

COMPUTER MEDIATED COMMUNICATION AND ORGANIZATIONAL PERFORMANCE OF TELECOMMUNICATION COMPANIES IN RIVERS STATES

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ABSTRACT

The study investigated computer, mediated communication and organization performance of telecommunication companies in Rivers State. The study at determining the relationship between computers mediated communication and organizational performance of telecommunication companies in Rivers State. Two research questions and two null hypothesis guided the study. The study adopted cross sectional research design. The study population consisted of nine hundred and six (906) staffs from four (4) telecommunication companies in Rivers State. The study sample was made up of three hundred and eighty two (382) respondents drawn using Taro Yamane formula. The instrument was a self-developed questionnaire, captioned computer mediated communication and organizational performance (CMCOP). The instrument was validated by experts from the department to ascertain its validity while the reliability coefficient index of 0.70 was obtained using cronbach alpha statistics. The data collected were analyzed using mean and standard deviation for the research questions while spearman's rank order (RHO) was used to test the hypothesis at 0.5 alpha level. Major findings of the study revealed a significant relationship between social media usage and organizational performance of telecommunications companies in Rivers State. It was however, recommended that telecommunications companies operating in rivers state should organize regular touring workshops for their staff.

INTRODUCTION

Firm performance has continuously attracted scholars and experts' attention, especially scholars in the area of management and operations/production management. It is seen as a means through which the growth and profitability of the firm is achieved (Gaverea, et al, 2011). In today's business organization, performance cannot be overlooked because it is the benchmark on which organizations measure their level of competitiveness in comparison to their contemporaries (Olusanya, et al, 2012).

As submitted by Umoh and Sylva (2016), any organization that fails to achieve a high level of performance stands a risk of "being mere ephemeral if they do not set up their productivity performance as they operate in a dizzying and turbulent business environment characterized by stiff competition, fluctuating demand for products, and rising cost of acquisition of productive resources". Similarly, Gavre, et al, (2011) claim that ceaseless improvement in performance is the overall objective of business because it is through improvement in performance that the organization can grow, achieve profitability and expand its busied frontiers.

Computer-mediated communication is a key factor in the success of 21st century business organizations, as noted by Culana, et al, (2010), computer-mediated communication has the prospect of enhancing the value of business organization by supporting the formation of computer-based customer circles that can encourage product branding, greater sales,

better customer experience, and lead to a new product development. According to Lam et al, (2016), organizations' computer-mediated communication usage might speed up information dissemination and knowledge acquisition and distribution within and outside the organization, it also enhances the relationship with customers, suppliers, and improve other external collaborations.

Computer mediated communication is (CMC) "communication that takes places between human beings via instrumentality of computer "(Ashely 2012). Computer-mediated communication is a widely accepted concept that has been appropriately applied to illustrate the communication process "occurring via a computer terminal and a communication network such as the internet" (Ashley, 2012). As a result of convenience and flexibility this channel provides, CMC can be effectively used to orchestrate variety of communication situations. In addition to the ability to communicate on an international level, CMC has the ability to gather information and connect people on an intercontinental level, a concept more specifically referred to as globalization.

Online communication infrastructure is a network which offers a steadily expanding range of new services that may have major economic consequences for the standardization of information in the university system. It is a computer-based tool used by organization's personnel in the processing of her information and communication needs. It encompasses the computer hardware and software, the network and several other device like audio, video, photography and camera that convert information into common digital form. There are three categories of online communication infrastructure. These are processed information (computer systems), disseminating information (telecommunication systems) and represented information (multi-media system). Online communication infrastructure available for university administration are listed to include: email internet, teleconference, facsimile (fax), minicomputer, base computer, etc.

Concept of Computer-Medicated Communication

Computer-mediated (CMC) is a generic term now commonly used for a variety of system that enables people to communicate with other people why means of computers and networks. A working definition of computer-mediated communication is "communication between different parties separate in space and time, mediated by interconnected computers (Kaplan & Haelein, 2010). Computer-mediated communication is a communication that takes places between human beings via the instrumentality of commuturs. CMC has the ability to gather information and connect on an intercontinental level, a concept more specifically referred to as globalization.

Different authors have different approaches towards defining computer-mediated communization. According to Kim (2002), computer-mediated communication is defined as any interpersonal or group level communication, which is mediated by a computer, but mass communication is eliminated here. It is a process of human communication via computers, involving people, situated in particular context, engaging in processes to shape media for variety of purposes. It can also be defined as a process of negotiating the meaning of various situations that arises between a groups of social actors.

