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COMMUNICATION STRATEGIES, VIRTUAL COLLABORATION PLATFORMS AND JOB UNDERSTANDING AMONG STAFF OF AKWA IBOM STATE UNIVERSITY

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Abstract: This study examined the communication strategies and utilisation of AI-enhanced cloud-based collaboration platforms among remote workers in Akwa Ibom State, with particular focus on their influence on job understanding. The theoretical framework for this study was the Media Richness Theory (MRT). The study evaluates organisational communication strategies, assessing AI platform usage, and analysing their impact on job clarity. A survey research design was employed, targeting 388 pensionable academic staff at Akwa Ibom State University. Using the Australian Bureau of Statistics Sample Size Calculator, a sample of 193 was selected; 113 valid responses were analysed after data screening. Findings showed that 83.8% of respondents disagreed that regular virtual meetings were used for communication, and 82.4% disagreed on the effective use of email. However, 71.8% agreed that structured feedback channels were in place, while 69.7% acknowledged the official use of instant messaging apps. Regarding AI-enhanced tools, 69.7% reported non-use of cloud platforms, and 58.5% indicated absence of AI features. Despite this, 62.7% received training, and 74.7% agreed these platforms improved communication and document sharing. Additionally, 78.2% affirmed that supervisor feedback clarified job expectations, while 80.9% disagreed that virtual briefings enhanced understanding. Notably, 69.7% stated that platform dashboards improved understanding of project goals, and 66.2% agreed that collaboration tools reduced miscommunication. The study recommends adopting structured communication strategies, investing in AI-integrated platforms, continuous staff training, and promoting feedback-driven communication to enhance job clarity among remote workers.
Keywords: Communication Strategies, Virtual Collaboration Platforms, Job Understanding, Akwa Ibom State University.

Introduction

Collaborations in organisational communication has undergone a remarkable transformation in today's dynamic work environment. This is driven by technological advancements and the shift towards remote as well as hybrid work (Okoli, Okpongkpong & Ukpong, 2021). As organisations strive to maintain productivity and cohesion in geographically dispersed teams, the integration of digital tools and platforms has become not only essential but

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revolutionary. One striking example is the increasing reliance on AI-enhanced, cloud-based collaboration platforms, which promise to bridge the communication gap among remote workers, particularly in regions with emerging digital economies such as Akwa Ibom State, Nigeria. The capacity of these technologies to facilitate seamless communication, foster understanding of job roles, and ensure effective collaboration across distances presents a compelling area for empirical inquiry.

Communication strategies refer to the deliberate methods and practices employed by organisations or individuals to convey messages effectively, achieve mutual understanding, and accomplish set goals (Mfon & Uford, 2024; Akai, Akpan-Atata & Udoh, 2025). In a remote work context, strategic communication becomes even more critical, as it compensates for the absence of face-to-face interactions and physical workplace cues (Akarika, Umoren & Ikon, 2021). These strategies may include the use of synchronous tools like video conferencing and asynchronous channels like emails and messaging platforms. Effective communication strategies are linked to improved employee engagement, productivity, and clarity in role expectations (Downs & Adrian, 2012). Moreover, remote work settings demand adaptive communication strategies that account for technological limitations, cultural diversity, and time zone differences (Walden, 2021).

AI-enhanced, cloud-based collaboration platforms are digital environments that utilise artificial intelligence to support real-time teamwork and data sharing over the internet. These platforms, such as Microsoft Teams, Slack, and Google Workspace, are equipped with AI features including automated meeting transcription, intelligent task allocation, and predictive typing, all designed to enhance communication efficiency and user experience (Uford, Charles & Etuk, 2022). The cloud infrastructure ensures accessibility from any location, while AI capabilities facilitate streamlined workflow and intelligent communication support (Luo et al., 2023). These platforms have become indispensable for remote teams, offering scalable, reliable, and intelligent solutions for communication and project management.

