DIGITAL INTEGRATION STRATEGY AND ADMINISTRATIVE EFFICIENCY OF RADIO STATIONS IN PORT HARCOURT, RIVERS STATE

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ABSTRACT

The study scrutinizes digital integration strategy and administrative efficiency of radio stations in Rivers State. The cross sectional survey design was adopted in the assessment of the study variables in the study. The study population constituted 105 officers occupying different leadership positions in radio stations in Rivers State whose study sample was derived through census based on the focus of the study. Data was analyzed and results presented in tables showing the mean and standard deviation. The hypotheses were tested using the Spearman Rank Order Correlation Coefficient. The findings revealed a positive and significant relationship between digital integration strategy and administrative efficiency using the Pearson Product Moment Correlation tool at a 95% confidence interval. The study concludes that Digital Integration Strategy: Application Integration Strategy, Data Integration Strategy Cloud Integration Strategy and Security Integration Strategy significantly influences administrative efficiency of radio stations It was therefore recommended that the leadership of the broadcasting sector should adopt the tested attributes of digital integration strategy in the study; so as to drive the administrative efficiency of Radio Stations in Port Harcourt, Rivers State.

Keywords: Digital Integration Strategy, Application Integration Strategy, Data Integration Strategy, Cloud Integration Strategy, Security Integration Strategy, Real-Time Service Delivery, Quality Decisions

INTRODUCTION

Administrative efficiency refers to the capacity of an organization, institution, or business to produce desired results with a minimum expenditure of energy, time, money, personnel, and materiel. There is no doubt that the information revolution and communications that the new world is witnessing had an impact on the work of public organizations, In terms of management and the nature of the holdings and the services they provide, especially after intermingling that took place between computer technology and various administrative patterns. Where the work of many business organizations has switched from manual to computerized method based on the use of computers and communication networks (as per the need), databases and many other technological means to, process and analyze the data to get the output and the results. An organization's ability to successfully employ digital integration as a strategy positions such a firm for administrative efficiency and overall organizational productivity since the integration of organizational resources enhances efficiency, real-time service delivery, collaboration and cost efficiency. Accoring to Nwinyokpugu, (2022) the core aim of the administrator is to ensure the resources of the organisation are used judiciously for organisational efficiency. In administrative parlance, organisational efficiency is ensuring the goals and objectives of the organisations are achieved with less waste. Furthermore, as the nature of work changes, the administrative unit of the organisation faces serious challenges in providing an efficient technological approach to bridge the gap between the traditional methods of administration and the modern way of administration in order to

reduce costs and enhance quality service delivery. To overcome this problem, the study identified application integration strategy, data integration strategy, cloud integration strategy and security integration strategy as the modern administrative drivers to administrative efficiency, and this is achievable through the adoption of digital integration strategy.

Nachouki & Quafafou, (2008) asserts that internet is one of the major technologies used in the current era, which provides a huge amount of information not only in readable format, but also downloadable and usable formats. It acts as a huge repository drowning the users with the required information. This vast growth of the internet and the easy access it provides to the masses has been a huge advantage in collection and dispersion of information. Since most of this information is free, it is also being used in many researches. But difficulty arises when the user decides to operate on multiple data sources rather than a single source. If these data sources contain mutually exclusive information then they can be combined and worked on efficiently. Most of the structure relates semantics can be solved using the metadata information available, while semantic related conflicts merge as the most difficult to solve scenario, Ivan, Dodero & Stoitsis (2011). Huimin & Ram, (2007) were of the opinion that, in order to perform effective fusion of the heterogeneous data sources, it becomes mandatory to choose a language that is common to all the data sources. Since such a universal language is not available, the data integration system architecture should be designed with a custom query language. The efficiency of the query language and the efficiency of the processing components determine the overall efficiency of the system.

