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IT CONSUMERIZATION – A SYSTEMATIC MAPPING STUDY

Abstract: The utilization of personal IT devices for business purposes, either alongside or instead of official IT infrastructure, is called IT consumerization. This trend is driven by consumers' desire to choose the technology for work based on their own preferences and requirements. Its ubiquity in recent years has brought into focus the importance of understanding this phenomenon, both for researchers and decision makers. Thus, this study aims to systematically gather, organize, and synthesize existing scientific literature on IT consumerization, aligning with the research problem that entails identifying the current state, trends, and gaps in the academic literature. The research methodology is grounded in systematic mapping and categorization of literature by publication year, source, nature, publication type, and classification of relevant works according to research topics. The findings will offer an overview of key references and themes, facilitating a deeper insight into key aspects of this phenomenon, while also pinpointing knowledge gaps to lay the groundwork and provide direction for future research.

Keywords: IT consumerization, systematic mapping study

1. INTRODUCTION

Consumerization of IT (CoIT) is the trend of using personal technology, i.e. devices (most often smartphones, laptops, tablets) and applications (for productivity, collaboration, file sharing, etc.) for performing business tasks. This trend has emerged due to several technological and market factors, including the miniaturization of electronics, the increased power and decreased prices of computers, the availability of affordable internet services, the rise of ubiquitous computing, smartphones, web 2.0, etc. These factors have collectively influenced today's technology users through personal IT devices. The rapid development and focus of personal devices manufacturers on an intuitive, enjoyable, and personalized technology experiences have not only shaped users' technical skills and knowledge but also their expectations of technology when entering a workforce. However, the advancement of business technology has not kept pace with personal technology, which has resulted in the unfulfilled expectations of users, who turn to their own IT devices from an outdated, underperforming, and unintuitive business systems to expedite and simplify their work processes (Petrović & Sakal, 2024). In recent years, this trend has become more frequent among employees (Burleson, Grover, Thatcher, & Sun, 2021). Experts foresee its ongoing impact on the future of work (Rudly, 2022), underscoring the significance of addressing this subject. Consequently, this paper aims to address the research problem of identifying the current state, trends, and gaps in the scientific literature regarding IT consumerization.

The objective of this paper is to systematically gather, organize, and summarize existing scientific literature on IT consumerization, aligning with the established research problem. This approach will help delineate trends and future research directions through a systematic mapping study. An examination of the current state enables researchers to identify previously explored topics and areas necessitating further attention and analysis, while forecasting trends and research directions aids in anticipating changes, challenges, opportunities, and formulating appropriate responses. The subsequent sections of the paper will delve into the research design and methodology, following the stages of the mapping study process, followed by a discussion, limitations and future research directions.

2. SYSTEMATIC MAPPING STUDY

A systematic mapping study (SMS) is a form of a systematic literature review (SLR) (Kitchenham, Budgen, & Brereton, 2011) that is primarily focused on structuring a particular thematic area of research. It involves the identification of available research in the literature, their analysis and categorization, in order to offer a comprehensive overview of a particular research topic (Salama, Bahsoon, & Bencomo, 2017). The organized summary of knowledge resulting from SMS can lay the foundations for further research (García-Mireles, Moraga, García, Calero, & Piattini, 2017) and future SLR (Petersen, Vakkalanka, & Ludwik, 2015), as it identifies which categories are well covered in terms of the number of publications and indicates to a research gap (Petersen, Feldt, Mujtaba, & Mattsson, 2008). The methodology includes a thorough search of selected sources, extraction of key information, analysis of identified topics, and development of a clear overview of current knowledge on a specific topic through stages such as: planning, execution of SMS, and reporting of results (Petersen, Vakkalanka, & Ludwik, 2015).

