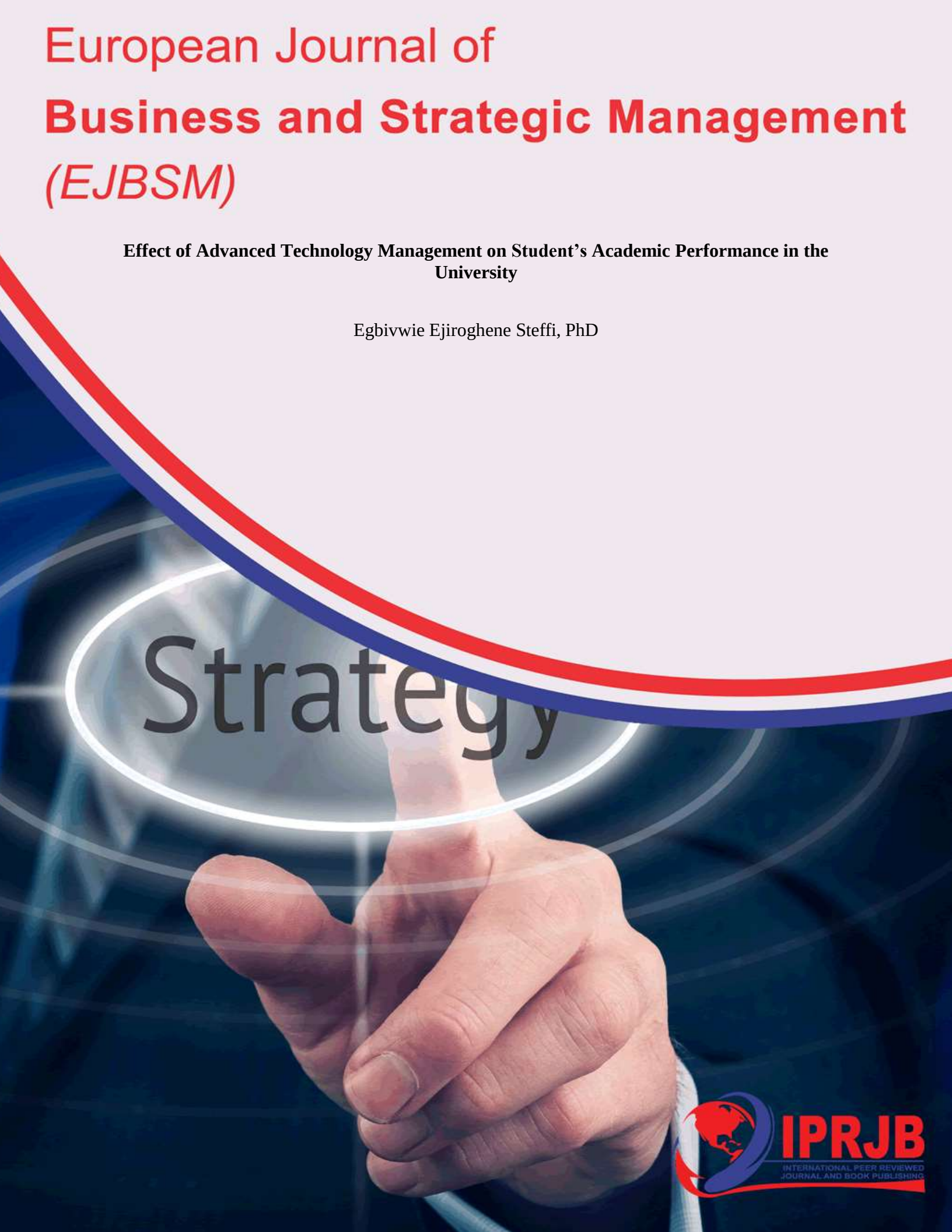


European Journal of Business and Strategic Management (EJBSM)

**Effect of Advanced Technology Management on Student's Academic Performance in the
University**

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Strategy

**Effect of Advanced Technology Management on
Student's Academic Performance in the
University**



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Article History

Received 12th May 2026

Received in Revised Form 15th June 2026

Accepted 13th July 2026



How to cite in APA format:

Steffi, E. (2026). Effect of Advanced Technology Management on Student's Academic Performance in the University. *European Journal of Business and Strategic Management*, 11(3), 1–13.
<https://doi.org/10.47604/ejbsm.3869>

Abstract

Purpose: The study focused on the effect of advanced technology management on Student's academic performance in the university. The purpose of the study was to ascertain the effect of social media management on the students' academic performance in the university.

