

## INNOVATION OF DATA PROCESSING SKILLS AND EFFECTIVE INFORMATION DISSEMINATION OF FRONT DESK OFFICERS IN HOSPITALITY INDUSTRIES IN RIVERS STATE

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### ABSTRACT

*This work examined the relationship between data processing Skills and Front Desk Officers' Performance in Hotels in Port Harcourt. The objective of the study was to examine the extent to which of data processing Skills influence measures of effective information dissemination of front desks officer performance in hotels in Rivers state. The explanatory cross-sectional survey research design was adopted in this study. Thus, the study was census research which entails using the entire population. Therefore, the population of one hundred and twenty-two (122) front desk officers remains the study sample. After validation, 122 copies of structured questionnaire were administered while 103 copies were retrieved. Univariate analysis was done using Mean and Standard Deviation while Spearman Rank Order Correlation was employed in the bivariate analysis. The results showed that there is a significant positive relationship between data processing skill and Front Desk Officers' Performance in Hotels such as effective information dissemination. Conclusively, the study mentioned that the ability of front desk officers to engage in proficient information management enhances their job performance across hotels and sister organizations, as these organizations enjoy effective information dissemination, good office relations, as well as optimized information tracking. Amongst other things, the study recommended that management should provide hands-on information management skills for front desk officers, so as to equip them with the prerequisite skills required in navigating data processing skill, email handling skill, and e-document storage and retrieval skill for the improvement of their job performance.*

**Keywords: Data Processing Skills, Information Dissemination, Front Desks Officers**

### INTRODUCTION

There seems, by all accounts, to be a critical drop in execution of front work area officials the whole way across lodgings in Port Harcourt and Rivers State on the loose. This failures in the friendliness business in this locale of the nation has managed the business to such an extent that visitors have been lost after first managing and at front work area officials' tables, inns have run into administrative disarray, and different issues by reason of uncouthness exhibited by front work area officers. This is nothing but bad information for the lodgings in Port Harcourt as the exhibitions of front work area officials have decreased fundamentally in data following, great office relations, and viable data scattering. Examination exertion has likewise shown that a ton has not been accomplished on the presentation of front work area officials in lodgings in Port Harcourt and the whole Rivers State, notwithstanding the various endeavors to improve it. This is in consonance with the situation of Okolocha and Baba (2017) in their examination on the evaluation of abilities controlled by secretaries for compelling electronic records the board in polytechnics in North-Central, Nigeria, that secretaries in the North-Central polytechnics and other higher establishments in most piece of Nigeria are as yet falling behind as far as powerful PC use for record keeping, recovery, and spread, being that truth be told, not very many of them don't have exceptional PC work areas. In spite of the fact that the work was done in polytechnics, yet can in any case be exceptionally important here, since the work meanings of a secretary/front work area official are administrative in the two inns and scholastic organizations. Various them have would not

acknowledge the way that they need electronic information/data abilities significantly more than the paper one. To them, paper-based records the executives is still summon, and have submitted a ton of their work to enhancing what is as of now out of date. Thus, lion's share of them have shown assorted degrees of awkwardness in their work positions. Observably, just couple of inns here in Port Harcourt and the whole Rivers State have not had the option to give exceptionally proficient PC frameworks and empowering conditions for their front work area officials to work adequately. These endeavors have yielded baffling outcomes, perhaps because of the way that the principle mechanism(s) that might have improved front work area officials' presentation have not been managed and at this point unclear. In this manner, it is as yet puzzling and asks for exhaustive exertion to guarantee that inns in Port Harcourt and Rivers State on the loose provide adequate and effective computer systems, and also train their front desk officers for maximum performance. By and large, research on information management skills and front desk officers' performance is seriously begging for research effort. Much effort is therefore required to increase the research on information management skills and front desk officers' performance. This work therefore seeks to cement this knowledge gap as explained.

