Abstract

The changing trends of technology have change the way of doing businesses. 21st century world is categorized by a dense addiction on information technology and technical devices to accomplish even the modest of tasks. Smart phones are one of the technical device that influences the dependence to put in a circumstances where the privacy, honesty and convenience of information resources. Bring Your Own Device (BYOD) is a new leaning area the IT organization that has to deal with the costs, profits and risks. In this research, the consumer is put in the focus of consideration to measure the discrete concepts in the research model with a qualitative approach of case studies is accompanied. The research offers consequences about which factors have an impact on a personal devices use and employer appeal changes by the presenting of a BYOD service and when the impending employees are attentive in BYOD use and how BYOD will help on future accelerations and employee happiness.
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Index Terms

Computer Science Information Systems
Keywords

Information Technology, BYOD, Organizational Efficiency, Developing Knowledge, Innovations, Employee Happiness, Future Accelerations.