

Digital Practices Influence Job Functions of Office Managers in Selected Banks Within Port Harcourt City and Obio/Akpor Local Government Areas

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Abstract

This study examined the extent to which digital technological practices influence the job functions of office managers in selected banks in Port Harcourt. Three research questions were formulated and answered, while three corresponding hypotheses were tested at a 0.05 level of significance. A descriptive survey research design was adopted for the study. The population consisted of 280 office managers from selected banks in Port Harcourt City and Obio/Akpor Local Government Areas. Due to the manageable size of the population, all 280 office managers were used for the study. Data were collected using a self-structured questionnaire titled Digital Technological Practices and Job Functions of Office Managers in Banks (DTPJFOMBPM), developed by the researcher. The instrument was validated by three experts: two from Business Education and one from Measurement and Evaluation in the Faculty of Education, Rivers State University. It underwent content and face validity checks, and a cumulative reliability coefficient of 0.77 was obtained using the Cronbach Alpha method. The collected data were analyzed using mean and standard deviation to address the research questions, while t-tests were employed to test the hypotheses at a 0.05 significance level. The findings revealed no significant difference in the mean responses of office managers in Port Harcourt City and Obio/Akpor Local Government Areas regarding the extent to which cybersecurity prompts, digital marketing, and digital transformation influence their job functions. The study concluded that cybersecurity prompts, digital marketing, and digital transformation are critical digital tools that influence the job functions of office managers in the studied banks. Among the recommendations was the need for office managers to stay updated with current technological procedures and practices, given the rapid evolution of digitalization that is transforming daily life and workplace practices.

Keywords: Digital Practices, Cybersecurity Prompts, Digital Marketing, Digital Transformation, Job Functions

Introduction

The job functions of office managers are central to the smooth operation of organizations, encompassing a wide array of administrative, human resource, and operational responsibilities. Acting as the bridge between executive leadership and daily office activities, office managers handle essential tasks such as correspondence management, appointment scheduling, and record maintenance. They oversee general administrative functions and ensure that office events or activities are effectively managed. By creating and maintaining a productive work environment, office managers promote organizational efficiency, effective communication, accurate record-keeping, and seamless coordination among departments.

Beyond administrative duties, office managers play critical roles in human resource management, including recruitment, on boarding, and fostering positive employee relations (Oni & Koko, 2020). Their responsibilities also extend to financial and facilities oversight, health and safety monitoring, and often include serving as the primary point of contact for IT support. Depending on the size and structure of the organization, office managers may engage in diverse activities, such as managing payroll tasks and collaborating closely with various departments to address organizational needs.

As the "go-to" person in many organizations, office managers utilize their leadership and coordination skills to create a collaborative work environment and ensure the effective functioning of office operations. Their role is particularly crucial in adapting to evolving organizational demands, making them indispensable to the achievement of long-term business goals (Kurube, 2023).

In banks, office managers fulfil a vital role in ensuring the smooth operation of administrative functions critical to the institution's success. They oversee various tasks essential for efficient banking operations, including managing database, managing customer correspondence, scheduling appointments, and maintaining records related to accounts and transactions and also carry out internet duties relating to the bank. Additionally, office managers in banks often play a significant role in human resource management, overseeing the recruitment, training, and scheduling of administrative staff. They may also be responsible for ensuring compliance with regulatory requirements, coordinating with internal departments and facilitating communication between front-line staff and senior management (Omemu, 2015).

Office managers in the banks holds a pivotal role in overseeing the day-to-day operations of the bank branch or department. Office managers serve as leaders within the department and offices, providing guidance, support and training to the team members, and the entire market assessment. Pandey (2023) opined that office managers in the banks often handle various tasks and operations such as customer services, setting up cyber security measures to fight against fraud, cyber-attacks and any unscrupulous activities and work in compliance with the goals of the banking regulations. They work closely with other departments within the bank such as investment, lending department, risk management and every other department or business objectives. Given the dynamic nature of the banking sector, office managers must possess strong organizational skills, attention to detail,

and the ability to adapt to evolving regulations and technologies to effectively support the bank's objectives. These objectives are achieved through the application and utilization of digital technologies.

