

CLOUD COMPUTING SERVICE AND OFFICE MANAGERS' COMMUNICATION SUCCESS IN HOTELS IN PORT HARCOURT

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ABSTRACT

The study examined the relationship between cloud computing service and office managers' communication success in Hotels in Port Harcourt. The objective of the study was to ascertain how cloud computing service interacts with measures of office managers' communication success (timely information circulation, effective decision making and effective records management) in Hotels in Port Harcourt. The cross sectional explanatory survey research design was adopted for the study. The population of the study consisted of two hundred and twenty-four (224) office managers in 28 accessible Hotels in Port Harcourt Metropolis. The entire population of 224 office managers was used for the study. Thus, the study adopted census sampling technique which entails using the entire population. The choice of census method here is informed by the assumption that two hundred and twenty-four (224) is not too large to be covered. Structured questionnaire was used as the main instrument for the collection. Face validity was adopted and Cronbach alpha via SPSS (Statistical Package for Social Sciences) was used to ascertain the reliability of the instrument. Out of two hundred and twenty-four (224) copies of questionnaire distributed, two hundred and eight (208) copies of the completed questionnaire were retrieved. Thus, Spearman's Rank Order Correlation Coefficient was used for the bivariate analyses. It was found that cloud computing service positively enhance office managers' communication success (timely information circulation, effective decision making and effective records management) in Hotels in Port Harcourt. It was concluded that the adoption of more sophisticated digital facilities at the workplace such as cloud computing service will bring about corresponding improvements on the communication success of office managers in Hotels in Port Harcourt. It was recommended that management should invest seriously in the establishment and maintenance of database management system to enable office managers access and disseminate administrative information on time.

Keywords: Cloud Computing, Office Manager, Communication, Success

INTRODUCTION

Over the years several changes have taken place in private and public offices in regards to the roles and functions of the Office Managers due to fast digital facilities advancement in all phases of human life in the workplace. Most offices in today's business world, be it government, industry or other human endeavors, require facts and reliable information for quick decision-making (Nabi et al., 2017). The office employees, including the Managers, expects some level of work aiding facilities from the organization that he/she is employed. This work aiding facilities can be technological (machines and equipment) and human. In the past, memos and letters are typed with the various traditional office machines with little or no speed by the Office Manager. Today's Office Managers are exposed to office digital amenities including the cloud computing service that make work much easier and knowledge more accessible (Edwin, 2008). It is now easier to send messages by telex, electronic mails (e-mails), fax and telephones. And more reliably in the adoption of google drive, corporate website, whatsapp platform etc. for communication in the office. Other office gadgets available to the Office Managers are photo-copy machines, duplicating

machines, dictating machines, Mobile phones, among others. However, cloud computing service represents the use of online facilities like google drive, google document by a unit or section of a workforce to enhance access to their jobs or tasks. Office Managers now have many technologically advanced office gadgets to ease their jobs and enhance proficiency and productivity leading to improved access to goods and services globally (Akpomi, 2013).

To this extent, Office managers, also called administrative service managers, are business professionals who are responsible for a diverse set of administrative tasks. Whether calculating payroll or hiring new employees, office managers must perform their duties with decisiveness and accuracy for a business to perform well. Employers only usually require a high school diploma or GED, but some employers may require a bachelor's degree for office managers. Nevertheless, Office managers' communication success refers to the ability of the managers of an organization to promptly and meaningfully share, understand, and internalize valid data, information, and knowledge in the performance of their duties. Communication is a very crucial element in the Hotels or hospitality industry as it is one of the measure of success of the organization. Office managers' communication success manifests through timely information circulation, effective decision making and effective records management. Extant literature suggests that a wide review of studies have attempted to investigate the relationship between information and communication technologies and timely information dissemination, effect of information technology on organization (Chux-Nyeche, 2020). Most of these studies are focused on information technology and organizational performance but not on cloud computing service and Office managers' communication success in Hotels in Port Harcourt. This signify a gap in research in Office managers ability to use cloud computing service which is the gap this present study sought to fill.

Statement of the Problem

It is in the common place that most developing countries Nigeria inclusive exhibits poor administrative performance due to lack of in-depth knowledge in information technology usage and availability (Ige in Boampong 2016). The office or employees are appearing clueless in their various workplace and most time relied on their European counterpart to engaged in special works. More so, the wave of globalization enhanced by the information technology has rather exposed the unproductivity of the office managers this is prominently in the incorporation in the office digital amenities thus, the clueless managers seem to be helpless in discharge of assignment in the workplace. Therefore, the need to adapt to changes that are occurring due to the fast-growing information era is a child of necessity in our current digital work environment and the competitive nature of today's business world, yet the dilatory pace of this changes is problematic to our growing hospitality industry.

