

BUSINESS COMMUNICATION AND THE ACHIEVEMENT OF MANAGERIAL FUNCTIONS IN NSIT IBOM LOCAL GOVERNMENT COUNCIL, AFAHA OFFIONG

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Abstract

The aim of this study was to investigate the influence of business communication on the achievement of management functions in Nsit Ibom Local Government Council – Afaha Offiong. A research survey design was adopted. A total of 96 Nsit Ibom Local Government employees made up the population while 77 were used as sample size using Taro Yamane statistical tool. Four (4) research questions and null hypothesis were formulated to direct and guide the study while a structured research questionnaire was used to gather data for analysis of sixteen (16) structured items which were set to reflect the four (4) variables constructed (Digital, Vertical, External and Horizontal forms of business communication). The project supervisor and two (2) research experts from school of Vocational and Technical Education formed part of the team Validation of the instrument. Mean, standard deviations were used to analyze research questions while independent t-test was used to test the null hypotheses. It was revealed from the data analyses that there is significant difference between Male and Female staff responses on the influence of Digital, Vertical, External and Horizontal business communication on management functions in Nsit Ibom Local Government Council Afaha Offiong. It was recommended among others that Federal, State Government, Organization and Authorities should encourage local government councils to introduce and utilize Digital communication platforms. Training, Workshops and Seminars should be made available to workers of the council who are in position to undertake communication activities / processes while management of the digital communication resources be put to effect in order to foster communication growth in the local government councils.

Key Words: *Influence, Business, Communication, Achievement, Management, Functions*

Introduction

In every organization be it private or public, there is need for communication processes and the flow of communication depends on the levels of communication adopted or the modes of communication adopted by each organization. In the case of Local government council (public organization), the type of Business communication line adopted depicts management functions achievement. That is why with the various management function as often been used as it acronym [POCDSCORB] meaning Planning, Organizing, Controlling, Directing, Staffing, coordinating, Reporting/Recruiting and Budgeting. All these functions of management need to be achieved with the help of Business communication models, Unyime (2025). Business communication which is the process of sharing ideas information between two and more people, (Farace, Mange *et al*,2018).

In today's society, the mode of communication [modern] has played tremendous roles in impacting management functions and boasting fast, reliable and accurate information on-like traditional mode of business communication, it has an impact to some extent which foster an elicited avenue for the control and co-ordination of information by individuals. In many public organization [Local Government Councils] It has been observed that their mode/nodes of business communication evolved on Traditional which many clerical officers still moves round to dispatch information, it has also noted that manual treatments of correspondences [parcels, memo, notice] in public organization still on-going where receptionist involved handling their duties manual while this consumed their time and energy very few organization has made use of electronic models of business communication where digital devices/machines are put to effective use that enhances

effective flow of business communication. At management level, modern modes of business communication has help to many management functions or task like the planning, controlling, coordinating, staffing, recruiting, organizing, all of these requires digital workforce to deliver them on time [Argenti, 2013].

Modern mode of Business communication has help in routine activities with the use of different software applications, management can plan on organizational activities, control, financial, dealings and otherwise. Also in terms of budgeting, management can communicate budgeting information to various department, establishment/units; In terms of staffing, management of public organizations currently make use of digital devices in the check mate o staff affairs duties and work. In the case of recruiting, digital device/software has been designed to help management effectively engage on recruitment process where information about employment is communicated at ease irrespective of population.

As it is said if you are not informed you deformed, this adage spelt out the important of business communication, effective business communication can enhances organizational performance, improve decision-making and increase productivity. In the context of Local Government Councils, business communication is essential to both the internal users of information and external users of information, this leading to better service delivery and improved governance [Kolter, 2018]. Effective business communication is essential in motivating individuals and groups to follow certain behavioral pattern which as a result foster successful performance of all the management and administrative functions to enhance effective and efficient administration. The concept of business communication has evolved over the years, from traditional face-to-face interactions to modern digital communication channels.

Today, organizations use various communication channels, including email, social media and instant messaging to convey information to stakeholders. However, despite the advancements in communication technology, many organizations still struggle with communication breakdowns, leading to inefficiencies, misunderstandings and conflicts. The management function relies heavily on communication to ensure that organizational objectives are met. Effective communication enables organizations to respond to changes in the external environment, including shifts in market trends, customer needs and regulatory requirements. Business communication is the lifeblood of any organization, playing a vital role in the achievement of management functions. Effective communication is essential for managers to convey their ideas, plans and policies to employees, stakeholders and customers. The importance of business communication cannot be overstated, as it impacts every aspect of an organization's operations. The researcher undertakes a study to find out how the business communication could be influence the achievement of management functions, using Nsit Ibom Local Government Council – Afaha Offiong as a case study.