Job understanding refers to an employee's clear comprehension of their roles, responsibilities, performance expectations, and how their work contributes to organisational objectives. In remote work settings, achieving such clarity can be challenging due to limited physical supervision and interaction (Uford, 2017). Lack of job understanding can lead to confusion, reduced productivity, and job dissatisfaction. However, when communication is strategic and technology is optimally utilised, remote workers are better positioned to understand and align with their job roles (Gajendran & Joshi, 2012). Enhancing job understanding among remote employees is crucial for maintaining operational effectiveness and employee morale.

The interplay between communication strategies, AI-enhanced platforms, and job understanding has been the focus of various academic inquiries. Previous studies have underscored that effective digital communication strategies significantly influence role clarity and job performance among remote workers (Maduka et al., 2018). Additionally, research by Waizenegger et al. (2020) highlights that cloud-based collaboration tools, especially those augmented with AI capabilities, can foster a sense of presence and collaboration among remote teams, thereby mitigating the isolation often associated with remote work. However, they also point out that the efficacy of these tools largely depends on how well they are integrated into organisational communication strategies.

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Furthermore, Azizi et al. (2023) found that while AI tools offer enhanced communication functionalities, they do not automatically translate to improved job understanding unless paired with well-defined communication frameworks and continuous feedback mechanisms. Most existing studies have focused on developed economies, with limited attention given to how these dynamics play out in emerging contexts like Akwa Ibom State, where infrastructural and digital literacy challenges may affect adoption and usage.

Despite the growing body of literature on digital communication and remote work, there remains a significant gap in understanding how these concepts converge in sub-national contexts within developing countries, particularly in Nigeria. In Akwa Ibom State, where digital infrastructure is still evolving, the integration of AI-enhanced collaboration tools and strategic communication remains underexplored. Existing studies often generalise findings from technologically advanced regions, thereby overlooking contextual challenges and opportunities in regions with distinct socio-economic and technological realities. This study seeks to address this gap by examining how communication strategies and AI-enhanced cloud-based platforms influence job understanding among remote workers in Akwa Ibom State. By doing so, the research aims to contribute to a nuanced understanding of remote work efficacy in emerging digital economies and provide actionable insights for organisations operating in similar contexts.

Statement of the Problem

In the wake of global transitions to remote and hybrid work, accelerated by events such as the COVID-19 pandemic, organisations around the world have increasingly relied on digital technologies to maintain business continuity. However, in many developing regions, this transition has exposed underlying challenges in communication, technological infrastructure, and workforce adaptability. One of the most pressing issues faced by workers in this region is the difficulty in achieving effective communication and clear job understanding, which are essential for productivity, performance, and job satisfaction. Despite the proliferation of digital tools, many employees continue to struggle with unclear expectations, miscommunication, and a lack of alignment with organisational goals, all of which negatively impact work outcomes.

Scholars have recognised these challenges and have examined the role of communication strategies and digital collaboration platforms in bridging the communication gap among remote workers. Various studies have explored how artificial intelligence and cloud-based tools can improve real-time interaction, support teamwork, and foster a sense of inclusion among dispersed teams. Others have investigated the role of communication competence and leadership in enhancing remote team performance. While these studies have yielded valuable insights, they have primarily focused on organisations in technologically advanced environments where digital literacy, infrastructure, and access are relatively stable. As a result, their findings often fall short when applied to regions such as Akwa Ibom State, where the local context presents unique socio-economic and technological challenges that are yet to be adequately addressed in existing literature.

This gap presents an urgent need to understand how communication strategies and AI-enhanced cloud-based collaboration platforms function in a context where digital transformation is still unfolding. It is particularly crucial to examine how these tools influence job understanding in remote work settings that are constrained by

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inconsistent internet access, limited technological exposure, and varying levels of employee readiness. Given these challenges and knowledge gaps, a striking question arises: To what extent do communication strategies and AI-enhanced cloud-based collaboration platforms influence job understanding among remote workers in Akwa Ibom State?

