

BOON OR BANE? UNDERSTANDING THE IMPACTS OF BRING-YOUR-OWN-DEVICE ON WORK-LIFE-CONFLICT

1. MOTIVATION

Mobile phones are paradoxical technologies



32% believe staying connected with work after hours poses a risk of burnout!



40% experienced improvement in work-life balance due to online technologies!

BYOD strategies lead users to designate a single mobile device for both work and personal use, they have a **high potential for blurring the boundaries** between an individual's work and personal life, thus **increasing the chance of work-life conflict (WLC)**.

2. RESEARCH QUESTION

How do **BYOD strategies** impact an individual's experience of **WLC**?

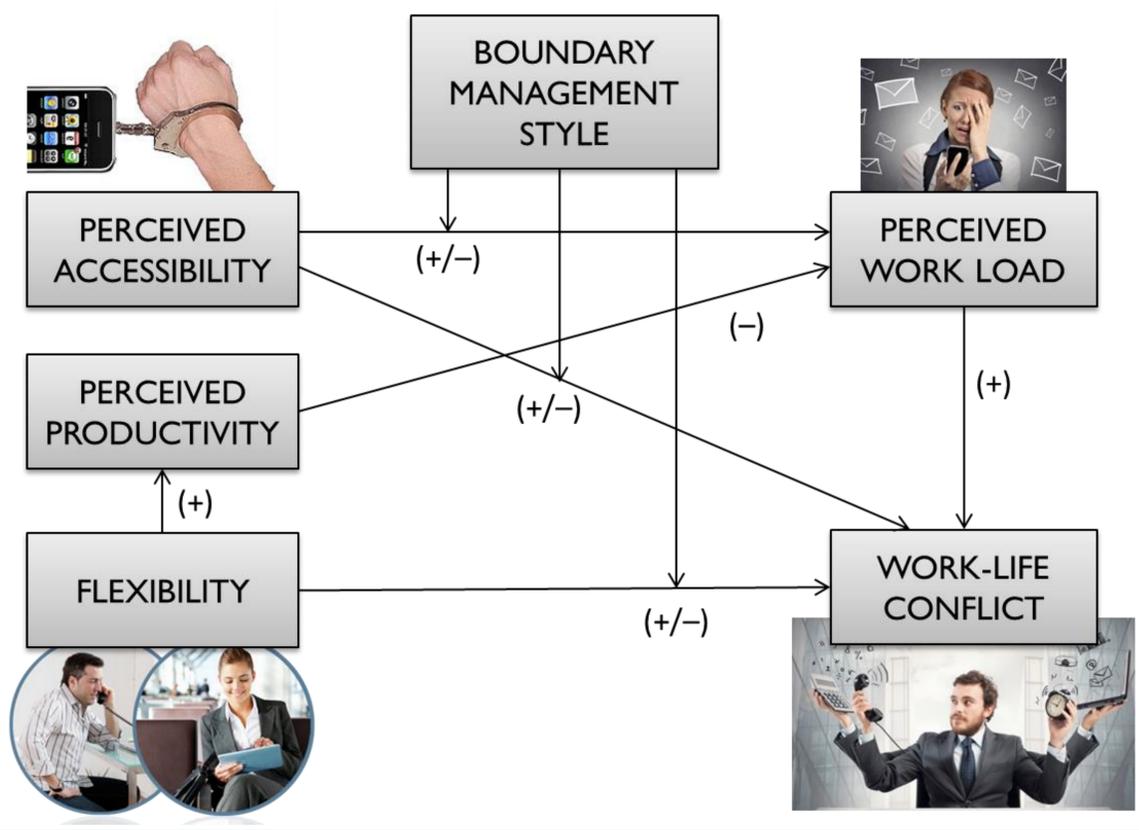
3. BOUNDARY THEORY

Individuals erect **'mental fences'**² around their various roles (e.g. work, family) to create 'domains' or 'worlds'.



- How an individual manages these 'fences' is called a **Boundary Management Style**.
- An individual's predisposition to **segment** or **integrate** these domains will impact their responses & susceptibility to work-life-conflict pressures emanating from BYOD differently.

4. RESEARCH MODEL



5. EXPLORATORY METHODOLOGY

- Mixed Methods → More reliable & robust³
- Survey (n=14) and 2-rounds of Interviews (n=2 Segmented, 2 Integrated individuals) with Communication-log Journals

7. PRACTICAL CONTRIBUTIONS

- 90% of organizations will apply some aspect of BYOD by 2017³**
- Understanding how different individuals react to BYOD is crucial to build effective organizational support programs to manage these policies

8. NEXT STEPS

- Revise model with missing constructs: Stress (mediator), Awareness, Technological Proficiency
- Revise survey and interview instruments for new constructs
- Run full study with n=30 Survey respondents, 10 interviews

6. PRELIMINARY RESULTS

CONFIRMED RELATIONSHIPS

- ↑ Productivity = ↓ Workloads
- ↑ Flexibility = ↑ Productivity
- Integrated individuals experience workload ↑ from accessibility
- Integrated individuals enjoy a sense of calm through accessibility.

EMERGENT RELATIONSHIPS

- Workload ↑ only leads to work-life conflict if it causes stress
- Segmented individuals with sufficient technological proficiency do not experience WLC due to accessibility
- Integrated individuals experience less WLC, but also lack self-awareness of mobile use & risks of burnout. Would later tests reveal WLC?



9. REFERENCES

¹ Gartner (2013), ² Zerubavel (1991) and Ashforth (2010), ³ Kasper & Dahl (1991)
 This model was developed during coursework with H. Barki and S. Rivard (HEC Montreal)