Statement of the problem

Despite the essential role played of business communication, and with the advancement in technology, many Local Government Councils [Nsit Ibom] still operate on the traditional mode of business communication. However, failure of any organization to function successfully is as a result of poor or wrong use of information mode; inability of such organization to keep the line of communication open at all time, to build, maintain and capitalize on an effective communication system in its organization that is why many Local Government Councils especially Nsit Ibom struggle with ineffective communication as this could be attributed to inadequate provision of modern communication devices, poor electrification, unskilled personnel on the use of the said modern device and this had led to misunderstandings, delays and poor decision-making in the council.

Also one of the major challenges of Nsit Ibom Local Government Council on poor business communication facing in this technological advanced World is how to function effectively as started

aims and objectives without sacrificing human creativity and individual through industrial conflict i.e. everyone want to get information about what is going on and management is not care about the workfare of the employees and also the problem facing them. Thus, the researcher was challenged and consequently sought to conduct a study aims to investigate the influence of business communication on the achievement of management functions in Nsit Ibom Local Government Council- Afaha Offiong.

Purpose of the study

The main aim of the study was to examine the influence of business communication on the achievement of management functions in Nsit Ibom Local Government Council- Afaha Offiong. Specifically, the study seeks to achieve the following:

- i. Determine the influence of digital business communication model on the achievement of management functions in Nsit Ibom Local Government Council- Afaha Offiong.
- ii. Determine the Influence of Vertical Business Communication model on the achievement of management functions in Nsit Ibom Local Government Council –Afaha Offiong.
- iii. Determine the Influence of External Business Communication model on the achievement of management functions in Nsit Ibom Local Government Council – Afaha Offiong.
- iv. Determine the Influence of Horizontal Business Communication model on the achievement of management functions in Nsit Ibom Local Government Council – Afaha Offiong.

Research Questions

To achieve the purpose of the study, the following research questions were formulated and posted in order to direct the study;

- i. To what extent does Digital model of business communication influence management functions in Nsit Ibom Local Government Council- Afaha Offiong?
- ii. To what extent does Vertical model of business communication influence management functions in Nsit Ibom Local Government Council –Afaha Offiong?
- iii. To what extent does an External business communication model influence management function in Nsit Ibom Local Government Council – Afaha Offiong?
- iv. To what extent does Horizontal model of business communication influence management functions in Nsit Ibom Local Government Council –Afaha Offiong.

Research Hypotheses

The researcher set-up the following research hypotheses in order to guide the study thus;

- i. There is no significance difference between Male and Female staff responses on the influence of Digital business communication model on management functions in Nsit Ibom Local Government Council –Afaha Offiong.
- ii. There is no significance difference between Male and Female staff responses on the influence of Vertical business communication model on management functions in Nsit Ibom Local Government Council – Afaha Offiong.

- iii. There is no significance difference between Male and Female staff responses on the influence of External business communication model on management functions in Nsit Ibom Local Government Council- Afaha Offiong.
- iv. There is no significance difference between Male and Female staff responses on the influence of Horizontal business communication model on management functions in Nsit Ibom Local Government council – Afaha Offiong.

Empirical Review

The empirical review of this research is reported based on the variables chosen, thus;

a) Digital communication

Oladipo (2022) conducted a study to examine the relationship between media richness and communication effectiveness in Nigeria public organizations. This study, aimed to assess how the choice of communication channels influence the efficiency of management functions through business communication within workplace. Using a mixed-method approach, Oladipo studied 100 employees from diverse organizations in Nigeria. The findings indicated that rich media (Digital communication), such as, video conferencing were more effective for handling complex issues, while lean media such as e-mails were sufficient for straightforward tasks. The study recommended that organization align their communication strategies.