In the 21st century, digital technology has taken over work operations in different sectors and the banking sector is no exception. Digital technology refers to digital devices, systems and resources that help create, store and manage data. An important aspect of digital technology is information technology (IT) which refers to the use of computers to process data and information. Most businesses use digital technology to manage operations and processes and to influence the business operation. In banking sectors today, digital technologies like Social media platforms, Internet, computer, E commerce are used for effective office and work operation (Alla, 2022). For the office managers to be effective in the banking sector, in the 24th century, digital technological practices are required in day to day bank managers operations.

The advent of digital payment solutions has significantly transformed the way financial transactions are conducted. Contactless payments, enabled by near field communication (NFC) technology, allow customers to make purchases using their smartphones, smart watches, or contactless cards, eliminating the need for physical cash or cards. Additionally, digital wallets and payment platforms, such as Apple Pay, Google Pay, and PayPal, facilitate secure and convenient transactions both online and in-store, further blurring the lines between digital and physical commerce (Oluwaseun, Adekunle & Chibuike, 2023). In parallel, artificial intelligence (AI) and machine learning technologies are increasingly integrated into banking operations to influence customer service, risk management, and fraud detection. AI-powered chatbots and virtual assistants provide immediate assistance to customers, addressing inquiries, resolving issues, and guiding them through various banking processes in a conversational manner. Moreover, machine learning algorithms analyse vast volumes of data to detect patterns and anomalies, enabling banks to identify potential fraudulent activities and mitigate risks in real time.

Furthermore, cyber security, blockchain technology has emerged as a disruptive force in the banking sector, offering decentralized and immutable ledgers for secure and transparent transactions. Cyber security such as firewalls, fraud detection, website encryption and blockchain-based solutions, such as crypto currency, forex trading and smart contracts, provide innovative avenues for cross-border payments, trade finance, and asset tokenization, revolutionizing traditional banking practices and opening up new opportunities for financial inclusion and efficiency. Overall, digital technologies continue to reshape the banking landscape, driving innovation, improving customer experiences, and enabling financial institutions to adapt to evolving consumer preferences and regulatory requirements. Embracing these technologies is essential for banks to stay competitive, foster customer loyalty, and navigate the complexities of the digital age. Digital technological practices encompass a wide range of activities and methodologies related to the use of digital technology. These practices can include: digital marketing, digital transformation, cloud computing (Ikpesu & Kayii, 2023), Internet of Things (IoT), cyber security, etc.

The concept of cyber security entails the process of implementing measures and utilizing them to protect digital systems, networks, and data from unauthorized access, breaches, and other cyber threats and attacks (Lewis, 2013). Cyber-attacks typically aim to access, alter, or destroy sensitive information, extort money through ransomware, or disrupt regular business processes. Halevi, Lewis and Memon (2013) defined cyber-security as the protection of internet-connected devices with the implementation and usage of measures such as the antivirus software, firewalls, fraud detection and website encryption which encrypt data so that only the intended receiver can read it and protect services from malicious attacks by hackers, spammers, and cybercriminals. Banks and companies use this practice to safeguard against phishing schemes, ransom wave attacks, theft, data breaches, and financial losses. According to report by Nigeria inter-banks settlement system, in Ojeka, Ben-Caleb and Ekpe (2017), Nigerian banks lost NGN 159 billion between 2000 and 2013 to cyber crime, and according to a report by Nigerian inter-bank settlement systems Nigeria based information and communications and technology company New Horizons, Limited, also in Ojeka, Ben-Caleb and Ekpe (2017), NGN 413 billion (USD 2.5 billion) is being lost annually to cybercrime. While we can quantify these financial costs, the incalculable cost of human misery and tragedy now surpasses that of physical crime (Ali, Pocock, & Hu, 2014). Cyber security prompts serves as one of the major functions office managers check to address these malicious activities.