Wikipedia (2020) defined Computer Mediated Communication (CMC) as any human communication that occurs through the use of two or more electronic devices. While the term has traditionally been referred to as those communication that occur via computer-mediated formats (e.g., instant messaging, email, chat rooms, online forums, social network services). Computer-mediated communication can be broken down into two

forms: Synchronous and asynchronous. Synchronous mediated communication refers to communication which occurs in real time. All parties are engaged in the communication simultaneously; however, they are not necessarily all in the same location. Examples of synchronous communication are video chats and face time audio calls on the contrary, asynchronous computer-mediated communication refers to communication which takes place when the parties engaged are not commuting in unison. In other words, the sender does not receive an immediate response from the receiver. Examples of asynchronous communication are text messages and emails (Berry, 2004).

Computer-mediated communication (CMC) is defined as the process of creating, exchanging, and perceiving information via networked telecommunications systems facilitating the encoding, transmitting, and decoding of messages. Computer-mediated communication was the result of linking different computers and having people interact by sharing message and data.

Computer-mediated communication spreads rapidly and allows people from geographically dispersed locations to communicate thus replacing travel and face-face, meeting with more efficient ways to instantly communicate. Different studies have shown that face-to-face gatherings give speakers with higher positions or power in any organizational larger portion of speech time while CMC meetings offer an equal share of the meeting participation. On the contrary, other studies suggest that CMC does not contribute to active participation because it is assumed that in many CMC discussions a few members dominate the floor and the rest of the members become lurkers or passive recipients. Both offline and online discussions have passive recipients; this implies that CMC does not discourage active participation and learning.

Berry (2004) posits that computer-mediated communication (CMC) encompasses all forms of communication facilitated by the use of the personal computer. In the workplace, CMC improves the information processing system. Research in this area show that CMC resulted in a more efficient flow, decision-making and creative processes. It has also been credited with significant improvement in task efficiency, planning, promoting timely and complete feedback, controlling organizational activities, managing time, initiating action plans responding to the environment, planning flexible work schedule, eliminating manual labor, composing and preparing written documents.

According to Berry (2004), the four main advantages of CMC, which is a type of asynchronous communication media, over face-to-face communication or synchronous communication media clued more active and equal team member participation, flexibility over time and distance combine with ease of changing team size quickly, the ability of team members to reflect or collect data responding, and instant and evolving archived records of the discussion known as threading. On the other hand, the technical nature of CMC contributes to many negative outcome such as depersonalization, impoliteness, information overload and increase worker stress due to having to respond quickly.

Computer-mediated communication (CMC) is a generic term now commonly used for variety of system that enable people to communicate with other people by means of computers and networks. Well-known example of such systems include, electronic mail, discussion lists, and bulletin boards. However, there are yet other possible applications of CMC in the work environment; a common and growing phenomenon is collaborative work by individuals or groups who are separated from each other by either time or distance. This has come to be called computer-supported cooperative work (CSCW).

Dimensions of Computer-Mediated Communication

Dimensions of computer-mediated communication adopted for this study are as follows:

Social Media Usage

Social media consist of a collection of internet-based tools work on web technology and ideological basis which helps users to create content and share it with other users (Kaplan & Haelin, 2010). Social media usage is an electronic communication through which users create, share, exchange and discuss information, ideas, personal message and other content about each other and their lives utilizing multimedia mix of personal words, pictures, video and audio, using platforms online while they are connected to the internet (Kuppuswamy & Derosa, 2011). Social media has several forms and types like; blogs, social network, media sharing site, social bookmarking, forum and voting sites. (Zarella, 2010).

Social media started with LinkedIn in (2003), taken after by Myspace and Facebook in (2004), YouTube in (2005), and Twitter in (2006). In less than ten years, it has gotten billions of users around the world (Barker et al, 2016). People used tools like Facebook and blog long before organizations became aware of social media and grasped the potentials they held (Gonzalez et al, 2015). Accordingly, using online networking widely spread to organizations and firms as a feature of their system. For example, Facebook's Vice president of small business stated that paid advertisement of Facebook has become effective and companies should put their effort to their Facebook pages for growing their business and boost the marketing (Loten et al, 2014). Also, 86% of 100 biggest organizations on the fortune 500 rundown use at least one of the online networking platforms, and 28% of them utilize every online networking platform available (Gonzalez et al, 2015). Companies are using social media to promote their products in a new way, and each social media has its distinct purpose that the other media may not have.

