6. CONCLUSION

6.1. CONCLUSION

The broad objective of this research was to examine the relationship between employee performance and impact of mobile communication on each factor of performance.

In this research performance and mobile communication were discussed in terms of the research context. In an effort to investigate the broad objective of the research, six specific research hypotheses were generated. Employee performance was identified as the dependent variable, and role perception, motivation, skills/ability, situational factors and usage as the independent variables.

The main objectives of the research study were to:

- 1. To assess the impact of mobile communication for individual
- performance University of Moratuwa, Sri Lanka.

 2. To analyze relationship between usage (frequency and duration) of mobile communication and employee performance
- To assess the impact of mobile communication on various job professions and careers

Two types of questionnaires were used to collect information on the study. Subordinates questionnaire was used to ascertain the impact of mobile communication on each factor of performance, motivation, role perception, skills and ability, situational factors. The variable, employee performance, was captured by the questionnaires given to superiors. The data collected from these two questionnaires was analyzed using linear regression analysis and simple correlation analysis.

Four concepts were identified as the performance indicators and fourteen variables were used to capture the impact of mobile communication on each

concept as shown in the table 6. The fourteen independent variables were analyzed using simple correlation analysis and regression analysis.

6.1.1. Assessing the impact of mobile communication for individual performance.

Regression analysis displayed that there is no linear relationship between employee performance and impact of mobile communication on, direction, intensity, aptitudes and learned capabilities. There is a statistically significant relationship between employee performance and impact of mobile communication on achievement of targets, interpersonal relationship, persistence, experience, guidance and autonomy. These variables were correlated again while excluding those variables that had a neutral relationship. The analysis resulted in illustrating a significant impact of mobile communication on role perception and situational factors thereby effecting the performance. The section 4.6 illustrates the data analysis.

6.1.2. Analysis of relationship between usage(frequency and duration) of mobile

communication and employee performance University of Moratuwa, Sri Lanka.

The result of the fifth hypothesis showed through linear regression analysis, that there is a statistically significant positive relationship between employee performance and usage of mobile communication. Therefore in general the research concluded that there exist positive relationship between the level of use of mobile communication and employee performance. Higher the mobile usage by an individual higher was the performance. The data and the analysis related is discussed in section 4.6.5.

This interesting finding now needs to be analysed further in each of the professions studied in the research.

6.1.3. Assessing the impact of mobile communication on various careers.

For the purpose of this study we considered accountants, software engineers, customer support personnel, customer support engineers and sales and marketing staff. Customer support personnel in banks as well as other service organizations were included in the study.

The impact of mobile communication on software engineer's performance was not evident. This may be due to the fact that unlike other professional software engineers notably use a variety of communication tools ie Internet relay chat, blogs, wikis, bulletin boards, email to communicate with their superiors and peers.

The impact of mobile communication on accountants was positively correlated although the relation was only marginally more than that of the software engineers. This could be due to the fact the accountants are less likely to depend on other sources of communication. The relation is lesser than illustrated in other professions, such as customer service and sales and marketing and this may be due to the reason that accountants are fairly remote from the operation flow and as they perform a more monitoring and recording role than that of being actively engaged in the operational activities which require increased communication.

The impact of mobile communication on customer support personnel, customer support engineers and sales & marketing professions are quite positively significant. This follows the general trend in terms of discussed in section 4.6.6 as the associations were not correlated in terms of motivation and skills & ability. It was clear that the mobile communication has an impact on role perception and situational factors in these professions. These have been illustrated in section 4.6.7.

7. RECOMMENDATIONS

As companies tend to use mobile phones and tariff packages as incentives in order to motivate their employees, the company needs to be aware that it may only impact situational factors and role perceptions. Therefore identification of clear objectives in terms of motivation may enable the companies to use other monetary or non- monetary incentives where appropriate as opposed to depending on mobile phones and tariff packages to motivate staff.

In addition as the mobile communication does not impact certain professions [ie software engineers] one needs to consider the profession prior to considering sponsorship.