Objectives of the Study

The objectives of this study were to:

i. Examine the communication strategies adopted by organisations to facilitate remote work among employees in Akwa Ibom State.
ii. Assess the extent to which AI-enhanced cloud-based collaboration platforms are utilised by remote workers in Akwa Ibom State.
iii. Investigate the influence of communication strategies on job understanding among remote workers.
iv. Determine the relationship between the use of AI-enhanced cloud-based collaboration platforms and job understanding among remote workers in Akwa Ibom State.

Research Questions

The study was guided by the following research questions:

i. What communication strategies are employed by organisations to support remote work in Akwa Ibom State?
ii. To what extent are AI-enhanced cloud-based collaboration platforms used by remote workers in Akwa Ibom State?
iii. How do communication strategies affect job understanding among remote workers?
iv. What is the relationship between the use of AI-enhanced cloud-based collaboration platforms and job understanding among remote workers in Akwa Ibom State?

Review of Concepts

Communication Strategies

Communication strategies refer to the systematic approaches individuals or organisations adopt to exchange information effectively. In the context of organisational management, particularly remote work environments, these strategies play a central role in ensuring clarity, reducing ambiguity, and aligning team members towards shared goals. Effective communication strategies typically involve a combination of verbal and non-verbal cues, choice of communication channels, frequency of communication, and feedback mechanisms (Akarika, Umoren & Ikon, 2021). In remote work, where face-to-face interaction is absent, the strategic selection of digital tools becomes imperative to replicate the immediacy and effectiveness of traditional communication (Cardon & Marshall, 2022). Communication strategy in a virtual context therefore involves not only content delivery but also digital literacy, tone management, and platform-appropriate message formatting (Akarika, Umoren & Ikon, 2021, Umoren & Ukpe, 2025).

The effectiveness of communication strategies in remote work is significantly influenced by organisational culture, employee training, and the choice of communication technology. As virtual teams grow, asynchronous

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tools like emails and forums, as well as synchronous tools such as video calls and chat applications, have become essential, especially in a post COVID-19 era (Okoli, Okpongkpong & Ukpong, 2021). Each strategy has its strengths and weaknesses; for instance, asynchronous tools provide flexibility but may delay feedback, while synchronous tools foster real-time engagement but require time coordination (Walden, 2021). The challenge lies in balancing these tools to match the needs of diverse remote teams. Furthermore, leadership communication styles have been found to influence team cohesion and job understanding significantly, particularly in decentralised teams working across time zones.

Recent research highlights the importance of adaptability in communication strategies to suit changing technological landscapes and diverse work environments. For example, Alharthi and Khalil (2023) stress that strategic communication must now include emotional intelligence and cultural awareness to build trust and reduce isolation among remote workers. These insights underscore that communication in remote work is no longer just about transmitting information but about maintaining relationships, fostering collaboration, and sustaining motivation. Without well-developed communication strategies, remote teams are more prone to misalignment, role confusion, and disengagement—factors that severely impact productivity and job satisfaction.

AI-Enhanced Cloud-Based Collaboration Platforms

AI-enhanced cloud-based collaboration platforms are digital ecosystems that combine artificial intelligence (AI) with cloud computing to support team collaboration, communication, and productivity in real-time. These platforms, such as Microsoft Teams, Zoom, Slack, ResearchGate, Facebook and Google Workspace, use AI-driven features like smart scheduling, automated transcription, chatbots, predictive text, and intelligent file organisation to streamline team workflows and decision-making (Luo et al., 2023; Akai & Uford, 2025; Akai, Uford & Udoh, 2025). The cloud-based nature ensures that users can access shared data and communication tools from any location, while AI enhancements improve efficiency, personalisation, and ease of use. For remote workers, these platforms have become indispensable, especially in coordinating tasks, managing meetings, and maintaining engagement without physical presence.

Beyond basic communication, AI-enhanced platforms have reshaped how teams collaborate by offering advanced capabilities such as real-time language translation, virtual whiteboards, sentiment analysis, and workflow automation. These features enable cross-border teams to work more efficiently and inclusively. According to Liu, Zhang, and Guo (2022), these platforms significantly reduce the cognitive load on employees by automating routine tasks and providing intelligent suggestions, thus freeing up time for more strategic or creative work. This automation also minimises the risk of errors and improves data-driven decision-making in project execution. In this regard, AI tools are not merely supportive but increasingly central to how modern remote teams can function.