### **Data Processing Skill**

By and large, information is any arrangement of characters that is assembled and deciphered for some reason, normally investigation (Computer Hope, 2018). On the off chance that information isn't placed into setting, it doesn't do anything to a human or PC. There are various kinds of information. A portion of the more normal kinds of information include: single character, Boolean (valid or bogus), text (string), (number or gliding point), picture, sound, and video. With cell phones and other cell phones, information is a term used to portray any information communicated over the Internet remotely by the gadget. The measure of information versus data kept in the PC is a tradeoff. Information can be prepared into various types of data, however it takes some effort to sort and aggregate exchanges. Exceptional data can give moment answers.

Information preparing happens when information is gathered and converted into usable data. This is generally performed by an information researcher or group of information researchers, and it is significant for it to be done accurately as not to contrarily influence the final result, or information yield. Information preparing begins with information in its crude structure and converts it into a more coherent configuration (diagrams, archives, and so on), giving it the structure and setting important to be deciphered by PCs and used by workers all through an association. Talend (2017) talked about six phases of information preparing, and they include:

i. **Data Collection:** This is the initial phase in information handling. Information is pulled from accessible sources, including information lakes and information stockrooms. It is basic that the information sources accessible are dependable and very much constructed so the information gathered (and later utilized as data) is of the greatest conceivable quality.

ii. **Data Preparation:** Immediately after information assortment, it at that point enters the information arrangement. Information readiness, regularly alluded to as pre-handling is the stage at which crude information is tidied up and coordinated for the accompanying phase of information preparing. During arrangement, crude information is perseveringly checked for any mistakes. The reason for this progression is to take out terrible information (i.e excess, inadequate, or fragmented information) and start to make top notch information for the best business insight.

iii. **Data Input:** The perfect information is then gone into its objective and converted into a language that it can comprehend. Information input is the main stage where crude information starts to appear as usable data.

iv. **Processing:** Here, the inputted information to the PC in the past stage is really prepared for understanding. Preparing is finished utilizing AI calculations, however the actual cycle may shift marginally relying upon the wellspring of information being handled (information lakes, interpersonal organizations, associated gadgets, and so on) and its proposed use (inspecting promoting designs, clinical conclusion from associated gadgets, deciding client needs, and so forth)

v. Data Output/Interpretation: This is the stage at which information is at last usable to non-information researchers. It is deciphered, discernible, and regularly as diagrams, plain content, pictures, recordings, and so forth) Representatives and the board would now be able to start to self-serve the information for their own information examination projects.

vi. Data Storage: After the entirety of the information is prepared, it is then put away for sometime later. While some data might be put to utilize quickly, quite a bit of it will fill a need later on. Furthermore, appropriately put away information is a need for consistence with information insurance enactment. At the point when information is appropriately put away, it very well may be rapidly and effectively got to by individuals from the association when required.

Salarda (2019) characterized information preparing expertise as the various capacities showed by an information passage official in appropriately taking care of all information designs utilizing the PC framework. Information is on the expansion in each flourishing association. On the off chance that the information isn't genuinely prepared, entered, and documented, it can prompt client disappointment and wearing down. Along these lines, it is significant that the front work area officials be very much prepared so they can be able to do the work. It is basic for each association that the front work area officials it utilizes are exceptionally talented in order to offer the most ideal types of assistance. Talented front work area officials, in dealing with information handling, can help limit regulatory weights, cut expenses, and guarantee that assets be centered around other significant errands. Some different advantages remember an expansion for operational exactness, most extreme utilization of important innovation, and so on The information handling abilities a front work area official requirements to have to perform viably and productively are: essential word preparing information, accounting page application(s) use, great composition and relational abilities, quick composing expertise, and undeniable degrees of fixation, among others. Adroitly, composing expertise and altering and designing ability are the markers of information handling expertise.

Composing Skill: This is the capacity of the front work area official to capably type records and present them appropriately. This alludes to the capacity of an end client to type records quick and precisely utilizing Microsoft Word. Front work area officials who are capable in word preparing grow high composing abilities to the point that they can even sort between 80 to 120 WPM (words each minutes) (Brian, 2018). They realize how to control the console effortlessly and sensible speed without taking a gander at the console. The capability here is the capacity of the data director to get archives types easily without imperiling composing precision

Altering and Formatting Skill: This alludes to the capacity of the front work area official to painstakingly alter composed substance to dispose of linguistic and accentuation mistakes just as present reports in their suitable arrangements. It is one thing to type reports and it is something else to alter and organize archives appropriately. Secretaries (data chiefs). The capacity of the data director to know which tab or symbol to click to change page design and different arrangements is a significant ability in the creation of mailable records.

