

# Bring Your Own Device (BYOD): Current Status, Issues, and Future Directions

## *Panel*

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## **ABSTRACT**

This panel discussion covers the current status, issues, and future direction of the use and adoption of Bring Your Own Device (BYOD). BYOD is widely used around the world. The invited panelists are five faculty members from the United States and Korea specializing in Information Systems. The covered topics include current use, real world cases, and adoption, pros and cons of BYOD adoption, issues (cultural, security, privacy), and future direction of BYOD. The panel also covers BYOS (Bring-Your-Own-Service) and BYOA (Bring-Your-Own-Apps).

## **Keywords**

Bring Your Own Device (BYOD), Security, Culture, Adoption

## **INTRODUCTION**

The smart mobile device has emerged as an extension of the self, closely tied to the personal behaviors and preferences. Over the past several years, there has been a virtual explosion within the IT landscape with Bring Your Own Device (BYOD) phenomena. Within this shift in the IT culture has emerged a new trend, BYOD, which numerous organizations and corporations are increasingly embracing and implementing. BYOD allows employees to bring their own computing devices such as laptops, smartphones, and/or tablets to work and incorporate them into the corporation or organization network rather than using company-owned devices. The BYOD program, to varying degrees, shifts the cost to the employee from the company itself. Numerous corporations and organizations have taken the lead in adopting BYOD, such as Intel, Citrix Systems, Unisys, the White House, Apple.

The benefits of BYOD are clear; there's familiarity and satisfaction of using employee's choice of device, in addition to saving money on a high-priced device and data plans from the employer's perspective. Companies' goals with BYOD are to increase flexibility, convenience, and portability of devices that cater to the employee's workflow, which increases productivity and morale. A recent study showed that 80 percent of respondents reported an increase in productivity following introduction of BYOD (Twentyman). And more than two-thirds of the respondents attributed an increase in revenues to BYOD (Twentyman). Numerous corporations and organizations may have to experiment with different models of BYOD. Depending on the industry and external regulations, the corporation and organization can have an impact on the approach.

Although BYOD could be seen as a cost-saving measure for numerous organizations and corporations, it could actually be more expensive due to the difficulty of managing various platforms. Additionally, there exist looming security issues that remain to be addressed. Some major corporations and organizations choose to avoid changing their security protocols and migrate to BYOD because they do not want to risk the increased exposure to cyber threats and data breaches. Another major reason why some corporations avoid switching to BYOD is because it is still relatively new and poses far numerous security threats, from a data security point of view, which could be found within the devices or even within the apps. Companies have

to face numerous questions to answer when preparing BYOD policy. It is very important to consider how to decide which network a given device is allowed onto. Device enrollment, licensing evaluation, security policy, and compliance, education and training on security are other major considerations.

If the organization deals with confidential and sensitive information, “Choose Your Own Device” (CYOD) model may be appropriate. In the CYOD model, the organization still owns the IT devices/equipment, but provides more options for the user to choose from (Twentyman). BYOD is widely used around the world, particularly in the mature markets in the Americas region, and parts of Europe, with much potential to expand in the emerging, high-growth markets, such as the BRIC countries. There are several promising trends, pros and cons that are taking place for BYOD. The invited panelists will discuss the current trends in BYOD. The panelists will also discuss current issues (productivity increase, security, safety, privacy, etc.), and future directions in IS education under BYOD environment. The panelist will cover BYOS (Bring-Your-Own-Service) or BYOA (Bring-Your-Own-Apps)

There are many important and interesting topics of BYOD. In general, there are advantages and benefits to business operation through the use of the tools being developed to improve productivity, efficiency, and employee satisfaction. Whatever the organization’s level of BYOD, security must be the top priority. BYOD security policy should be holistic and proactive. This panel session consists of the following: 1) substance of arguments (e.g., supported by facts/numbers), and 2) articulation and relevancy of arguments.

#### **A LIST OF INVITED PANELISTS**

##### **J. P. Shim, Professor of Computer Information Systems at Georgia State University**

Before joining GSU, he was a Larry and Tonya Favreau Notable Scholar and Professor of Business Information Systems at Mississippi State University. He serves on Wireless Telecommunication Symposium as Program Chair and Fellow Chair He serves at 2013 AMCIS as Program Co-chair. He has received various grants and distinctions, including NSF, Microsoft, Booz-Allen & Hamilton/ASE, Mississippi Institutions of Higher Learning, and CYR International. His current research interests are BYOD, wireless telecommunication standards, and decision support technology.

##### **Daniel Mittleman, Associate Professor of Computing and Digital Media at DePaul University**

He is an Associate Professor at DePaul University and teaches coursework in virtual collaboration, social media, and social impact of technology. He has spoken on these topics at NASA, the World Bank, and the Federal Reserve, and NCSA, and multiple Fortune 500 corporations.

##### **Richard Welke, Professor Emeritus of Computer Information Systems at Georgia State University**

Dr. Welke is director of the Center for Process Innovation, professor and previous chair of the CIS department at Georgia State University (1992-99). Prior appointments include professorships at TU-Delft (Cor Wit Research Professor), Erasmus University and McMaster University. Dr. Welke was co-founder of the information systems discipline’s now-major academic organizations, (ICIS, AIS, TIMS College on IS, and IFIP WG 8.2). He has owned and managed several CASE companies in Canada and the US, and was CIO for two engineering and a start-up company (Parkmobile) in Atlanta, GA.

##### **Aaron French, Assistant Professor at Kyungpook National University**

He is currently an assistant professor of MIS at College of Business at Kyungpook National University in Korea. He will be joining University of New Mexico this summer. His research interests are social networking, cross-cultural studies, technology acceptance, diversity, and eCommerce. He has received Outstanding Teacher of the Year awards from Mississippi State University and Kyungpook National University.

##### **Chengqi Guo, Assistant Professor at James Madison University**

He is currently teaching Computer Information Systems at James Madison University. His current research interests are e-commerce, cross-cultural mobile commerce, security, and social networking. He has published several research papers in journals.

#### **REFERENCES**

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