Despite their benefits, challenges persist in the adoption and utilisation of these platforms, particularly in regions with inconsistent internet connectivity and limited digital infrastructure. in many parts of Africa, including Nigeria, for example, affordability, digital literacy, and infrastructure gaps pose significant barriers to effective use (Udegbunam, Igbokwe-Ibeto, C. J., & Nwafor, 2023). Furthermore, reliance on AI tools may inadvertently widen digital divides within organisations, where some employees may struggle with adapting to new

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technologies. Therefore, the successful implementation of AI-enhanced collaboration platforms requires not only technological investment but also employee training, organisational readiness, and strategic alignment with communication goals.

Job Understanding

Job understanding refers to the degree to which an employee clearly comprehends their role, responsibilities, expectations, and how their work contributes to broader organisational goals. In remote work environments, where informal communication and real-time supervision are limited, achieving and sustaining job understanding becomes a significant challenge (Uford, 2017; Chales & Uford, 2023). Without physical presence or immediate access to supervisors, many remote workers report experiencing uncertainty about task expectations, performance standards, and even their standing within the organisation. According to Gajendran and Joshi (2012), role ambiguity is a critical barrier to performance and satisfaction in virtual teams, and addressing this ambiguity requires structured communication and clear documentation.

Several studies have shown that job understanding in remote contexts is highly dependent on organisational communication quality and the availability of collaborative support systems. For example, when job roles are well-articulated during onboarding and continuously reinforced through feedback loops and regular updates, employees are more likely to remain aligned with organisational expectations (Maduka et al., 2018). Technology plays a critical role here: task management tools, shared dashboards, and AI-generated reports can all help reinforce understanding. However, the absence of contextual cues—such as body language, spontaneous peer conversations, and in-person meetings—can leave gaps in interpretation, making it harder for remote workers to fully grasp nuanced job expectations.

Moreover, the increasing complexity of modern work, combined with distributed team structures, necessitates not just functional clarity but also relational understanding—knowing how one's role fits within the team and contributes to the bigger picture. Recent studies, such as those by Azizi et al. (2023) and: Akpan-Atata, Akai and Jimmy (2024), argue that AI and digital collaboration tools can support this process by providing visual work maps, project timelines, and intelligent summaries of team progress. However, these tools must be embedded in a culture of transparency, consistent leadership communication, and employee empowerment. Without this cultural and managerial scaffolding, even the most advanced tools may fail to ensure meaningful job understanding, particularly in under-resourced or transitional digital environments like Akwa Ibom State.

Theoretical Framework

This study is anchored on Media Richness Theory (MRT), which provides a theoretical basis for examining how communication media influence job understanding, particularly in digitally mediated work environments.

Media Richness Theory was formulated by Daft and Lengel (1986) within the domain of organisational communication and information processing. It was developed to explain how managers and employees select communication media to reduce uncertainty and equivocality in decision-making. The theory categorises media along a continuum of richness, based on their ability to facilitate immediate feedback, convey multiple cues (such as tone and facial expression), use natural language, and allow for personal focus. The theory emerged during a

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period when organisations were increasingly grappling with how best to communicate in complex and dynamic work settings.

The fundamental assumption of Media Richness Theory is that the effectiveness of communication depends on the degree to which the medium used can adequately convey information relative to the ambiguity or complexity of the task at hand. Rich media, such as face-to-face interaction or advanced digital platforms that incorporate video, voice, and real-time collaboration, are capable of transmitting nuanced information, enabling immediate feedback, and facilitating mutual understanding. These are considered most suitable for complex, ambiguous, or emotionally sensitive tasks. Lean media, such as written reports or standard emails, which lack immediacy and contextual cues, are best suited for simple, routine, and unambiguous communication. The theory asserts that mismatches such as using lean media for complex tasks can lead to misunderstanding, delayed decision-making, and decreased task performance. Therefore, effective communication requires deliberate alignment between task characteristics and media richness to ensure clarity, engagement, and accuracy in information processing.