Due to mobile phone usage the employees do exhaust a considerable amount of time. The benefits gained by using this form of communication needs to be quantified against the time spent and a cost benefit analysis would provide a realistic estimation of the benefits derived by excluding the ill effects of time spent. However further study and a mechanism of measure needs to be Electronic Theses & Dissertations established prior to implementation of such an initiative.

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8. FUTURE STUDY

A future study could be extended to consider the tariff packages used and the cost of communication and the benefits derived from it.

Due to the time constraints the author only concentrated on few professions. However the study can be extended to other important professions such as medical personnel, drivers.

As the younger generation tends to use mobile communication facilities more often than the older generation a study could also analyze the age and gender implications and performance in organizations.

In addition this study was only limited to mobile phones, however as a further area of study in could be extended to ascertain the implications of fixed phone extensions and other mobile devices (mp3 players, iphoones and PDA..etc)

University of Moratuwa, Sri Lanka.

As till recently the main communication was based on voice author only concentrated on voice communications. However a future study is necessitated to find the implications of text, data and video communications. As the mobile communication technology (ie 3G, UMTS) develops and the volume of non-voice traffic increases the effect of it on work performance would become a significant area of study.

In addition as the cultural contexts tends to play an important role in communicating information (direct and indirect manner) it would be rather interesting to study the implications of the culture and the useful communication time on mobile phones.

This study could further be extended to evaluate the effect of limiting the use of mobile phones in certain professions ie customer care personnel. This could act either as a hygienic factor or as a de-motivating factor.

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10. ANNEXURE

10.1. ANNEXURE I: SURVEY QUESTIONNAIRE SUBORDINATES

IMPACT OF MOBILE COMMUNICATION ON EMPLOYEE PERFORMANCE

Introduction

As a MBA student at the University of Moratuwa Sri Lanka, I am presently conducting a research project to assess the impact of mobile communication on the employee performance.

I would be observing at the use of mobile communication employees in work and what impact these technologies have on their performance. I would be very grateful to you if you are willing to participate in the study.

I have attached a questionnaire developed for this purpose. Lawould be grateful if you could fill in the attached survey and return to me Dissertations

Research project

W:MBA in IT; University of Moratuwa

Researcher

: G.D.P.A. Kumara

Confidentiality

We assure you that the information you provide will be treated in strictest confidence.

Instructions

- Questions in this survey are answered either by putting ticks on check boxes or circling the answer.
- Please answer all questions

1.	Gender Female or Male?
2.	Which age group do you belong to? (Select only one)
3.	What is your education level? O/L Degree Masters N/A
4.	What is your occupation?
5.	What industry are you related to?
6.	Do you use a mobile phone of Moratuwa Sryes anka. No Electronic Theses & Dissertations www.lib.mrt.ac.lk
7.	If so who is your network operator? (Click only one) Dialog Mobitel Celltel Hutchison
7.	What is your tariff plan (Package)?
8.	Is your mobile phone sponsored by the organization? Yes

1. General Information

2. Usage Information 2.1 The importance of mobile communication in my work-related activities (Importance -->) $1 \square 2 \square$ $3 \square 4 \square 5 \square 6 \square 7 \square 8 \square 9 \square$ 10 🖂 2.2 The importance of mobile communication in my non work-related activities (Importance -->) $3 \square 4 \square 5 \square 6 \square 7 \square 8 \square 9 \square 10 \square$ 1 $2 \square$ 2.3 I use my mobile phone for official matters while at work Never Seldom Sometimes Often Always 2.4 I use my mobile phone for personal matters while at work | Never Seldom | Sometimes Often Always 2.5 I use my mobile phone for official matters while at home Never 11 Versseldom Vorasometimes 1 21 Often Always Electronic Theses & Dissertations 2.6 What is the approximate number of calls you receive and make per day on official matters while at work using mobile phone? 10-20 20-30 40-50 <10 2.7 What is the approximate number of calls you receive to your mobile and make per day on official matters while you are at home? <10 10-20 20-30 40-50 >50 2.8 What is the approximate number of calls you receive and make per day on

2.9 Average amount of time (minutes) I spend on making and receiving official calls

20-30

30-45

40-50

45-60

>50

>60

10-20

15-30

personal matters while at office?

per day while I am at work?

