

Enhancing Managerial Effectiveness Through Mobile Apps

Ms.Tanima Soni

Asst.Professor

Lal Bahadur Shastri College of Higher Education, Bareilly

soni24.tanima@gmail.com

+91-8476038036

ENHANCING MANAGERIAL EFFECTIVENESS THROUGH MOBILE APPS

Abstract: Today the world is getting smart this is due to the intensive and wide spread development in the technology of the mobile world. The innovative initiative of Apple, Samsung, Micromax, and Microsoft has totally changed the concept of using mobile phones. Anyone of us would have not thought of such an innovative revolution. Technology is advancing day by day and people are more inclined towards smart phones, tablets or any other mobile devices. With increasing advances in mobile technology, the intuitive interfaces and high speed data access has made mobile computing a much better experience for users.

Key Words: Mobile, Apps, innovation, manager, employees.

INTRODUCTION

Applications compatible with popular and most used user interfaces like android, Windows, IOS have helped the managers to manage their work and time. Mobile apps have brought about remarkable growth in the business operations and customer services. The uses of applications have changed the scenario of business world and working style of the managers. One can have everything at his phone, apps of the banks have made banking more easy and faster, apps of online shopping like flipkart, eBay, snap deal etc so if you want to buy anything it's a thumb away, not only this one can now watch movies, TV shows, listen to music, recharge their phones, read books, can do trading on stock market, buy or sell the used goods, write notes and even use MS office by the use of apps.

EFFECTIVENESS THROUGH MOBILE APPS

Mobile applications are increasingly playing a vital role in business with a larger customer-base as well as workforce relying on the convenience of access on-demand to information & solutions. Here's a quick list of 10 apps to help you stay on track as you work on your degree and take care of the many other important things in your life. All the apps are available in Android (Play store), iOS (App Store), and Windows Phone (Microsoft store).

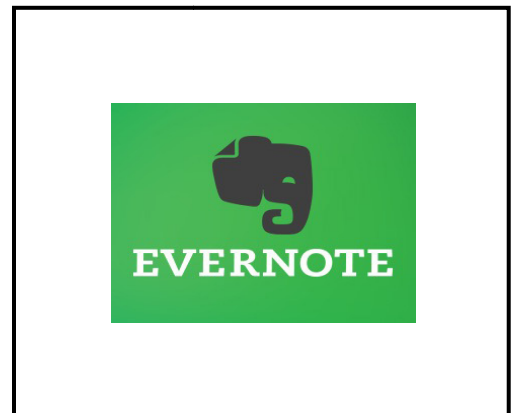
1. **DROPBOX**: There are many apps that allow you to transfer content from your computer to other devices, but Dropbox is free and easier to use than others. As a manager has to transfer files and collect data dropbox is the right option. It allows to store 5 GB free data.



2. **KINGSOFT OFFICE**: Manager best friend is kingsoft office that allows you to work in a familiar word processing environment. All the MS office work can now be done on your phone. It supports 23 types of files, including DOC, DOCX, TXT, XLS, XLSX, PPT, PPTX and Adobe PDF.



3. **EVERNOTE**: Evernote is a free productivity tool that allows you to capture all your ideas, thoughts and images in many different ways, eg with voice, notes or images. You can even record your meetings, interviews, speeches and ideas, create lists, add voice or text attachments and share your files with your sales team, employees etc.



4. **HIKE**: Though it is a chatting app but it's really useful for the managers as this app allows to do group chat with 100 people at one call. The group voice calling can be initiated with a click of a single button once inside a group chat. For the managers working in sales they can use the best of this app in order to get in a conference



call and that to free.

5. **ANY.DO**: Any.do is the one of the best app to manage your daily task. It has a clean interface and adding new tasks is easy. You can also add reminders and sync your to-do list with the browser extension. In our busy life this app will surely help you to manage your daily task related to your professional and personal life. It accesses all of your lists at home, at office etc. Attach video, audio, photos and even link dropbox.

6. **CARDMUNCH**: This free Linkedin app allows you to take a picture of a business card, capture the information and upload it immediately. This way you can stay on top of new connections without wasting time getting organized and connected.



7. **UNIVERSAL PASSWORD MANAGER**: Today our life is full of log in and passwords and it's difficult to remember all. So here is the best app to manage your entire passwords. UPM lets you use one password to gain access to the data in the app, which consists of the site, username, password and URL. The app itself is very simplistic, and it doesn't compromise on security.



8. **PIPEDRIVE-SALES CRM**: Work from anywhere, even 30,000 ft in the sky, with offline access. It visualizes leads and customers nearby on a map with geolocation. Send emails quickly on the go with personalized email templates. Receive notifications when deals are running into trouble. Track sales progress from the palm of your hand with mobile reporting. The



best app for all the sales representatives.

9. **DOCUSIGN:** DocuSign provides a fast, easy and secure way to electronically sign documents and collect signatures from others. DocuSign eliminates the hassles, costs, and lack of security in printing, faxing, scanning documents for signature. DocuSign is the most widely used signing service in the world and has been featured in The Wall Street Journal, USA Today, TechCrunch, LifeHacker, Forrester, and more.



10. **CAMSCANNER:** Scanning documents is one of the daily activities in management and when it's in your phone than that's the best thing. CamScanner is easy to use, scans any document to PDF directly, and performs OCR on your scanned documents to lift out important bits like prices, dates, titles, and details.



CONCLUSION

Time management is very important for a manager and this can be done best with the help of a mobile phone or a tablet and that's why mobile apps are very important in today's market. Not only the mobile apps help you to manage time and work but it allows you to engage with your customers in a whole new way. No matter what your business is, a mobile app can help you get and retain employees & customers and that's a fact. Thus, mobile apps for business give an awesome user experience. Apart from this it helps to increase business productivity, manage better your employee, and increase your business revenue and many things.

References:

- Growing the Digital Business: Spotlight on Mobile Apps Accenture Mobility Research 2015

(Pages 5-9)

- Li Ma, Lei Gui and Jin Wang

Research and Development of Mobile Application for Android Platform International Journal of Multimedia and Ubiquitous Engineering Vol.9, No.4 (2014), pp.187-198

Online and Websites:

- <http://marketingland.com/study-mobile-apps-for-engagement-mobile-web-for-research-comparisons-146192>
- <https://play.google.com/store?hl=en>
- <http://www.apple.com/itunes/download/>
- <http://www.lifehack.org/articles/technology/top-15-time-management-apps-and-tools.html>