The internet provides a new paradigm for communication and has empowered millions of people to network socially beyond the confines of geographical proximity. Online social networking has moved from a niche phenomenon to mass adoption (Ling, 2013). Social media includes various methods such as social networking, users-sponsored blogs, multimedia sites, company-sponsored websites, collaborative websites, podcast, etc. form the business perspective for any business, effective networking is an essential component to success (Ling, 2013). Today's social media network tools are bringing rapid change to organizational communication and public relations. Social media networks are enabling businesses to become more socially engaged, exploiting new business model innovation based on firms' ability to monetize and extract value from crowd generated data content. Social media has enabled organizations to establish a stronger relationship with community of reference, in order to exploit the network effect harness collective intelligence.

With the rapid development of mobile internet technology in the world, social media has played a more important role in people's lives. It has been playing an increasingly diversified role in the society after years of development. Nowadays, social media is not only a platform for mass communication, but also a tool to provide various services for people.

These technologies have shifted the emphasis of internet services from being consumption based towards becoming interactive and collaborative, creating new opportunities for interaction between organizations and publics (Henderson & Bowley, 2010). Social media has revived more ancient types of decision-making prevalent before the emergence of

mass media, when the exchange of opinions between one's families, relatives, friends, and neighbors was the basis for product purchase (Dellarocas, 2003). Different from the one-way model of communication media, social media represents two-way communication between consumer and the materialization of the communication content, storage, and retrieval of the word-of-mouth content online. Facebook was created because a Harvard undergraduate student wanted to connect with his fellow students (Mezrich et al, 2009). Much attention has been given to social media phenomenon in recent times by researchers. Articles on social media have appeared in several international journals including Marketing Science (e.g. Fadar & Winer, 2012), Information System Research (e.g. Aral, et al 2013). Journal of Management Information System 9e.gLuo & Zhang, 2013) Telematics and information (e.g. Praveen. Et al, 2015) amongst others.

Social media is a platform that facilitated information sharing and participation from users of the media in order to create and /or distribute the content (Steenkamp & Hyde-Clarke, 2014). Likewise, Kaplan and Haenk (2010) define social media as "a group of internet-based application that build on the ideological and technological foundations of Web 2.0, and allows the creation and exchange of user generated content". They separated social media into different categories such as social networking sites (e.g. Facebook, Google +), microblogs (e.g. Twitter, Instagram), collaborative project (including Wikipedia), content communities (such as, YouTube), virtual games worlds (including world of Warcraft), virtual social worlds (e.g. Second Life)

Facebook can be considered a fantastic resource to the working class. For example, social media has been credited with helping employee's think outside the box. Research has shown that employees who utilize social media are 9% more productive in the workplace. Valenzuele et al, (2009) found that the intensity of Facebook use as related to civic participation, life satisfaction, and social trust, varies from organization to organization. Some people think that social media sites such as Facebook are time-wasters; however, a number of studies have shown just opposite. Some studies show that employees who use social media sites nine percent more productive than those who do not (Fahmy 2009).

Fahmy (2009) found that 70%of employees who use internet for personal surfing result in sharpened employees' concentration. Alguenza et al, (2012) posits that using media platform like Facebook may actually increase employee productivity.

The positive impact of social media cannot be overemphasized as espoused by Avalous (2011) and cited by Ashraf and Javed (2014) that people no longer ask for mail addresses or mobile numbers instead that people ask each other for their social network identities for carrying on long term contact. This means that once a person's Facebook identity (real name or any name used on Facebook), is known, that person can easily be located and conversation initiated. Other details such as phone numbers and email addresses could be obtained through Facebook.

Flynn (2011) is of the opinion that Facebook usage by employees can become strength for organization when it is used to build good relationship with employees, and that it can be used to collect information about employee behavior as well as to train them. Flynn (2011) concludes that Facebook usage affects employee's performance positively by increasing their knowledge, abilities and motivational level and close association with organizations.

WhatsApp is an application that gives the user the opportunity to send messages to other users. WhatsApp as an instant messenger is the exchange of text messages through a software application in real-time. One of the features of WhatsApp application has is the

function to see if your chat partner is online and connected through the selected service. The applications are mainly based on Text sending but most (used) applications also support video chat, file sharing and sending voice messaging.