Several factors still hinder the enhancement of the performance of the Office Managers in the Hotels in Port Harcourt, Rivers State, and these include; the inflexible roles assigned to them emanating from the limited access to modern information processing amenities and the general lack of knowledge in the use of such digital amenities. It is true that in the computerized era, efforts have been made to equip the Office Managers' knowledge in digital amenities, the fact still remains that the Office Managers have relatively little or no knowledge in digital facilities and it tools (Idats, 2019). Therefore, the depth of digital facilities and the use of its components are very evident in the Hotels in Port Harcourt, Rivers State, as no departments in the industry can effectively discharge it statutory functions without the Office Manager's knowledge of the digital facilities (Odu, 2018). However, most departments with Office Managers are at a lost as to the level of knowledge they have acquired with regards to cloud computing service and the use of the components that come with it. The extent to which cloud computing service have saturated into the existence of the Office managers in Port Harcourt and for that matter the Hotels is what the research seeks to find.

Conceptual Framework

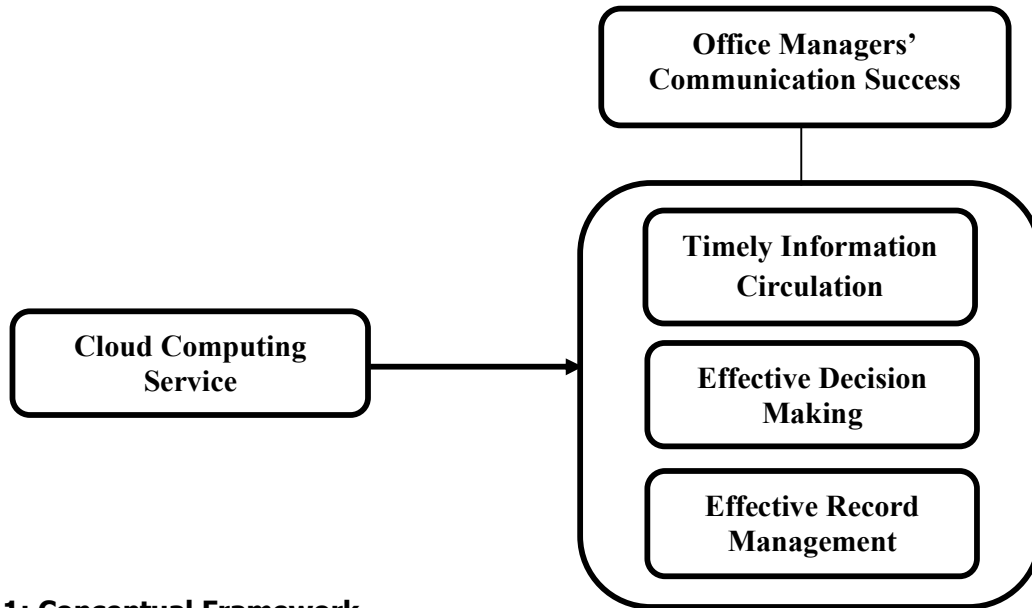


Fig. 1: Conceptual Framework.

Source: (Motowidlo & Harrison, 2017; Nsia, 2015)

Aim/Objectives of the Study

The aim of the study was to examine the relationship between cloud computing service and office managers' communication success in Hotels in Port Harcourt. The specific objectives of the study were as follows:

1. To determine the extent of relationship between cloud computing service and timely information circulation in Hotels in Port Harcourt.
2. To investigate the extent of relationship between cloud computing service and effective decision making in Hotels in Port Harcourt.
3. To ascertain the extent of relationship between cloud computing service and effective decision making in Hotels in Port Harcourt.

Hypotheses

In line with the objectives, the following null hypotheses were formulated:

- Ho₁: There is no significant relationship between cloud computing service and office managers' timely information circulation in Hotels in Port Harcourt.
- Ho₂: There is no significant relationship between cloud computing service and office managers' effective decision making in Hotels in Port Harcourt.
- Ho₃: There is no significant relationship between cloud computing service and office managers' effective records management in Hotels in Port Harcourt.