In the banking sector, a cyber security prompt serves as a stimulus, signal or trigger that indicates a response aimed as safeguarding digital asset, systems, and networks against cyber threats. These prompts may manifest in various forms, including alerts generated by security software, notifications of suspicious activities, or directives from security protocols and policies (Halevi, et al, 2013). The speed and efficiency with which protective measures, policies and immediate actions are executed play a vital role in mitigating the risks associated with cybercrimes. Furthermore, cyber security prompts influence the early detection of potential breaches enabling institutions to minimize damage. They also foster proactive approaches to managing vulnerabilities, ensuring continuous monitoring and adaptation to evolving threats. Ultimately, robust cyber security prompt systems are critical to building resilience and maintaining customer trust in the financial sector.

Technological development has improved daily life in areas such as online banking and shopping, trading and financial transaction generally. The digital domain has become an important factor in the world and information and communication and technology has proving to be a very vital factor in productivity, growth and innovation (Rosewarne, 2014). In recent years, the world has greatly developed technologically and the development has also affected job functions of office managers in the banking sector. However, the growth of digital technological practices and the job functions of office managers are accompanied by new and serious threats daily. Cyber-attacks now have the ability to greatly harm the society in new and critical ways. Online fraud and cyber-attacks are just a few examples of computer related crimes that are committed on an extremely large scale every day. For a long time, cybercrime can tarnish a company's image and reputation. The phenomenal rise of mobile communication and the drive from the Central Bank of Nigeria towards a cashless economy has contributed to the growth of cyber-crime (Ojeka, Ben-Caleb & Ekpe, 2017).

Notwithstanding, Odunfa (2014) states that the cyber security still plays significant role by enhancing smooth work operations by fostering trust and confidence among consumers, which is essential for successful online engagement and transactions. Robust cyber security measures, such as secure encryption protocols, multi-factor authentication, and regular security audits, provide consumers with assurance that their personal information and financial data are protected from cyber threats, thereby encouraging them to interact more freely with digital business channels and operations. Moreover, a strong cyber security posture helps prevent data breaches and online fraud, safeguarding the reputation and credibility of brands in the digital sphere. This trust and security ultimately lead to increased customer loyalty, higher conversion rates, and improved brand perception, driving the effectiveness and success of digital technological practices by office managers in banking sector and thereby making job functions effective and goal achieved.

Digital marketing refers to the use of digital channels, platforms, and technologies to promote products, services, or brands to a target audience. Bakalo, Tepi and Amantie (2023) defined digital marketing as the process of leveraging online/internet platforms and channels such as social media marketing, E-banking, content marketing, search engines optimizing, and email campaigns for marketing purposes while connecting with potential customers, engage them and drive desired actions. It encompasses a wide range of tactics and strategies, including search engine optimization (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, affiliate marketing, and more. Digital marketing leverages the internet and electronic devices to reach customers. Unlike traditional marketing methods that rely on offline mediums such as print, television, or radio, digital marketing leverages the internet and electronic devices to reach consumers. Digital marketing allows businesses to engage with their audience in real-time, track and analyse consumer behaviour and preferences, and tailor marketing efforts for better effectiveness and ROI. It's a dynamic and rapidly evolving field that enables organizations to reach and connect with customers across various online platforms and touch points (Uchenna, Nzekwesi, & Okafor, (2021).

According to Akther (2020), bank office managers play a pivotal role in integrating digital marketing strategies within their branches to influence customer engagement, drive sales, and foster brand loyalty. They are responsible for overseeing the implementation of digital marketing initiatives such as social media campaigns, email marketing, and online advertising to promote banking products and services effectively (Yassine, 2023). Office managers in the bank analyse market trends, consumer behaviour, and competitor strategies to develop tailored digital marketing plans that resonate with their target audience. They collaborate with marketing teams and digital agencies to create compelling content and optimize customer journeys across digital channels, ensuring seamless user experiences and maximizing conversion rates. Moreover, Sayudin, Kartono, and Aang, (2023) opined that bank office managers utilize data analytics tools to track the performance of digital marketing campaigns, measure key performance indicators (KPIs), and iterate strategies for continuous improvement. By embracing digital marketing, bank office managers can position their branches as innovative and customer-centric, driving business growth and competitive advantage in the digital age.