Methodology: The study used survey research design. Primary source of data was adopted. Three private universities were selected for the study. A sample size of 314 was determined with Taro Yamane's formula from the population of 1,451 drawn from the students and lecturers of the selected private universities in south-south Nigeria. The hypothesis was tested using Chi-Square.

Findings: Findings indicate that social media had a positive effect on students' academic performance.

Unique Contribution to Theory, Practice and Policy: It is recommended that topics taught during the semester should be presented offhand before the class as part of continuous assessment to enable the students study hard to improve on their academic performance.

Keywords: *Advanced Technology, Student' Academic Performance, Management, Distance Learning, Social Media*

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INTRODUCTION

Advanced technology, especially social networking sites are seen as an advantage in lecturing and studying in the universities today as it increases in enthusiasm for lecturing and studying in the classrooms, offices, and homes. Observing the fact (Ceyhan, 2011) the internet provides a wide selection, convenient opportunity, to enrich and develop one's life. Most universities turned to advanced technology such as WhatsApp, Zoom, Email, etc. during the COVID-19 outbreak to enhance lecturing, conferences, and learning in the pursuit of professional development and students' academic achievement. It is on this view (Jagboro, 2003) states that the internet is rich, multi-layered, complex, and ever. It encourages and promotes the universities goals, students' academic achievement, and lecturers' professional development as it allows limitless sharing of information, paving ways for people to cooperate and communicate with computers globally. WhatsApp, Zoom, Email, etc. were the tools used by both students and lecturers during the COVID-19 outbreak for lecturing, participating in conferences, seminars, and learning frequently outside the classroom in ways they never had before to continue with the study by increasing learning opportunities and student's academic achievement. Many schools have started to use these sites to promote education, keep students up to date with assignments and offer help to those in need (Boyd, 2007).

Advanced technology is a new phenomenon in our universities with few users that provide significant value, such as higher quality online education, processes, products, etc. It disseminates knowledge to be dispersed immediately with quick and effective communication. (Bonds-Raacke and Raacke, 2008) opine that social networking sites, as well as email, instant messaging, blogging, and online journals, have completely changed the way that adolescents interact and gather information. Students are more engaged, motivated, and learn in ways that they have in a classroom setting before, as a result of the advanced technology. Advanced technology is used to simplify and optimize activities and necessities. It is such as social networking sites aids independence, research, and provides answers that disabled one's request. It solves problems before they occur, enhances processes and services to assist individuals' lives of lecturers, students, customers, families, and organisations. The use of social media technologies widely used by students can have a positive impact on students and a key factor for the students in achieving summative grades and leaving the course early (Garcia et al., 2015).

Students' achievement is tied to the professional growth of lecturers and they need to advise carefully on the frequent use of advanced technology in the course of their studies to be successful and achieve the outcome they desired. (Springer, 2010) states that technology has changed the way today's students learn. The student easily obtains desired information with the help of the internet which motivates them to search for information more often. However, advanced technology is a particular factor affecting students' performance due to poor class attendance at school. It causes high level of students' absenteeism in class attendance resulting to poor academic performance. (Kubey et al., 2001) state that the decline of college students' academic achievement is due to the application of synchronous communication such as chat rooms, which can lead students to stay up late at night and cause their academic achievement decline. The use of social media beyond time is a factor affecting the academic performance of the students negatively. It deprives them of participating in academic activities causing poor academic performance when it is not properly handled. Social media can be problematic to students' academic life if caution is not taken in its

usage (Kuppuswamy & Shankar, 2010).

Osharive (2015) opines that students devote more attention and time to social media than they do for their studies and they cannot pass their examinations well if they do not learn. Most students would prefer spending their time on social media in sending messages, posting and watching photos, videos, and music while lectures are going on. The current brain research shows that technology has changed the way our students' brains are developing (Springer, 2010). Students' absenteeism from class activities and other academic activities cause poor performance which is detrimental to their academic achievement as well as their future and the society at large. The academic performance of students has a direct impact on the socio-economic development of a country (Signh, Malik & Signh, 2016). Failure to handle these ordeal situations will negatively affect the human capital development of the economy with lack of creators, lack of innovators, lack of critical thinkers, lack of problem solvers, ineffective communicators, and lack of collaborators, turning the society into criminals, terrorists, and incapacitated workers because man must survive. The purpose of the study was to ascertain the management of social media's effect on students' academic performance in the university.

