

Global Conference on Business & Social Science-2014, GCBSS-2014, 15th & 16th December,
Kuala Lumpur

Personal Internet use: The use of personal mobile devices at the workplace

Hasmida Jamaluddin^{a*}, Zauwiyah Ahmad^b, Mazni Alias^c, Maimun Simun^d

^{a, b, d}Faculty of Business, Multimedia University (Melaka), Jalan Ayer Keroh Lama, 75450, Melaka, Malaysia

^cFaculty of Management, Multimedia University (Cyberjaya), Jalan Multimedia, Cyberjaya, 63000, Selangor, Malaysia

Abstract

The advancement of the personal mobile devices has given employees the opportunity to use these devices for non-work-related activities which poses a new threat to companies. Hence, this study investigates the level and determinants of personal Internet use using personal devices among Malaysian employees. A total of 200 questionnaires were distributed to 12 organisations in Melaka and Kuala Lumpur. Results of this study indicate that habit and external locus of control are predictors of personal Internet use. The paper presents empirical data of individual and situational-related variables predicting personal Internet use among employees from the perspective of personal mobile devices

© 2015 The Authors. 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 GLTR International Sdn. Berhad.

Keywords: personal Internet use; determinants; personal mobile devices; Malaysian workplace; locus of control.

1. Introduction

Personal Internet use at the workplace is a form of counterproductive behaviour which consequences are normally considered negative. The behaviour ranges from aimless Internet surfing to personal goal-driven non-work-related use of the Internet. In one survey, it was found that employees spent at least one hour on non-work-related activities during a regular work day, especially using the Internet for personal reasons (Vitak et al., 2011). Another study reported that

* Corresponding author. Tel.: +606-2523197; fax:+606-2318869.

E-mail address: hasmida.jamaluddin@mmu.edu.my

approximately 30%-50% of Internet usage at work is non-work-related, causing annual losses as much as \$1 billion (Restubog et al., 2011).

The introduction of personal mobile Internet devices in the market (such as smartphones, tablets, and mobile broadband) further escalates the situation whereby individuals are able to connect to the Internet at anytime and anyplace. Employees would have the opportunity to channel their productivity time towards non-work-related activities using their personal mobile Internet devices. Nonetheless, employers have been found to view the use of personal mobile Internet devices as a way to be connected to employees, increase productivity, and improve customer services (Chesley, 2010) and may result in increased employee engagement (MacCormick et al., 2012). However, thus far, gaps still exist in the literature concerning the prevalence of mobile Internet devices usage at the workplace and the influencing factors, especially in Malaysia.

The main premise of this study is that personal mobile Internet devices provide additional Internet connectivity to employees and thus increase employees' use of the Internet for personal purposes during work hours. In this study, personal Internet use is defined as the use of Internet for all non-work-related activities, either goal driven or not. Specifically, this study aims to: (i) determine the extent of personal Internet use using mobile Internet devices at the Malaysian workplace; and (ii) investigate the individual and situational factors that lead to this behaviour. Findings of this study provide useful insights to employers who wish to maintain employee engagement while sustaining productivity.

2. Literature review

The use of personal mobile Internet devices at the workplace has become ubiquitous since 2012. Mobile Internet devices permit employees to enjoy the comforts of doing their jobs not only during but after working hours using only one single device (Diaz et al., 2012; Disterer and Kleiner, 2013). This provides employees with more autonomy and control over their lives which directly impact their productivity and job satisfaction (Diaz et al., 2012). Other reported benefits include comfort, productivity, and cost savings (Fiorenza, 2014). The drawbacks of personal mobile Internet devices centered on security issues, whereby employees might carry sensitive data everywhere (Broomfield, 2006), which may lead to unauthorised use and data modification due to negligence and insufficient secured network (Disterer and Kleiner, 2013; Gordon, 2012).

A literature review was conducted to identify the antecedents of personal Internet use at the workplace. The antecedents of personal Internet use can be categorised into (i) individual factors and (ii) situational factors. Five personal factors examined in this study were gender, age, problematic Internet use, habits, and external locus of control. Two situational factors investigated in this study were facilitating conditions and organizational justice. These variables were selected because they were found to be significant in predicting personal Internet use in past studies. However, empirical studies done to determine the relationship between these variables and personal Internet use at the workplace specifically in the context of personal mobile devices are very scarce. Therefore, this study intends to close this gap.

2.1. Gender

Previous studies have shown conflicting results in relation to the influence of gender on personal Internet use. Male employees were found to have higher score of personal Internet use compared to their female counterparts (Jia et al., 2013; Vitak et al., 2011), although Akman and Mishra (2010) and Seymour and Nadasen (2007) demonstrated no significant difference between male and female employees in terms of Internet use. Female employees have been found to exhibit higher Internet anxiety than male employees (Zhang, 2005). However, female employees tend to be more ethical compared to males (Ahmad and Jamaluddin, 2010; Ibrahim and Angelidis, 2009). On the other hand, more male employees (12.2%) used the Internet at work for non-work purposes compared to female employees (Frangos and Sotiropoulos, 2010) and were more likely to engage in counterproductive workplace behaviours than females (Samnani et al., 2014). Thus, in this study, it is expected that male and female employees would differ in terms of their personal Internet use at the workplace, using personal mobile Internet devices. The relevant hypothesis is formulated as below:

H1: Gender significantly influences personal Internet use at the workplace.

Download English Version:

<https://daneshyari.com/en/article/1111796>

Download Persian Version:

<https://daneshyari.com/article/1111796>

[Daneshyari.com](https://daneshyari.com)