### **Powerful Information Dissemination**

One of the significant elements of a front work area official is to precisely tap data from visitors and representatives (all things considered) and channel to the correct quarters or people. Reasonably, data spread is the successful interaction of making exact and solid information and data assets safely accessible to assigned or approved people, units, accomplices, and different shoppers on schedule. Lawal et al. (2010) stated that the central point of correspondence is to impact changes in somebody, that is, to shape activity or to get inertia in the absolute interest of a business endeavor. It is a rope that ties individuals together in an association.

In the circle of an association, data scattering is supposed to be powerful when it is sent, gotten and surely known by the two players (sender and collector) (Otamiri, 2018). A front work area official in this way needs to methodically and cautiously pick the medium and language or words to be utilized in passing data to the correct quarters. In learning correspondence viability, Ezeocha (2017) asserted that correspondence is successful when it uncovers the comprehension of the

thoughts or substance of data or exact translation of all that is contained in the data. Successful correspondence is consequently not simply the giving of data, sending of a wire, composing of a notice, or eye to eye discussion, rather it is the sending of an unmistakable message and accepting and understanding the purpose of the message.

Talking about powerful data spread as a proportion of front work area officials' work execution, Ekiye (2017) brought up that a significant part of an assistant's work is keeping up the correspondence level between the association and visitors, with the end goal that exact data is dispersed to the perfect clients at the perfect time. A decent front work area official consistently sends letters, fliers, notification and sends web based utilizing the correct arrangement and channel inside the given time period. The capacity of the secretary to adequately convey official choices, strategies and improvements to assigned people is a pointer of his/her productivity and viability.

Nature of data matters in dispersing it to the clients, which is an approach to result the adequacy of such exercise. The boundaries of value data incorporate significance, precision, adequacy, and idealness. Absence of current, exact, adequate, important and ideal data could upset its dependability and acknowledgment (William and Trywell, 2010). Subsequently, all together for powerful data spread to be improved, data chiefs should distinguish the beneficiaries required for such data, proper methods for correspondence and cost adequacy with discernment to innovation and globalization which are ceaselessly forming business activities. A front work area official requirements to distinctly catch data from visitors, representatives, and the board and afterward refine it (if important) prior to spreading to the correct quarters. Refining of data should be possible by carefulness or as coordinated by the association, to guarantee nature of data for in general occupation execution.

At last on this, data scattering is supposed to be successful when it is circled to proposed beneficiaries at the correct arrangement and time, inside the time plan for such data to be improved, as thought by Yusuf and Lawal (2012). There is the need, hence, for a front work area official to methodically and cautiously course data on a convenient premise to its specialty, units or different outlets at the perfect opportunity to advance right activities among its clients (representatives, the board and visitors), along these lines empowering free progression of business. Nonetheless, powerful data spread of a front work area official can be demonstrated through their capacity to have speedy admittance to correspondences and also their capacity to get criticism on convenient premise. Speedy Access to Correspondences: A representative in a secretarial position, for example, a front work area official is supposed to be successful in data dispersal when he can rapidly get to correspondences sent are across. This will empower him to work as indicated by what is contained in the correspondence exactly on schedule. Whatever data that he needs to spread as educated in the correspondence, he does it rapidly. This shows that the front work area official or any representative who works this is successful in spread data.

Convenient Feedback: This alludes to the capacity of the front work area official to plan and report authoritative data exactly on schedule. Front work area officials who are powerful, get, get ready, and furthermore send across various types of reports to upgrade the managerial exercises of the framework. "Officially, revealing can appear as letters, notices, minutes of gatherings, strategy archives, program plans, special/downgrade letters, and so forth" (Otamiri, 2019). In this manner, the capacity of the data director to plan and make accessible authoritative reports/letters demonstrates successful data spread.