Theoretical Foundation
The importance of digital integration and administrative efficiency was further buttressed by the baseline theory adopted for the study; resource based theory which suggests that resources that are valuable, rare, difficult to imitate and nonsubstitutable best position's an enterprise for long-term success. These strategic resources can provide the foundation to develop the firm's capabilities that can lead to superior performance over time.

Application Integration Strategy
Organizations rely on information systems and software applications to support their business activities. Interesting applications rarely live in isolation. Whether a sales application must interface with an inventory application, a procurement application must connect to an auction site, or a Personal Digital Assistant (PDA) or Personal Information Manager (PIM) must synchronize with the corporate calendar server, it seems like any application can be made better by integrating it with other applications Hohpe & Woolf (2003). Frequently, these applications are legacy systems; packages purchased from third parties, or developed internally to solve a particular problem. This usually results in heterogeneous software ecosystems, which are composed of applications that were not usually designed taking integration into account. Integration is necessary, chiefly because it allows to reuse two or more applications to support new business processes, or because the current business processes have to be optimized by interacting with other applications within the software ecosystem.

 Enterprise Application Integration (EAI) provides methodologies, techniques, and tools to design and implement integration solutions. The goal of an EAI solution is to keep a number of applications data in synchrony or to develop new functionality on top of them, so that applications do not have to be changed and are not disturbed by the integration solution

(Frantz & Corchuelo, 2016). Enterprises have typically hundreds of applications custom-built, acquired, part of a legacy system, or a combination, operating in multiple tiers of different operating systems and platforms. Some enterprises have dozens of Websites, more than one instance of SAP and countless departmental solutions. Creating a single, big application to run a complete business is next to impossible.

Data Integration Strategy

Information storage is not performed in the same way today as it was in the past. During the incipient stages of computer sciences, information was stored and accessed locally in computers. The storage process was performed in different ways: in data files or through the use of database management systems that simplified the storage, retrieval and organisation of information, and was able to create a relationship among the data. Subsequently, data began to be stored remotely, requiring the applications to access the data in order to distribute system functions; database system managers facilitated this task since they could access data remotely through a computer network. Nevertheless, this method had some drawbacks notably that the users had to be aware of where the data were stored, and how they were organized. Cloud computing currently allows applications to be executed in a cloud without requiring a local installation to access them. Furthermore, clouds offer storage services such as those provide by Amazon in the Amazon Simple Storage Service (Amazon S3) (2010). However, these systems do not offer as many possibilities for information management as were offered by relational database management systems. As with Amazon S3, one of the applications of these systems is Storage for data analysis.

Cloud Integration Strategy

(Tai, 2000) states that cloud integration performs the task of integrating the various cloud solution in one cloud environment. It deploys various resource, web service and applications to the cloud and also gives cloud training to end user so that user can easily adopt and use the new network system. Furthermore, it gives information about various integration patterns, Integration tools available and Integration procedure that are discussed in following subsections. In the cloud integration, the main purpose is to connect and relate the both source and target system, how to extract data safely from the source system, mediate the semantics and syntax of data, technical differences, and publish the data to the target system. For this, there is strongly need of integration patterns or integration path. Integration path is complex path from which data will flow from source to target or target to source that can span many cloud computing systems on the path. There are three types of integration patterns available till now: cloud to enterprise integration, cloud to cloud integration, and enterprise to enterprise integration pattern.

Security Integration Strategy

Cyber and physical security are critical facets of the bulk power system (BPS) reliability and resilience. Grid transformation is expanding the existing attack surface due to the use of emerging technologies, additional communications and industrial controls as well as remote control capabilities. These channels provide opportunities for adversaries to exploit latent vulnerabilities within the existing system as cyber security was not part of the design equation for legacy equipment, software, and networks. The introduction of new technologies and new types of entities entering electricity markets also present new cyber attack vectors. Beyond these challenges, addressing security risks associated with the changing resource mix

continues to be a high priority for the industry. Focusing on and mitigating these known and emerging risks is critical to the mission of the ERO Enterprise. Modern cyber security incorporates a number of security principles and concepts, including a defense-in-depth philosophy; and historically, these concepts were not substantially integrated into the planning, design, and operation of the electric grid operational technology (OT) systems. As industry attempts to leverage improved operational performance and business efficiencies, the OT environment is increasingly connected to outside networks through the incorporation of intelligent electronic devices capable of routable internet protocol (IP) communications.

