

THE ROLE OF COMMUNICATION TECHNOLOGY AND ITS CONTRIBUTION TOWARDS THE DEVELOPMENT OF COMMUNICATION IN EFFECTIVE ORGANIZATIONS

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Abstract

Technological developments have affected organizations in general, and changes in communication technology in organizations have different effects on organizations. So far, the use of communication technology in the organization is no longer facilitating the interaction between fellow employees in the organization; it has also been simplified as a medium in transmitting information as well as helping to launch more tasks in organizations. This study describes the role and uses of communication technology in organizations that

contributed to effective communication processes. The study concluded that an organization that uses communication technology efficiently achieves its goals faster and is able to provide competitiveness to other organizations. She also emphasized the important role of communication technology in ensuring more effective communication in the organization. It must also be in line with the organizations' ability to produce competent employees in order to achieve its goals and achieve the highest benefit in order to be able to continue.

Keywords: Communication Broker, Communication Technology, Internet Communication Network, Organizational Communication.

*** Introduction**

The process of globalization has prompted the rapid development of communication technology, and has brought many changes not only to the organization, but also to society. Today, the use and adaptation of communication technology has been widely adopted by many organizations that are aware of its benefits. Communication technology must be developed in stages before a comprehensive or comprehensive system can be developed. This situation needs to be adjusted for the strength of human resources that the organization has. The application of communication technology in organizations over the past few years has brought about various changes in organizations. Communication technology has now been accepted as a means of information processing and management of organizations in order to contribute to organizational excellence (Goodall et al., 2010).

In the United States, the development of communication technology at an early stage saw the invention of the telegraph until the invention of wireless technology in the development of communication technology. This most positive and

rapid development in the world of communication technology occurred with the advent of the Internet with global web applications (William and Sawyer, 2011). This development then became even more powerful when satellite communications, digital technology and global networks of optical fibers were introduced (Goodall et al., 2010). The emergence of broadband services has reduced the barriers caused by distance and enabled organizations to compete globally.

The use of communication technology in organizations was accepted in this decade as a basic necessity. Organizations will not be able to move smoothly if they do not use communication technology as one of the ways to facilitate organizational management. In line with this, Zaidman et al. (2008) found that the technology revolution has successfully brought about a change in the approach to corporate technology management in organizations and the fact that these changes are beginning to be noticed by management in organizations.

*** Use of communication technology in organizations**

Some organizations may only need limited communication technology while there are many organizations that need to work with the help of complete technology to ensure the smooth running of the

organization and the goals of the organization can be achieved. Modimogale and Kroeze (2011) argue that globalization and digitalization have changed the way organizations operate and compete in the marketplace. Kopic et al supported this view. (2010) who agreed that communication technology is a core of this change. This situation has allowed developing countries to bridge the digital divide. This position also gives an advantage to organizations that are able to access information and exploit the advantages of using communication technology.

In the context of organizational transformation, communication technology refers to the integration of technology which includes the willingness of individuals and organizations to accept change as well as the willingness to accept technology as part of the environment in the organization. This view is supported by Tusubira and Mulira (2009) who stated that communication technology opens new opportunities for the advancement of the organization to achieve the set goals. Therefore, organizations need to prepare for changes in terms of organizational structure, technology or workforce.

The next driving factor for organizational change is seamless communication technology and the ability to persuade management to

implement it. For example, the use of Internet-enabled computer networks, social networking sites, electronic support systems, and communication mediums will affect and influence organizations that accept changes.

According to Yang et al. (2007), advanced communication technology is only the beginning of changes affecting the management and activities of the organization. Technology inherent in an organization is a catalyst for overall change when technology requires the sharing of organizational staff skills, day-to-day management procedures, and the organization's ability to respond to the demands of the organization's external environment. A common example that can be seen is the implementation of social Facebook as a means of communication between subordinate employees with upper management (Bennett and Owers, 2010). Subordinate employees are able to interact with the top management of the organization via Facebook without having to go through lengthy procedures to complete them. This mode promises a more horizontal organizational structure (Richmond and McCroskey, 2009) and easier access to control. The use of email is also seen as one of the easiest ways to communicate between employees. Vidgen et al. (2011) expressed that email is now a technology that is used

globally by individuals as well as organizations. Email has also been defined as a factor of interaction between members in an organization. Also, advanced communication technology is making organizations more responsive to the needs of employees.