WhatsApp as a tool in organization has been studied from many aspects. Quan-Haase et al, (2005) for example found out that the online communication is able to foster new forms of work by providing opportunity for people with common interest to connect. Online communication is overcoming limitations of space and time. They found that WhatsApp is used to exchange information, employees can pose quick questions for clarifications. They arranged and coordinated meetings, both formal and impromptu. They conducted simultaneous conversations over multiple media and solicited immediate responses. They also found out that WhatsApp speeds up exchange of information and created new forms of collaboration among employees. Availability was seen as a very important feature of WhatsApp in their study (Quan-Haase et al, 2005). Similarly, presence awareness was in fact a feature rather than chat that brought users to the WhatsApp tool. Users could see who was around, and found out when they could reach certain people. WhatsApp was also used to coordinate projects and meetings, and to negotiate availability issue with co-workers (Herbsieb et al, 2002; Handel and Herbsleb).

Instagram is a photo social application with function of photo shooting, photo beautifying and sharing. It can also be seen as a type of social media based on pictures interaction because of its functions to assist people build social networking based on pictures (Jon et al, 2015). This mobile app was officially published in Apple Appstore in October 2010. Its user number grew rapidly after the app was launched, with more than 100 thousand users registered in just one week.

Afterwards Instagram became the focus of public attention on April 10, 2012. On that day, Facebook bought the company, which had only 551 days and 13 employees, for \$1 billion (Constine, 2018), with various types of map and videos. It is not only a tool for social networking among friends, but also an important platform for bloggers to work. Meanwhile, in the business world, it is also a channel for global enterprises to attract web traffic and interact with consumers. As a social platform, the Instagram success of stand out in the free completion is mainly because of its clear product positioning and prominent advantage when compared with other social media platforms.

Cloud Computing Usage

The term "cloud" is derived from the idea where users are able to access application from anywhere in the world on demand. Cloud is a shared resource that is extremely effective because it is not only shared by large number of users, but also can be dynamically accessed depending on the demand (Wikipedia, 2015). Cloud computing is internet based where shared resources; software and information are provided to computer and other devices on-demand.

Generally, cloud computing is the combination of traditional computing methods and networking Technologies such as distributed computing, parallel computing, utility computing, network storage technologies, virtualization, load balance, high available etc. (U.S. Department of Commerce, 2011). Cloud Computing is a general term used to describe a new class of network based computing that takes place over the internet. Cloud Computing is basically a step on from utility Computing. It is a collection/group of Integrated and networked hardware, software and internet infrastructure (called a platform), using the internet for communication and transportation provides hardware,

software and network services to clients. The benefits of this is that this platform hides complexity and details of the underlying infrastructure from users and applications by providing very simple graphical interface or API (Application Programming Interface). The cloud is used as a storage location and database can be accessed and computed from anywhere. The large number of web application makes use of distrusted storage solution in order to scale up.

Buyya et al, (2009) defined cloud computing as a type of parallel and distributed system consisting of a collection of inter-connected and virtualized computers that are dynamically provisioned and presented as one or more unified computing resource(s) based on service level agreement established through negotiation between provisioned IT resources; it provides ubiquitous on-demand access to those resources. Mell and Grance (2011) defined cloud computing as model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g. networks, servers, storages, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provided interaction.

Cloud computing according to the National Institution of Standards and Technology (NIST) is a model which allows access conveniently and on-demand mode, a set of configurable computing resources (e.g. network, servers, storage, application and services) that can be quickly acquired and used with a reduced management effort or interaction with service provider (Most, 2012). Armbrust et al (2010) stated that the cloud computing is an active network services, an inexpensive computing Infrastructure and can be accessed in a simple and pervasive way. One of the beautiful things about cloud computing is its higher security level compared to premise- based electronic storage system. Cloud computing uses ubiquitous resources that can be shared by business users over the internet, allowing them to communicate with many servers at the same time (Gurtierrez & Boukrami, 2005). There are three types of cloud computing services, namely, Infrastructure as a service (IaaS), platform as a service (pass), and software as a service (saas). IaaS is the most basic service level that offers customers the infrastructure services over the internet, including storage, network, and software. The customer mainly manages the operation of the infrastructure while the provider generally maintains the operations of the data center. Pass offer services, such as application design, development, testing, deployment, and programming language hosting tools, in which the access to these services are provided online to customers who desire to build an application for organization. Hence, customers who use these paas services do not have to buy and manage the underlying infrastructure to develop the application as they are available online. In the SaaS model, users can utilize a hosted set of software that they do not own, but pay for the elements of the utilization. Customers can install the software according to the type of exclusive and non-exclusive method, including public, private, hybrid, and community clouds and the application can be used at anytime and anywhere over the internet.