METHODS

The study adopted census survey strategy; as a result, the entire 105 principal officers of from radio stations in Port Harcourt were surveyed. As such, 105 principal officers were studied. The study used structured questionnaire as a means of generating primary data from the respondents of the study. Structured questionnaire was used to enable the researcher find out the attitude, knowledge and feelings of respondents on questions asked with respect to the study variables in order to enable the study derived very relevant responses. To determine the internal reliability, the survey instrument was assessed by means of Cronbach alpha coefficient, using the statistical package for social sciences (SPSS). Hence, only the items that returned alpha values of 0.7 and above were considered. Cronbach's alpha was used for the coefficient of reliability (or consistency). To empirically evaluate the hypothesized relationships, the spearman's rank order of correlation coefficient (RHO) was adopted. The multivariate analysis which examines the moderating effect of leadership on digital integration strategy and administrative efficiency of radio stations in Rivers State was tested using the partial correlation techniques at 95% confidence interval. The results were presented with the help of SPSS version 23.0 software.

Table 1: Reliability Coefficients of Variable Measures

S/No	Dimensions/Measures of the study variable	Number of items	Cronbach's Alpha	Comment
1	Application Integration Strategy	4	0.942	Reliable
2	Data Integration Strategy	4	0.873	Reliable
3	Cloud Integration Strategy	4	0.866	Reliable
4	Security Integration Strategy	4	0.867	Reliable
5	Real-Time Service Delivery	4	0.763	Reliable
6	Quality Decisions	4	0.876	Reliable
7	Leadership	4	0.787	Reliable

Source: SPSS Output, 2023

Scatter graph is one of the techniques used in deciding whether a bivariate relationship does exist between interval scaled variables. In a bid to determine the existence and trend of this relationship, plotted scatter diagram is presented in Figure 1 below where Digital Integration Strategy is plotted on the X axis and Administrative Efficiency as the criterion variable is on the Y axis.
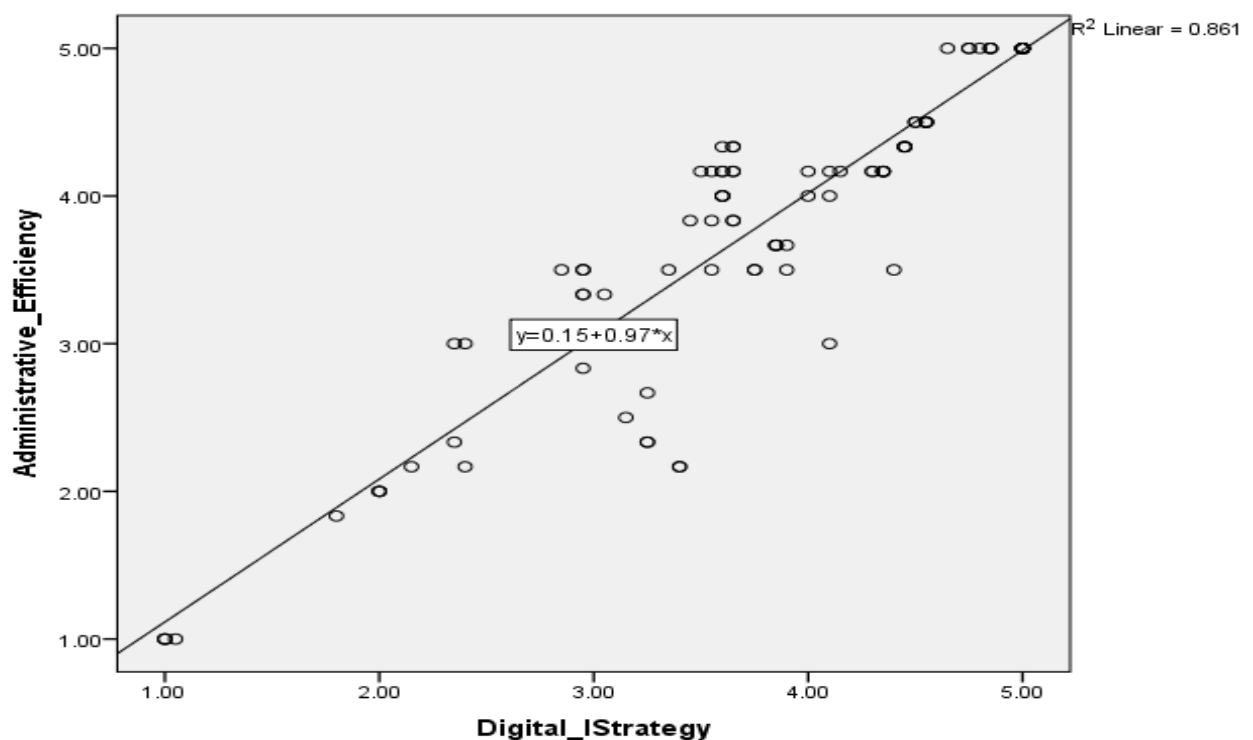
Fig 1: Scatter Graph for the Relationship between Digital Integration Strategy and
         Administrative Efficiency