Conceptual Review

Cloud Computing Service

Cloud computing is a format of organizational operation where the electronic creation, storage, distribution of administrative data/information are prominently anchored on on-demand web-based platforms or facilities rather than on-premise computer systems. Cloud computing system is the total combination of computation-based system used by an institution or organization usually

beyond physical space. Among others, cloud computing system in tertiary educational institutions may consist of sub-systems such as cloud database management system, electronic results management system and cloud plagiarism checking system. Cloud computing service makes a single computer device to act and perform like many computers when synchronized into the principal system through the help of cloud computing technology. Through cloud computing system, users can download and use more than one operating system and perform a multitude of functions at the same time through a single mouse click and receive all the benefits of additional programs and hardware without having to purchase or install them on their own computer. Administrators of the system can check their organization's e-mail on the road, students can take classes from home and managers can keep up with documents stored on internal servers from anywhere in the world (Mckenna, 2020). Cloud computing system has increasing possibilities and is capable of enhancing administrative performance with more options such as storage space, more software applications, performance and troubleshooting solutions, as well as data backup (Angeles, 2019; Mckenna, 2020).

Operationally, cloud computing service is the use of online facilities like google drive, google document by a unit or section of a workforce to enhance access to their jobs or tasks. In the business world, cloud computing system possess the main advantage of using a remote cloud computer is that the high-powered onboard resources of the workstation do not need to be transported to remote locations. With cloud computing service, users can access software applications for a single computer or an entire network because of its ability to select only what you need and when you need it. They also can save or back up data and text documents to a cloud server (thus freeing space on individual computers) and reallocate or assign different processes to the virtual environment. This enables computators of database, electronic results and plagiarism effective and efficient to operate at optimal speeds (Mckenna, 2020). Cloud computing service mostly in Hotels manifest through database management system.

Database Management System: A database management system (DBMS) is system software for creating and managing databases. A DBMS makes it possible for end users to create, read, update and delete data in a database. The most prevalent type of data management platform, the DBMS essentially serves as an interface between databases and end users or application programs, ensuring that data is consistently organized and remains easily accessible (Rouse, 2019). Beal (2020) defines database DBMS as a collection of programs that enables one to store, modify, and extract information from a database. A database is a type of database management system that serves as a container to transparently view and query several other databases through a uniform API that culls from multiple sources as if they were a single entity.

Office Managers' Communication Success

Office managers, also called administrative service managers, are business professionals who are responsible for a diverse set of administrative tasks. Whether calculating payroll or hiring new employees, office managers must perform their duties with decisiveness and accuracy for a business to perform well. Employers only usually require a high school diploma or GED, but some employers may require a bachelor's degree for office managers (Ana, 2017). Thus, communication success refers to the ability of members of an organization to promptly and meaningfully share, understand, and internalize valid data, information, and knowledge in the performance of their duties. Communication success is not concerned about the delivery of information contents in an organization. It is about how effective the communication process is in promoting mutual understanding and required response by parties.

Operationally, office managers' communication success is the capacity of an administrative head to create, share and control the flow of information contents in such a way that every member or stakeholder is adequately informed about its activities. Ana (2017) conceptualized successful

communication in an organization as the use of "well-defined lines of communication, smooth transfer of information between departments and employees, analysis of information linked to decision-making, internal communication within the organization." Communication success is concerned with how effective the communication activities of an organization is. However, office managers' communication success of Hotels in Port Harcourt is measured through timely information circulation, effective decision making and effective record management.

Measures of Office Managers' Communication Success

Timely Information Circulation: The extent to which data and information shared in an administrative system is accessed and used by designated persons without delay. Timely information circulation is closely associated with communicative skills of an administrator (Okonu, 2017). As opined by Sharp in Lawal et al. (2010), the chief aim of communication is to effect change in someone, that is, to shape action or to secure inactiveness in the total interest of a business enterprise. It is a cord that binds people together in an organization. In organizational communication, information circulation is said to be effective when it is sent, received and well-understood by both parties (sender and receiver) (Otamiri, 2018).

Effective Decision Making: The word "decision-making" conjures up the image of choice among alternative courses of action in a way appropriate to the demand of the situation. The ability of the decision maker to choose the best option that is capable of achieving the set objective or solving the problem demands structured decision guidelines (James & Edwin, 2017). This work defines effective decision making as office managers ability to discern the appropriate choice of action that will breed performance in the organization. Effective decision making is very paramount to the progress of every organization and institution as it leads or shows the next line of action. When decisions are effectively made, confusion is cleared and work can progress. Employees will know what to do and how to do as management decision will be communicated to them. A decision can only be said to be effective when it shows the next line of action.