<10

<15

2.10 Average amount of time (minutes) I spend on making and receiving personal
calls per day while I am at work?
<15
2.11 Average amount of time (minutes) I spend on making and receiving official calls per day while I am at home?
<15
2.12 Average amount of time (minutes) you spend on making calls per day?
<20
3. Role perception
3.1 The percentage of targets successfully achieved the week with the use of mobile communication.
<10 %
3.2 The percentage rot etargets of ailed to tachieve rithe aweek due to mobile communication. Electronic Theses & Dissertations 10 % \(\text{WWW} \) 10-20 % 20-30 % 40-50 % >50 %
3.3 How far you have achieved your goals by using mobile communication as a
percentage?
<10 %
3.4 Mobile communication helps me to achieve my work related targets
Never Seldom Sometimes Often Always
3.5 What is the approximate number of calls you make per day on work related matters to subordinates?
<10
3.6 How many of them are Useful as a percentage?

3.7 What is the approximate number of calls you receive per day on work related
matters from subordinates?
3.9 How many of them are Useful as a percentage?
<10 %
3.9 What is the approximate number of calls you receive per day on work related matters with peers?
<10
3.10 How many of them are Useful as a percentage?
<10 %
3.11 What is the approximate number of calls you make per day on work related
matters with superior?
<10 10-20 20-30 40-50 >50 University of Moratuwa, Sri Lanka. 3.12 How many of them are useful as a percentage sertations www.lib.mrt.ac.lk
<10 % 10-20 % 20-30 % 40-50 % >50 %
3.13 Average amount of time (minutes) I spend on making calls per day with superior?
<15
4. Motivation
4.1 Mobile phone helps you to be more effective in your work
Never Seldom Sometimes Often Always
4.2 Do you think that mobile communication disturbed you at home, by spilling over the office matters onto your free time?
Never Seldom Sometimes Often Always

4.3 Can you successfully achieve any goals with the use of mobile communication?
Never Seldom Sometimes Often Always
4.4 Have you ever failed to achieve any new goals due to the usage of mobile communication?
Never Seldom Sometimes Often Always
4.5 Do you think that the mobile phones are empowering you in managing your official and non-official time?
Never Seldom Sometimes Often Always
4.6 The number of minutes been wasted due to the usage of mobile communication per day, in performing a time sensitive task (goal)?
<15
4.7 Do you think that mobile phones are enslaving (take away freedom) you in managing your work and nonworking life?
Never Seldom Sometimes Often Always
4.8 How would you measure the cut down time(time saved) of your pre designed task due to the usage of a mobile phone? University of Moratuwa, Sri Lanka. Never letted Setdometer Sometimes at 15 Poften Always 4.9 The maximum number of minutes spent for an allocated task at a stretch per day, with the help of mobile communication
<15
4.10 Do you feel that you could ever increase or decrease time in any of your tasks when using a mobile?
Never Seldom Sometimes Often Always
5. Skills/Ability
5.1 Have you ever been facilitated by mobile communication (phone) in learning?
Never Seldom Sometimes Often Always
5.2 Have you ever been disturbed by mobile communication (phone) learning/Important event (Meting, Conferenceetc)?
Never Seldom Sometimes Often Always

