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TECHNOLOGICAL INNOVATION AND JOB SATISFACTION OF MANAGERS AND ACCOUNTANTS IN OWERRI

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ABSTRACT

Technology has over the years, become the driver of businesses and business practices around the globe. There are however corporate organizations that are yet to embrace various technological innovations. As such, this study investigated technological innovation and job satisfaction of Managers and Accountants in Owerri. The study concentrated on registered entrepreneurial entities in the Owerri Senatorial Zone, Imo State. The objectives of the study were to examine the relationship between cloud computing and job satisfaction in entrepreneurial entities; and to assess the level of correlation between mobile applications and job satisfaction in the entrepreneurial entities. The researchers developed a problem statement that captured the research gaps which called for the study. The study was guided by two research objectives, two research questions and two hypotheses. The Davis' Technology Acceptance Model(TAM) was used to handle the theoretical framework. Empirical reviews were used to beef up the study. The researchers employed the survey research design in the research. A five-point Likert Scale structured questionnaire was the major instrument for data collection. The validity of the instrument was done by showing the questionnaire to research experts for their corrections and inputs. Cronbach Alpha statistic was used for obtaining 0.87as the reliability ratio of the survey instrument. Data analysis was committed to descriptive statistics of mean and standard deviation. Correlation analysis was used to test hypotheses. It was found that each of cloud computing and mobile applications positively and significantly improved job satisfaction of Managers and Accountants in entrepreneurial entities in Owerri. It was concluded that technological innovation was a determinant of job satisfaction of Managers and Accountants in Owerri. The study recommended that entrepreneurial entities should always embrace cloud computing and mobile applications so as to always gain job satisfaction and all round corporate viability.

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INRODUCTION

Background of the Study

Any business organization that wishes to boost job satisfaction of its workers no doubt, becomes committed to the adoption and sustainability of technological innovation in the conduct of its affairs. Coccia (2021) defines technological innovation as a situation whereby inventions of new things and/or new ways of doing things are transformed into useable devices and applications to enable organizations and/or adopters to take advantage of important opportunities to cope with problems or environmental threats. It is designed to give solutions to problems of the adopters. Duggal (2023) opines that it is at a rapid rate that technology evolves in recent times. Santosh (2023) asserts that technology has a rapidly changing landscape that defeats our ability to foresee its advancements.

In the context of this study, technological innovation is the use of cloud computing and mobile applications to achieve job satisfaction in entrepreneurial entities. David (2023) maintains that cloud computing is a model which makes available computing resources like servers, databases, storage and software applications over the internet alternative to local hardware and infrastructure. The resources are accessible from anywhere any time on any device with internet connection. Nwadike (2023) believes that it is the delivery of different services through the internet. Reckmann (2023) opines that benefits of cloud computing for businesses include accessible data, automatic syncing, remote work facilitation and easy backups.

Indeed, Pham (2021) defines a mobile application (an app) as a kind of application software intended to run on a mobile phone. This is also the view of Mroczkowska (2021) who

also asserts that apps can be used in business to book tickets, send e-mails and track work progress hence business apps boost productivity and minimize expenses.

Technological innovation may have the capacity to help enterprises achieve workers' job satisfaction. Ertugrul (2022) refers to job satisfaction as a measure of how much an individual enjoys his/her work. It is the degree of happiness or pleasure an individual gain4s from the job. Achmad, Noermijati, Rofiaty, and Irawanto (2023) believe that job satisfaction plays a big role in organizations. This study on technological innovation and job satisfaction of Managers and Accountants in Owerri is geared towards investigations how these professionals use technological innovation indices to achieve job satisfaction in various entrepreneurial organizations with a view to bridging research gaps and contributing to knowledge.

Statement of the Problem

The researchers have observed that managements of many enterprises are yet to embrace cloud computing and mobile applications for improved job satisfaction of their Managers and Accountants. Also, mobile applications have not been properly paid attention to in many business organizations and such may have adversely affected job satisfaction in the entrepreneurial entities.

Indeed, empirical studies assessed by the researchers on technological innovation did not show how cloud computing and mobile applications influenced job satisfaction of Managers and Accountants in entrepreneurial firms in Owerri. This exposes a research gap. It is this research gap that constitutes the major problem of this study.

Objectives of the Study

The major objective of the study is to technological innovation and job satisfaction of Managers and Accountants in Owerri. The specific objectives include to:

i. examine the relationship between cloud computing and job satisfaction in entrepreneurial entities.

ii. assess the level of correlation between mobile applications and job satisfaction in the entrepreneurial entities.