Cloud computing technology is becoming ubiquitous and exploited increasingly by organizations to leverage the information technology (IT) opportunities and to stay competitive and innovative. This technology has been claimed as being able to provide economic advantages, such as reducing computing cots, scalability and flexibility. These advantages are becoming the drivers for the increasing use of cloud computing in business organizations (Gutierrez & Boukrami, 2015).

Cloud computing is internet based where shared resources; software and information are provided to computer and other devices on-demand.

With rapid increase in the computer networks for storing and sharing data, security breaches and attacks on computer networks has also increased at an alarming rate. Even attacks from outside has Increased in the past few years. It also has been revealed by UK government, annual survey on Cyber security not only the large organization but even the small business has been badly targeted.

Like any other technology, cloud computing has its own disadvantages. While the business owners have increasingly moved over their business assets to the cloud for its obvious advantages, oblivious of the pitfalls, of late more have come to realize the damage it can do to them.

The threats emanating from cloud computing have been the talk of the town with evidence coming out against the practice of peaking one's sensitive data in a remote server. Hackers seems to be getting one up over the internal teams that guard the servers. This looks like a continuous strategic battle and has drawn the attention of the computer security Alliance (CSA) to list out a host of cloud computing threats.

Most enterprises using cloud computing for the first time or those we can call novice in cloud computing are unfamiliar with the shifting procedure from traditional to cloud. More often than not, they "replicate" the in-house IT infrastructure on to the cloud, resulting in opening up gave opportunities for Cyber-attacks.

Aim and Objectives of the Study

Sequel to the statement of our research problem, the focal point of this study was to investigate the relationship that exist between computer-mediated communication and organizational performance in telecommunication companies in Rivers State. In the line with the conceptual framework specifically, the objectives was to:

1. Examine the relationship between social media usage and organizational performance of telecommunication companies in Rivers State.
2. Examine the relationship between cloud computing and organizational performance of telecommunication companies in Rivers State.

Research Questions

In order to deeply understand the objective of the study, the following research questions were examined:

1. What is the relationship between social media usage and organizational performance of telecommunication companies in Rivers State?
2. What is the relationship between cloud computing usage and organizational performance of telecommunication companies in River State?

Hypotheses

The following null hypotheses was tested at 0.05 level of significance in the study:

H01: Social media usage does not significantly relate to strategic market performance in the telecommunication companies in Rivers State.

H02: Social media usage does not significantly relate to productivity performance in the telecommunication companies in Rivers State.

METHODOLOGY

The methodology in which the research was carried out include the follows;

Research Design

This study adopted the cross-sectional survey research design in its assessment of the relationship between computer communication and organizational performance. The design is suitable for this study because an independent variable causes change in a dependent variable. The design is also concerned with the descriptions of phenomena or characteristics such as who, what, when, where of a subject population. In addition, the cross-sectional survey adopted is suitable because variables are outside the control and manipulation of the researcher.

Population of the study

The population of the study is made up of nine hundred and six (906) staff (middle level managers, and team leaders) across the four (4) telecommunication companies in Rivers State.

Sample/Sampling Technique

Considering the size of the population distribution, the sample size was determined from the total population using the Taro Yamane's formula. In terms of respondents, staff such as middle level managers, and team leaders were selected to elicit response on behalf of their companies.

Instrument for Data Collection

The primary instrument used for the study was questionnaire. The questionnaire contains structured items on computer mediated communication and performance on selected telecommunication in Rivers State.

Validity of instrument

The study adopted face and content validity.

Reliability of the Instrument

The reliability of the instrument was determined using test-retest method. In doing this, the questionnaire (Computer-Mediated Communication and organizational performance questionnaire CMCOP) was administered to 40 respondents outside the study area. After a period of two weeks, the questionnaire was re-administered to the same set of respondents. The data collected on the two tests was correlated using Cronbach Alpha Technique. Ahiauzu and Asawo, (2016), have also reiterated that Cronbach Alpha is a good reliability coefficient that indicates how well items in a questionnaire set are positively correlated to one another. A Cronbach Alpha reliability coefficient was used to measure the extent to which the instrument is reliable. The result indicates that all the variables of the study have reliability coefficient that are above the recommended threshold of 0.70.

