Effects of growing mobile usage at workplace and its impact on work productivity - A detailed analysis

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Abstract

Technology is growing at a speedy rate. Today, the sales of Tablets are more than Laptops, while around 1 billion mobile devices were sold last year. Due to this, the world has seen the rise of mobile phone applications. Mobile apps are used by millions, whether it's for social reasons or work reasons. The usage of mobile apps is also important for organizations to consider. Companies are having a difficult time in terms of how to deal with mobile apps (similar to what they faced when mobile phones were introduced). The study is to understand the impact of mobile apps on work productivity in organizations that are based in the city of Ahmedabad. More specifically the study analyzes an in depth impact of usage of mobiles on various factors which are of utmost importance to an employee. The variables which have been considered in this study are: Productivity, feedback, teamwork, Quality of work, work participation, completion of project and rigidity of work structure.

Results revealed that only innovation at work and feedback of employees is dependent of mobile usage at work, rest all other variables are independent of it. Data also reveals that there is a high positive correlation between Mobile usage at workplace and ability to multitask.

Indexing terms/Keywords: Mobile Technology, Impact on productivity, Networking, feedback, Teamwork and Quality of work.

Academic Discipline: Management, HRM.


1. Introduction:

India is rapidly advancing in the technological space. [1] With the growing population and increasing smartphone infiltration, India is going mobile and digital. Smartphone and Internet is not just for the rich and wealthy but more users are becoming informed by getting access of mobile internet.

With the increasing penetration of smartphones [3], the number of mobile internet users in India is expected to reach 213 million by June 2015, a 23% jump over six months, according to the Mobile Internet in India 2014.

There were 173 million mobile internet users in India in December 2014. According to the report by the Internet and Mobile Association of India (Iamai) and IMRB International (a market research firm)[4], the number of mobile Internet users in rural India is set to grow at a rate of 33% from October 2014 to reach 49 million by March 2015 and 53 million by June 2015.

Urban India, however, will continue to account for a large percentage of mobile Internet users across the country and is expected to reach 143 million by March 2015 and 160 million by June 2015, according to the report [2].

With cheaper entry level smartphones becoming accessible, more and more people across the country have changed over from their old, faithful feature phones to these smarter gadgets. This has led to a huge increase in data consumption by mobile users over the last year.

MBit Index study [5], an annual report on mobile broadband performance in India by Nokia Networks, shows that mobile data traffic generated by 2G and 3G services has risen by a colossal 74 percent during the course of the last year. The report also underlines the fact that 3G consumption had grown much faster than the data consumed over 2G networks.

The study is based on data collected from Nokia Network's reach in Indian telecom network – about 30 per cent in terms of network and 70 per cent as gadget management business.

“There has been enormous impetus of data usage in India on wireless networks driven by 3G traffic. The data usage grew by 74 per cent and 3G usage was up by 114 per cent at end of 2014, compared to 2013. The 2G mobile Internet usage grew by 41 per cent in 2014," said Nokia Networks Vice President and Head of India Region Sandeep Girotra.

The amount of mobile data consumed grew from 49 petabyte (PB) at the end of 2013 to 85 PB by end of 2014, out of which 52 percent came from 3G usage.
The average data consumption by a 3G subscriber has increased three times that of the data consumed by a 2G consumer over the period covered by the report.

“3G is driving the data growth but 2G growth is stabilizing. Based on ecosystem, I feel 2G is going to be there in India. Now operators need to further strengthen their 3G network,” Girotra said.

Average monthly data consumption by a 2G consumer was seen to be 216 MB during 2014, an enhancement of 48% during the last year. The average data consumed by a 3G consumer, on the other hand, 688 MB which is an increase of 29% during the year just ended.

That means that an average 3G subscriber consumes, on an average, more than three times the data as compared to his 2G counterpart.

3G data consumption was seen to be accounting for more than half the data consumed in December 2014, a boost over the 42% share of it in January 2014. The 3G data consumption has consistently been greater than that of 2G data since September 2014, revealed the report.

The main factors affecting the growth in data usage, according to Girotra, are the kind of devices available in the market, together with increased data coverage.

Girotra elaborated that 258 million mobile phones were shipped to India during 2014, out of which 70 percent were feature phones, 7 percent were 2G smartphones while 22 percent were 3G enabled smartphones.