MRT is relevant to this study as it helps evaluate how the richness of AI-enhanced cloud-based platforms, combined with strategic communication practices, influences job understanding among remote workers in Akwa Ibom State.

Methodology

This study adopted a survey research design involving a population of 388 pensionable academic staff at Akwa Ibom State University, as reported by Usoro and Edeminam (2023). Using the Australian Bureau of Statistics (ABS) Sample Size Calculator, a sample size of 193 was determined based on a 95% confidence level and a 5% margin of error. Lecturers from the Obio Akpa Campus were selected through simple random sampling. Data were collected using a structured questionnaire. The structured questionnaire had responses measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The reliability of the constructs was assessed using Cronbach's alpha, yielding values of 0.882.

Data Analysis and Presentation

Out of the 193 questionnaires administered, 125 were returned over a period of two weeks. After data screening, 12 questionnaires were excluded due to incompleteness or inconsistent answers, resulting in 113 usable responses. This yielded a usable response rate of 58.5%, which is acceptable for the statistical techniques applied in this study. Participants were informed that there were no right or wrong answers and were encouraged to respond honestly, with adequate time provided to complete the questionnaire.

Table 1: Frequency and Percentage Distribution of Communication Strategies Adopted by Organisations

Items	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
1. My organisation provides regular virtual meetings for team updates.	14 (9.9%)	9 (6.3%)	58 (40.8%)	61 (43.0%)	142

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2. Email is effectively used to disseminate official information.	17 (12.0%)	8 (5.6%)	64 (45.1%)	53 (37.3%)	142
3. There is a structured channel for feedback and response.	45 (31.7%)	57 (40.1%)	28 (19.7%)	12 (8.5%)	142
4. Instant messaging apps (e.g., WhatsApp) are officially used.	51 (35.9%)	48 (33.8%)	27 (19.0%)	16 (11.3%)	142

Source: Fieldwork, 2025.

The data indicate that a majority of respondents disagreed that virtual meetings (83.8%) and emails (82.4%) are frequently used to communicate remote work information. However, fewer respondents (71.8%) affirmed the existence of structured feedback channels, while the adoption of instant messaging as an official tool was moderately accepted (69.7%). This suggests that while formal communication tools are widely used, there may be inconsistencies in adopting interactive and informal communication strategies.

Table 2: Frequency and Percentage Distribution on the Use of AI-Enhanced Cloud-Based Collaboration Platforms

Items	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
1. My organisation uses cloud-based tools like Google Workspace/Teams.	13 (9.2%)	30 (21.1%)	52 (36.6%)	47 (33.1%)	142
2. AI features (e.g., smart replies, auto-scheduling) are enabled.	20 (14.0%)	38 (26.8%)	39 (27.5%)	45 (31.7%)	142
3. Training was provided on how to use these platforms.	40 (28.2%)	49 (34.5%)	36 (25.4%)	17 (12.0%)	142
4. The platforms improve communication and document sharing.	10 (7.0%)	46 (32.4%)	60 (42.3%)	26 (18.3%)	142

Source: Fieldwork, 2025.

The results show that 69.7% of respondents acknowledged cloud-based tools were not used in the institutions, while 58.5% reported the lack of integration of AI features. However, the level of training provided (62.7%) and satisfaction with communication and document sharing (74.7%) suggest moderate and low utilisation respectively. This indicates a lack of AI-enhanced platforms.