RESULTS

Research Question One: What is the relationship between social media usage and organizational performance of telecommunication companies in Rivers State?

Table 1.1: Summary of mean and standard deviation on the relationship between social media usage and organizational performance

s/n	Items	N	Sum	Means	Sin	Remarks
1	My company uses social media platforms to improve productivity of labour	382	1062	2.780	1.667	Agreed
2	Social media platforms improves the process and content of decision making in my company	382	1077	2.819	1.679	Agreed

Table 1.1, shows that items 1 and 2 had all the mean scores above the criterion mean of 2.5, indicating that my company uses social media platforms to improve productivity of labour and social media platforms improves the process and content of division making in my company.

Research Question Two. What is the relationship between cloud computing usage and organizational performance of telecommunication companies in Rivers State?

Table 1.2: mean and standard deviation on the relationship between cloud computing usage and organizational performance

s/n	Items	N	Sum	Mean	STD	Remarks
3	My company is effective at using cloud computing for business innovation	382	1046	2.738	1.654	Agreed
4	Cloud computing improves coordination among geographically dependent units of my company	382	1052	2.754	1.659	Agreed

Data analysis is table 1.2 reveals that items 3 and 4 had the mean scores above the criterion mean of 2.5 showing that my company is effective at using cloud computing for business innovations and cloud computing improves coordination among geographically dependent units of my company

Test for hypothesis

Hypothesis one: Social media usage does not significantly relate with organizational performance of telecommunication companies in Rivers State.

Table 1.3 spearman rank order test of correlation between social media usage and organizational performance.

	Social media usage	Organizational performance
rho		
social media usage		
correlation coefficient	1.000	.811
sig (2 tailed)		.000
N	382	382
Organizational performance		
correlation coefficient	.811	1.000
sig 2 tailed	.000	
N	382	382

Correlation is significant of 0.01 level (2 tailed)

From table 1.3 above rho value is 0.811 using a 2 tailed test $P=0.000$ at $p < 0.05$ level of significance, meaning it is positively correlated, indicating a strong and significant relationship between social media usage and organizational performance. Thus, the null hypothesis is accepted, hence, there is a significant relationship between social media usage and organizational performance of telecommunication companies in Rivers State. Hypothesis Two: cloud computing usage does not relate with organizational performance of telecommunication companies in Rivers State.

Table 1.4 spearman rank order test of correlation between cloud computing usage and organizational performance.

	cloud computing usage	Organizational performance
rho		
cloud computing usage		
correlation coefficient	1.000	.768
sig (2 tailed)		.000
N	382	382
Organizational performance		
correlation coefficient	.768	1.000
sig 2 tailed	.000	
N	382	382

Correlation is significant of 0.01 level (2 tailed)

Table 1.4 shows that rho value is .768 using a 2 tailed test $P=0.000$ at $P < 0.05$ level of significance, showing that it is positively correlated, indicating a strong and significant relationship between cloud computing usage and organizational performance, thus, the null hypotheses is rejected and the alternate accepted, hence, there is a significant relationship between cloud computer usage and organizational performance of telecommunication companies in Rivers State.

CONCLUSION

Based on the findings of this study it could be concluded that computer mediated communication enhances the organizational performance of staff of telecommunications company in Rivers State. It also increase their productivity and decision making process in the company.

RECOMMENDATIONS

The study recommends as follows

Staff of telecommunication companies should be encouraged to undergo regular training on the use of telecommunication devices.

Telecommunication companies should create more centres especially in the rural areas to expand its usage.

Adequate awareness and sensitization should be carried out to enlighten people on the benefits of using telecommunication devices to do business.

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COMPUTER-MEDIATED COMMUNICATION AND PERFORMANCE OF TELECOMMUNICATION COMPANIES IN RIVERS STATE

S/N	STATEMENT	SA	A	SD	D
	Social Media Platform Usage	4	3	2	1
1	My company uses social media platform to improve productivity of labor.				
2	Social media platform improves the process and content of decision making in my company.				
	Cloud Computing Usage				
3	My company is effective at using cloud computing for business innovation.				
4	Cloud computing improves coordinating among geographically separate units of my company.				