The use of 3G devices capable of supporting a surfing speed of up to 21.1 Mbps increased from 23% in 2013 to 54% in 2014.

The report reveals that for 74% of the mobile Internet users, the primary activity is to access email, followed by social networking, which is accessed by 61% of the mobile Internet users. Online chatting through instant messengers, watching videos, listening to music and navigation are some of the other activities common among users.

The report also stated that the average monthly mobile bill for users has increased by 13% to Rs.439. The proportion of this amount spent on mobile Internet was 45% last year and has increased to 54% this year.
The report finds that 63% of mobile Internet users spend between Rs.101 and Rs.500 monthly on their mobile connection, 26% spend between Rs.501 to Rs.1,000, and 7% spend less than Rs.100 every month.

More than half of the mobile Internet users spend between Rs.101 and Rs.500 every month in availing mobile Internet services.

According to the Telecom Regulatory Authority of India[6], there were 935.4 million mobile connections in India as on 31 October 2014, up 0.55% from 930.2 million in September 2014.

The lamai-IMRB survey[7] was conducted across 35 cities with more than one million populations, including the eight large metros and smaller cities such as Coimbatore, Jaipur, Lucknow, Ludhiana and Visakhapatnam.

The usage of mobile apps is important for organizations to consider. Companies have a difficult time as how to deal with mobile apps (similar to what they faced when mobile phones were introduced).

Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein[8] define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communicate between organizations, communities, and individuals.

Social media differs from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other site. The total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income.[9] (Tang, Gu, and Whinston, 2012).

A mobile app, short for mobile application, or just app, is application software designed to run on smartphone, tablet computers and other mobile devices.

Apps are usually available through application distribution platforms, which began appearing in 2008 and are typically operated by the owner of the mobile operating system, such as the Apple App Store, Google Play, Windows Phone Store, and BlackBerry App World[10]. Some apps are free, while others must be bought. Usually, they are downloaded from the platform to a target device, such as an iPhone, Blackberry, Android phone or Windows Phone, but sometimes they can be downloaded to laptops or desktop computers. For apps with a price, generally a percentage, 20-30%, goes to the distribution provider (such as iTunes), and the rest goes to the producer of the app. The same app can therefore cost the average Smartphone user a different price depending on whether they use iPhone, Android, or BlackBerry 10 devices.

The term "app" is a shortening of the term "application software". It has become very popular and in 2010 was listed as "Word of the Year" by the American Dialect Society. In 2009, technology columnist David Pogue said that newer smartphones could be nicknamed "app phones" to distinguish them from earlier less sophisticated smartphones.

2. Frequent use of Mobile Technology for Increased Productivity & Profitability

The demand for access to business information and applications through mobile technologies such as the Apple iPhone and iPad, devices running Google Android and Windows 7 Mobile or using RIM Blackberry is surging as consumer preferences and behavior spill over into the business workforce. The massive growth of adoption of these technologies around the world has many business managers wondering how to effectively position their firms to benefit from the trend[16]. The drive for mobility is part of the business technology agenda for most companies today. Obviously, however, in a business rather than personal context, more complex information is needed, ranging from access to documents and presentations, to updates on initiatives and processes, and for specific application needs to perform various business intelligence functions.

2.1 Mobile Technology for Increased Productivity & Profitability

Against this fast-moving mobile background it is clear that just having mobile access to e-mail is profoundly insufficient for increasing productivity and producing better-informed employees. The integration of mobile devices such as laptops, tablet computers, PDAs and smartphones, along with their various applications and software[17], make it easier than ever for workers to collaborate and businesses to communicate with staff, customers, and vendors.

Mobile technology allows people to use company data and resources without being tied to a single location. Whether your staff is travelling to meetings, out on sales calls, working from a client's site or from home anywhere on the globe, mobile devices can help them keep in touch, be productive, and make use of company resources.

Mobile IT devices can also revolutionize the way the company does business - new technologies lead to new ways of working, and new products and services that can be offered to your customers. They can make the team more efficient, more creative, and more valuable to the clients.
Every day businesses are learning more about the ways mobile technology can be used to increase their productivity and lead to increased profitability [18]. Below are some of the key areas in which mobile technology can be useful:

### 2.2 Networking / Communication

Mobile technology allows companies to have an unprecedented level of connectivity between employees, vendors, and/or customers. Workers can download applications on their mobile devices that allow them to connect with others through social media [27] such as LinkedIn, Facebook and Twitter; or the firm can use native or web-based applications to enable direct communication with these audiences in a variety of ways. All these are bound to help towards the enhanced productivity of the organization.