An Overview of the Study

Heyam, (2014), states that social media is considered to be the fastest-growing web application in the 21 century and this rapid development is being backed by technological advancement. The use of advanced technology in education environment, such as social media has enhanced the quality of education with a positive impact on students' academic achievement worldwide. (Jha and Bhardwaj, 2012) opine that social media exploded as a category of online discourse which enables people to create content, share them, bookmark them, and network at a prodigious rate. Social media is an internet-based method of interaction that make users to communicates, learn new things, develop interests, be entertained, disseminate information, and establish web content.

(Kaplan and Haenlein, 2010) define social media as a group of the internet-base 1`1` applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content. Wikipedia is a social media plat form often used by students. (Wheeler, Yeomans and Wheeler, 2008) reveal in their study that students' academic life has moved to a different dimension since the introduction of these social media networks. (Head and Eisenberg, 2010) opine that a great number of students would begin with Wikipedia when searching for information because it often provides an overview of a new concept and also useful resources. Social media facilitates learning in this 21st century. (Dearborn, 2014) defines social media as a communication channel that is very popular, extremely fast, and broad, has proven to be highly effective, as well as trusted by billions of people, to share and discover content concerning individuals, brands, information, entertainment, and knowhow. Students gained knowledge by accessing the internet as a means of learning. The information about current and past issues as well as dissemination and receiving of information are carried out through the social networking platform. (Pew,2012) affirms that media sharing sites, such as YouTube are also known as important sources for news. (Mitchell, Holcomb and Page, 2013) reveal that micro blogs like Twitter are found to be used for getting news as well.

Concept of Academic Performance

Narad and Abdullah (2016) define academic performance determines the human capital development of an economy; it enables students and parents to know the current academic state of their students, and it determines the failure and success of an academic institution. The student's academic performance counts for the best quality graduates who will be responsible for the country's economic and social development as great leaders and manpower the country will be known for tomorrow. (Narad and Abdullah, 2016) define academic performance as the knowledge gained which is assessed by marks by a teacher and/or educational goals set by students and teachers to be achieved over a while. Academic performance is used to assess and hire employees, award degrees, scholarships, etc.

Arhad, Zaidi and Mahmood (2015) state that academic performance measures education outcome. Thus, students need to study hard to improve their academic performance for better results that will prepare them for future opportunities and achievements. The students' performance (academic achievement) plays an important role in producing the best quality graduates who will become great leaders and man power for the country thus responsible for the country's economic and social development (Ali, et. Al., 2009). Students with good performance always stand the chance of making job preferences because a lot of organisations are willing to hire them with a good salary structure for the best of their organisations. (Rono, 2013) defines the academic performance of students as a key feature in education. The academic performance of students determines the progress of anation in terms of social-economic growth. Thus, (Signh, Malik and Signh, 2016) argue that the academic performance of students has a direct impact on the socio-economic development of a country. On the same note (Ali et. al, 2009) view students' academic performance that it plays a vital role in creating the finest quality alumnae who will become leaders and man power of a particular country, consequently responsible for the country's social and economic development.

Distance Learning and Academic Achievement

In this 21st century, advanced technology helps students, employees, and organisations to realise their goals in no time. (Brown, 2010) states that an additional benefit of social technologies provided on the internet is that they are frequently free or require marginal investment, thereby eliminating a potential barrier to adoption. The application of advanced technology to academic activities mitigates physical barriers to learning and other activities resulting in educational and student's achievement. (Liccardi, et. al., 2007) reveal that students are socially connected with one another and therefore share their daily learning experiences and do conversations on various topics through social media. The advent of advanced technology has depleted the close degree of physical proximity amongst students there by all the universities were mandated to embark on online classes and distance education during the COVID-19 outbreak. (O'keeffe and Clake-pearson, 2011) reveal in their study that social media benefits students by connecting them to one another on assignments and class projects. The advent of distant learning, such as a workplace network and school online classes no longer require a close degree of physical proximity amongst members. Schools have been transitioned into programmes of distance education. Lecturers and students no longer go to the University Classes and other academic activities in pursuit of education and certification. Thus, social media is defined as a communication channel that is very popular, extremely fast, and broad,

has proven to be highly effective, as well as trusted by billions of people, to share and discover content concerning individuals, brands, information, entertainment, and knowhow (Dearborn, 2014)