However, Akinyemi (2020) reported that digital communication platforms provide an interactive means of communication, enabling users to share and receive feedback instantly. Akinyemi (2020) also opine that digital communication make business organization to reach their target audience at a fraction of the cost compared to traditional methods of communication. Suleiman (2012) opined that digital communication promotes accessibility as individuals from all parts of the country or world can connect through the internet without geographical limitations. Ajiboye & Adebayo (2021) reported that e-commerce, digital marketing and online customer services are growing rapidly in the country, driven by a shift towards remote work and increased use of digital platforms for business operation. Ukeme, Uford & Etuk (2024) opined that integration of digital communication tools and platforms in Nigeria organizations has significantly transformed how business operations are conducted as it offers several benefits such as increasing efficiency, enhanced collaborations and greater accessibilities.

b) Vertical Communication and Management Function Achievement

Various studies in recent times have emphasized the importance of vertical communication to the success of organization as well as achievement of management functions. According to Johnson, (2020) a related research had earlier noted that they are overwhelming benefits associated with managers clearly signposting the reasons of informing actions taken and expected in communicating to their subordinates. In most cases, management within an organization ignores these aspects when communicating, with the focus mostly being in the dissemination of such information to employees. It is often argued that while it may be landaus and time consuming to communicate the rationale behind the instructions being passed to employees, the latter's confidence, trust in the system and support for such decisions are strengthened by such explanations. According to Lebura, (2021) both vertical and horizontal communication are deemed as being instrumental to the success of management functions as well as organization business goals/objectives. Specifically, vertical communication according to Wien (2020) impacts organizational success through effective management function performance by improving job satisfaction and employee commitment to the organization. Another research conducted by Ukpe (2020) and Umoh, Ekpo, Effiong, and Asangausung, (2023), addresses the gap while it investigates the relationship between vertical

communication and management functions achievement in rivers state civil service. It was revealed by Khan, (2019) and Akpan and Effiong, (2021), that vertical communication is seen as the key approach to management functions performance through the use of vertical communication models as it measures how much contribution the employee makes in the drive to achieve set goals of the management as well as organization. Khan, (2019) also reported that vertical communication create efficiency and helps in exchange of information and opinion within the organization and also improved the organizational performance.

c) External Communication and Management Function Achievement

Anne Van der Melden, (2016) conducted a research on the topic impact of business communication and the achievement of organizational goals in Enugu state University. The research adopted survey design with three (3) research questions and hypothesis, with 82 sample public organization workers of the university, the study investigated the relationship that exist between external communication; digital communication and horizontal communication, while Pearson product moment correlation statistical tool was used to test the null hypothesis, the study revealed a positive high correlation on the part of external and digital communication. He further revealed that vertical communication improve the quality of management functions through getting things done as it improve quality services.

According to Sinambela (2012) reveals a significant improvement of external communication in management function achievement. Sinambela (2012) conducted a research to investigate the role of external communication in organizational goal achievement, it was further revealed that groups concerned in the usage of information of the public organization need to be communicated in order to contribute their ideas, knowledge and value to the growth of organization. It was reported that public organization must adopt external form of business communication to achieve their all-round goals of business operations. Udo, Udom and Willie (2024) conducted a research on the topic effects of selected public administration policies on Nigerian economy. The study uses both descriptive and ex post facto design. The techniques adopted include the Augmented Dickey Fuller (ADF) test, and Autoregressive Distributed Lag (ARDL) model for the data analysis.

The study revealed that corruption has significantly impeded business successes in Nigeria and thus, on economic growth and with a weak transmission effect through foreign direct investment in businesses, domestic investment, and government spending in Nigeria. The study opined that government should reduce the influence of external forces in the formulation of its public business policies as such external directives may not work in Nigerian business environment due to the differences in Nigerian socio-cultural background.

Research Methods

The study was conducted in Nsit Ibom local government area council, Afaha Offiong. The Nsit Ibom council secretariat is located in the heart (central) of Afaha Offiong, the head quarter of Nsit Ibom local government area. The Council is headed by the Chair lady, Hon. (Mrs) Oto-obong Aaron, Vice Chairman (Hon) Udeme Philip and the Secretary of the Council is (Hon.) Mrs. Iyakndue A. Unaam. They are about eleven (11) Hon counselors and nine (9) Supervisors as well as Administers and heads of Departments which constitute the management body of the council. The council also has low superiors and subordinates i.e. (high, middle and low level) management team with definite functions performs with core communication channels. There are inter-connected link of communication among numbers of the council which enables the establishment to achieve it aims and objective.