Over the past years, digital marketing has entered wide areas of organizational and social activity in the banking sector. Advancements in information and communication technologies and the emergence of the internet ensure revolutionized business activities and communication as a whole (Dagem, 2020). Bakalo, Tepi and Amantie (2023), further identified the key concepts within digital marketing which includes; Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Pay-Per-Click (PPC): paid advertising on search engines, where advertisers beat on keyboards to display ads prominently in search results. PPC campaigns involve paying only when users click on the ads, Social Media Marketing (SMM), Content Marketing, Email Marketing, Influencer Marketing, Affiliate Marketing, Digital Analytics and Data Insight.

The digital market is an exposed market where there is a lot of competition in the overall global market where every product and services has its competition, races reaching the consumer and providing the best. According to Piabari, Horsfall, Owubetine and Okpalap (2022), digital platforms allow employees to have the flexibility to work outside the office and this may transform into increased efficiency. Tunay, Tunay, and Akhisar, (2015) and Yamin (2017) ascertained that the performance of banks is related to the quality of output, on-time delivery of output, presence or attendance on the job, the efficiency of the work completed, and effectiveness of work completed. Social media marketing is one approach that uses the new possibilities on the internet (Hanif, 2023). Group of researchers identify some of the channels utilized by social media marketing to include Blogs, Twitter, LinkedIn, websites, Facebook, Instagram, Google, and others to reach the customer satisfactorily while the basic goal is to increase sales of a product/service or to build brand awareness (Ryan, 2016; Tiffany, Santhana & Phorkodi, 2018).

Digital marketing enables accessibility of markets that had been otherwise inaccessible without automation. For instance, customers who wished to perform transaction at night, is possible with the automated teller machine (ATMs). This process has change and expands customers base, and acquisition of a niche market (Taiwo & Agwu 2017). The main relevance of digital marketing in connection with bank office managers is its ability to enable organizations to reach and interact with its current customers as well as potential customer or client (Kopezak & Johnson, 2013). Digital marketing is a key factor for a flexible work operation in any managerial cadre of business regardless of its size. It helps business gain a substantial leap, by designing digital marketing to ensure that the organization stands-out from its competitors. Most of these functions are carried out by the office manager.

However, digital marketing platform provides banks to design strategies that can enable them influence their performance by gaining buying actions through customer patronage. Customer patronage is the actual approval or support giving by customers in relation to a particular brand. Patronage delivers the foundation for an established and growing market share (Kopezak & Johnson, 2013). In the view of Kopezak and Johnson (2013), digital marketing influences bank office managers in handling customer feedbacks and responding to their complaints regularly influences patronage behaviour in the business environment. Meanwhile, Ogwo and Igwe, (2012) mentioned that customers have diverse way of motivation, tastes and preference and these are the things that determine the patronage of an organization. It is therefore imperative to identify the

determinant factors of patronage and create appropriate marketing techniques that can entice potential customers as well as retaining the existing ones. Kotler, (2013) support the view that consumers have unpredictable degree of patronage to particular services, stores and other entities. Kotler (2013) further stated that, customer patronage happened when there is quality and effective service delivery perceived by the customers. Meanwhile, in a highly competitive industry such as banking sector, customers' satisfaction should be the primary focus of firms that wish to sustain customer patronage in the business.

Warner and wager (2019) define digital transformation as the use of new digital technologies such as social media, mobile, online, software application, computer, smartphones, tablet, digital communication networks and the internet analytics or embedded devices to enable major business improvements such as enhancing customer experience, streamlining operations, or creating new business models. Relatedly, Piabari, Horsfall, Owhubetine and Okpalap (2022) and managers office functions are made easier.

As a matter of facts, bank managers has engaged in continuous innovations in the communication and information technology that leads to change as a result of digital transformation. Shanti, Wibowo, Sembel and Manurung (2022) also defined digital transformation as the process of utilising digital technologies and strategies to fundamentally change business processes, operations and customer experiences to adapt to the digital age. With the advance process of technology, digitalization is rapidly changing the day to day living style of the people. In Parallel, digital transformations have also changed the organization design, hiring process and management. In these digital days office managers can carry their functions effectively and reach out to their targeted customers through technological means with rapid advances in automation and artificial intelligence technologies. In such digital society, banking sector has been passing through rapid transformation due to progressive economic reforms and fast pace technology.

