient in timely manner. Many corporate and industry practitioners are able to realize the use of mobile platform as a tool for their business and communication needs. Perhaps these trends and updates in the practical side of human resource and business in general will continue over the years. Mobile platform is a very good tool in communication and of course in the workplace. This gives business certain degree of flexibility and mobility in performing their work assignment and tasks. Many businesses started to shift in the application of mobile technology in their workplace due to many known advantages like improving workplace communication, real time information and more. The power of information, communications and technology now a days is really powerful that we human are more dependent on it rather than we are controlling its usage.

2. Review of Related Literature and Studies

Globalization, technology and competition are some of the known factors affecting the work place including human resource practices. Diversity is now one of the most challenging aspect in the workplace as many company organizations started to implement diversity management in terms of job opportunities. Mobile platform is becoming a global trend in its few years since its introduction. Many organizations started to use this platform in order to take advantage of its mobility and awareness. The role of information, communications and technology in the workplace started to change and affect our daily lives. We became more technology oriented rather than system oriented in solving key issues in the organization.

Approximately 27% of the world population now have access to smartphones and 40% have phoneswith internet data according to study conducted by phonecount.com (2014). The figure started to increase every minute and seconds because of many mobile devices offered in the market place. As a result many organizations started to venture in these technological trends and incorporate such platform in the workplace. Ninety-four percent (94%) of adults have a mobile phone and 51% have smart phones in a report conducted by the Communications Market (2013). By year 2016, it is predicted that 90 % of adults in the United Kingdom will have smart phones. While in the United States over 91% of the population already have 3G/3.5G/4G LTE subscription. In the case of United Arab Emirates there are approximately 73% of the population using smartphones/mobile devices based on a survey conducted by emarketer, February 2015 survey. UAE tops the list in the Middle East and North African region in the Mobile Phone user penetration(%of population) with 69.9%.

2013 2014 2015 2016 2017 2018 Mobile Phone users Millions 82.3 87.8 93.5 98.9 103.4 107.9 Nigeria 64.0 58.1 59.7 61.2 62.7 65.3 Egypt 31.7 32.3 32.9 33.4 33.8 34.2 South Africa UAE 4.5 4.0 4.2 4.4 4.6 341.3 374.9 409.9 489.1 Other 489.1 528.0 534.5 668.5 715.4 577.0 620.7 761.3 Middle East & Africa Mobile Phone users penetration (% of population) 2018 2015 2016 2017 Country/Year 2013 2014 69.9 72.7 73.7 74.1 74.5 UAE 71.4 68.2 68.7 69.2 69.6 69.9 70.1 Egypt 66.8 South Africa 65.2 68.1 69.0 69.8 70.6 66.5 Saudi Arabia 64.4 68.6 70.5 72.1 73.6 Nigeria 47.6 49.6 51.5 53.2 54.3 55.2 Other 34.0 36.5 39.0 41.8 44.5 47.0 Middle East & Africa 39.8 42.0 44.3

Table No. 1: Mobile Users in MENA Region

Note: Individuals of any age who at least one mobile phone and use the phone(s) at least once per month, numbers may not add up to total due to rounding.

Source: eMarketer, December 2014

Download English Version:

https://daneshyari.com/en/article/1108008

Download Persian Version:

https://daneshyari.com/article/1108008

<u>Daneshyari.com</u>