The distant learning is also applicable to the professional development for teachers, other learning citadels' site, industries, organisations, and government parastatals with the web-based conferences and seminars. (Brown, 2010) observe that the driving factors for the adoption of social media are the progressively ubiquitous access, convenience, functionality, and flexibility of social technologies. Lecturers form their learning communities with internet-based technology to receive information, develop content, and share amongst their peers. Online learning paves way for many discussions and socialization. This trend towards online classes and educational opportunities has even become so prevalent that there are universities that consist only online classes, allowing teacher to complete an entire course of study through distance learning (Dempsey & Van Eck, 2007).

Importance of Advanced Technology on Learning, Conferences, and Seminars

Advanced technology enables classes of schools, and professional bodies to communicate with each other and attend hosted web conferences, and seminars on other school sites. They speak with individuals of another nation with ease without financial costs, travel distress, and geographical restraints. (Arquero and Esteban, 2013) observe that social media undoubtedly generate new opportunities to engage students in higher education as they are remarkably effective at connecting people and facilitating the exchange of information. Students participate in learning and presentation scenarios with the help of advanced technology, like the social networking sites encompasses the zoom, WhatsApp, Facebook, etc. are used by most lecturers and students during the COVID-19 Pandemic outbreak to enrich learning opportunities, increase the assimilation of knowledge, gain mass collection of knowledge and discover content on a level that is not accessible within their internal and external environment. It was also used for conferences, workshops, board meetings, seminars, and soon. A greater percentage of students including those at the Ph.D. level commonly use social media to ameliorate their studies (Khan, 2010).

Management of Social Media and Academic Achievement

Hansen (2002), states that many students fall behind in their studies due to excessive investments in online relationships, which are called internet addiction. Social media have occupied the students' minds thereby affecting their mode of study and academic performance. However, (Pintrich, 2003) argues that self-regulating students, who set goals or plans, and who try to monitor and control their cognition, motivation, and behaviour predicated upon these goals are more likely to do much better in school. Although, most of the students concentrate on social media than attending lectures and participating in other academic activities that are expected of them, some still have the ambition of studying hard to acquire good grades. Students with self-determination know how to manage their academic activities to achieve higher academic performance when it comes to social media.

Kuppuswamy and Shankar (2010) reveal in their study that social network websites grab students' attention and then divert it towards non-educational and inappropriate actions including useless chatting. The libraries are meant for study, but you can barely find students in the libraries studying

nowadays because social media have taken the place of their study habits. They browse all sorts of things just to have fun instead of studying their books to perform well in their various courses and graduate with excellent results. (Maya, 2015) states that media use contributes to lower academic performance, low self-perceptions, and less interest in college-oriented careers. As far as they find pleasure in social media, they feel a nonchalant attitude about attending classes and participating in other academic activities, after all their parents are not there to monitor them.

Ulate and Carballo (2011) state that student's personality traits, personal goals, and motivation, as well as the support from teachers and the teacher's level of experience significantly influences the academic performance of students. These situations can be managed by introducing the best lecturing methods that motivate and work for the student's specific needs. (Johnson, 2003) states that the computer and technology, if used correctly, can invoke dreams in the minds of visionary educators who saw the endless potential for altering traditional notions of teaching and learning. Lecturers are to prepare today's students for change to achieve academic excellence because they cannot be taught as we taught yesterday. (Khatib, 2010) states that students' motivations and strategy use have some impact on student performance. Students can be allowed to read and present individually all the topics taught in the semester off hand before the commencement of examination as part of their continuous assessment. This strategy with marks apportioned to it will motivate them to study hard to present effectively, as well as to perform well in their various examinations. In this regard (Mousoulides and Philippou, 2005) had said that motivational beliefs are very essential to the academic achievement of students because they help to determine the extent to which students will consider, value, put in the effort, and show interest in the task.

