

Digital Records Management System and Firm's Resilience in the Mainstream Media Industry

Don-Solomon Amakiri¹, Apere Daniel Preye¹

¹Department of Office and Information Management, Faculty of Management Sciences, Niger Delta University, Wilberforce Island, Bayelsa State, Nigeria.

Email: donamaco52@gmail.com

Abstract

In the age of technological innovations infiltrating every facet of human and organization's endeavors; the records management processes are not left out as there is an opting for a more efficient approach, hence, announcing digital records management systems. This study examined the empirical association between Digital Records Management Systems (DRMS) and Firm's Resilience in the main-stream media industry. This study adopts the Technology Acceptance Model by Fred Davis in 1986 as theoretical foundation. In order to elicit information as it regards to the study, the descriptive survey research design was adopted by the researcher, amongst 67 personnel on a census study with 50 research instruments retrieved and validated for analysis using Spearman Rank Order Correlation Coefficient. On the basis of analysis, the study found that real-time collaboration, document archiving and document clouding which are the dimensions of DRMS all have moderately positive significant relationship with firm's resilience in the mainstream media industry. Amongst others the study recommends that management of organizations in mainstream media industries should invest in real-time collaboration tools and encourage its use among employees. This will help improve overall productivity within the organization.

Keywords

Digital Records Management Systems, Firm's Resilience, Real-time collaboration, Document Archiving, Document Clouding.

Introduction

In recent years, the rise in digital technology awareness has made the mainstream media industry experience significant disruptions. Traditional print Medias: newspapers and magazines have faced declining readership and advertising revenues, while online platforms have gained popularity. In response, many media firms have implemented Digital Records Management Systems (DRMS) including real-time collaboration (Moghadas et. al, 2018), document archiving (Smith, 2020) and document clouding (Doe, 2019) to streamline their operations and improve efficiency which in turn would have impact on firm resilience including increased productivity

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(Foster-Williams, 2019) and organizational effectiveness (Robbins, 2017). Digital Records Management System (DRMS) also referred to Digital Records Management System (DRMS) is a structured computer-based architecture or system designed to manage documents and information in digital format. It allows organizations to electronically capture, store, retrieve, and disseminate records efficiently. DRMS provides a centralized repository for organizing and storing various types of documents, including text documents, images, audio files, videos, and emails (Bhattacharya, 2015).

Rainer and Cegielski (2011) argued that Electronic Document Management System is designed to replace traditional paper-based document management systems, reducing the cost and complexity associated with physical document storage and retrieval. On the other hand, firm's resilience is a multidimensional concept that has been explored by various scholars in the field of office and information management. Several emphases have been made in order to vividly understand the meaning of organizations resilience and various forces that has brought about this multidimensional concept. Wilden (2010) in response to that posits organizational resilience as the ability of an organization to proactively respond and adapt to changing internal and external circumstances. In a different light firm resilience is described as the capacity of an organization to withstand and recover from adverse events, such as economic downturns, natural disasters, and industry disruptions (Masi, Carneiro, & Sheikh 2019), these scholars noted that firm's resilience involves the capacity to bounce back from setbacks and transform challenges into opportunities for growth.

There is budding interest amongst researchers' highlights the importance of digital records management systems (DRMS) in enhancing firm resilience. Scholars noted that implementing DRMS can improve information accessibility, reduce information loss, enhance collaboration, and ensure business continuity in the face of disruptions. However, the mainstream media industry has faced various challenges in recent years. The rise of the internet and digital media has changed the way people consume news, leading to a decline in traditional revenue streams for many outlets.

Raetze et al. (2021) argue that DRMS can enhance the resilience of organizations by providing secure and efficient storage, retrieval, and sharing of digital documents. Similarly, Tseng and Lin (2017) suggest that DRMS can improve decision-making processes and enable timely response to external shocks. Moreover, Abukhzam et al. (2019) highlight the role of DRMS in ensuring regulatory compliance and minimizing legal risks. They argue that effective management of electronic documents can help organizations meet regulatory requirements and avoid penalties.

Despite the increasing recognition of the benefits of DRMS, most of the existing literature fails to focus on the mainstream media industry. This gap in research is particularly relevant considering the unique challenges faced by media organizations in managing their digital assets. There is a lack of research that specifically examines the implementation of DRMS and its impact on firm resilience. Given the critical role that the media industry plays in society, it is important to understand how DRMS can contribute to the resilience of media organizations.

Methodology

The current census study with 67 participants, although with only 50 questionnaires returned and stand useable adopted a descriptive survey research design with data obtained using primary source

via self-constructed questionnaires. The instrument for data collection was validated content and context wise and affirms reliability with threshold of .70 Chronbach Alpha Reliability Techniques. Spearman Rank Order Correlation Coefficient remains the inferential statistical tool used for data analysis.

Analyses & Results

Test of Hypotheses

H₀₁: There is no significant relationship between Real-time collaboration and firm's Resilience

			Real-Time Collaboration	Firm's Resilience
Spearman's rho	Real-Time Collaboration	Correlation	1.000	.410**
		Sig. (2-tailed)		.9
		N	50	50
	Firm's Resilience	Correlation	1.000	.410**
		Sig. (2-tailed)		.9
		N	50	50

Source: Field Survey, 2024

The Spearman Rank Correlation for this set of data is 0.9; therefore, we reject the null hypothesis and accept the alternate hypothesis; which means that there is a significant relationship between Real-time collaboration and Firm's Resilience in the industry under investigation.

H₀₂: There is no significant relationship between document archiving and Firm's Resilience

			Document Archiving	Firm's Resilience
Spearman's rho	Document Archiving	Correlation	1.000	.410**
		Sig. (2-tailed)		.2
		N	50	50
	Firm's Resilience	Correlation	1.000	.410**
		Sig. (2-tailed)		.2
		N	50	50

Source: Field Survey, 2024

The Spearman Rank Correlation for this set of data is rho= 0.2; therefore, we reject the null hypothesis and accept the alternative hypothesis; which means that there is a significant relationship between document archiving and firm's resilience.

H₀₃. There is no significant relationship between document clouding and Firm's Resilience

			Document Clouding	Firm's Resilience
Spearman's rho	Document Clouding	Correlation Coefficient	1.000	.434**
		Sig. (2-tailed)		.3
		N	50	50
	Firm's Resilience	Correlation Coefficient	1.000	.434**
		Sig. (2-tailed)		.3
		N	50	50

Source: Field Survey, 2024

Source: SPSS Statistical Analysis

The Spearman Rank Correlation for this set of data is $\rho = 0.3$; therefore, we reject the null hypothesis and accept the alternative hypothesis; which means that there is a significant relationship between document clouding and firm's resilience.

Summary of Findings

From the analysis, the study found out that:

1. There is a positively significant relationship between Real-time collaboration and firm's resilience
2. There is moderately positive significant relationship between document archiving and firm's resilience in the industry under investigation.
3. There is a significant relationship between document clouding and firm's resilience.

Conclusions

Based on the findings of this study, it can be concluded that there is a significant relationship between the use of digital records management systems (DRMS) and firm's resilience. This suggests that implementing DRMS in the mainstream media industry can lead to improved performance and resilience of the organization industries under concern. The results of this study also reveal that real-time collaboration and document archiving, and document clouding are key features of DRMS, have a significant impact on productivity and organizational effectiveness which are criterion to ascertain firm's resilience in the media industry.

Future research can explore the impact of EDMS on other aspects of organizational performance, such as employee satisfaction and customer service.

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