Real-time communication with the office can be important in delivering business benefits, such as efficient use of staff time, improved customer service, and a greater range of products and services delivered [22]. Examples might include:

- Making presentations to customers, and being able to download product information to their network during the visit
- Quotations and interactive order processing
- Checking stock levels via the office network
- Interacting with colleagues while travelling - sending and receiving emails, collaborating on responses to tenders, delivering trip reports in a timely manner.

With the employees online 24x7 the mobiles and the apps can be a great source of not only connectivity but quick and enhanced business transactions. This is bound to help increase the efficiency and productivity of the organizations. Let us now see how exactly productivity has been defined in the theoretical terms.

### 2.3 Productivity

Successful economic performance of an enterprise is a prerequisite for the growth and security of its employees. The role of productivity therefore assumes great importance. Improving productivity has always been a live issue for managements. As the profitability of an organization mostly depends on improvement in productivity, therefore managers are always striving to find ways for achieving the target of improved productivity [20]. Productivity is usually defined mathematically, as the ratio between input and the output. But, it is in fact an organizational challenge encompassing the human, cultural, technological and moral aspects. It is an all-out effort in every sphere of activity of the organization towards achieving the target of most efficient management of all the available resources.

"Money", "Machine", "Material" and "Method" all have their share of importance for increasing productivity but, it is "Man" i.e. the human resource which dominates the show. No amount of money, technological ingenuity or work innovation will do the trick. Unless the most vital resource, i.e. the human resource is ready to rise to the occasion there is no chance of meeting this challenge [21]. Undue emphasis on engineering aspects may affect the Esprit De Corps and culture of the Organization. Thus the human resource of the organization should form the focal point for any movement towards increasing productivity. Productivity being an attitude, it cannot be transplanted in the body of the Organization. It could only be cultivated by a systematic process involving much initial spade work in the form of a sound organization structure, maintenance of equilibrium viz-a-viz various activities within the organization as well as clear-cut organizational goals.

There is no gain-saying that Managerial Leadership can inspire the employees towards peak performance. We are passing through a dynamic phase. Autocracy is giving way to democracy. There is a growing hatred for any form of force or authority. Managers cannot remain oblivious of the happenings around them. They must change their style to suit the realities of time. It is time that leadership through example and excellence replace the leadership through status and authority.

Productivity is often confused merely with more work by the workforce. However, it relates more to better planning than the squeezing of the workforce to the last limit. It represents improvement in the working qualities of employees, by innovations in planning and organizing the available resources. Improving performance is more a result of intelligent planning and effective implementation than the extra sweating of the workers. The efficiency of the workers cannot be increased by mere burdening them with work but by reorganizing their work in such a way that they are able to apply their skills in the most effective manner. Repetition and greater experience of the work (specialization) help in increasing the efficiency to a certain extent, after which it starts giving a negative feedback due to boredom and monotony of the work, adversely affecting the efficiency. Thus continuous motivation of the workers is the only way out for achieving improved productivity.

The first step, maintenance (retaining employees as opposed to turn over) relate to work conditions, inter-se relationship vertical as well as horizontal, technical supervision and personal status, [23] Good working conditions, good relationship between superiors and the subordinates and among employees, may not in itself give motivation, but their absence certainly have an adverse effect on the efforts towards motivation of employees.

The second step in motivation is about satisfaction. An uninterested or disgruntled employee can never give his best. He will remain submerged in his own worries and problems. Such an employee has a very demoralizing effect on the rest of the workforce. If, the problems affecting his performance are job-related, then resort to job redesigning, replacement, job enrichment or even job rotation will be helpful. In case of emotional and psychological problems the medium of counseling provides the best solution.
The third step is the analysis of the situation for motivation[28]. The motivational needs of an employee cover the range of physical and financial well-being, companionship, love and affection, self-respect, self-accomplishment, autonomy and prospects. However, motivational patterns of employees do not stay constant. They keep on changing and it becomes necessary to keep track and to stay abreast of the latest situation for effective motivation. It varies with time, environment and people. But the fact remains that there is a general recognition that security, success, accomplishment and longing have a salutary effect on the employees resulting in their motivation towards improved performance.