Effective Record Management: Anele (2012) views record management is the planning, controlling, directing, organizing, training, promoting and other management activities involving the life cycle of information, including creation, maintenance (uses, storage, retrieval) and disposal, regardless of media. As mentioned earlier, individuals or organizations create records to support the activities that they carry out. However, if these records are not managed properly, they will not provide the necessary support and such information might be lost causing problems for the organization (Tagbator, et al, 2015). Therefore, effective records management in this study means the prudent manner in which information contents like files and documents are handled and preserved for future use.

Relationship Between Cloud Computing Service and Office Managers' Communication Success

Communication is a very crucial element in every organization. It is a determinant of a performing organization as its success in an organization determines how the organization performed. Communication enables the attainment of organizational goals and objectives (Nabi, et al, 2017). The nascent emergence of corona virus disrupted organizational operations and activities. This was more visible among organizations which do not have a cloud computing system to operate on, like most organizations in Nigeria. cloud computing system serves as an internal connecting rod of an organization. Through it, information is timely disseminated in their accurate content and symbol, and as well feedback among employees and customers, thus keeping organizations effectively coordinated. When Hotels adopts cloud computing system via database management system, google drive and Microsoft 365, there is likelihood of timely information dissemination, office managers exhibits effective decision making mentality and there will be effective records management. cloud computing system allow business organizations to have access to software

applications and processes when they need it to carry out their designated tasks and responsibilities (Mckenna, 2020).

An organization that has a cloud database management system transparently view and query several other databases through a uniform API that culls from multiple sources as if they were a single entity. This promotes communication efficiency, because information are timely and accurately disseminated with a prompt feedback from recipients. Through cloud database management system, end users create, read, update and delete data in a database (Rouse, 2019; Beal, 2020; Priya, 2013; Elprocus, 2020). Simply monitoring the ongoing processes of an organization will not yield significant results without the use of a platform that can combine inclusive monitoring with powerful and feature-rich processing of data beyond physical space or boundary. With the types of detailed reports that a good quality database management system provides, one can take action through well-calculated steps in order to improve one's organizational efficiency beyond physical space via internet, thus enhancing performance.

Theoretical Review

This work was anchored on socio-technical theory. The socio-technical theory was attributable to [Eric Trist](#), Ken Bamforth and [Fred Emery](#), during the World War II era (1939-1945) with the following assumption:

- i) "The interaction of social and technical factors creates the conditions for successful (or unsuccessful) system performance" (Walker, 2016). These interactions are comprised partly of linear cause and effect' relationships, the relationships that are normally 'designed', and partly from 'non-linear', complex, even unpredictable relationships, which are those that are often unexpected.
- ii) The second major principle of socio-technical theory is that "optimization of either socio, or far more commonly the technical, tends to increase not only the quantity of unpredictable, 'un-designed', non-linear relationships, but those relationships that are actually injurious to the system's performance" (Walker, 2016). Thus, second principle of socio-technical theory hinges on joint optimization. This second principle holds that improving only one aspect of the organization (e.g. the Information Manager) and abandoning the other element (digital facilities) will be detrimental to the organization or firm. Both the information Manager and digital facilities of an organization must be optimized simultaneously for expected results to be achieved.

The justification of the socio-technical theory as the theoretical foundation of this study is based on the fact that the theory is related to the predictor variable (cloud computing service). It explains and predicts how the use of cloud computing service in terms of database management system optimize the office managers' communication success in terms of timely information circulation, effective decision making and effective records management.

METHODOLOGY

The cross sectional explanatory survey research design was adopted for the study. The population of the study consisted of two hundred and twenty-four (224) office managers in 28 accessible hotels in Port Harcourt Metropolis. The entire population of 224 office managers was used for the study. Thus, the study adopted census sampling technique which entails using the entire population. The choice of census method here is informed by the assumption that two hundred and twenty-four (224) is not too large to be covered. Structured questionnaire was used as the main instrument for the collection. Face validity was adopted and Crombach alpha via SPSS (Statistical Package for Social Sciences) was used to ascertain the reliability of the instrument. Out of two hundred and twenty-four (224) copies of questionnaire distributed, two hundred and eight (208) copies of the completed questionnaire were retrieved. Thus, Spearman's Rank Order

Correlation Coefficient was used for the bivariate analyses. The coefficient will be computed with the formula overleaf:

$$R = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Where;

n = number of pairs of data

d = different between the ranking in each set of data.

Σ = Summation

Result

Ho₁: There is no significant relationship between cloud computing service and office managers' timely information circulation in Hotels in Port Harcourt.