### **Data Processing Skill and Effective Information of Front Desk Officers' Job Performance**

Ho1: There is no huge connection between information handling expertise and data following in inns in Port Harcourt.

Ho2: There is no critical connection between information preparing ability and great office relations in inns in Port Harcourt.

Ho3: There is no huge connection between information preparing expertise and compelling data scattering in lodgings in Port Harcourt.

Handling information in a handy way has become an authentic instrument in the association as it helps workers in guaranteeing exactness and speed of occupation conveyance, just as simplicity of making reports (Rawashdeh, 2017). Digitization assists with preparing the data rapidly and with limited or no blunder. A large number of documents can be prepared in a moment. During business information handling, the framework robotizes itself for checks and deals with invalid information or blunders. In this way such interaction assists representatives with guaranteeing exactness and speed in data the board. Coming to simplicity of report making, a fast and precise prepared information need no further interaction, however to be introduced as data fit for dynamic. Thus, report show has been accomplished effortlessly, accordingly facilitating the work of a worker. The front work area official in an inn who capably uses the innovative headway showed in information handling will unavoidably encounter a forward leap in work simplicity, precision and speed of occupation conveyance, data following, great office relations, and compelling data spread. On the perspective on Killian (2017), information handling being the errand of synchronizing information from different sources, has the ability to lessen cost and upgrade stockpiling. For an association, this assignment is amazingly pivotal as it assists with producing coordinated data that is straightforward. The expense of digitized information preparing as performed by a front work area official and each and every other worker or chief is a lot lesser than that of overseeing and keeping up paper reports. Information preparing likewise assists with expanding the extra room for adding, overseeing and adjusting data for the free progression of the work of the front work area official. The coming of Google drive has improved on capacity such that what is saved to Google drive is accepted to be always protected from unapproved access and assault of any sort. The front work area official can utilize the Google drive to save all his work on information preparing, which guarantees for simple data following, great office relations, and compelling data dispersal. Alternately, Wellington (2018) in his work on "Information Processing Principles," declared that to prepare for breakdown or loss of advanced handling of information is an immense work, even as dubious circumstances happen that one can't secure against. In some cases, there is no indication of a PC framework separate the following day as aftereffect of infection assault; no sign to show the unexpected intrusion of an unapproved access that may prompt taking as well as obliteration of advanced offices. Preparing information handily, which includes the utilization of advanced assets/offices is incredibly helpless to risk, since there is no full wellbeing of computerized offices, information and data, particularly where the utilization of Google drive doesn't exist (Yee, 2015). It thusly gets appropriate for the front work area official in his corner and the whole association to take all fundamental means to ensure the offices, information and data that mutually help the handling of information in the inn climate.

### **Diffusion of Innovation Theory**

The second hypothesis whereupon this work is moored on is the Diffusion of Innovation Theory. It was propounded by Roger in 1962 to clarify how individuals acknowledge new advances and creative abilities set as referred to in Amadi-George (2018). The hypothesis expects to be that:

i) In a social framework, there will consistently be a divergence in the level and time at which people inside a given social framework receive groundbreaking thoughts, procedures, and innovation.

ii) Individuals and arms of foundations that embrace developments early will normally out-perform late adopters and the slouches (Rogers referred to in Amadi-George, 2018).

The ramifications of this hypothesis is that as friendliness industry advance in data the board abilities (email taking care of expertise, information handling expertise and e-archive stockpiling and recovery ability), there will clearly be a disparity on the speed at the workplace of the front work area officials embrace data the executives (electronic). The truth of the matter is that administration of lodgings who neglect to receive data the executives abilities advancements early enough for their front work area officials and the whole representatives and the board will

undoubtedly encounter untold challenges, moderate activities, significant level shortcoming, and negative pressure emerging significantly from visitors' grumblings (Odu, 2018) while the individuals who embrace and adjust arising data the board innovations (abilities) on time appreciate speed, proficiency and undeniable level viability in visitors' fulfillment, while upgrading their front work area officials' work execution as far as data following, great office relations and powerful data dispersal.