The researchers adopted a descriptive survey design. This was possible since a descriptive survey design enables the researchers to elicit information as it is suitable. The population of the study comprises of all the staff of Administrative unit, middle management team i.e. supervisors and workers of personnel and communication department in the council. Therefore the total sum of the workers found stood at 96. This constituted of 51 Males and 45 Females respectively. The sample size of the study was made using Taro Yamane formula for the study. The sample size rose up to 77. The sampling technique employed was the stratified random sampling technique where respondents were selected based on Gender categories of males and females. Altogether 40 males and 37 females were chosen for the study.

The researchers constructed a well detailed questionnaire with two sections. Section A was constructed to elicit personal information. Section B contained sixteen (16) items that elicit information on the four variables (digital, vertical, external and horizontal mode of business communication). It was a four (4) point liker scale. The researchers adopted a test-retest reliability tool where a small number of the selected sample group was used to test the instrument. It requires the researcher to administer the instrument to a group and record the response, after two weeks the researchers also went to the same group and administers same items and also recorded the result of the reliability was made using Cronbach Alpha formula. It has a positive high relationship value of 0.86 which is reliable. The researchers visited the study area many times to gather information for analysis with one friend (assistant) who help in the administration of the instrument and avoidance of missing. The researcher obtained permission from the council sole administrator to use their staff for the study. Therefore when permission was granted the researcher with the assistant visited different offices and departments selected for introduction and administration of the instrument. After administration, the instrument was collected at the spot to avoid missing.

The researchers analyzed the data by using simple means ($\bar{x}$) to answer research question. While t-test was used to test the null hypotheses at the significance level of 0.05 respectively. The decision about what to accept or reject was based on the calculated t-test value and critical t-test value where, whenever the calculated t-test value is greater than the critical t-test value, the null hypotheses were rejected while the hypotheses were accepted in the alternative.

Data presentation

Analysis of Research questions

Research question 1: To what extent does Digital model of business communication influence management functions in Nsit Ibom Local Council Afaha- Offiong?

Table 1: Simple mean Responses on the influence of Digital model of business communication on management functions in Nsit Ibom Local Government Council –Afaha Offiong.

Variables	SA	A	SD	D	TOTAL	$\bar{X}$	SD	Decision
The council had introduces digital business communication to the council and it use effectively.	30	22	15	10	77	2.94	3.3	Accepted
	(38.96)	(28.57)	(19.48)	(12.99)	(100%)			
Digital communication helps to clear overload and clarity of message process in your unit.	28	22	18	9	77	2.90	3.3	Accepted
	(36.36)	(28.57)	(23.38)	(11.69)	(100%)			
Digital communication has	25	20	15	17	77	2.69	3.2	Accepted

influence employees welfare in the council.								
	(32.47)	(25.97)	(19.48)	(22.08)	(100%)			
Digital communication has faster effective communication channels to a greater extent.	35	29	8	5	77	3.22	3.4	Accepted
	(45.45)	(37.66)	(10.39)	(6.49)	(100%)			

Source: Field Survey 2026

From the responses derive as described in the table relating to the respondents responses. The table shows that all the four (4) options Numbered (1-4) with the sum mean scores (2.94; 2.90; 2.69; 3.22) with standard deviation of (3.3, 3.3, 3.2 and 3.4) respectively were accepted. This has proven with the sum mean scores of 3.2 against acceptable mean of 2.5. It further shows a high extent of positive influence of digital communication in management function performance in Nsit Ibom Local Government Council Afaha Offiong.

Research Question 2: To what extent does Vertical model of business communication influence management functions in Nsit Ibom Local Government Council?

Table 2: Simple mean Responses on the influence of Vertical model of business communication on management functions in Nsit Ibom Local Government Council – Afaha Offiong.