Statement of the Problem

The banking sector in Port Harcourt is undergoing a significant transformation due to the adoption of digital technologies such as block chain, cloud computing and advanced data analytics. These advancement while promising, influenced operational efficiency and customer satisfaction, it also present considerable challenges for office managers. Traditionally responsible for administrative tasks, coordination and support roles, office managers now face the necessity of measuring new digital tools and platforms. This shift demands extensive re-skilling process, as the current workforce often lacks proficiency in these emerging technologies. Additionally, the rapid automation of routine task is redefining job functions, pushing office managers to resume more strategic role involving data analysis, digital project management, and process optimization. This transition is further complicated by resistance to change among office managers who may fear job displacement or feel overwhelmed by the pace of technological advancement.

To navigate these challenges to fully leverage the benefit of digital technologies, there is an urgent need to evaluate the effectiveness of current training programmes and identify gaps that hinder office managers' ability to adapt to digitalized work place. Moreover, operational challenges such as cyber threats, system interoperability, and data privacy concerns add layer of complexity to the

digital integration process. These issues not only affect the efficiency of operations but also the overall productivity of office managers, who are critical to the seamless functioning of banking institutions. Based on these assertions, the question; To what extent does digital technological practices influence job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area.

Purpose of the Study

The study aimed to examine how of digital practices influence job functions of office managers in selected banks within Port Harcourt City and Obio/Akpor Local Government Areas. Specifically, the study sought to determine the:

1. extent to which cybersecurity prompts influence the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas.
2. extent to which digital marketing influences the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas.
3. extent to which digital transformation influences the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas.

Research Questions

The following research questions guided the study

1. To what extent does cybersecurity prompts influence the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas?
2. To what extent does digital marketing influences the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas?
3. To what extent does digital transformation influences the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas?

Hypotheses

1. There is no significant difference in the mean responses of office managers on the extent to which cybersecurity prompts influence the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas.
2. There is no significant difference in the mean responses of office managers on the extent to which digital marketing influences the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas.
3. There is no significant difference in the mean responses of office managers on the extent to which digital transformation influences the job functions of office managers in selected banks in Port Harcourt City and Obio/Akpor Local Government Areas.

Methodology

This study adopted descriptive survey research design. The population was two hundred and eighty (280) office managers, which consist of two hundred (200) office managers from PHALGA and eighty (80) office managers from OBIO/AKPOR. The instrument for data collection was a self-structured questionnaire titled “Digital Technological Practices and Job Function of Office managers, DTPJFOBM” which was developed by the researcher. The instrument contained 22 items on the various indices of bank managers on digital technological practices and job functions

which was designed on a five point rating scale to elicit responses of “Very High Extent to Very Low Extent. The instrument used for data collection was validated by experts, one in Measurement and Evaluation, two in Business Education, all in the Faculty of Education, Rivers State University. A cumulative reliability coefficient of 0.077 was obtained using cronbach Alpha method. The three research questions was answered using mean and standard deviation, while t-test was used to test the tenacity of the three hypotheses at 0.05 level of significance.

Results

Table 1: Summary of Respondents’ means scores on cyber security prompt in selected banks in Port Harcourt City Local Government and Obio/Akpork Local Government Areas

S/N	Statements	PHALGA (n = 200)			OBIO/AKPOR (n = 80)		
		M	S.D.	RMK	M	S.D.	RMK
1.	Office managers promptly coordinate responses to cyber incidents.	3.47	0.71	HE	3.51	0.67	HE
2.	Office managers uses robust data protection measures are in place to prevent unauthorized access to customer information.	3.09	0.92	HE	3.44	0.81	HE
3.	Office managers effectively train staff to recognized and phishing attempts, influence the branch’s resilience to cyber attacks.	3.21	0.82	HE	3.24	0.80	HE
4.	Office managers prioritize compliance with cyber security regulations and industry standards in their job functions.	3.31	0.78	HE	3.36	0.83	HE
5.	Office managers frequently receive cyber security prompts or notification while performing their functions.	3.43	0.79	HE	3.46	0.69	HE
6.	Office managers commitment to cyber security measures positively influence customers trust and satisfaction.	3.26	0.87	HE	3.33	0.82	HE
7.	Office managers ensure that robust fraud protection measures are in place to prevent unauthorized access to customer information.	3.16	0.97	HE	3.28	0.91	HE
	Grand Mean	3.27	0.84	HE	3.37	0.79	HE