Figure 1 shows a very strong relationship between digital integration strategy (independent variable) and administrative efficiency (dependent variable). The scatter plot graph shows that at is linear value of (0.861) depicting a very strong and positive relationship between the two constructs. The implication is that an increase in digital integration strategy simultaneously brings about an increase in the level of performance.

RESULT

The study proposed nine research hypotheses to seek explanations for any existing relationship between digital integration strategy and administrative efficiency of radio stations as well as the moderating effect of leadership in such relationship. The Spearman Rank Order Correlation Coefficient was calculated using the SPSS 23.0 version to establish the relationship among the empirical referents of the predictor variable and the measures of the criterion variable. Correlation coefficients can range from -1.00 to +1.00. The value of -1.00 represents a perfect negative correlation while the value of +1.00 represents a perfect positive correlation. A value of 0.00 represents a lack of correlation. In testing hypotheses one to nine, the following rules were upheld in accepting or rejecting our alternate hypotheses: all the coefficient values that indicated levels of significance (* or **) as calculated using SPSS were accepted and therefore our alternate hypotheses rejected; when no significance is indicated in the coefficient r value, we reject our alternate hypotheses. Our confidence interval was set at the 0.05 (two tailed) level of significance to test the statistical significance of the data in this study. Table 2 below shows the result of correlation matrix obtained for digital integration strategy and administrative efficiency. Also displayed in the

table is the statistical test of significance (p - value), which makes us able to generalize our findings to the study population.

Table 2: Correlations Matrix for Application Integration Strategy and Measures of Administrative Efficiency

			Application Integration Strategy	Real-time Delivery	Quality Decisions
Spearman's rho	Application Integration Strategy	Correlation Coefficient	1.000	.811[**]	.972[**]
		Sig. (2-tailed)	.	.000	.000
		N	97	97	97
	Real-time Delivery	Correlation Coefficient	.811[**]	1.000	.843[**]
		Sig. (2-tailed)	.000	.	.000
		N	97	97	97
	Quality Decisions	Correlation Coefficient	.972[**]	.843[**]	1.000
		Sig. (2-tailed)	.000	.000	.
		N	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2023

The correlation coefficient (rho) result in table 2 was used to answer research question 1. Table 2 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.811 on the relationship between application integration strategy and real-time delivery. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in real-time delivery was as a result of the adoption of application integration strategy. Therefore, there is a very strong positive correlation between application integration strategy real-time service delivery of radio station in Rivers State, Nigeria. Similarly, Table 2 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.972 on the relationship between application integration strategy and quality decisions. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in quality decisions was as a result of the adoption of application integration strategy. Therefore, there is a very strong positive correlation between application integration strategy quality decisions of radio station in Rivers State, Nigeria.

