

UNIVERSITI TEKNOLOGI MARA

**A CASE STUDY ON THE BYOD
IMPLEMENTATION IN A PRIVATE
SECTOR**

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MScIT

July 2016

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IT Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

Faculty of Computer and Mathematical Sciences

July 2016

ABSTRACT

Nowadays, technology is evolving faster than the organization's ability to adapt and cope with it. Employees are more likely to obtain the latest technology to do their jobs. It is also common to see the exponential of the personal devices usage in the work place. The practice is called Bring Your Own Device (BYOD) which employees are able to use their own personal devices to complete their jobs or tasks at work. This study addresses the implementation of BYOD in a private sector and the benefits of BYOD implementation in the organization. A survey among 40 respondents in Techsense Web Sdn. Bhd. employees and others private sector workers is distributed in order to find out the practices and advantages of BYOD program in the organization. This study adapts the work of Rose (2013), Lebek & Breitner (2013), Leavitt (2013), Eschelbeck & Schwartzberg, (2012), Eslahi Meisam & Var Naseri Maryam (2014), Sheldon (2013), Fielding (2015), Emery (2012), Singh & Phil (2012), Astani, Ready, & Tessema (2013), Page (2013), Philipson (2010) and Kamau (2013) in investigating BYOD implementation in private sector. The results showed that BYOD has been well known and well practiced in Malaysian organization. Although most of the respondents disagree that BYOD program helps employees to be more comfortable, productive and flexible which is contradict with the previous studies found (Astani et al., 2013; Fielding, 2015), the researcher believes that this is due to the lack of the guideline in BYOD policy. In addition, it is agreed that BYOD is also one of the cost-saving approach in the organization.

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratefulness and praise to Allah S.W.T. for giving me strength and opportunity to complete my Final Year Project Research Study on time.

I would like also to express my profound thanks and highly indebted to Assoc. Prof. Dr. Haryani Haron for her patient guide, generous support and supervision throughout the course of IT Project.

I also take this opportunity to thank Dr. Afdallyna Fathiyah Harun for her willingness in sharing valuable information in regards to my research project.

Special thanks to my husband, parents, parents in law and friends who always give fully support and advices throughout this while. Special thanks to the respondents who have involved in this research study too.

Thank You.

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