

STRATEGY AND GOVERNANCE IN IT.

AN ORGANIZATION REPORT ON EMPLOYEE COMMUNICATION TOOL AS AN
INNOVATIVE TECHNOLOGY FROM GARTNER HYPE CYCLE 2021.

(A CASE STUDY OF RUFUS GIWA POLYTECHNIC, OWO, NIGERIA.)

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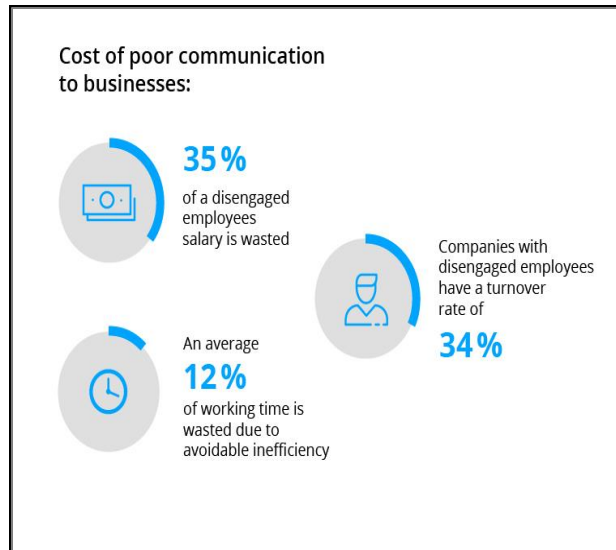
INTRODUCTION

An organization's most critical and important stakeholder are the employees and it is argued that a well-informed employee is a productive employee. . Employees are seen as one of the most important and critical stakeholder for any organization since they can be the organizations' strongest supporter or the worst critic if expectations are not met (Kang & Sung, 2017).

According to Salako (2016); Communication has been characterized as the life "Life blood" of an organization and miscommunication has caused the equivalent of cardiovascular damage in more than one organization. Callaghan (2004) also stated that; Communication is the process by which people attempt to share meanings.

In the 20th century many experts indicated that effective managers communicate with their subordinates while walking in hallways . However, in the 21st century organizations are different. Hallways have been replaced by online networking platforms, mobile systems, and other sophisticated communication tools. It can be concluded that leaders who want to be effective in motivating and communicating should adjust to the new working environment. (Amadu and Anyarayor, 2022)

Digital transformation's popularity is increasing rapidly that for many businesses it has become a necessity. However, several organizations still fail to succeed in the transformation. Digital transformation can be defined as using digital technology to find solutions to problems. The main reason for an organization to fail in the transformation is the organization's way of communicating with its environment (Kitani, 2020).



Research by staff base : 2018

EXECUTIVE SUMMARY

Employee communication encompasses all kinds of formal and informal communication that take place internally at all levels of an organization. It is a central process in the organization through which employees share information, meanings and emotions. It helps to create relationships, construct the culture of the organization, participate in decision making, and it facilitates most organizational activities. Employee relations is the strategic management of communication in managing interdependence and building mutually beneficial relationships between the organization and its internal stakeholders. It is reliant and conducted through internal communications (Men and Bowen, 2017).

In an academic institution such as Rufus Giwa polytechnic, employees emotion, activities, information protection and promoting the organization reputation should be the priority and this can only be managed through a digitalized communication tool. This however, does not mean that

digitalization may not have negative consequences on employees, adapting to an emerging technology sometimes might appear confusing and distracting. Also adopting a new technology may result in the organization's cultural change, organizational structure, information overload and might cause high level of stress due to the appointment of other experts in the field.

The goal of an Employee communication tool in our Institutions will maximize time efficiently and yield a greater academic environment. Thus; the management needs to recognize employee communication as a strategic capabilities. Communication is either everything in the organization (vision, strategy ,business planning, management meetings, academic seminars, journal publications, information flow, knowledge sharing, e.t.c), Organizations that want to successfully retain a satisfied workforce must be willing to employ a communication style that is more participative and employee-supportive. (Barrette,2002).

At times of uncertainty and change, such as the COVID-19 pandemic, most Nigerian Institutions made a drastic progress in communicating within staffs. Although educational activities were on lockdown, employees could not describe their emotions physically, lecturers had to adapt to the new unexpected conditions of communicating in a new way. Technology is increasingly becoming commonplace in the recent educational scenario. The application of emerging technology trends will lead to a transformation of educational models and completely reimagine the way students approach learning.

The largest problem faced by Rufus Giwa polytechnic has consistent over the last few years. While digitalization can be a useful tool for companies to improve employee engagement, it also has many drawbacks. Relying mostly on electronic equipment has been proven to cause some distraction. For example, reading from electronic devices may cause shallowness and to not fully

concentrate on the content (Gabriela & Popescul, 2019). The above institution also face other challenges which are listed below:

1. Lack of employee's engagement with the organizational information
2. Inadequacy of electricity supply
3. Lack of financial supports to have the required infrastructure
4. Poor internet connection.
5. Inadequate payment of salaries
6. Poor communication practice.