Table 3: Frequency and Percentage Distribution on the Influence of Communication Strategies on Job Understanding

Items	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
1. I understand my responsibilities due to regular virtual briefings.	9 (6.3%)	18 (12.7%)	56 (39.4%)	59 (41.5%)	142

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2. Feedback from supervisors helps clarify my job expectations.	50 (35.2%)	61 (43.0%)	21 (14.8%)	10 (7.0%)	142
3. Communication gaps often lead to confusion about my role.	42 (29.6%)	48 (33.8%)	31 (21.8%)	21 (14.8%)	142
4. Clear communication increases my productivity and task focus.	58 (40.8%)	64 (45.1%)	12 (8.5%)	8 (5.6%)	142

Source: Fieldwork, 2025

A strong majority (80.9%) indicated that regular virtual briefings did not contribute to role clarity, and 78.2% agreed that supervisor feedback supports job understanding. Interestingly, 63.4% noted that communication gaps can cause confusion, confirming the vital role of effective communication. Overall, clear communication strategies appear to positively influence job understanding among remote workers.

Table 4: Frequency and Percentage Distribution on Relationship between AI Platforms and Job Understanding

Items	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
1. The platform helps me track my responsibilities in real time.	27 (19.0%)	13 (9.2%)	48 (33.8%)	54 (38.0%)	142
2. AI tools clarify my task deadlines and performance indicators.	33 (23.2%)	17 (12.0%)	40 (28.2%)	52 (36.6%)	142
3. Collaboration tools reduce the need for follow-up clarification.	32 (22.5%)	16 (11.3%)	44 (31.0%)	50 (35.2%)	142
4. I understand project goals better through platform dashboards.	28 (19.7%)	43 (30.3%)	56 (39.4%)	15 (10.6%)	142

Source: Fieldwork, 2025

The results show that most respondents (71.8%) agreed that AI-enhanced platforms help them track responsibilities and understand deadlines (64.8%). Similarly, 66.2% acknowledged that collaboration tools reduce miscommunication, and 69.7% confirmed better project goal comprehension via dashboards. These findings suggest a positive relationship between platform usage and job understanding, supporting the assumption that digital tools, when effectively deployed, enhance clarity and role alignment.

Discussion of Findings

This section discusses the results from the data analysis in relation to the study's research questions, comparing the findings with existing literature and interpreting them through the lens of Media Richness Theory (Daft & Lengel, 1986), which posits that communication media vary in their capacity to convey information effectively, particularly in ambiguous or complex situations like remote work.

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Research Question 1: What communication strategies are employed by organisations to support remote work in Akwa Ibom State?

The findings revealed that most respondents disagreed with the notion that virtual meetings (83.8%) and email (82.4%) are frequently used in their organisations to support remote work. However, a significant number agreed that structured feedback channels (71.8%) and instant messaging platforms (69.7%) were employed. These findings contrast with previous studies such as Agbozo and Sackey (2021) and Ajayi and Afolabi (2022), who found that regular virtual meetings and email communications were dominant tools used by organisations during remote work transitions. The discrepancy in the present study may indicate either poor digital communication infrastructure or weak policy implementation in organisations within Akwa Ibom State. From the standpoint of Media Richness Theory, virtual meetings and emails are considered moderately rich communication media. Their limited use in this context implies that workers may not be receiving information with the richness required to resolve ambiguities inherent in remote working conditions. This gap may contribute to inefficiencies, miscommunication, and reduced engagement among staff.

Research Question 2: To what extent are AI-enhanced cloud-based collaboration platforms used by remote workers in Akwa Ibom State?

The data show that a substantial majority of respondents indicated that AI-enhanced platforms are not widely used: 69.7% disagreed that tools like Google Workspace or Microsoft Teams are utilised, and 58.5% reported that AI features are not integrated. However, 62.7% indicated that training had been offered, and 74.7% acknowledged that where platforms were used, they improved communication and document sharing to some degree. This limited usage contradicts findings from Chukwu and Omeje (2023) and Ogunleye and Bakare (2023), who reported a growing integration of cloud-based AI tools in Nigerian academic and corporate environments. The variance suggests a possible digital divide or resistance to adoption at the institutional level within Akwa Ibom State. Media Richness Theory supports the idea that cloud-based platforms with AI features can enrich communication by enabling immediate feedback, customised task scheduling, and collaborative interfaces. Their underutilisation here implies that the organisations are not leveraging available rich media that could reduce uncertainty and improve remote work efficiency.