2.1. Planning

The first step of the planning phase is defining the research questions (Salama, Bahsoon, & Bencomo, 2017). Unlike SLR, which typically pose highly specific research questions, in SMS questions are general and broad in order to achieve the objective of categorizing topics covered in the literature and uncovering research trends. An example of a question suitable for an SMS study is: "What do we know about a certain topic?" (Petersen, Vakkalanka, & Ludwik, 2015). Accordingly, the following research questions were formulated within the framework of this paper:

- RQ1: "What are the prevailing trends and studied areas within the domain of CoIT and how can they be categorized?"
- RQ2: "Which areas require more research?"

Within the first research question, sub-questions can be asked that will help in finding answers, such as:

- RQ1a: "What are the trends in the frequency of publication of papers by year, place of publication (journal/conference paper) and the nature of the research (theoretical/empirical)?"
- RQ1b: "What are the research types (methodologies and approaches) of the identified studies?"
- RQ1c: "What is the focus of the study, i.e. research context?"

Sub-questions 1a and 1b will provide a comprehensive overview of the methodological landscape, while the importance of sub-question 1c is reflected in enabling a clear categorization, as the context of the study will facilitate the identification of key themes for the categorization of papers, as well as their comparison in different conditions and settings.

In the second step of the planning phase, the research scope was defined to encompass all papers pertinent to the topic area (Salama, Bahsoon, & Bencomo, 2017). As the term CoIT was defined in 2004 in a position paper (Moschella, Neal, Opperman, & Taylor, 2004), that year was taken as the initial limit of the time frame. Then, in the third step, the research strategy was formulated, encompassing the selection of sources and keyword strings to search for studies across electronic libraries and indexing systems (Salama, Bahsoon, & Bencomo, 2017). As part of the strategy, it was defined that the KOBSON portal (Service of the Consortium of Serbian Libraries for Unified Procurement) will be used to search for studies, a platform that facilitates access to a number of subscribed electronic resources. It provides multidisciplinary content, the ability to connect users to various academic databases and platforms that host electronic resources, as well as access to a wide range of academic journals, conference proceedings and electronic books (<https://kobson.nb.rs>). The identification of keywords was based on the term CoIT. Therefore, the strings used in the search were: "IT consumerization" or "Consumerization of IT". A paper was considered a candidate for SMS if it explicitly mentioned CoIT or one of its forms (Shadow IT - SIT, Bring Your Own Device - BYOD). Because the area of interest is focused only on research trends, the search requirements were less stringent (Petersen, Vakkalanka, & Ludwik, 2015).

In the fourth step of the planning phase, the criteria for the selection of relevant studies, i.e., the inclusion/exclusion of papers, were defined. This SMS included empirical and non-empirical studies published in scientific journals and conferences (García-Mireles, Moraga, García, Calero, & Piattini, 2017). The criteria for inclusion/exclusion of papers were based on limitations in terms of language, place of publication, time period, relevance of the topic of the article and its availability. Inclusion criteria included:

- Papers written in English;
- Peer-reviewed papers published in a journal or at a conference;
- Papers from the time period from 2004 to 2024;
- Papers dealing with the topic of CoIT;
- Papers with full-text available through chosen databases/aggregators;

Accordingly, the exclusion criteria were:

- If the paper is not written in English;
- Books and gray literature;
- If the paper does not deal with the topic of CoIT;
- If the paper is a duplicate of another study;
- If the full text of the work is not available.

2.2. Execution of SMS

The SMS implementation phase consists of the following sub-phases: source search, study selection, data extraction and categorization, and their analysis and mapping.

The search was conducted in the sources defined by the strategy according to keywords. For the automated search of publications within the KOBSON portal, the following sources were employed: indexed databases such as Web of Science and SCOPUS, aggregators including EBSCO, DOAJ (Directory of Open Access Journals) and publishers like Emerald Group Publishing, Wiley online library, SAGE Journals and Springer Link. The date of access to papers on KOBSON is 01.01.2024. year, which is also the upper time limit of the scope of the study. The search string was tested in the Web of Science database, after which it was applied to other databases/aggregators/publishers. Search results showing hits by key words are given in Table 1.