Variables	SA	A	SD	D	TOTAL	$\bar{X}$	S.D	Decision
Councils does not really achievement to a greater extent using Vertical business communication levels.	22	30	15	10	77	2.83	3.2	Accepted
	(28.57)	(38.96)	(19.48)	(12.90)	(100%)			
Vertical business communication influence council's management functions.	18	28	22	9	77	2.71	3.1	Accepted
	(23.38)	(36.36)	(28.57)	(11.69)	(100%)			
There is a flow of communication from bottom to top and top to bottom in the council and this has help management to achieve their functions.	15	30	20	12	77	2.62	3.0	Accepted
	(19.48)	(38.96)	(25.97)	(15.58)	(100%)			
Generally, there is influence of Vertical business communication on the achievement of management functions.	20	25	15	17	77	2.61	3.1	Accepted
	(25.97)	(32.47)	(19.48)	(22.08)	(100%)			

Source: Field survey 2026

From the above respondents responses derived / analyzed in the table above, it showed that all the option 4 with mean scores of (2.83; 2.71: 2.62 and 2.61) with standard deviation of (3.2: 3.1: 3.0: and 3.1) respectively had medium mean scores and all were accepted. This indicated a optional improvement of management functions delivery through Vertical business communication model.

Research Question 3: To what extent does External model of business communication influence management functions in Nsit Ibom Local Government Council Afaha Offiong?

Table 3: Simple mean Responses on the influence of External model of business communication on management functions in Nsit Ibom Local Government Council –Afaha Offiong.

Variables	SA	A	SD	D	TOTAL	$\bar{X}$	S.D	Decision
There is need for external business communication in public organization.	20	25	15	17	77	2.69	3.2	Accepted
	(25.97)	(22.47)	(19.48)	(22.68)	(100%)			
Information that flows outside the council to public users is necessary for the management decisions.	37	25	10	5	77	3.22	3.5	Accepted
	(48.05)	(32.47)	(12.90)	(6.49)	(100%)			
External business communication plays a vital role in management function achievement.	31	22	10	14	77	2.91	3.3	Accepted
	(40.26)	(28.57)	(12.90)	(18.18)	(100%)			
External business communication generally influence management functions and makes them achieve great in their performance.	34	20	16	7	77	3.49	3.5	Accepted
	(44.16)	(25.97)	(20.78)	(9.09)	(100%)			

Source: Field survey 2026

From the responses analyses, it had a mean scores of (2.54; 2.72; 2.81 and 2.74) with standard deviation of (3.2; 3.5; 3.3 and 3.5) respectively. It indicated that External business communication influence management functions and decision making to a great extent. This was observed from the responses of the respondents on questionnaire item structured for the research question 3.

Research question 4: To what extent does Horizontal model of business communication influence management functions in Nsit Ibom Table Local Government Council –Afaha Offiong?

Table 4: Simple mean Responses on the influence of Horizontal model of business communication functions in Nsit Ibom Local Government Council – Afaha Offiong.

Variables	SA	A	SD	D	TOTAL	$\bar{X}$	S.D	Decision
Does Horizontal communication influence planning and strategy positively.	22	18	17	15	77	2.5	3.8	Accepted
	(28.57)	(23.38)	(22.08)	(19.48)	(100%)			
Does Horizontal communication contribute to conflict resolution and problem- solving in the council?	35	20	12	10	77	3.0	3.4	Accepted
	(45.45)	(25.97)	(15.58)	(12.99)	(100%)			
Does horizontal communication influence employee morale and job satisfaction in the council?	21	23	15	18	77	2.6	3.2	Accepted
	(27.27)	(29.87)	(19.48)	(23.38)	(100%)			
Are decisions made more efficiently when involving horizontal communication?	16	32	17	12	77	2.7	3.3	Accepted
	(20.78)	(41.56)	(22.08)	(15.58)	(100%)			

Source: Field survey 2026

From the table 4 above has analysis of research question four (4) with four (4) research questionnaire items. It has means scores of (2.5, 3.0, 2.6 and 2.7) with standard deviation of (3.8, 3.4, 3.2 and 3.3) respectively. It indicates that all the item was accepted meaning that Afaha Offiong Council utilizes horizontal business communication and it affects/ improves employees; management functions to a greater extent.

Test of Hypothesis

Hypothesis 1: There is no significance difference between Male and Female Staff responses on the influence of Digital business communication on management functions in Nsit Ibom Local Government Council –Afaha Offiong.

Table 5: t-test Analyses of the Influence of Digital model of Business Communication on Management Functions in Nsit Ibom Local Government Council –Afaha Offiong

Gender	N	$\bar{X}$	S.D	t-cal	t-crit	Df	Decision
Male	40	52.76	7.3	50.8	1.67	75	Rejected
Female	37	24.25	4.9				

Source: Field survey 2026

$df = N_1 + N_2 - 2 = 75$ at 0.05 level of significant degree freedom of 75.