The management should instill a spirit of dynamic search for growth in its workforce and give them the opportunities for fully using their talents and skills[23]. Mediocrity or stagnation in work standards may destroy the available talent and skills. It is, therefore, imperative to set high albeit achievable standards of performance to realize the energies of the workers.

June 2014 report of mail online news reported that Fifty percent of employers surveyed nationally named cell phones and texting as the main bad habits getting in the way of work getting done. The national survey was commissioned by recruiters CareerBuilder, and they quizzed employees across a range of industries as well as bosses. Unsurprisingly, employees agreed that the personal use of technology is one of the leading culprits behind unproductive activity at work. Based on this employers gave the feedback and said that mobile usage kills productivity at work.

3. Objectives of the study:

- To assess the impact of mobile usage on innovation levels of an employee.
- Does technology affect the rigid hierarchy
- To find the relation between multitasking and the no. of hours spent on social apps.
- To find the impact of mobile apps on:
  i. Feedback
  ii. Teamwork
  iii. Participation
  iv. Quality
  v. Completion of Project
  vi. Rigidity of work Structure

4. Research Methodology:

The study here follows a logical and scientific approach and uses quantitative analysis to achieve its objective. The study is aimed to find out the impact of mobile usage on productivity of an employee at workplace. Productivity of an employee is carved and fractioned into various dimensions pointing towards the overall performance of an employee. These dimensions are: quality, innovation, and completion of project, participation in work, rigidity of work structure, teamwork and feedback at work. Data was collected from 100 employees working in different private companies and serving at varied positions such as marketing manager, business developers, sales officers, accounts executive, customer relationship manager and so on. Questionnaire as a tool is used to record their views and in all 19 questions were asked to the respondents with an objective to find the type of impact that mobiles have on their work.

5. Analysis and Discussion

Based on the objectives of the study 8 hypotheses were formulated and tested. All the dimensions in question here definitely have a lot of impact on the overall performance of an employee at work. The keenness here is to know whether it is positive or negative. Chi square test was applied to know their dependency on mobile usage at workplace.

H₀₁: Innovation is dependent on mobile usage.
Hₐ₁: Innovation is independent of mobile usage.

Assuming the level of significance to be 5% the calculated value of χ² i.e. χ²cal, came out to be 0.012192. On comparison of this value against α value, it is realized that the value of χ²cal is smaller than the α value, which is the tolerance value hence, H₁ is accepted i.e. the hypothesis, innovation and mobile usage are dependent on each other is accepted.

The test suggests that innovation at work is enhanced because of mobile usage. An employee who uses mobile and internet applications has more advantage and has more probability of completing a given task faster and in a unique way which is full of creativity and innovation. Ideas on the spot and at the right time can be taken to make work more innovative. The enhanced features of the smart phones keep the employees connected with the latest in innovation and technology and they do not fail to apply it in the workplace so as to be the best and give the best to the organization. They believe in mutual growth and want to give the best to themselves as well as the employers.

H₀₂: Rigidity of work structure is dependent of usage of mobiles
Hₐ₂: Rigidity of work structure is independent of usage of mobiles
Again, keeping the level of significance to be 5%, the calculated value of $\chi^2$ i.e. $\chi^2_{cal}$, came out to be 0.99976. On comparison of this value against $\alpha$ value, it is realized that the value of $\chi^2_{cal}$ is greater than $\alpha$ value, which is the tolerance value hence, $H_0$ is accepted i.e. the hypothesis, Rigidity of work structure is independent of usage of mobiles is accepted.

There is a certain hierarchy each organization follows so that communication and delegation can take place in a proper order. Due to mobile apps, it would appear that it creates a grey area, especially in terms of communication. However, response for this question and the test proves that there is no change in the formal communication, when it comes to the rigidity of the structure. Despite the outspread reach and usage of mobile by each and every employee in the organization right from the peon to the CEO, the employees do not deviate from the chain of command. The employees respect the hierarchical structure. Though they may have access to the highest authority through the latest gadgets but they would rather follow the reporting hierarchy and prefer not to take undue advantage of the technological advancement. When it comes to their seeking guidance and reporting they would be very conservative.