Table 1: Results of the automated search

| Keywords: ("IT consumerization") OR ("Consumerization of IT") | | |
|--|--------------------------|---|
| Bibliographic databases, aggregators and publishers | Provider | Number of hits by title and abstract |
| Web of Science | Thomson Reuters | 63 |
| Scopus | Elsevier | 115 |
| EBSCO Academic Source Premier + EBSCO Business Source Premier | EBSCO publishing | 122 |
| DOAJ | | 7 |
| Emerald Group Publishing | Emerald Group Publishing | 54 |
| Wiley | Wiley | 69 |
| SAGE Journals | | 13 |
| Springer Link | Springer | 77 |

Source: Author, 2024.

Primary studies were identified through manual searching conducted in two stages. In the first stage of the identification process, the title, key words and abstract were read with the application of the inclusion/exclusion criteria in order to determine the relevance of the paper. In the second phase, for studies that couldn't be initially included in the SMS corpus based on the first phase, the complete text of each paper was thoroughly examined, applying the selection criteria. Secondary studies (literature reviews, taxonomies) were also taken into account. The quality of papers was not evaluated, because according to (Kitchenham, Budgen, & Brereton, 2011) it is not a necessary step for the SMS study. Study selection resulted in a list of 125 relevant papers, after removing duplicates.

In the subsequent phase of the SMS study, each extracted paper was reviewed to identify keywords and concepts in order to categorize the papers (Salama, Bahsoon, & Bencomo, 2017). For the purpose of categorization, factors such as the covered topic, location, nature, and type of research were taken into account. These factors align with the criteria outlined by (Kitchenham, Budgen, & Brereton, 2011), which typically serve as the basis for defining categories in publications. Extracted keywords served as the means for establishing a categorization framework within MS Excel, wherein the author manually crafted custom category ranges („Data classification methods“, n.d.). Subsequently, the articles were sorted according to their respective categories, and their distribution was visually depicted through graphical representation (Petersen, Vakkalanka, & Ludwik, 2015).

After extracting and categorizing the studies, the acquired findings underwent analysis. Following this a systematic mapping was created (Salama, Bahsoon, & Bencomo, 2017) which was elaborated in the subsequent chapter.

2.3. Reporting of results

In response to RQ1a, the trends in the frequency of publication of papers by year and place of publication are illustrated in Figure 1.

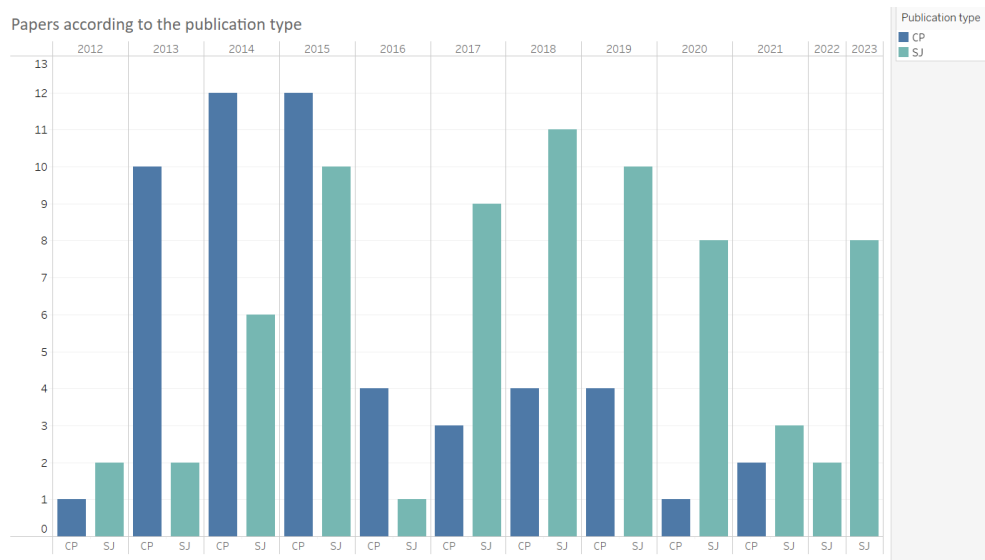


Figure 1. Papers according to year and place of publication
 Source: Author, 2024

