



## **Investigating factors influencing attitude of experts working in techno-engineering and advisory companies towards application of mobile phone in performing job tasks**

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This survey-Descriptive was carried out with the main objective of investigating factors influencing attitude of experts working in techno-engineering and advisory companies towards application of mobile phone in performing job tasks. The statistical population of the research was 218 experts working in techno-engineering and advisory companies in Zanjan province out of which 102 people were selected as sample using Kerjenci and Morgan table as well as stratified sampling technique. A questionnaire was used to gather the data. The validity of the research tool was approved by the judgment of some faculty members in the universities of Tehran and Zanjan. The reliability of the main scales of the questionnaire was approved through a pilot test in which Cronbach alpha coefficient was above 0.7. The data were analyzed using SPSSWin18. The regression analysis showed that 36.3 percent of variations in the dependent variable of attitude towards application of mobile phone in performing job tasks was determined by five variables viz., service provision through mobile phone, extent of utilizing electronic media in performing jobs tasks, English proficiency skill, price of mobile phone and problems of inconsistency of technology with advisory provision.

**Key Words:** Mobile phone, Agricultural techno-engineering and advisory services, attitude, application