knowledge use.
Never Seldom Sometimes Often Always
5.4 The average time (minutes) that you have used the mobile phone to acknowledge your colleagues (co-workers, subordinates) on subject matter per day?
□ <15
5.5 How many of them are unsuccessful investments/efforts?
<10
5.6 How often do you use mobile phone in seeking expert opinion on work related matters?
Never Seldom Sometimes Often Always
5.7 How many of them are essential for you to carry out day-to-day activities?
<10
6. Situational Factors
University of Moratuwa, Sri Lanka. 6.1 How many occasions you have successfully escaped/sheltered with the help of mobile per week? www.lib.mrt.ac.lk
<10
6.2 How many occasions you have trapped/embarrassed due to use of mobile?
<10
6.3 Mobile communication improves your effective feedback capabilities (Superior, Co-workers, Subordinate, Customer)
Never Seldom Sometimes Often Always
6.4 How often do you receive feedback on your mobile phone?
Never Seldom Sometimes Often Always
Never Seldom Sometimes Often Always 6.5 Average number of calls you receive /make to your subordinates on work related mattes per day.
6.5 Average number of calls you receive /make to your subordinates on work related

6.6 Do s	subordi	inates cal	l you :	and ask fo	r extr	a guidance?				
		Never		Seldom		Sometimes		Often		Always
6.7 Do	you ca	ll your su	iperio	r to ask fo	r any	guidance?				
		Never		Seldom		Sometimes		Often		Always
6.8 Do	your s	<u>-</u>	all you		e you	over the pho	ne?			
		Never		Seldom		Sometimes		Often		Always
6.9 Do hon	•	ink that n	nobile	phone he	lp yoı	ı to handle of	ficial	work ev	en yo	our stay at
		Never		Seldom		Sometimes		Often		Always
6.10 Do	es mol	oile phon	e impi	rove your	Job S	atisfaction?				
		Never		Seldom		Sometimes		Often		Always
						_				



10.2. ANNEXURE I: SURVEY QUESTIONNAIRE SUPERIOR

IMPACT OF MOBILE COMMUNICATION ON EMPLOYEE PERFORMANCE

Introduction

As a MBA student at the University of Moratuwa Sri Lanka, I am presently conducting a research project to assess the impact of mobile communication on the employee performance

I would be looking at the use of mobile communication employees in work and what impact these technologies have on their performance. I would be very grateful to you if you are willing to participate in the study.

I have attached a questionnaire developed for this purpose. I would be grateful if you could fill in the attached survey and return to me.

Researcher

Unibersity of Moratuwa Sri Lanka. Electronicum Lanka & Dissertations www.lib.mrt.ac.lk

Confidentiality

We assure you that the information you provide will be treated in strictest confidence. There is nothing on the form that will allow us to identify you and there is no requirement to identify your self by name or address. Any quotations made will not be attributed in any way that is identifiable.

Instructions

- Questions in this survey are answered either by putting ticks on check boxes or circling the answer.
- · Please answer all questions

General Information

1.	Gender Female or Male?	
2.	Which age group do you belong to? (Select only one)	
	$\boxed{16-18} \ \boxed{19-25} \ \boxed{26-35} \ \boxed{36-44} \ \boxed{45-55}$	
	$56-65$ $\square 66-75$ $\square 76$ and over	
3.	What is your education level?	
	□O/L □A/L	
	Degree Masters N/A	
4.	What is your occupation?(Eg. Engineer, Lawyer)	
5.	What industry are you related to?(Eg.Bank, Telecom)	
6.	Is your organization sponsor mobile phone to employee?	
PΙε	ease rank the performance of your subordinates	

		Performance
	University Name Moratuwa, Sri Lanka.	Rating
1	Electronic Theses & Dissertations	
2	www.lib.mrt.ac.lk	
3		
4		
5		
6		
7		
8		
9		
10		