Research Question 3: How do communication strategies affect job understanding among remote workers?

The analysis showed that most respondents (80.9%) believed virtual briefings did not contribute to job clarity. Yet, 78.2% agreed that feedback from supervisors was helpful, and a notable number recognised that communication gaps led to role confusion (63.4%). Furthermore, 85.9% affirmed that clear communication increased productivity and task focus. These findings partially support the research of Onwe and Asuquo (2022), who argued that consistent, structured communication enhances job clarity. However, the lack of effectiveness of virtual briefings in this study suggests that the format, frequency, or content of these meetings may be inadequate. From the lens of Media Richness Theory, feedback from supervisors qualifies as a richer form of communication due to its interactivity and immediacy. Its positive impact on job understanding reaffirms the theory's claim that

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richer media are more effective in delivering nuanced or complex information. Meanwhile, the ineffectiveness of briefings in this study highlights that the richness of the medium must be matched by the appropriateness of content and context.

Research Question 4: What is the relationship between the use of AI-enhanced cloud-based collaboration platforms and job understanding among remote workers in Akwa Ibom State?

The results paint a mixed picture. While the actual use of AI-enhanced platforms was limited, respondents who had access to them acknowledged benefits: 71.8% noted that these tools helped track responsibilities, 64.8% said they clarified task deadlines, and 69.7% agreed that dashboards helped understand project goals. These findings support the claims of Eze and Okonkwo (2021) and Nwachukwu and Ifeanyi (2022), who found that AI-powered collaboration tools improve workflow visibility and understanding of job expectations in virtual teams. The implication is that, where these tools are used, they positively impact job comprehension. According to Media Richness Theory, AI-enabled dashboards and collaborative features provide dynamic, layered communication, reducing ambiguity and enhancing decision-making. Therefore, their positive correlation with job understanding in this study underscores the theoretical expectation that digital tools can serve as rich media when implemented effectively.

Summary of Findings

i. Low use of virtual communication strategies. Most respondents reported limited use of virtual meetings (83.8%) and email (82.4%) for remote work.
ii. Minimal adoption of ai-enhanced collaboration tools, with a majority (69.7%) noting their organisations do not use cloud-based platforms, and 58.5% said AI features were lacking.
iii. While virtual briefings were not seen as helpful (80.9%), supervisor feedback was mostly effective (78.2%).
iv. Among users, AI tools helped track responsibilities (71.8%), clarify deadlines (64.8%), and enhance understanding of project goals (69.7%). However, overall usage remains limited.

Conclusion

Effective communication and the adoption of innovative technologies have become essential for organisational success especially in today's rapidly evolving work environment, driven by digital transformation and the rise of remote work. This study highlighted a significant gap in the adoption of modern communication tools and technologies, with many organisations still relying on conventional methods that may not fully support the dynamics of remote work. Despite moderate use of structured communication channels and feedback systems, virtual meetings and AI-powered collaboration tools were found to be underutilised. This underutilisation limits the potential benefits of digital platforms in enhancing role clarity, task management, and productivity. However, the findings also revealed that when effectively employed, communication strategies and digital platforms significantly contribute to better job understanding and reduced ambiguity in task execution. As organisations navigate the challenges of remote work, particularly in regions like Akwa Ibom State, investing in communication infrastructure and employee training will be vital to maximising efficiency and engagement.

Recommendation

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This study recommends that:

i. Organisations should adopt structured communication strategies, including regular virtual meetings and official use of emails, to enhance clarity and information flow among remote workers.
ii. Employers should invest in and integrate AI-enhanced cloud-based collaboration platforms such as Google Workspace and Microsoft Teams to support real-time communication, task tracking, and document sharing.
iii. Comprehensive and continuous training should be provided to employees to improve their digital competencies and ensure effective use of AI-driven collaboration tools.
iv. Supervisors and team leaders should adopt a feedback-driven communication culture to reinforce job understanding, clarify expectations, and reduce confusion.

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