$H_{05}$: Teamwork is dependent of usage of mobiles

$H_{06}$: Teamwork is independent of usage of mobiles

Here again, assuming the level of significance to be 5% the calculated value of $\chi^2$ i.e. $\chi^2_{cal}$, came out to be 0.993098. On comparison of this value against $\alpha$ value, it is realized that the value of $\chi^2_{cal}$ is greater than $\alpha$ value, which is the tolerance value hence, $H_0$ is accepted i.e. the hypothesis, Teamwork is independent of usage of mobiles is accepted. No difference in team spirit due to usage of mobile.

The test suggests that mobiles help in enhancing the team spirit and the compounded functioning at the workplace. With mobiles it is easier to communicate and stay in touch with colleagues using mobile apps. With globalization and individualization, virtual and global teams are the reality. Despite the geographical spread and diversity teamwork is an absolute necessity. Irrespective of the geographical location when it comes to work people across have to work in harmony. And it has been observed from the test results that with the usage of mobile the employees can keep in touch with each other, can keep each other updated get inputs from each other and thus perform to their best. It gives a sense of harmony and unity.

$H_{10}$: Feedback is dependent on usage of mobiles

$H_{11}$: Feedback is independent of usage of mobiles

The calculated value of $\chi^2$ i.e. $\chi^2_{cal}$, came out to be 0.002304. Assuming the level of significance to be 5%, and on comparison of this value against $\alpha$ value, it is realized that the value of $\chi^2_{cal}$ is smaller than $\alpha$ value, which is the tolerance value hence, $H_4$ is accepted i.e. the hypothesis, feedback is dependent of usage of mobiles is accepted.

We can see feedback here with two different perspectives as in how is it received and how is it affected. Utilization of mobile apps means greater use of technology, which makes it easier and faster to receive feedback from management and hence feedback depends on mobile usage. Secondly, how much time is being invested on mobiles and your daily usage in working hours can affect your working feedback in management's eyes. Perhaps, feedback on work done is the most important thing for any employee. Here also, according to the test; the work feedback depends on your hourly usage of mobiles at workplace.

The test results support the survey report stated above.

Gen Y lives in the fast-paced fictitious world of texting, Twitter and Facebook where they can easily post a message and receive the reply back within minutes or even seconds. Leaders understand that constant feedback is very important for any employee specially Gen Y. If they do not hear from you for a period of time, they may withdraw themselves, lose passion and patience and even begin looking for other jobs. Constant communication helps develop trust with Gen Y. Understanding the importance of constant feedback Ernst & Young a few years ago launched an online “Feedback Zone,” where employees can request or submit feedback at any time. The system prompts employees twice a year to request feedback. The accounting and consulting firm assigns every employee a mentor and offers training for supervisors who routinely give feedback.

$H_{12}$: Work participation is dependent on usage of mobiles.

$H_{13}$: Work participation is independent of usage of mobiles.

On comparison of $\chi^2_{cal}$, which is 0.999994 against $\alpha$ value, it is realized that the value of $\chi^2_{cal}$ is greater than $\alpha$ value, which is the tolerance value and is assumed to be 5%. Hence, $H_0$ is accepted i.e. the hypothesis, work participation is independent of usage of mobiles is accepted.

This test attempts to find out if individuals were more involved in work or are diverted because of the mobile applications. The result conclusively proves that it doesn’t. The test says that it is not so that the participation in any work related activity is dependent or is affected because of excessive use of mobiles. It’s clear that employees today are smart and multi taskers and they use mobiles for personal as well as work related activities, the participation in work is not at all affected because of mobiles. Employees in fact feel that some diversion from work at times rejuvenates them and they feel more charged up. The mobile at times helps to break the work monotony and puts back more enthusiasm rather than diversion. We can very authentically say that mobiles and not at all distracting rather they act as catalyst for revitalization.

$H_{14}$: Quality of work is dependent of usage of mobiles

$H_{15}$: Quality of work is independent of usage of mobiles.
Assuming the level of significance to be 5% the calculated value of χ² i.e. χ²cal, came out to be 0.995777. On comparison of this value against α value, it is realized that the value of χ²cal is greater than the α value, which is the tolerance value hence, Ho is accepted i.e. the hypothesis, quality of work is independent of usage of mobiles is accepted.