The calculated t-test value of 50.8 was greater than the t-critical value of 1.67. Therefore, the null hypothesis one (H_{01}) stood rejected and accepted the alternative which means that there is significance difference between Male and Female staff responses on the influence of Digital mode of Business Communication management functions in Nsit Ibom Local Government Council Afaha Offiong.

Hypothesis 2: There is no significance difference between Male and Female Staff responses on the influence of Vertical business communication on management functions in Nsit Ibom Local Government Council –Afaha Offiong.

Table 6: t-test Analyses of the Influence of Vertical model of Business Communication on Management Functions in Nsit Ibom Local Government Council –Afaha Offiong.

Gender	N	$\bar{X}$	S.D	t-cal	t-crit	Df	Decision
Male staff	40	47.0	6.8				
				30.12	1.67	75	Rejected
Female staff	37	30.0	5.5				

Source: Field survey 2026

df = 75 at 0.05 level of significant degree freedom of 75.

The t-test calculated value of **30.12** was greater than the t-critical value of 1, 67. Therefore the null hypotheses 2 (HO_2) stood rejected and accepted the alternative which means that there is significance difference between Male and Female staff responses in the influence of Vertical business communication on management functions in Nsit Ibom Local Government Council –Afaha Offiong.

Hypothesis 3: There is no significance difference between Male and Female staff responses on the influence of External business communication on management functions in Nsit Ibom Local Government Council – Afaha Offiong.

The calculated t-test value of **53.70** was greater than the t-critical value of 1.67. Therefore, the null hypothesis 3 (HO_3) stood rejected and accepted the alternative which means that there is significance difference between Male and Female staff responses on the influence of External business communication on management functions in Nsit Ibom Local Government Council Afaha Offiong.

Hypothesis 4: There is no significance difference between Male and Female staff responses on the influence of Horizontal business communication management functions in Nsit Ibom Local Government Council –Afaha Offiong.

Table 7: t-test Analyses of the Influence of Horizontal model of Business Communication on Management Functions in Nsit Ibom Local Government Council – Afaha Offiong.

Gender	N	$\bar{X}$	S.D	t-cal	t-crit	Df	Decision
Male staff	40	47.0	6.8				
				32.02	1.67	75	Rejected
Female staff	37	29.0	5.4				

Source: Field survey 2026

df = 75 at 0.05 level of significant degree freedom of 75.

The calculated t-test value of **32.02** was greater than the t-test critical value of 1.67. Therefore, the null hypothesis 4 (HO_4) stood rejected and accepted the alternative which means there is significance difference between Male and Female responses on the influence of Horizontal business communication on management functions in Nsit Ibom Local Government Council –AfahaOffiong.

Major Findings of the Study

From the result analysis and findings, the following major findings were put forwarded:

- 1 There is greater extent on the improvement of Digital business communication on management functions performance in Nsit Ibom Local Government Council –Afaha Offiong.
- 2 There is a little improvement of Vertical business communication on management functions in Nsit Ibom Local Government Council – Afaha Offiong.
- 3 There is a very greater extent of improvement level of External business communication on management functions in Nsit Ibom Local Government Council – Afaha Offiong.
- 4 Digital model of business communication significantly influence management functions in Nsit Ibom Local Government Council – Afaha Offiong to a greater extent.
- 5 Vertical business communication significantly influences management functions in Nsit Ibom Local Government Council – Afaha Offiong in a little extent.
- 6 External means of business communication significantly influence management functions in Nsit Ibom Local Government Council – Afaha Offiong at optimal level.
- 7 Horizontal business communication influence management functions to an extent in Nsit Ibom Local Government Council –Afaha Offiong.

Discussion of Findings

From the result analysis of the data obtained, the discussion of finding is done base on hypothesis formulated.

Hypotheses 1: The finding of the hypothesis 1 from table 5 has t-test calculated value of 50.8 which was greater than the table t-test value of 1.67, therefore, the null hypothesis 1 was rejected, which stated that Digital business communication does not significantly influence management functions in Nsit Ibom Local Government Council –Afaha Offiong. This result was in consonant with the review literature work of Oladipo (2022) which opined that Digital communication such as Video Conferencing, E-mails, were sufficient for straightforward tasks in public organizations. He argued that digital business communication had a greater extent influence on the performance of management functions delivering (fast) among other forms of business communication.