### **Empirical Review**

David and Giambona (2018) analyzed the effect of ICT on the work examples of directors and their associations. The fundamental point of this paper is to introduce the aftereffects of an investigation inspecting supervisors' perspectives towards the sending and utilization of data and correspondences innovation (ICT) in their associations. The investigation comes when ICT is being perceived as a significant empowering influence of advancement and new plans of action, which can possibly significantly affect western economies and occupations. A review research configuration was embraced for the investigation. A poll was uncommonly intended to gather information identifying with three exploration questions. The survey likewise incorporated various open-finished inquiries. A sum of 181 directors from a wide scope of ventures across various nations took an interest in the electronic study. The quantitative reactions to the review were broke down utilizing SPSS. Exploratory factor investigation utilizing Varimax revolution was utilized and ANOVA to think about reactions by various gatherings. The review showed that a significant number of the respondents seemed prepared to work any spot, any time. Notwithstanding, it additionally featured the difficulties directors looked in working in an associated activity. Likewise, the information recommended that numerous chiefs were not exactly sure about their organizations' arrangements and practices according to data the executives. The investigation inferred that data and interchanges innovation is an absolute necessity use for administrators to empower them adapt to the worldwide speed of work in this current age. In addition to other things, the investigation suggested that administration ought to guarantee that their working environments are outfitted with best in class ICT devices just as have their chiefs prepared to upgrade supervisors work viability.

Okiki (2013) examined the effect of client training and data taking care of abilities on data assets use among college understudies at the University of Lagos as it identify with utilization of data assets in library. 200 and two surveys were haphazardly appropriated to library clients. The information assembled were investigated utilizing clear and inferential measurements. The outcome uncovered that various reactions were given on their method of expertise obtaining going from program coordinated by custodian, trail and blunder, companions and so forth; and the data assets utilized change from singular respondents. Most of the respondents showed that client instruction and data taking care of abilities have affected extraordinarily on their utilization of data assets. From the discoveries, it very well may be inferred that client instruction and data taking care of abilities ought to be instilled into the school educational program. The examination suggested that students in tertiary organizations across Nigeria ought to be prepared on client schooling and data taking care of abilities to improve their capacity to sensibly use data as students and as graduates.

Olayanju and Asogwa (2010) inspected competency-improvement needs of secretaries in higher organizations in ICT for powerful office work execution. The pasper inspects the competency-improvement needs of secretaries (Word Processing; Data Processing; Computing among others) and their relative occupation execution. The spellbinding examination configuration was embraced for the investigation. The number of inhabitants in the investigation was 333 respondents (Secretaries and Supervisors) from the whole Enugu Educational zone. Survey was the principle instrument utilized in social affair information. Mean respondents of both the secretaries (required) and chiefs (execution) was utilized to examine the examination utilizing SPSS. The paper uncovers that there are competency needs which the secretaries have procured in ICT that ought to improve to be viable and utilitarian in the workplaces particularly those in higher foundations. The

examination suggested, in addition to other things, that secretaries and other administrative workplaces ought to be prepared on ICT abilities to improve their fitness in the working environment.

### Research Design

The explanatory cross-sectional survey research design was adopted for this study. This research design was deemed suitable and most appropriate for this study because of two reasons: (i) the study was conducted across different hotels in Port Harcourt at the same time (which makes it a survey study) (ii) it involved the test of hypotheses which is exploratory in nature in the view of Opara (2018).

### Research Population

The population of this study consisted of one hundred and twenty-two (122) front desk officers in 28 registered and fully functional hotels in Port Harcourt Metropolis. The above information was obtained from the Nigeria Hotels Association, Rivers State Chapter Office, c/o Presidential Hotel, Aba Road, Port Harcourt.

### Sample/Sampling Techniques

No further sampling was done, since the population appears to be small. Thus, the study was a census research which entails using the entire population. Therefore, the population of one hundred and twenty-two (122) front desk officers remains the study sample.

### Method of Data Analysis

The data presentation and analysis of this work were done using Statistical Package for Social Sciences (SPSS) Version 20.0. Descriptive statistical tools such as arithmetic mean, charts, and frequency tables were used to conduct univariate analysis (analysis of each of the sub-variables) while bivariate analyses (test of hypotheses) was done in Spearman's Rank Order Correlation Coefficient.