Although the executive management knows to all this loop-holes, but the main reason behind this report is to provide a clear understanding of the need to adopt an emerging technology in the institution to provide its best function for both staffs, students and everybody involved in a strategic role.

One approach to a successful change process could be through the establishment of good communication and information strategies within the organization, while implementing change.

The executive management of Rufus Giwa Polytechnic has to incorporate communication tools to foster good productivity and enhance good staff commitment.

EMERGING TECHNOLOGY TRENDS:

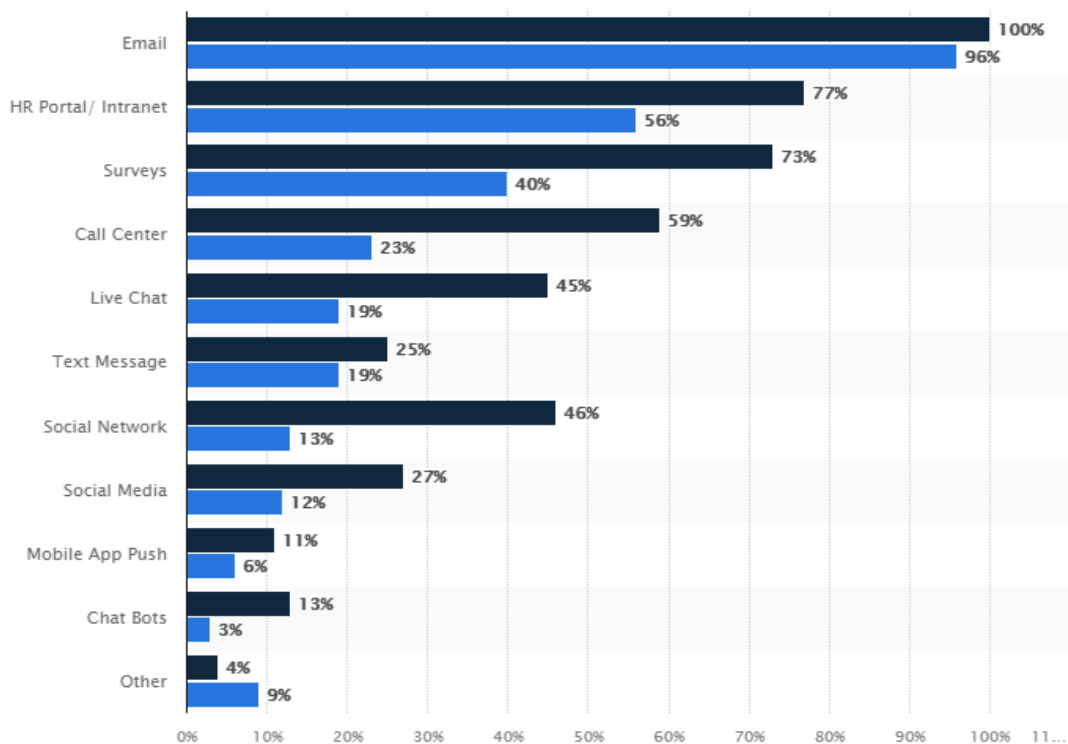
Employee Communication Tool

Employee communication has a vital role in every organization most especially an institution as ours. As we all know the important role of employee in the productivity of every organization. Poor internal communication is one of the most common challenges faced by companies and it can impact the business in so many ways! Ineffective internal communication leads to employees' frustration, lower motivation and productivity in the workplace, employee disengagement, lack of collaboration across the organization, and high turnover. At the end of the day, it's the entire business that may suffer from poor internal communication! It will be of a great advantage if we as an academic institution can move out of the traditional way of disseminating information among our staffs such as typewritten memos, phone calls, posters and staff meetings.

According to Gulbahar karatas, Employee communication apps are dynamic communication tools and their main purpose is to provide collaboration among employees. These apps offer one-to-one and group chat, audio calls, and video conferencing for businesses. They can also provide advanced file-sharing and archiving features that employees can use to search and access necessary files later.

In a statement by (Hartland, n.d.), Employee communication apps are digital platforms for connecting organizations with their staff, most commonly via mobile devices. These apps typically include features like interactivity, personalization, easy search and two-way communication. Having known all this, it is never a wrong decision that our institution needs to benefit from this change of technology.