Source: Field Survey Data, 2024

The result in Table 1 shows office managers responses on the extent to which cyber security prompt influence job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area. The grand mean of 3.27 for PHALGA and 3.37 for OBIO/AKPOR indicates a high extent to which cyber security prompt influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPO Local Government Area.

Table 2: Summary of Respondents' means scores on Digital Marketing in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Areas

S/N	Statements	PHALGA (n = 200)			OBIO/AKPOR (n = 80)		
		M	S.D.	RMK	M	S.D.	RMK
1.	Office managers often coordinate activities and reach out to target customers via email influence job functions.	3.44	0.84	HE	3.35	0.73	HE
2.	Office managers overseeing the implementation of online advertisement influence job function.	3.40	0.84	HE	3.36	0.86	HE
3.	Office managers often coordinate activities and reach out to target customers via social media platforms influence job functions.	3.45	0.85	HE	3.31	0.92	HE
4.	The utilization of content marketing make job of office managers easier.	3.47	0.80	HE	3.41	0.82	HE
5.	Office managers integrate search engines. Strategies promote customer's engagement, drive, sales and foster brand royalty.	3.60	0.73	HE	3.25	0.99	HE
6.	Tracking of dialogues and discussion records of social media posts and conversations influence job functions.	3.53	0.77	HE	3.28	0.98	HE
7.	Office manager's experiences of internet influence job functions.	3.44	0.83	HE	3.26	0.96	HE
8.	Experience of E- banking influence job functions	3.51	0.77	HE	3.39	0.91	HE
	Grand Mean	3.48	0.80	HE	3.33	0.90	HE

Source: Field Survey Data, 2024

The result in Table 2 shows office managers' response on the extent to which digital marketing influenced job functions of office managers in Port Harcourt banking sector. Grand mean responses of 3.48 for PHALGA and 3.33 for OBIO/AKPOR confirm that they both agree that digital marketing influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area to a high extent.

Table 3: Summary of Respondents' mean scores on Digital Transformation in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area

S/N	Statements	PHALGA (n = 200)			OBIO/AKPOR (n =80)		
		M	S.D.	RMK	M	S.D.	RMK
1.	Office manager's knowledge in the use of computer influence office job functions.	3.49	0.87	HE	3.33	0.92	HE

2.	Transition into current software and technological experiences and practices influences speed in office operations.	3.39	0.83	HE	3.28	0.87	HE
3.	Software application responses to customers influence managers job functions.	3.38	0.83	HE	3.35	0.87	HE
4.	Data management influence business forecasting.	3.45	0.85	HE	3.34	0.84	HE
5.	Office manager's knowledge in leveraging online operations influence job functions.	3.55	0.76	HE	3.45	0.78	HE
6.	Office manager's implementations of block chain and cloud computing influence job functions.	3.43	0.79	HE	3.39	0.85	HE
7.	Office manager's leveraging smartphones applications influence job functions.	3.41	0.89	HE	3.53	0.80	HE
	Grand Mean	3.44	0.83	HE	3.38	0.85	HE

Source: Field Survey Data, 2024

The result in Table 3 shows the extent to which digital transformation influence job function of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area. The grand mean of 3.44 and 3.38 respectively, indicates that digital transformation influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area to a high extent.

Hypotheses

HO₁: There is no significance difference in the mean responses of office managers in PHALGA and OBIO/AKPO on the extent to which cyber security prompt influenced the job functions of office managers in selected banks in Port-Harcourt City Local Government and OBIO/AKPOR Local Government Area.