## Results

### Correlation Between Data Processing Skill and Front Desk Officers' Job Performance

			Data Skill	Processing Information Tracking	Good Relations	OfficeEffective Information Dissemination
Spearman's rho	Data Skill	Correlation Coefficient	1.000	0.712**	0.611**	0.634**
		Sig. (2-tailed)	.	.000	.000	.000
		N	103	103	103	103
	Information Tracking	Correlation Coefficient	<b>0.712**</b>	1.000	0.772**	0.773**
		Sig. (2-tailed)	.000	.	.000	.000
		N	103	103	103	103
	Good Relations	Correlation Coefficient	<b>0.611**</b>	.772**	1.000	0.639**
		Sig. (2-tailed)	.000	.000	.	.000
		N	103	103	103	103

Effective Information Dissemination	Correlation Coefficient	0.634**	0.773**	0.639**	1.000
	Sig. (2-tailed)	.000	.000	.000	.
	N	103	103	103	103

\*\* Correlation is Significant at the 0.01 level (2-tailed).

#### Source: SPSS Output

Column two of table above shows r value of 0.712 at a significance level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating data processing skill and information tracking. Since the significance value is less than the alpha level of 0.05, the null hypothesis ( $H_{01}$ ) which states that there is no significant relationship between data processing skill and information tracking in hotels in Port Harcourt is rejected and the alternate hypothesis ( $H_{a1}$ ) is accepted. This implies that data processing skill has high influence on information tracking ability of front desk officers in hotels in Port Harcourt.

Column three of table above shows r value of 0.611 at a significance level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating data processing skill and good office relations. Since the significance value is less than the alpha level of 0.05, the null hypothesis ( $H_{02}$ ) which states that there is no significant relationship between data processing skill and good office relations in hotels in Port Harcourt is rejected and the alternate hypothesis ( $H_{a2}$ ) is accepted. This implies that data processing skill of front desk officers has high influence on their good office relations in hotels in Port Harcourt.

Column four of table above shows r value of 0.634 at a significance level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating data processing skill and effective information dissemination. Since the significance value is less than the alpha level of 0.05, the null hypothesis ( $H_{03}$ ) which states that there is no significant relationship between data processing skill and effective information dissemination in hotels in Port Harcourt is rejected and the alternate hypothesis ( $H_{a3}$ ) is accepted. This implies that data processing skill of front desk officers has high influence on their effective information dissemination in hotels in Port Harcourt. These results show that data processing skill has high influence on front desk officers' job performance in hotels in Port Harcourt.

#### CONCLUSIONS

Based on the results of the analysis, the study concluded that the ability of front desk officers to engage in proficient information management enhances their job performance across hotels and sister organizations, as these organizations enjoy effective information dissemination, good office relations, as well as optimized information tracking. Information management skills, which are described by the ability to proficiently handle email, data processing, and electronic document storage and retrieval promotes front desk officers' job performance in terms of information tracking, good office relations, and effective information dissemination. Front desk officers who fail to acquire the information management skills as discussed in this work and optimize them, will face the risk of poor job performance, which is capable of costing them their job.

#### RECOMMENDATIONS

Based on the findings, the following recommendations were made:

1. Management should provide hands-on information management skills for front desk officers, so as to equip them with the prerequisite skills required in navigating data processing skill, email handling skill, and e-document storage and retrieval skill for the improvement of their job performance.
2. Front desk officers should take deliberate personal effort to enhance their mobile online and offline data and information processing to enable them respond swiftly to request of

information tracking and dissemination that is capable of enhancing their good office relations.

3. Front desk officers should endeavour to develop their online and offline communication skills to confidently communicate with the use of email, text, images, sound, video and the ability to use internet browser. This will help them timely accomplish task.
4. Front desk officers should personally enhance their data processing skill, as well as make it a point of duty to relate smoothly with everyone they come across in their duty line, in order to enjoy seamless relationship with as many as they find in their job line.

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