Table 3 Correlations Matrix for Data Integration Strategy and Administrative Efficiency Measures

			Data Integration Strategy	Real-time Delivery	Quality Decisions
Spearman's rho	Data Integration Strategy	Correlation Coefficient	1.000	.721**	.852**
		Sig. (2-tailed)	.	.000	.000
		N	97	97	97
	Real-time Delivery	Correlation Coefficient	.721**	1.000	.843**
		Sig. (2-tailed)	.000	.	.000
		N	97	97	97
	Quality Decisions	Correlation Coefficient	.852**	.843**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output version 23.0

The correlation coefficient (rho) result in table 3 was used to answer research question 2. Table 3 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.721 on the relationship between data integration strategy and real-time delivery. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in real-time delivery was as a result of the adoption of data integration strategy. Therefore, there is a very strong positive correlation between data integration strategy real-time delivery of radio station in Rivers State, Nigeria. Similarly, Table 3 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.852 on the relationship between data integration strategy and quality decisions. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in quality decisions was as a result of the adoption of data integration strategy. Therefore, there is a very strong positive correlation between data integration strategy quality decisions of radio station in Rivers State, Nigeria.

Table 4 Correlations Matrix for Cloud Integration   Strategy and Measures of Administrative Efficiency

			Cloud Integration Strategy	Real-time Delivery	Quality Decisions
Spearman's rho	Cloud Integration Strategy	Correlation Coefficient	1.000	.669[**]	.828[**]
		Sig. (2-tailed)	.	.000	.000
		N	97	97	97
	Real-time Delivery	Correlation Coefficient	.669[**]	1.000	.843[**]
		Sig. (2-tailed)	.000	.	.000
		N	97	97	97
	Quality Decisions	Correlation Coefficient	.828[**]	.843[**]	1.000
		Sig. (2-tailed)	.000	.000	.
		N	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Source: **SPSS Output, 2023**

Rank Order Correlation Coefficient (rho) of 0.669 on the relationship between cloud integration strategy and real-time delivery. This value implies that a strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in real-time delivery was as a result of the adoption of cloud integration strategy. Therefore, there is a strong positive correlation between cloud integration strategy real-time service delivery of radio station in Rivers State, Nigeria. Similarly, Table 4 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.828 on the relationship between cloud integration strategy and quality decisions. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in quality decisions was as a result of the adoption of cloud integration strategy. Therefore, there is a very strong positive correlation between cloud integration strategy quality decisions of radio station in Rivers State, Nigeria.

Table 5 Correlations Matrix for Security Integration Strategy and Measures of Administrative
      Efficiency

			Security Integration Strategy	Real-time Delivery	Quality Decisions
Spearman's rho	Security Integration Strategy	Correlation Coefficient	1.000	.742[**]	.883[**]
		Sig. (2-tailed)	.	.000	.000
		N	97	97	97
	Real-time Delivery	Correlation Coefficient	.742[**]	1.000	.843[**]
		Sig. (2-tailed)	.000	.	.000
		N	97	97	97
	Quality Decisions	Correlation Coefficient	.883[**]	.843[**]	1.000
		Sig. (2-tailed)	.000	.000	.
		N	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Source: **SPSS Output, 2023**