Table 1: Correlation of Cloud Computing Service and Timely Information Circulation

		Cloud Computing Service	Timely Information Circulation
Spearman's rho	Cloud Computing Service	Correlation Coefficient	1.000
		Sig. (2-tailed)	.904**
		N	.000
			208
	Timely Information Circulation	Correlation Coefficient	.000
		Sig. (2-tailed)	.904**
		N	.000
			208

****.** Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output

Table 1 above reveals r value of 0.904 at a p=0.00<0.05 for the hypothesis relating cloud computing service and timely information circulation. Since the significance value 0.00 is less than the alpha level of 0.05, the null hypothesis (Ho₁) which states that there is no significant relationship between cloud computing service and office managers' timely information circulation in Hotels in Port Harcourt was rejected and the alternate accepted. With a correlation coefficient of 0.904, the result implies that cloud computing service has very high relationship with office managers' timely information circulation in Hotels in Port Harcourt.

Ho₂: There is no significant relationship between cloud computing service and office managers' effective decision making in Hotels in Port Harcourt.

Table 2: Correlation of Cloud Computing Service and Effective Decision Making

		Cloud Computing Service	Effective Decision Making
Spearman's rho	Cloud Computing Service	Correlation Coefficient	1.000
		Sig. (2-tailed)	.556**
		N	.000
			208
	Effective Decision Making	Correlation Coefficient	.000
		Sig. (2-tailed)	.556**
		N	.000
			208

****.** Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output

Table 2 above reveals r value of 0.556 at a P=0.00<0.05 for the hypothesis relating cloud computing service and effective decision making. Since the significance value 0.00 is less than the

alpha level of 0.05, the null hypothesis (H_{02}) which states that there is no significant relationship between cloud computing service and office managers' effective decision making in Hotels in Port Harcourt was rejected and the alternate was accepted. This means that there is a moderate significant relationship between cloud computing service and office managers' effective decision making in Hotels in Port Harcourt.

H_{03} : There is no significant relationship between cloud computing service and office managers' effective records management in Hotels in Port Harcourt.

Table 3: Correlation of Cloud Computing Service and Effective Records Management

		Cloud Computing Service	Effective Records Management
Spearman's rho	Cloud Computing Service	Correlation Coefficient	1.000
		Sig. (2-tailed)	.754**
		N	.000
	Effective Records Management	Correlation Coefficient	.754**
		Sig. (2-tailed)	1.000
		N	.000

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output

Table 3 above reveals r value of 0.754 at a $P=0.00<0.05$ for the hypothesis relating cloud computing service and effective records management. Since the significance value 0.00 is less than the alpha level of 0.05, the null hypothesis (H_{03}) which states that there is no significant relationship between cloud computing service and office managers' effective records management in Hotels in Port Harcourt was rejected and the alternate was accepted. Therefore, with the r value of 0.762, it implies that there is a significant relationship between cloud computing service and office managers' effective records management in Hotels in Port Harcourt. Thus, the relationship that exist between them is said to be a high one.

Discussion of Findings

The test of hypotheses one, two and three revealed that cloud computing service has a significant positive relationship with office managers communication success in terms of timely information circulation, effective decision making and effective records management in Hotels in Port Harcourt. This finding implies that the adoption of database management system and other facilities that could necessitate work from different location enhanced office managers' communication success in the manner that will enhance professionalism.

These findings are in consonance with the findings of Kairol et al. (2017) that cloud computing service enhanced communication health in the dimension that will swiftly attain timely information circulation, effective decision making and effective records management. They maintained that the job of the office manager who employed the cloud computing service is done with ease. More so, Peter and Oteng (2016) averred that cloud computing service among other things improved the information dissemination and timeous completion of tasks by the office manager. By and large cloud computing service enhances office managers communication success in the timely information circulation, effective decision making and effective records management.

CONCLUSION

The adoption of more sophisticated digital facilities at the workplace such as cloud computing service will bring about corresponding improvements on the communication success of office managers in Hotels in Port Harcourt. This will meet of the growing demand of the captains of industries and other organization about the need to improve the communication success of office managers.

RECOMMENDATIONS

Based on the findings, the following recommendations were made:

1. Management should invest seriously in the establishment and maintenance of database management system to enable office managers access and disseminate administrative information on time.
2. Office managers should open Google drive accounts to enable them save and manage administrative files virtually to enhance their communication function.
3. Management should provide a policy environment that will make the use of online Microsoft office mandatory. This will encourage office managers to manage records seamlessly.

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