Hypothesis 2: The findings of hypothesis 2 from table 6 have a t-test calculated value of 30.12 against the t-test table (critical) value of 1.67. Therefore, the null hypothesis 2 was rejected which state that Vertical business communication does not significantly influence management functions in Nsit Ibom Local Government Council –Afaha Offiong. The result indicated a little improvement of vertical business communication on management functions. This is in line with the study report Of Ukpong (2021) who conducted a research on the topic “Impact of forms of business communication on employees performance in Nigeria. The study revealed that Vertical business communication only influenced management functions to a little extent as compared to digital and external business communication.

Hypothesis 3: The findings of hypothesis 3 from table 7 has a t-test calculated value of 53.70 which was greater than the t-test critical value of 1.67, Therefore, the null hypothesis 3 was rejected which says External business communication does not significantly influence management functions in Nsit

Ibom Local Government Council –Afaha Offiong. The result finding is in-relation to the findings of Iwek (2020) which reported a significant and positive influence of External business communication on management function delivery. Iwek (2020) and Udoka, (2022), also noted that External business communication influence management function at optimal level.

Hypothesis 4: The findings of hypothesis 4 from table 8 has a t-test calculated value of 32.02 which was greater than the t-test critical value of 1.67, therefore, the null hypothesis 4 was rejected which stated that Horizontal business communication does not significantly influence management functions in Nsit Ibom Local Government Council –Afaha Offiong. This was accepted in alternative. The result was in-line with the reviewed literature work of Husain (2018) who see horizontal communication as a crucial for fostering teamwork and collaboration, improving problem- solving and decision making processes, and increasing employee engagement and morale. It helps in breaking down Silos, ensuring consistent and efficient information flow.

Conclusion

The study aimed at investigating the influence of business communication on the achievement of management functions in Nsit Ibom Local Council Government – Afaha Offiong. Empirical evidence has affirmed that Digital, Vertical, External and Horizontal modes of business communication significantly influence the management functions achievement, through digital media tools, provision of accessories or components required and effective business communication yield a greater achievement of management functions. These are also needed for closer collaboration of all forms of business communication and to ensure productivity and organizational transformation, provision of communication nodes to motivate users of information.

Implications of the Findings

The study's results underscore the significance of effective communication in Nsit Ibom Local Government Council. The implications include:

- i. Effective communication is pivotal for achieving management goals.
- ii. Enhanced communication leads to improved decision-making, problem-solving, and collaboration.
- iii. Inter-departmental collaboration (e.g., regular meetings, shared drives) fosters accountability among staff and departments.
- iv. Staff motivation is bolstered by council oversight and feedback mechanisms.
- v. Effective communication strengthens community relationships, trust and participation.
- vi. Training in digital communication tools and communication skills can augment management efficacy.
- vii. Leveraging digital platforms (e.g., WhatsApp, email, SMS) enhances service delivery.

Policy Implications

The research findings on the influence of business communication on management functions in Nsit Ibom Local Government Council have several policy implications:

- i. Communication Policy Development: Develop a comprehensive communication policy outlining clear guidelines and protocols for internal and external communication.
- ii. Training and Capacity Building: Incorporate communication skills and digital literacy training into staff development programmes.

- iii. Inter-departmental Collaboration: Establish formal structures for regular inter-departmental meetings and information sharing.
- iv. Digital Communication Infrastructure: Invest in digital tools (e.g., project management software, email systems) to enhance communication efficiency.
- v. Community Engagement Framework: Develop a framework for regular community outreach and feedback mechanisms.
- vi. Accountability Mechanisms: Implement checks and balances to ensure effective communication and transparency.
- vii. Resource Allocation: Allocate resources for communication strategy implementation and monitoring.

Recommendations

Based on the findings from the study, the following recommendations were made:

- i. Federal/State Government should encourage the local government Authority to introduce digital business communication to influence the technological era.
- ii. Local government authority should update their forms of business communication to digital in order to have effective communication line as fast/ easy communication channels flow of information.
- iii. Trainings should be made open to employees of the council who could not meet up the requirement of the Advancement in technology i.e. those workers who have little knowledge on Digital form of business communication skills and techniques.
- iv. Management Team should be encouraged to adopt / implement the necessary business communication that is up to standard in the council for effective flow of communication.
- v. Proper management of communication resources should be put to effect to check and monitor communication in order to achieve its goals/ objectives.

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