Of the total number of papers, 58% were published in scientific journals (SJ), and 42% at conferences and conference proceedings (CP). There is a noticeable downward trend of papers from conferences from 2015 to 2021, so that in the previous two years no conference papers appeared in the researched databases at all. On the other hand, the representation of scientific journals varies from year to year, but the number of these papers increased from only two in 2022 to nine in 2023.

The following graph illustrates the representation of papers categorized according to the nature of the study.

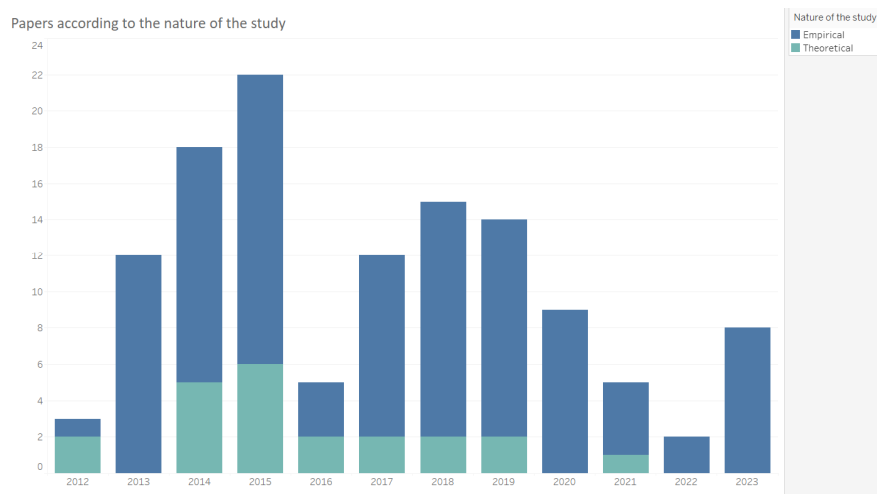


Figure 2. Papers according to the nature of the study
 Source: Author, 2024

Only 18% of papers are theoretical, and their distribution over the years indicates a downward trend. The following graph shows the representation of various types of papers by year.