Table 4:Independent Samples Test for significance difference between PHALGA and OBIO/AKPOR on the extent to which cyber security prompt influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area

Groups	N	M	S.D.	t-cal	t-crit	Decision
PHALGA	200	3.37	0.84			Accepted
OBIO/AKPOR	80	3.27	0.79	0.94	1.96	

Result from Table 4 shows that the t-calculated value of 0.94 (tcal = 0.94) and the t-critical value of 1.96 (tcrit = 1.96) at 0.05 level of significance. Since the calculated value of t (tcal = 0.94) is less than the critical value of t (tcrit = 1.96), the null hypothesis was accepted. Hence, there is no significance difference in the mean responses of office managers in PHALGA and OBIO/AKPO on the extent to which cyber security prompt influenced the job functions of office managers in

selected banks in Port-Harcourt City Local Government and OBIO/AKPOR Local Government Area.

HO₂: There is no significance difference in the mean responses of office managers in PHALGA and OBIO/AKPO on the extent to which digital marketing influenced job functions of office managers in selected banks in Port-Harcourt City Local Government and OBIO/AKPOR Local Government Area.

Table 5: Independent Samples Test for significance difference between PHALGA and OBIO/AKPOR on the extent to which Digital Marketing influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area

Groups	N	M	S.D.	t-cal	t-crit	Decision
PHALGA	200	3.48	0.80			Accepted
OBIO/AKPOR	80	3.33	0.90	-1.30	1.96	

Result from Table 5 shows that the t-calculated value of -1.30 (tcal = -1.30) and the t-critical value of 1.96 (tcrit = 1.96) at 0.05 level of significance. Since the calculated value of t (tcal = -1.30) is less than the critical value of t (tcrit = 1.96), the null hypothesis was accepted. Hence, there is no significance difference in the mean responses of office managers in PHALGA and OBIO/AKPO on the extent to which digital marketing influenced the job functions of office managers in selected banks in Port-Harcourt City Local Government and OBIO/AKPOR Local Government Area.

HO₃: There is no significance difference in the mean responses of office managers in PHALGA and OBIO/AKPO on the extent to which digital transformation influenced job functions of office managers in selected banks in Port Harcourt City Local Government Area and OBIO/AKPOR Local Government Area.

Table 6: Independent Samples Test for significance difference between PHALGA and OBIO/AKPOR on the extent to which Digital Transformation influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area.

Groups	N	M	S.D.	t-cal	t-crit	Decision
PHALGA	200	3.44	0.83			Accepted
OBIO/AKPOR	80	3.38	0.85	-0.54	1.96	

Source: Field Survey Data, 2024.

Result from Table 6 shows the t-calculated value of -0.54 (tcal = -1.30) and the t-critical value of 1.96 (tcrit = 1.96) at 0.05 level of significance. Since the calculated value of t (tcal = -0.54) is less than the critical value of t (tcrit = 1.96), the null hypothesis was accepted. Hence, there is no significance difference in the mean responses of office managers in PHALGA and OBIO/AKPO on the extent to which digital transformation influenced job functions of office managers in selected banks Port Harcourt City Local Government and OBIO/AKPOR Local Government Area.

Discussion of Findings

The result of the research question and hypothesis revealed respondents' agreement that robust fraud protection measures, security policy implementation, cyber security prompts or notifications, robust cyber security measures, such as secure encryption protocols, multi-factor authentication, and regular security audits, provide consumers with assurance that their personal information and financial data are protected from cyber threats, thereby encouraging them to interact more freely with digital business channels and operations. Moreover, a strong cyber security posture helps prevent data breaches and online fraud, safeguarding the reputation and credibility of brands in the digital sphere. These prompts can take various forms, including alerts from security software, notifications of suspicious activities, or directives from security protocols and policies influenced job functions of office managers in banks to a high extent. And there is no significant difference in the mean responses of office managers in PHALGA and OBIO/AKPOR on the extent to which cyber security prompt influenced job functions influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area. The study is in line with that of Kaltra, Upadhyay and Patheja (2020) who carried out study on advancements in cyber-attacks and security, the study ascertained that cyber security uses mediums ranging from setting a malware or spyware to protect computer network systems and their parts such as software, hardware and information digital set up from attack unauthorized access. In the light of this claims, Kala (2023) also carry out a study on How to protect your business. The study revealed that cyber security such as firewalls, fraud detection, website encryption has emerged as a disruptive force in the banking sector, offering decentralized and immutable ledgers for secure and transparent transactions.