Signh, Malik and Signh (2016) express that proper guidance from parents and teachers, communication skills and learning facilities have also been found as significant determinants to academic performance. Class of students who have been performing poorly in their academic was told to read up all that was taught during the semester on a particular course, as a take-home assignment to be presented offhand before the class when they are back from a few weeks break. (Farooq, Chaudhry, Shafiq and Behanu, 2011) claim that the top most priority of all educators is the academic performance of students. The experiment was carried out to impute seriousness in students to study hard to overcome massive failure thereby improving their academic performance and distracting them from being addicted to social net working sites. (Duncan and McKeachie, 2005) express that some learning strategy uses include rehearsal, organization, critical thinking, time and study environment management, effort regulation, peer learning, and to seek help. Student can easily be more knowledgeable about the course as they practice it for presentation.

Gasco, et. al., (2014) explain that motivation plays an important role in learning because it greatly explains academic performance. Students' performance depends on motivation and encouragement to attain good grades. But it is important to understand what motivate the students in order to apply the appropriate motivation strategy due to variation in students' motivational needs. On the same subject (Dorneyi, 2001) affirms that motivation explains why people decide to do something, how hard they are going to pursue it, and how long they are willing to sustain the activity. Students study hard with the intention of graduating with good grades if they know the benefits of attaining good grades. They did not just study hard to improve on their academic performance but also to acquire the skills of overcoming stage fright and have a good knowledge of what they were taught. (Farooq, et. al., 2011) opines that students' performance serves as a

bedrock for knowledge acquisition and the development of skills. Students need to be properly taught and guided in their various academic activities for the benefit of the students, university and the society at large. Effective school discipline should be used to control students' behaviour because it has a direct impact on their academic performance (Ehiane, 2014).

Theoretical Framework

Self-determination theory was founded by Edward Deci and Richard Ryan in 1992. The theory observed how students perform best when they feel in control of their choices, connected to others, and competent in their work. Students need a helping hand to motivate them to study hard to attain high academic performance. They need to be connected and guided in their various academic activities for greater engagement and performance. Students become self-determined as they gain mastery of their studies by overcoming their fears and engaging in new experiences while being connected to others who help them achieve their academic goals. They feel competent and want to continue practicing because they are more motivated in their academic activities. The theory is related to the study because students need to be connected for self-determination in their studies in order to achieve greater academic performance to empower the students for future and better societal growth. The opposite of this will reign in society in the near future because there will be no capable hands to take on higher responsibilities to build society. This is based on the equation Reeves and Nass (1996) observed that most students respond to the communications media as though they are alive forgetting and neglecting most school activities that empower them tomorrow.

Social constructivism theory was established by Lev Vygotsky (1978). The theory suggests that learning occur and influenced in a social and cultural environment. Students presenting assignments before the class is learning and assimilating whatever thing he or she is presenting for future references and also learning from the classmates presenting. (Vygotsky, 1978) claims that the individual's ability to learn and think begin from their social interaction as a result social interaction is good for cognitive development. Schreiber and Valle (2013) opines that individuals are active participants in the creation of their own knowledge.

Empirical Review

Shahibi and Rusli (2017) wrote on the Influence of Internet Usage on Student's Academic Performance, in Shah Alam Selangor, Malaysia. They said that technology have managed to improve the quality of education to students around the world. Most of the students made use of digital media to get information materials as the cause of recent problems and also as a platform where information can be disseminated to partners with ease, such as social networking sites. But it can also be a factor that affects the academic performance of students negatively, if it's not properly handled.

Quantitative methods for data collection were adopted to measure the variables and built numbers to reflect the findings. The study adopted a survey techniques and questionnaire as the instruments for data collection. The population of the study was made up of four hundred and twenty-three (423) final year undergraduate students of the Faculty of Management, University Technology Mara, Puncak Perdana. Random sampling technique was adopted. The sample size was 210 respondents of the research population. The data was analysed with the use of frequencies,

percentages and rank orders. Pearson's Correlation was also used (Shahibi & Rusli, 2017)

Shahibi and Rusli (2017) concluded that students' academic achievement is affected by the use of Facebook, the Internet, media usage for online education, online media usage for non-education, and student interest in the university. But their academic achievement can be increased if they are using the online media without spending much time on things that are not beneficial. Their academic achievement can also be increased if they know how to adjust their time on the Internet in the right way.