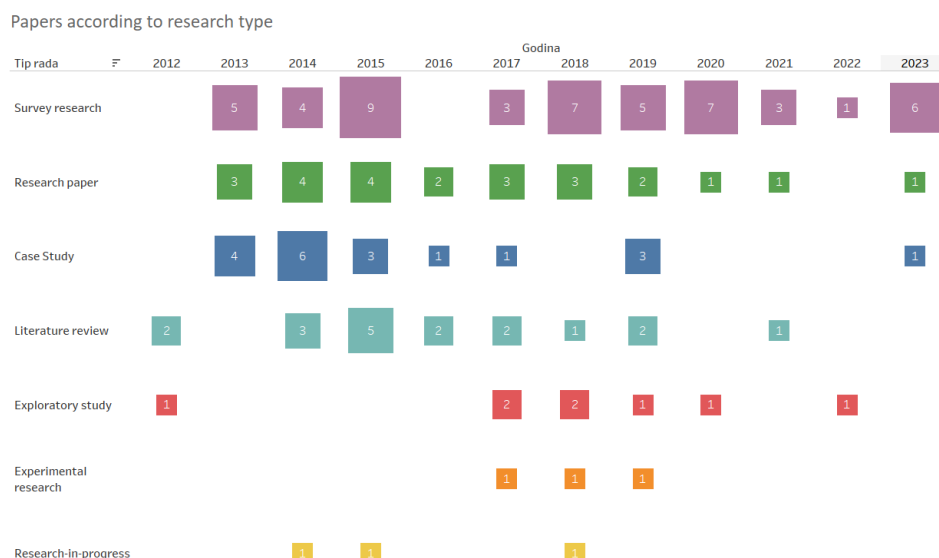


Figure 3. Types of papers by year
Source: Author, 2024

In response to research question 1b, the most represented types of studies were identified in the extracted corpus, namely: survey research (40%), research papers (19%), case studies (15%) and literature reviews (15%). Trend indicates that over the last three years, there has been a predominance of surveys, research papers, and literature reviews, while other types of studies are either minimally represented or not represented at all. The categorization according to the covered topic, subtopics and the corresponding number of papers addressing those subtopics is presented in Figure 4, answering research question 1c.

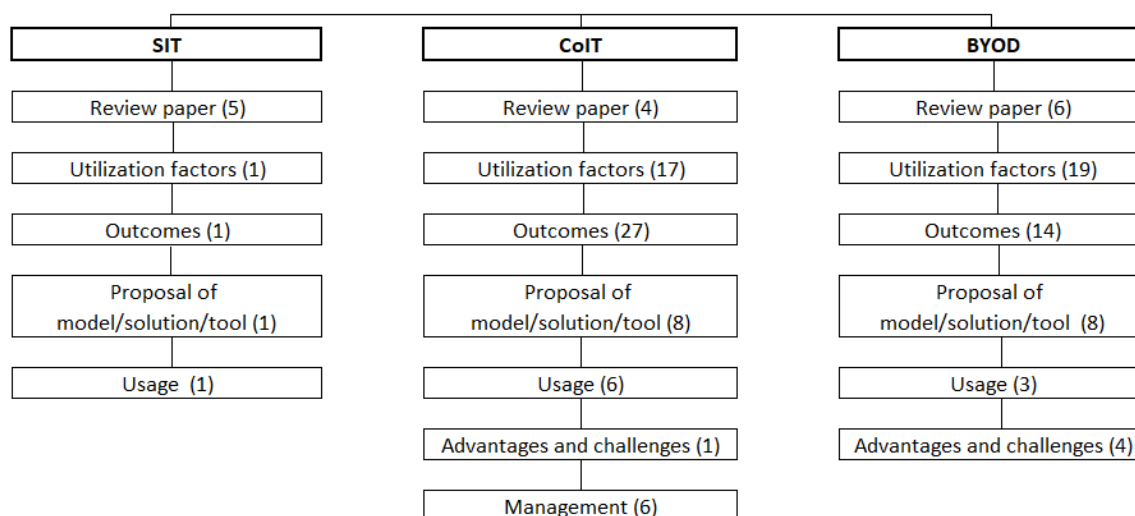


Figure 4. Themes and subthemes identified in the literature
Source: Author, 2024

The literature highlights three main themes: SIT (IT consumerization that is done clandestinely, without the knowledge of the employer), CoIT and BYOD (IT consumerization that is done with control and rules of use set by the employer). Papers studying SIT represent the lowest proportion (about 6%), publications addressing the BYOD phenomenon are significantly more numerous (42%), while the most abundant group comprises sources focusing on CoIT (52%). Observing the focus of the study in accordance with research question 1c, the following subthemes are distinguished: review papers, papers dealing with the factors of using personal devices for business purposes, their outcomes, the use and proposal of specific models/solutions/tools for the use of CoIT, advantages, challenges and management. The largest number of papers (almost 60%) deals with outcomes and factors of use. Looking at the contexts of those papers, 28% of them is dealing with a specific context, such as: healthcare (8 papers), education (6 papers), public sector (5 papers), certain industries such as energy, financial organizations, libraries etc. (9 papers), the context of small and medium-sized enterprises (4 papers) or knowledge workers (3 papers)), Additionally, specific types of CoIT are

addressed, including smartphone usage (7 papers), cloud (2 papers), mobile applications (1 paper), mobile application stores (1 paper), social media (1 paper), Mobile Device Management system (1 paper), file sharing context (1 paper). Furthermore a particular group of respondents is studied, including students, students with work experience and elementary school students (13 papers), managers (4 jobs), Chief Information Officer (CIO) (2 jobs), IT departments (2 jobs) and employees in the aforementioned mentioned specific industry branches.