Research question two sought to investigate the extent to which digital marketing influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government area. The result of research question two and the second hypotheses showed that all respondents agreed that leveraging online/ internet platforms and channels such as social media marketing, content marketing, and email campaigns for marketing purposes while connecting with potential customers, engage them and drive desired actions. And these influenced job functions of office managers in PHALGA and OBIO/AKPOR to a high extent, and there is no significance difference in the responses of office managers in PHALGA and OBIO/AKPOR on the extent to which digital marketing influence job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area. This findings correspond with the findings of Mahalaxmi and Ranjith, (2016) who carried out an investigation on impact of digital marketing in customer buying decision. It was concluded that customers are aware of digital marketing and they like to buy goods and shop via digital channels in their purchase decision. Similarly, Bouwman, Nikou, Francisco and Reuver (2018) conducted a study on the impact of digitalization on business models. The study posited that Social media marketing has a positive effect on business performance through the increased potential for sales growth, and reduced cost of marketing. The study findings also showed that Facebook, content communities (such as Flickr and YouTube) employed in the company and digital platform greatly and positively influenced digital marketing, has a very strong positive impact on organizational job performance, improved customer relations, reach out to more customers and influenced information accessibility. Tiffany, Santhana and Phorkodi, (2018) investigated the

impact of digital marketing on customers purchase decision. The study revealed that social media channel of marketing affect the performance of the business to a great extent.

Research question three sought to investigate the extent to which digital transformation influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area. The result of the research question three and hypothesis revealed that respondents agreed that office managers knowledge in the use of computer, transition into current software application, technological experience, data base management and knowledge of leveraging online operations influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area to a high extent. And that there is no significance differences in the mean responses of respondents of office managers in PHALGA and OBIO/AKPOR on the extent to which digital transformation influenced job functions of office managers in selected banks in Port Harcourt City Local Government and OBIO/AKPOR Local Government Area. This study is related to the study of Piabari, Horsfall, Owhubetine and Okpalap (2022) who conducted a study on digital marketing and performance of banks in Port Harcourt, the study revealed that digital transformation as the process of utilization of digital technologies and strategies to fundamentally change business processes, operations and customer experiences to adapt to the digital age has rapidly changed the entire business world. In same vain, the study in collaboration with the study of Shanti et al (2022) whose study revealed that digital transformation in the banking sector refers to the comprehensive integration of digital technologies to fundamentally change how banks operate and deliver value to customers. This transformation involves the widespread introduction of modern ways of providing banking services which leads to strategic renewal and cultural change within the organization.

Conclusion

Digital technological practice is essential for a smooth and successful job functions in any organization as well as banking sectors. In banks, office managers fulfil a vital role in ensuring the smooth operation of administrative functions critical to the institution's success. They oversee various tasks essential for efficient banking operations, including managing database, managing customer correspondence, scheduling appointments, and maintaining records related to accounts and transactions and also carry out internet duties relating to the bank. Additionally, office managers in banks often play a significant role in human resource management, overseeing the recruitment, training, and scheduling of administrative staff.

Recommendations

Based on the results of the study the following recommendations are proffered.

1. The technical department in the bank should recruit new skills and well trained staff that will operate and handle the cyber security section. They should always organize technically skilled and cyber- savvy workshop and effective pipeline for future employees.
2. Banks should provide optimizing cyber security protocols to support office managers and technological tools for managers' functions efficient productivity.
3. Board of directors should always evaluate the digital market tools used by office managers and their ease of use for efficiency and effectiveness. There should be frequent training

and support provided to office managers for the usage of current and productive digital marketing tools or avenues.

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