Poor	D	(0%-39%)
M arginal	С	(40%-59%)
Satisfactory	В	(60%-74%)
Good	Α	(75%-89%)
Exceptional	A+	(90%-100%)

	importance ties (Impor	rtance>))	unication to	•	_	official
8. Do th	ey use mo	bile phone	s for offici	al matters wh	ile at work?		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
9. Do th	ey use mo	bile phone	for officia	l matters whi	le at work?		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
10. Do th			,	icial matters			
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
		Liniver	sity of N	doratuwa_	Sri Lanka		
11. They	get a distu	Electro		ses & Diss work-related		ney are at v	work
11. They	get a distu	Electro		~ -:		ney are at v	work Always
11. They	The state of the s	Electro rbing amo	nic The	ses & Disg work-related	sertations calls while th		
	Never D	Electrorbing amo	nic The unt of non b. mrt ac Seldom	Sometimes or my subordin	Frequently nates to achie	Often U ve their ta	Always
	Never	Electro rbing amo www.li Rarely	nic The unt of non b mrt ac Seldom	Ses & Diss work-related Sometimes	sertations calls while the Frequently	Often	Always
	Never D	Electrorbing amo	nic The unt of non b mrt ac Seldom	Sometimes or my subordin	Frequently nates to achie	Often U ve their ta	Always
12. Mobi	Never le commun	Rarely nications is	s helpful fo	Sometimes or my subordin	Frequently nates to achie	Often ve their ta Often	Always rgets Always
12. Mobi	Never le commun	Rarely nications is	s helpful fo	Sometimes or my subordin	Frequently nates to achie	Often ve their ta Often	Always rgets Always
12. Mobi	Never le commun	Rarely Rarely nications is	s helpful for Seldom	Sometimes or my subordin Sometimes subordinates f	rom achievin	Often ve their ta Often g their tar	Always rgets Always
12. Mobi 13. Mobi	Never	Rarely mications is Rarely mications d Rarely	helpful for Seldom Seldom Seldom Seldom Seldom Contract my seldom	Sometimes or my subordin Sometimes subordinates f	requently rates to achie Frequently rom achievin Frequently	Often ve their ta Often g their tar Often	Always rgets Always gets Always
12. Mobi 13. Mobi	Never	Rarely mications is Rarely mications d Rarely	helpful for Seldom Seldom Seldom Seldom Seldom Contract my seldom	Sometimes Sometimes Sometimes Sometimes Subordinates f Sometimes	requently rates to achie Frequently rom achievin Frequently	Often ve their ta Often g their tar Often	Always rgets Always gets Always

Please answer following questionnaire regarding your subordinate's performance with

relation to mobile communication



15. Mobi	le commu	nications in	nprove the	ir interperson	al relationshi	p	
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
16. Subo	rdinates wa	aste time w	ith mobile	communicat	ion unnecessa	ırily	
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
17. Mob	ile commu	nications i	mprove en	nployee motiv	ation/		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
]					
18. Mobi	le commu	nication is	a burden fo	or my subordi	inates		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
19. Mobi	le phones	make offic	e work to	spillover to the	neir non work	life in a c	disturbing
mann	ier	Linivan	site of N	Tonoturvo	Cui I onle		
	Never	Rarely	Seldom	Sometimes'	Frequently	Often	Always
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							•
20. Mobi				erior subordii	nate feedback		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
21. Mobi	le commu	nication en	hances em	ployee's natu	ral talents		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
		1		1			
22. Mobi		·		ployee capab			
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
			L U			Ц	

23. Mobi	le commui	nication en	hance emp	loyee compet	ency		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
4. Mobi	le commu	nication en	hances em	ployee experi	ence		
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
25. Mobi	le commu	nications h	elpful for e	employees to	overcome am	biguous s	ituations
	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
26. Mobi	le commu	nications is	s improves Seldom	for employee	guidance Frequently	Often	Always
28. Mv si	ubordinate	Rarely Electro www.li	Seldom nic The b. nirt.ac	Sometimes's Ses & Diss	Frequently sertations	Often	Always
20. IVI	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
9. I exp	ect my sub	ordinated Rarely	to be conta	ctable at any	time of the da	ny Often	Always
		Raiciy		Jonietinies	Trequentry		7 Tiways
				y subordinato	es when the	y are at	a special
occas							
occas	Never	Rarely	Seldom	Sometimes	Frequently	Often	Always
occas		Rarely	Seldom	Sometimes		Often	

1 3