Within the sub-theme "Factors of use", only 38% of papers deal with non-specific context/elements/respondents, and this is a potential research gap. In the case of the "Outcomes" sub-theme, 59% of papers covered the wider context of the consequences and positive impacts of CoIT. The "Model/Solution/Tool Proposals" mostly deal with employee security and control issues and this area seems to be well covered. The subtopic "Usage of CoIT" has only 1 out of 9 papers that is not in a specific context of use, which is understandable given that the use of personal devices/applications can only be described and investigated in the context in which it occurs. The sub-topic "Advantages and challenges" has been fully addressed only for specific contexts (education, libraries, health, SMEs, knowledge workers), so there is an opportunity to investigate it within a broader context.

3. DISCUSSION

This paper provides a comprehensive summary of current information sourced from scientific and professional outlets concerning the topic of CoIT, serving as the foundation for further research - a systematic literature review. The findings reveal a shift in publication trends with an increasing proportion of papers appearing in scientific journals compared to conference papers, particularly notable in recent years where no conference papers were found in the surveyed scientific databases. Empirical studies constitute over 80% of the literature, showing a rising trajectory. Predominantly, the works comprise surveys, research papers, case studies, and literature reviews.

The themes that emerged from the extracted literature can be categorized into different types of CoIT (CoIT, SIT and BYOD) encompassing aspects such as CoIT usage, influencing factors, outcomes, management, advantages, and challenges. A large number of papers delve into specific contexts, elements and respondents, especially within empirical studies. Notably, a research gap is identified regarding the broader context of benefits and challenges, as well as the factors influencing CoIT usage.

Among papers examining usage factors with non-specific context/elements/respondents, a significant portion focuses on acceptance of company restrictions on personal device use, rather than exploring driving factors of CoIT adoption, indicating an under-researched area. Moreover, while security management is extensively covered in the literature, there is a dearth of works addressing CoIT management within the context of risk and opportunity optimization, presenting a potential avenue for future research.

4. LIMITATIONS AND FUTURE RESEARCH

This study potentially faces a bias concern, as the search process, data extraction, and categorization were performed by a single researcher, creating a categorization scheme of themes and subthemes manually using custom range of categories that she defined (Salama, Bahsoon, & Bencomo, 2017). Although (García-Mireles, Moraga, García, Calero, & Piattini, 2017) suggest that the process of searching papers need not be exhaustive, but rather subject to revision, questions may arise regarding the study's coverage. A limitation of the search process in this paper may be that only the KOBSON portal was searched, although the author believes that a significant portion of relevant papers on the topic has been covered. Additionally, only a certain set of criteria was employed in this study, with the aim of creating a basic mapping according to year, place, nature, type and context of research (Salama, Bahsoon, & Bencomo, 2017), serving as a foundation for a systematic literature review.

Future research will prioritize the investigation of identified research gaps, with a particular focus on understanding the drivers behind CoIT adoption, exploring the benefits and challenges associated with CoIT implementation, and developing effective strategies for CoIT management. Among the driving factors, a more detailed examination could delve into technological, organizational, sociocultural, economic and other factors that encourage users to utilize their personal IT devices for business purposes. Regarding the advantages and challenges framework, a deeper analysis could be conducted on the positive and negative impacts of CoIT on employees, including its effects on productivity, flexibility, satisfaction, security, privacy, and related aspects. Additionally, the less-explored realm of managing IT consumerization could be further investigated by examining the policies and techniques utilized by organizations to mitigate potential risks and leverage opportunities of IT consumerization.

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