Research Questions

In alignment with the objectives of the study, the researchers developed the following research questions:

i. What is the relationship between cloud computing and job satisfaction in entrepreneurial entities?

ii. To what extent do mobile applications correlate with job satisfaction in the entrepreneurial entities?

Hypotheses

In other to answer the research questions, the researcher developed the following hypotheses:

H_{01}: There is no significant relationship between cloud computing and job satisfaction in entrepreneurial entities.

H_{02}: There is no significant level of correlation between mobile applications and job satisfaction in the entrepreneurial entities.

Scope of the Study

The study concentrates on selected entrepreneurial entities in Owerri Senatorial Zone of Imo State. This constitutes the geographical scope of the scope. The content scope examined the relationship between cloud computing and job satisfaction; mobile applications and job satisfaction in entrepreneurial entities. For the unit scope, the researchers concentrated on the Managers and Accountants in the entrepreneurial organizations.

Theoretical Literature

The researcher used the Fred D. Davis Technology Acceptance Model to handle the theoretical framework.

Fred D. Davis Technology Acceptance Model (1989)

Fred D. Davis Technology Acceptance Model is an extension of the theory of

Reasoned Action. This model has two major aspects that influence an individual/s intention to use new technology: perceived ease of use and perceived usefulness. Perceived usefulness describes the degree to which people believes that their work performance can be increased by using the system example whether the system can help them to complete a task more quickly. Perceived ease of use refers to the extent to which a person has to move a mental or physical effort to use the technology.

Empirical Literature

The following empirical literatures were used to show the relevance of the study:

Anikeze, Abonyi and Okafor (2023) conducted a study to investigate office information technologies and performance of tertiary institutions in South East Nigeria. The survey research method was adopted in the study. Regression analysis was used to handle data analysis. It was found that printer has significant influence on employee job performance of tertiary institutions in South East Nigeria. And photocopy machine had significant impact on quality job delivery of tertiary institution in South East Nigeria.

Awotomilusi, Dagunduro and Bankole (2022) did a research to assess the adoption of cloud computing on the efficacy of accounting practices in Nigeria. It was a survey research. Data analysis was committed to frequency and ordinary least square regression. It was found that cloud computing and technological advancement had positive relationship with efficacy of accounting practices in Nigeria.

Idi, Anthony, and Muhammed (2023) investigated “making sense of mobile applications’ terms and conditions perspectives of users in Taraba State. It was a survey research. Percentages were used to handle data analysis. It was found that participants were aware of mobile apps’ terms and conditions. Also, poor knowledge of terms and conditions was found among users.

Gap Identified in Literature

Based on the literatures the researcher was able to access, very little or significantly nothing has been done on the link between cloud computing and job satisfaction; mobile applications and job satisfaction in entrepreneurial entities. This study bridges the gap.

Methodology

The researchers used the survey research design in the study. The population of the study was made up of the Managers and Accountants of 10 entrepreneurial firms randomly selected from each of the 9 LGAs in Owerri Senatorial Zone. The total population of the study was 930. The researcher used the Taro Yamen's formula for sample size determination to obtain a sample size of 280 for the study. The sources of data included the primary and secondary sources. While the questionnaire was the major instrument of data collection used for the study as a primary data tool, the researchers relied on texts, journals and internet sources for secondary data. The validity of the instrument was done by showing the instrument to research experts for their inputs and by ensuring that the study focused on the research questions. The reliability ratio of the instrument was done with the use of pilot study whose results were committed to Cronbach alpha statistic. A ratio of 0.79 was obtained. The instrument was therefore 79% reliable. The study employed the descriptive statistics of mean and standard deviation for data analysis. Spearman Product Moment Correlation analysis was used to test hypotheses. The rejection of null hypothesis was based on $P<0.05$.

Questionnaire Analysis

Out of the 280 copies of the questionnaire distributed, only 227 copies were properly filled and returned. This represents 81.1% return.

Research Question 1:

What is the relationship between cloud computing and job satisfaction in entrepreneurial entities?