METHODOLOGY

Survey design was used in the study as the staff was surveyed on key variables of university lecturing and learning. Questionnaire was used as the instruments data collection. Study used primary data obtained from Glorious Vision University staff, Western Delta University and Madonna University. The population of the study was 1451 drawn from staff of the private universities. Taro Yamani formula was used to obtained the sample size of 292. Chi-Square test was adopted for the analysis.

Crosstabs

Test of Hypothesis One

Ho: advanced technology does not improve students' academic performance in the university.

Table 1a: Cross tabulation on response to advanced technology does not significantly enhance student' academic performance in the university

		Universities				Total
		Glorious Vision University	Western University	Delta University	Madonna University	
S. Disagree	Count	1	2	7		10
	ExpectedCount	1.5	4.6	4.0		10.0
Disagree	Count	3	17	14		34
	ExpectedCount	5.0	15.5	13.5		34.0
Undecided	Count	1	15	2		18
	ExpectedCount	2.7	8.2	7.2		18.0
Agree	Count	13	46	44		103
	ExpectedCount	15.2	46.9	40.9		103.0
S. Agree	Count	25	53	49		127
	ExpectedCount	18.7	57.8	50.5		127.0
Total	Count	43	133	116		292
	ExpectedCount	43.0	133.0	116.0		292.0

Source: SPSS Output Version1 5.00

Table 1b: Chi-square Test Result for Hypotheses 1

	Value	Df	Asymp.Sig (2-side)
Pearson Chi-Square	18.371	8	.019
Likelihood ratio	18.989	8	.015
Linear-by-linear Association	2.176	1	.140
N of Valid Cases	292		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.47.

Source: SPSS Computed Output Version 15.00

Question One was used in conducting the test of hypothesis one.

As shown in Table 1a, it is a cross tabulation statistic of observed and expected frequencies (counts) of the three selected universities and five category response options. On careful observation, the responses of agree and strongly agree had more frequency counts than strongly disagree, disagree and undecided.

From table 1b, Chi-Square Tests were computed. The result shows that Pearson Chi-Square(x^2) computed value = 18.371 is greater than chi-square tabulated value = 15.51 with 8 degrees of freedom at 0.05 level of alpha ($x^2 = 18.371$, $p < .05$)

Decision

The null hypothesis thus, advanced technology does not significantly enhance student's academic performance in the university should be rejected since ($x^2 = 18.371$, $p < .05$). Gasco, et. al., (2014) stress that motivation plays an important role in learning because it greatly explains academic performance A-grades and B-grades results. The performance of the students was increased from 30 percent to. The students' performance improved significantly because they were motivated and encouraged. Students were asked to present what they were taught in a semester before the class individually and offhand as a continuous assessment. At the end of it all, they performed credibly in the examination, with many scoring 85 percent, showing great commitment as a result of the knowledge acquired during the class presentation.

Conclusion

Advanced technology enhances lecturers and students' technology-based class activities and group interactions. Many universities across the country have equipped their classrooms and offices with the 21st-century technology state of the art to live up to global standards. Technology is growing fast and it's becoming the routine for each and every one in the education sector, industries, private sector, and public sector to attain set objectives. Social media is impacting effectively on quality and rate of students' collaboration and their academic performance. Students perform excellently with the help and guidance of their lecturers. Disciplining students with the new learning method of class presentation as part of continuous assessment compels them to spend less time on social media and more time in studying and assimilating what to present off-hand before the class to avoid high level of failure and embarrassment in the examination. The off-hand presentation enable students to perform well in their various examinations as far as they can remember all that they have assimilated. It

improves their knowledge of understanding, broadens their levels of thinking, and overcome spending too much of time on advanced technology.

Recommendations

1. The study recommended that lecturers should implement the best practices of learning for students to take learning to the next level in achieving higher performance in the pursuit of academic careers by initiating study principles to enable them to cope.
2. Students should be allowed to present off-hand, all the topics taught on every semester individually before the class as part of continuous assessment to enable them to have more knowledge of what they are taught, to avoid addiction to social media, and perform excellently in their various examinations, thereby improving on their academic performance.

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