The correlation coefficient (rho) result in table 5 was used to answer research question 4. Table 5 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.742 on the relationship between security integration strategy and real-time delivery. This value implies that a strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in real-time delivery was as a result of the adoption of security integration strategy. Therefore, there is a strong positive correlation between security integration strategy real-time service delivery of radio stations in Rivers State, Nigeria. Similarly, Table 5 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.883 on the relationship between security integration strategy and quality decisions. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in quality decisions was as a result of the adoption of security integration strategy. Therefore, there is a very strong positive correlation between security integration strategy quality decisions of radio station in Rivers State, Nigeria. From a critical look at the zero-partial correlation, we found that the relationship both between digital integration strategy and administrative efficiency are positively correlated with leadership, as the control variable. Removing the effect of this control variable reduced the correlation between the other two variables to be 0.928 and significant at α = 0.05. Since the difference between the zero-order correlation and the controlled correlation (0.928 - 0.611) = 0.317 > 0.01; hence from the decision rule, there is a significant difference and thus the null hypothesis is rejected. Therefore, it is concluded that leadership has a significant moderating effect on the relationship between digital integration strategy and administrative efficiency of radio stations in Rivers State, Nigeria

FINDINGS OF THE STUDY

This study investigated the relationship between digital integration strategy and administrative efficiency of radio stations in Rivers State. This can be attributed to the fact that digital integration strategy are normally concerned with the idea that data or information on any given electronic device can be read or manipulated by another device using a standard format thereby helping the organisations to produce desired results within a minimum expenditure of energy, time, money, personnel or material which is the goal of administrative efficiency. The finding of the study assert statement made by Sequeira & Frantz, (2015) that Enterprises have typically hundreds of applications custom-built, acquired, part of a legacy system, or a combination, operating in multiple tiers of different operating systems and platforms. Some enterprises have dozens of Websites, more than one instance of SAP and countless departmental solutions. Creating a single, big application to run a complete business is next to impossible. Enterprise Resource Planning (ERP) has had some success at creating larger-than-ever business applications. The reality, though, is that even the heavyweights like SAP, Oracle, etc. only perform a fraction of the business functions required in a typical enterprise. That can easily be seen by the fact that ERP systems are one of the most popular integration points in today's enterprises. Unfortunately, enterprise integration is no easy task. Software vendors offer EAI suites that provide cross-platform, cross-language integration as well as the ability to interface with many popular packaged business applications. However, this technical infrastructure presents only a small portion of the integration complexities. The true challenges of integration span far across business and technical issues.

The study found out that there was positive and statistically significant relationship between Application Integration Strategy and administrative efficiency of radio stations in Rivers State at P value 0.000 which is less than 0.05. The findings of the study concurs with Gregor Hohpe and Bobby Woolf (2003), who stated that application integration may be done in four different ways, namely: File Transfer, Shared Database, Remote Procedure Calling, and Messaging. In File Transfer each application may play the role of producer or consumer, producing files of shared data to others consume or consuming what others has produced. Shared Database is the integration approach where a common database schema is shared, in a single physical database; since there is not duplicate storage, there is not also any data transference between applications. In Remote Procedure calling integration applications expose some of their functionalities in a way that other applications can access them as a remote procedure, and so the communication occurs in real-time and synchronously. The study found out that there was positive and statistically significant relationship between data integration strategy and administrative efficiency of radio stations in Rivers State at P value 0.000 which is less than 0.05. The findings of the study is in line with Corchuelo (2016) who opined that data integration is a cornerstone of business strategy and a key requirement in acquiring accurate and complete data the business can trust at a speed required to compete and thrive. It is commonly thought of as a mere technical process; integration gets data where it needs to go and makes data accessible to those who need it. But, as many data professionals have discovered, integration can easily become the main bottleneck to get to the insights. But this bottleneck doesn't have to exist if we start thinking about data integration strategically from a business lens rather than a collection of technical processes. Businesses that win have gotten good at making their data infrastructure available, easy to use and maintain, and agile. In this definitive guide, we'll take an in-depth look at the changes and challenges associated with data integration and provide practical steps to developing your data integration strategy.

