**THE IMPACT OF COMMUNICATION TECHNOLOGY ON BUSINESS DEVELOPMENT**

**(A STUDY OF AMEACOM GLOBAL LIMITED, UYO)**

**BY**

**BASSEY, UKPONO UDO**

**UCP/N2013/MC/147**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**AKWA IBOM STATE**

**SEPTEMBER 2015**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION**

**SEPTEMBER 2015**

**CERTIFICATION**

This is to certify that this research work is carried out by **Bassey, Ukpono Udo** with Registration Number **UCP/N2013/MC/147** of the Department of Mass Communication, Uyo City Polytechnic, Uyo, Akwa Ibom State under the supervision of:

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(Supervisor) Signature/Date

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(Head of Department) Signature/Date

**DEDICATION**

This research project is dedicated to the Almighty god for his grace and love for seeing me through, and to those who contributed in one way or the other I say thank you.

**ACKNOWLEDGEMENTS**

I am particularly grateful to God Almighty for his grace, which saw me through the duration of the programme.

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Perhaps, I should also use this opportunity to express my profound gratitude to my lovely parents, TPL, U. B. Etok and my mother Mrs. Uyai U. B. Etok, (teacher by profession) for their understanding and care while the programme lasted. I owe a great deal and gratitude to my elder brothers Engineer Aniekan and his family, Mr. Nsikak and Mr. Richard Bassey and my only sister Mrs. Utible Paul Neil and her family for their support, encouragement and prayers.

I express my sincere appreciation to my friends, Udeme-obong, Mfon-obong, Idara-obong and many others. I won’t forget my course mates who share in the belief that the conservation of our Mass Communication is the greatest task that must be pursued aggressively. May God reward and bless you all abundantly.

**ABSTRACT**

This study centered its investigations on the impact of communication technology on Business Development with a case study of Ameacom Global Limited. A survey design was adopted and a researcher developed instrument was used to obtain data for the five-objective study. A sample of 180 workers. The results of the questionnaire respondents from a total population of 340 workers. The results of the study revealed that Ameacom Global Limited management has appreciably embraced communication Technology. Moreover, the major type of ICT facilities used at Ameacom Global Limited are data/transactions processing and office support facilities. In addition, Ameacom Global Limited have enough facilities to fully automate its processes and carry out online business transactions, the results also reveal that communication technology in Ameacom Global Limited and the use of communication technology in Ameacom Global Limited has positively enhanced the business report of the company. The study however recommends that the management of Ameacom Global Limited have identified the relevance of communication technology should double efforts to attain a higher level of the use of communication technology in the daily running of its business for its enviable returns.

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**CHAPTER ONE**

**BACKGROUND OF THE STUDY**

**1.1 Introduction**

Communication has gone beyond the confine of understanding between people or staff in an organization or in a community. The world has gone into the digital stage than the analogue one. For instance, most organization or cooperate bodies have gone beyond the analogue process. In Nigeria, business outfits have embraced and accepted to use communication technology because they have realized the need to apply such technologies in order to be known. Most of the organization have showed cased their websites and have even consulted consultants via such technological devices.

Communication technology as the name implies has been conceived as the greatest business contact because is being undertaken through the online process. On daily basis, organization are advocating for new business platforms through the use of communication technology and are as vital as physical contacts with a person the world has been conceived as a global village because of inter-communication link bringing people as if they were living together. The impact of communication technology is vital for several reasons, firstly, it keeps aware of the existing firms structures when considering the hierarchy of management staff and the entire firms, such profiles could only be seen through the communication technology. It is for such development that this news or modern technology devices has been encouraged by the federal government and other agencies. This study adds that no meaningful development can be ascertained as far as business is concerned. As at now, the media could be viewed as business promoters in as much as other outfits are concerned such as radio, television, newspaper, billboards and so on. But the realization and advent of communication technology has re-modified the communication process in term of technological outfits where the internet has been in vogue in many organizations, the power of the internet which is in form of a computer which has been linked to the technological and complex devices and has been aimed at making the process more smoother and also more clearer.

According to Gartside (1996), a firm’s correspondence is often the principal means by which business relations with the outside world are established. It is therefore of the utmost important that companies wishing to expose their images must do it with their aims and targets at heart. In addition, the technological device has replaced the post office which dealt with posting of letters. Communication technology has become more attractive because of its high standards of services generally.

**1.2 Statement of the Problem**

In a developing country like Nigeria, communication Technology has not been considered seriously, it appears that Nigeria’s low level of technology has not allowed the full application of communication and information technology in business organization. This problem affects corporate organization like the Ameacom Global Limited because they are not fully connected in the global business villages which make the growth of the organization slow. It is the low level of communication technology persists in major organizations, Nigeria may lack behind in international connection. Therefore this project is undertaken to find ways and means to improve information technology flow so that it will not have negative impact on organization or foreign investors intending to come to Nigeria.

**1.3 Objectives of the Study**

The objectives of the study are conceived to:

1. Find out whether Ameacom Global Limited do make use of communication technology.
2. Find out the type(s) of communication technology used in Ameacom Global Limited.
3. Find out the extent to what application of communication technology has been used by Ameacom Global Limited.
4. Assess the relevance of communication technology to Ameacom Global Limited.
5. Confirm its influence in Ameacom Global Limited.

**1.4 Research Questions**

The research questions formulated for this study are;

1. Could it be researched whether Ameacom Global Limited do make use of communication technology?
2. What type(s) of communication technology is/are used in Ameacom Global Limited?
3. To what extent is the application of communication technology to Ameacom Global Limited?
4. What is the relevance of communication technology to Ameacom Global Limited?
5. What influence does communication technology have on Ameacom Global Limited?

**1.5 Significance of the Study**

New innovations are needed in order to enhance the existence of the already made ones. This will assist Ameacom Global Limited in their communication technology pattern of business. Again, the study seeks to put into light the necessity of using modern communication technology in enhancing business. It is agreed that at the end of the study, student of the department of the mass communication and other allied researchers shall find this study significant.

**1.6 Delimitation of the Study**

The study delimits itself to Ameacom Global Limited located in Uyo Metropolis. In addition, it deals on the impact of communication technology on business development.

**1.7 Limitation of the Study**

The researcher was faced with unavailable factor such as time constraint lack of funds and unavoidable absence of the respondents. Most of which were the management staffers. At this juncture, the researcher found it difficult to administering the questionnaires and retrieve them as at when due.

**1.8 Definition of Terms**

The terms as used in this study are defined as follows;

**1.8.1 Impact**

This is known as striking of one thing against another, forceful, contact, collision.

**1.8.2 Communication**

This is a process where two persons exchange communication contract. It could be through the media made up of internet, e-mail service and so on.

**1.8.3 Technology**

This could be known as new communicative devices that make communication more sophisticated.

**1.8.4 Business**

This is a process of making transaction by exposing a service or product to the ultimate public and final.

**1.8.5 The Impact of Communication**

Good Communication allows organization co-workers to share decisions.