Despite the fact that the employees today are making excessive usage of mobile but the quality of work does not get affected. The employees put in the same amount of labor and sincerity in the given work. They perform the assigned roles with the same intensity and dedication thus not letting the mobile come in the way of quality output. In fact it has been reported/observed that with 24 hour connectivity through mobile at hand people can immediately find out the best possible feature available and utilize the same for work to be done.

H₀: Completion of project is dependent on usage of mobiles.
Hₐ: Completion of project is independent of usage of mobiles.

Assuming the level of significance to be 5% the calculated value of χ² i.e. χ²cal, came out to be 0.9579038. On comparison of this value against α value, it is realized that the value of χ²cal is greater than the α value, which is the tolerance value hence, Ho is accepted i.e. the hypothesis, completion of project is independent of usage of mobiles is accepted.

The general notion is that if an individual spends much time with the mobile he would be distracted and not be able to complete work in time. But the test results reflect the fact that despite the ongoing usage of mobile at workplace there is no hitch in the completion of work on time. The employees may be working hooked to their mobiles at various points of time, but when it comes to deadlines every care is taken to see that the work is accomplished in the best possible manner and in due course of time.

The test applied above on different dimensions of productivity suggests that among all the seven factors, Innovation, rigidity of workplace and feedback are the only three which are dependent on the usage of mobile. It suggests that an employee’s creativity and innovative idea depend on how up to date he is about what’s going on around the world, the current and correct information and the new ways which can be used to make work easier. Hence, we can here say that the more information an employee has the more innovative he is in his work performances. Similarly, the other two dimensions i.e. rigidity of work and feedback are dependent on whether the mobile usage is allowed or not.

Talking about other dimensions, i.e. project completion, quality of work, work participation and teamwork, they all are independent of usage of mobile at workplace. This simply says that the general thinking that employees who are on phones the maximum time are not able to complete the given work on time is a myth. There is no relation between mobile usage and the teamwork and quality of work. Its the age of smart workers, where employees are able to give quality work, with full participation, on time, with coordination of the team and the work is finished on time.

To prove this further correlation test was applied between usage of mobiles throughout the day and multitasking.

H₀: There is relationship between usage of mobile throughout the day and multitasking.
Hₐ: There is no relationship between usage of mobile throughout the day and multitasking.

Interpretation: Fig 1 above shows that there is a perfect positive relation between the two factors i.e. usage of mobiles throughout the day and multitasking. The correlation coefficient came out to be, r = 1. The value 1 says that both the factors share a positive relationship that to a close and perfect one. This means the work is not stopped or hindered when an employee is on phone but the more is the usage of mobiles, the more work is done and there is no effect on work productivity because of mobiles but the employees complete work on time by simultaneously using mobiles.
We here come to an understanding that employees are using mobiles at workplace and it doesn't affect the different important dimensions of productivity. When they were asked about the primary reasons of mobile usage, around 51 out of 100 replied it is used for work related activities. Around 17 and 13 said it is used for chatting with friends and family respectively.

The tests applied so far prove that the work performance and the productivity is not affected by the usage of mobile phones. The respondents were also asked the same questions and their views were recorded. To prove this point furthermore, chi square test is again applied between the time spent on mobiles at workplace and the improvements on work.

H₀₉: Productivity of employees at work is dependent on time spent on mobiles.

Hₐ₉: Productivity of employees at work is independent of time spent on mobiles

Assuming the level of significance to be 5% the calculated value of χ² i.e. χ²cal, came out to be 0.03224. On comparison of this value against α value, it is realized that the value of χ²cal is smaller than the α value, which is the tolerance value hence, H₀₉ is accepted i.e. the hypothesis, Productivity of employees at work is dependent of time spent on mobiles is accepted. This proves that employee productivity can be enhanced if they use mobiles. The innovation and feedback of an employee can be maximized by taking help of mobiles and available applications on mobile phones.

6. Conclusion:

We are living in a fast paced world where the click of mouse in time may make a world of difference. The present generation is very tech savvy and any new app or gadget is like a child's play to them. They do not need any prompting or coaching to get into the knowhow of the gadgets. They are so adept with the usage of mobiles that they hardly consider it as a distraction even in the midst of most challenging work. For them using a mobile and simultaneously workings not multitasking, rather it is a part of them. The gadgets are a part of their system, their existence. They do not consider it to
be hindrance in any form. Rather for Gen Y their life would be meaningless and devoid in the absence of mobile phones and other gadgets.

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