Employee communication app will help us with opportunities of keeping track of all employee's commitment and loyalty to their various tasks, as more and more people are working this way, employee communication apps can provide easy, mobile access to corporate information and workplace tools. It also helps to get the right information without having a third party. A good communication helps to keep the workspace connected. The diagram in figure 1 below shows the Usage of employee communication tools by organizational type in 2019. The blue ones represent non-emerging tech companies, and the black ones represent emerging tech companies



Published by Statista Research Department, Jan 11, 2022

IMPLICATIONS OF THIS EMERGING TECHNOLOGY TREND IN NIGERIA INSTITUTION.

The implications of this emerging technology trend for communication in Nigeria Institutions. The adoption of employee communication app is advantageous although without giving regard to the Legal, Social, Ethical and professional Issues (LSEP) relating to the institution. It will foster the maximization of task among employees.

Also, employee communication app will give everyone adequate access to share knowledge and files with restricted access and ensure that we have a corporate knowledge.

The employee communication app will bring love among each staff of this institution as we will get to know ourselves most often and help us to identify each other even outside our workspace.

Perhaps more important than any of these is that this emerging technology will create the sense that employees are an important asset to the institution thereby encouraging participation and changing their behaviors towards becoming more productive, quality oriented and entrepreneurial.

Employee communication app will drive the institution's orientation on how to be developers of other software products and enlighten the students perspective towards been an entrepreneurial and a global game changer.

BENEFITS OF EMPLOYEE COMMUNICATION FOR A NIGERIA INSTITUTION.

New communication technologies are emerging fast. When looking at what will work best for an organization, it's vital to think carefully about what employees throughout the organisation need to do and what help they need to achieve it. Access to different technology channels for all

employees needs to be reviewed to make sure everyone can receive and engage with the messages.

Some benefits of this emerging technology trend are highlighted below:

- Employee communication sustains people in feeling a sense of belonging to the organization, builds a culture of transparency between managers and employees, allows employees to share information and create meanings, encourages employees to share ideas and opinions with supervisors, involves employees in discussion about their roles and objectives, and facilitates the linking of values and goals of employees to those of the organization (Men and Bowen, 2017).
- It will also create digital communities, that is an environment with a smart alternatives to old-fashioned company's mailing system.
- Quickly resolving operational issues, especially across a dispersed workforce.
- Encouraging teams or departments to collaborate.
- Each and every employee will be given a greater voice to express their feelings.
- Gaining insight into issues that affect employees and their work.
- Ensure that everyone is in the know, no one will be left out in the planning of the organization growth.
- Connect with hard-to-reach deskless and remote employees
- Personalize communication, so messages are always relevant and within employees
- Collect accurate metrics to provide actionable insights

With all the listed benefits, it is no longer a saying to give a chance to be part of this technology trend having.

CHALLENGES OF AN EMERGING TECHNOLOGY

Emerging technologies enabled procurement professionals to focus on strategic decision making and activities. Technologies also enabled procurement to extend the strategic role of collecting, analyzing and processing big data in order to support efficiency, effectiveness and profitability (Bienhaus & Haddud, 2018).

These communication tools sometimes works really well, but the challenges with these emerging technologies are many- but so are the gain. Some of the key challenges are:

- Lack of knowledge and experience to identify the right tools to collaborate with suppliers.
- Software programming brings several technical but also behavioral challenges (financial, privacy, legal and organizational issues).
- Lack of top management support.
- Due to security issues many companies did not want to stay connected by Internet with their suppliers. They were afraid of too much confidential data to be exposed to suppliers.

MANAGEMENT OF THE EMERGING TECHNOLOGIES

According to (Heather and James), Emerging technologies are a big gamble for business. Investing in them can frequently mean failure – to deliver value, to be adopted, to be strategically significant. However not investing in them can mean falling behind, failing to be relevant to customers, losing market share, and having to continually play catch up in IT investment. As new technologies enter the marketplace at an ever-greater velocity, more than ever organizations need new ways to identify and assess emerging technologies, and energize their organizations around imagining their possibilities. There are at least four

major components to effectively managing Emerging Technologies (Weiss and Smith 2007; Fenn 2010).

- First, the Emerging technology must be identified before deployment.
- Second, they must be assessed for their business and technical potential. The type of trending technology must be inline with our task and functionality.
- Third, potential technologies must be connected with real business needs and opportunities.
- And fourth, practices and skills must be in place to ensure that the right Emerging Technologies are implemented at the right time.

According to Marianne (2017), While you can encourage people to engage with an emerging technology, “it’s important not to force people to use it”, he says. “Some will get really involved from the start, commenting and posting. Others will be ‘lurkers’, and just read what others have posted. That’s fine. They aren’t for everyone all of the time, it’s just another part of the wider internal communications mix.

Conclusion:

To draw my conclusion, I will appreciate if the Executive management should look critically to this emerging technology, ensuring all Legal, social, Ethics and professional issues of this institution is been taken into consideration, they should analyze the prospects and constraints of the technology to provide a productive employee communication and a better academic environment.

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