Table 1: Respondents' responses on cloud computing and job

satisfaction in entrepreneurial entities

Q/No	Item	SA	A	SD	D	UN	N	Mean	Std. Dev.
1	Managers make policies to enable Accountants embrace cloud computing and such gives job satisfaction to the Managers and Accountants.	90	79	15	17	26	227	4.14	0.843
2	Management trains the Accountants on various ways to use cloud computing in achieving greater job satisfaction in the enterprises.	99	73	17	16	22	227	3.96	0.822

Field Survey (2023)

The table 1 above presents data from respondents under study. The result also disclosed a strong agreement by the respondents on their opinion on the relationship between cloud computing and job satisfaction in entrepreneurial entities. It accounted for a grand mean of 4.05. The results further show that the respondents agreed to the facts that: Managers make policies to enable Accountants embrace cloud computing and such gives job satisfaction to the Managers and Accountants (with a $\bar{\bar{x}} \pm \text{S.D}$ of 4.14 ± 0.843; management trains the Accountants on various ways to use cloud computing in achieving greater job satisfaction in the enterprises (with a $\bar{\bar{x}} \pm \text{S.D}$ of 3.96 ± 0.822).

Research Question 2:
To what extent do mobile applications correlate with job satisfaction in the entrepreneurial entities?

Table 2: Respondents' responses on the relationship between mobile applications and job satisfaction in the entrepreneurial entities

Q/N	Item	SA	A	SA	D	UN	N	Mean	Std. Dev.
3	Mobile applications trigger job satisfaction in the organizations.	100	82	14	17	14	227	4.04	0.818

4	Management frequently procures devices that aid the use of mobile applications in the enterprises.	92	77	27	11	20	227	3.93	0.741

Field Survey (2023)

The table 2 above presents data from respondents on the relationship between mobile applications and job satisfaction in the entrepreneurial entities. The results accounted for a grand mean of 3.87 which implies that majority of the respondents affirmed to the statements. There is a high level agreement by the respondents on the opinion that mobile applications trigger job satisfaction in the organizations as the result accounted for a mean of 4.07 and a standard deviation of 0.818. The result has indicated that the majority of the respondents agreed to the item statement that: management frequently procures devices that aid the use of mobile applications in the enterprises (with a $\bar{x} \pm \text{S.D}$ of 3.93 ± 0.741).

Testing of Hypotheses

Here the hypotheses associated with the study were tested. The hypotheses were tested in order to find out whether the difference in opinion was significant to draw conclusion.

Hypothesis One: There is no significant relationship between cloud computing and job satisfaction in entrepreneurial entities.

Table 5: Correlation analysis between cloud computing and job satisfaction in entrepreneurial entities

Item	Mean	Standard Deviation	Correlation Coefficient	P-value
Cloud computing	4.14	0.843	0.788	0.001
Job satisfaction	3.96	0.822		

SPSS Correlation Analysis Output (2023).

The result on table 5 presents the correlation analysis between cloud

computing and job satisfaction in entrepreneurial entities. The result shows a p-value of 0.001 and correlation coefficient of 0.788. The result shows a p-value less than 0.05 being the level of significance; therefore, rejecting the null hypothesis and accepting the alternative hypothesis. Therefore, the correlation coefficient between cloud computing and job satisfaction in entrepreneurial entities

is significant. Therefore, there is a significant relationship between cloud computing and job satisfaction in entrepreneurial entities.

Hypothesis Two: There is no significant level of correlation between mobile applications and job satisfaction in the entrepreneurial entities.

Table 6: Correlation analysis between mobile applications and job satisfaction in the entrepreneurial entities

Item	Mean	Standard Deviation	Correlation Coefficient	P-value
Mobile applications	4.04	0.818	0.826	0.001
Job satisfaction	3.93	0.741		

SPSS Correlation Analysis Output (2023).

The result on table 6 presents the correlation analysis between mobile applications and job satisfaction in the entrepreneurial entities. The result shows a p-value of 0.001 and correlation coefficient of 0.826. The result shows a $p - value \leq 0.05$ level of significance, thereby rejecting the null hypothesis and accepting the alternative which states that there is a significant level of correlation between mobile applications and job satisfaction in the entrepreneurial entities.

Summary of Findings

Based on the analysis, the researcher found that:

1. There is a significant relationship between cloud computing and job satisfaction in entrepreneurial entities.
2. There is a significant level of correlation between mobile applications and job satisfaction in the entrepreneurial entities.

Conclusion

The study concludes that technological innovation is a determinant of job satisfaction of Managers and Accountants in entrepreneurial entities in Owerri.

Recommendations

Based on the findings, the researchers recommended that:

i) Entrepreneurial entities should always embrace cloud computing for improved job satisfaction.

ii) Entrepreneurial entities should always embrace mobile applications so as to always gain job satisfaction and all round corporate viability.

Contribution to Knowledge

This study contributes to knowledge by providing empirical literature on the link between cloud computing and job satisfaction in entrepreneurial entities. It also provides empirical literature on the relationship between mobile applications and job satisfaction in entrepreneurial entities in Owerri Senatorial Zone, Imo State.

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