In addition, the integration of communication technology with organizational management has given a new dimension to the role of communication technology in the face of globalization. This can be seen with the emergence of e-commerce (electronic commerce) as well as electronic services which are the choice of most corporate organizations. Flecknoe (2008) shows that online transactions through the World Wide Web and the process of buying and selling using credit cards would not be a reality without the presence of communication technology. Communication technology plays an intrinsic role as an industry and has helped in managing all the economic activities of the organization.

*** The Contribution of Communication Technology to Organizations**

To discuss the contribution of communication technology to organizations, we need to refer to developments and developments in this field that are changing and

improving the way people communicate as well as manage and operate organizations. The development has also led to computer communication which is becoming an increasing choice for organizations today.

Computer-mediated communication occurs when users communicate with other individuals through social networking sites that provide efficient, easy and fast services. Social websites are the latest online applications of communities for organizational management to pursue the development of registered employees by sharing organizational information, ideologies and policies downloaded into organizations websites (Williams and Sawyer, 2010). These Internet services allow employees in an organization to interact and communicate constantly with other individuals even when they are not in the same place. Social sites have become popular mediums for communication, interaction and knowledge exchange over the Internet (Raouf et al., 2010). Web-based social networks have found a place among internet users as well as organizations to make it a communication medium to continue growing rapidly as well as being competitive and providing the best service to the users.

Obviously, here, communication technology has great potential in helping to improve

organizational capabilities. In an organization, the concerned departments will ensure that every managerial activity is supported by communication technology to ensure the smooth running of the organization. This includes improving the way the organization operates and efficiency in order to better serve customers and ensure that employees are comfortable in carrying out daily tasks. One example that can be seen in a general management organization is the human resource management department which manages all the personnel related activities in the organization such as the recruitment aspect. The process of hiring skilled, semi-skilled or unskilled workers can be done with the help of communication technology like internet which applies online recruitment through the website. According to Caers and Castelyns (2011), online staffing is done based on the web. This technology is designed to help management increase efficiency in hiring. This is one method that is easy to use as well as providing benefits to parties, the organization and the potential employees of the organization. Through this method, the organization can have many advantages offered which are able to find potential employees in a wider range, easily and quickly and can save

time and avoid wastage in terms of time and resources.

In addition, the use of web-based data to help the recruitment process easily, and the implementation of social networking sites as a means of selecting and hiring employees have been adopted by most organizations. Staff selection through social networking sites like Facebook and Twitter can help organizations in selecting suitable candidates for positions in the organization by referring to the candidate profile. The information of the shortlisted candidates will be reviewed through their Facebook or Twitter accounts. Caers and Castelyns (2011) stated that organizations find social networking sites through Facebook and LinkedIn accounts to be very useful in selecting suitable candidates for the positions offered and the organization.

The application of communication technology has greatly contributed to the organization in terms of the distribution of information and decision-making from the top management to the lower employees of the organization. If a problem or crisis arises in the organization, management can discuss and take relevant decisions. In a short time, he can direct and disseminate the information to the middle management who will inform the subordinate employees with the help of email or even the enterprise

social website like Facebook without having to face face to face. In addition, the email and Facebook page can be used as a forum to discuss issues or problems raised by senior management.

The organization's top management can also use the organization's Facebook page as an intermediary to get employee feedback and views on new issues, problems, and policies proposed by the organization. Middle and lower management employees are free to express their opinions, discuss and exchange ideas about issues raised by the top management of the organization without having to feel inferior and go through a lengthy bureaucratic process.

Thus, with the advent of communication technologies such as Facebook, it has become easier to keep and search management records of an organization for future reference regarding the opinions and opinions of its employees. Application assistance from communication technology can also shorten the decision-making process in organizations which is usually time consuming. Problems and crises in the organization can be discussed briefly online by the concerned employees without the need to meet face to face with all the employees. This statement was illustrated by Siti Zobidah et al. (2008)

who stated that the use of new communication technologies such as e-mail can help simplify and speed up formal dealings in organizations. They also found that top management makes use of communication technology facilities such as computers and email in particular.

Furthermore, Raouf et al. (2010) also showed that 90.24 percent of employees at Universiti Selangor (UNISEL) chose to use communication technology assistance through social networking sites as a platform to communicate with all other employees. In contrast, only 9.76 percent of employees used face-to-face oral communication with other employees. Therefore, the majority of UNISEL employees are likely to use social networking sites as a means of communicating with other individuals despite being in the same department. Social media has the potential to increase interaction and collaboration among employees in an organization. Shepherd et al. (2011) explained that organizations can benefit from using forum spaces to discuss and share ideas, as well as blogging as a means of employee interaction. Discussions through social media allow employees to bypass complex procedures before they can interact with senior management.

The use of Internet-assisted communication with communication

technology in organizations has started on a large scale during the last decade (Dunne et al., 2010) and continues to grow in line with the speed and the increasing number of users of the latest technologies for the purpose of communicating with other individuals. The method of communicating through communication technology is distinctly different from communicating face to face with other individuals and employees of the organization. Users can now access popular social networks through chat rooms in cyberspace when users are able to communicate with other individuals and obtain information regarding other individuals over the Internet (Bateman et al., 2010). The situation has created state-of-the-art channels to facilitate users to discuss specific issues related to problems in the organization, and it has become a space for participation among employees (Klassen, 2008).

Communication technology has changed the look and style of people communicating with each other. The new social media with the combination of various modern applications makes the communication between individuals more interactive not only on text but also happen through computers. It has been accepted as a platform for providing information and consumer acceptance of this medium is widespread. The management and

employees of the organization feel comfortable to adapt them in daily life to communicate with each other even within the same organization. Although computer-mediated communication sometimes discusses less important issues, Underhill and Olmsted (2003) argue that users are still able to provide unique ideas and generate feedback related to the issues discussed.

Also, the widespread use of communication technology equipped with Internet access makes communication between different geographical boundaries no longer impossible. For example, the use of email and social sites provides an easy platform to communicate with each other. Beck et al. (2005), also showed that communication technology allows more individuals to participate in a task despite being in different locations and at different times. The contribution of communication technology like this is very important to facilitate the journey of the organization in providing efficient services to the users. Shepherd et al. (2011) argues that organizations using social media such as Facebook and You Tube make it easier for employees to interact as well as potentially more profitable than organizations that do not use such methods.'

Facebook as a medium for social and professional interaction is widely

used in the workplace as a communication platform between employees. This indirectly benefits the subordinate employees who feel that there are bureaucratic procedures and communication barriers that they need to pass through to communicate with the top management. This view is also supported by McQuail (2000), who argues that computer-mediated communication enables hierarchical equality to reduce the status gap between employees. For example, subordinate employees may choose to write their opinions, ideas, satisfactions and dissatisfactions through a Facebook page instead of going through strict or bureaucratic procedures to communicate with upper management.

In short, the use of social sites can increase the level of communication, reduce bureaucracy and expand the relationship between subordinate employees and management in the organization. In addition, communication via computers can also save time, generate more ideas and engage more parties to communicate (Bordial, 1997).

Previous studies showed that e-mail communication is widely used among society to communicate socially and is also used interactively in public educational institutions. The study by Siti Zobidah et al. (2008) found that the use of new technologies

such as email can help simplify and speed up formal affairs in organizations. The top management of the organization is able to equip themselves with communication technology facilities like computers, especially e-mail to facilitate communication for them.

Zimmermann et al. (2008) argues that although face-to-face communication is fundamental to human interaction, it still needs to be improved. This face-to-face communication process still needs the support of communication technology to ensure that communication at all levels can move smoothly to ensure the effectiveness and success of the organization. Communications

technology has been adapted to support face-to-face communication by creating electronic video conferencing via Skype, Facetime and Vonage so that organizations can use this internet phone software to communicate with employees abroad without spending a lot of money and saving time. Most organizations are able to implement the results of this technology contribution to replace meetings or face-to-face meetings.

In addition, the use of communication technology in organizational management activities can help in strengthening and improving aspects of customer relations and making them a force for

competition in the market, especially between competitors who provide the same product or service. Competitive strength refers to the organization's ability to formulate a communication strategy using communication technology to attract the attention of the business ecosystem to use the offered services and products. Using an organization's website as a means of communication helps the organization communicate with its external environment. Stephens (2007) explained in his study that an organizational website can introduce an organization to the external environment, and maintain the good name and reputation of the organization to help provide excellent customer service. In a dynamic environment, it is essential that organizations are able to avoid and pursue a reputation through an effective and trained human resource management system in providing services that can attract clients on an ongoing basis.

The commitment of the management of the organization to ensure the interests of customers while providing services is the motive for the existence and satisfaction of customers towards the organization. The distinction and glory of an organization in the era of globalization depends not only on the superiority of organizational goals alone, but the

presence and assistance of effective communication technology with effective management also plays a role (Romero et al., 2011).

*** Conclusion**

In general, communication technology has a positive impact on the organization and its top management. Activities in the organization can be improved with the help of communication technology and it requires cooperation and commitment of all parties to ensure that the technology chosen has a positive impact on the organization. With the help and contribution of communication technology, many things that were previously difficult to implement can be simplified.

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