We'll also discuss selecting data integration tools, and how to organize your data team to get the most out of your data investments.

The study found out that there was positive and statistically significant relationship between cloud integration strategy and administrative efficiency of radio stations in Rivers State at P value 0.000 which is less than 0.05. The finding of these study coincide with the statement of Joshi & Kim (2013) who asserts that although many consider cloud computing to be a new technology, it has, in actual fact, been involved in and encompassed various technologies such as grid, utility computing virtualization, networking and software services. Cloud computing provides services which make it possible to share computing resources across the Internet. As such, it is not surprising that the origins of Cloud technologies lie in grid, utility computing virtualization, networking and software services, as well as distributed computing, and parallel computing. On the other hand, the IoT can be considered both a dynamic and global networked infrastructure that manages self-configuring objects in a highly intelligent way. The IoT is moving towards a phase where all items around us will be connected to the Internet and will have the ability to interact with minimum human effort. The IoT normally includes a number of objects with limited storage and computing capacity. It could well be said that Cloud computing and the IoT will be the future of the Internet and next-generation technologies. However, Cloud services are dependent on service providers which are extremely interoperable, while IoT technologies are based on diversity rather than interoperability. The study found out that there was positive and statistically significant relationship between security integration strategy and administrative efficiency of radio stations in Rivers State at P value 0.000 which is less than 0.05. The results of the study is in support of the literature of Blenko et al (2011) who stated that the security strategy document defines and prioritizes information assurance and security initiatives that the organization must commence to enhance the protection of information and related technology. Ideally an organization should consolidate previously identified and executed projects (where practical), provide scope and definition for each of the identified efforts, detail the general risks addressed by the initiative and provide a foundation that can later be refined by senior management. Additionally, to support higher-level evaluation of initiatives that can be undertaken when required, the security strategy planning process needs to identify any significant dependencies associated with the initiative. To protect an organization effectively through a well-planned security strategy, I.T, the important mission enabler, needs recognition as an important component of the organization. Effective and efficient information security programs require co-operation from business leaders and personnel within the organization along with clear direction and commitment from top management and administration. Information Assurance and Cyber Security are integrated functions that require effective collaboration throughout the organization. It is imperative for security strategists to have everyone required on board, so that they know the value of the assets being protected and the real cost of breaches which can then help determine current and future security requirements. The NERC Security Integration Strategy is primarily focused on risk identification and validation, prioritization, and development of possible mitigations.

The results reveal that leadership significantly moderate the relationship between digital integration strategy and administrative efficiency of radio stations in Rivers State. This implies that leadership is essentially the core and spirit of organizations. It is also the major determinant of the success or failure of any organization. The rho value result when leadership was moderating the relationship was 0.611, which indicated a substantial

relationship. This finding agrees with Adair (2002) who explained that leadership is the ability to persuade employees to seek defined objectives happily. It is the human factor which binds a group together and to improve their level of performance as well as to direct them towards goal achievement. From the above comments, it does suggest that leadership plays a pivotal role in influencing digital integration strategy, meaning that; proper leadership can effectively drive administrative efficiency. Remarkably, an organization's leadership defines the nature of the entire firm, as such, an organization that has good leadership in place; it impacts the engagement of employees' positively. Conversely, any leadership that does not support digital integration strategy will discourage employees' from being engaged. A firm's leadership can moderate the relationship between digital integration strategy and its level of efficiency administratively. An organization's leadership style promotes digital integration such that the organization will experience increase in productivity, cost efficiency, profit share, collaboration, employee bonding, who will work assiduously to attain organizational objectives.

CONCLUSION

The study concludes that digital integration strategy positively enhances administrative efficiency of radio stations in Rivers State. In line with the specific objectives the following conclusions emerged: Application integration strategy positively enhances administrative efficiency of radio stations in Rivers State, Nigeria. Also, data integration strategy positively enhances administrative efficiency of radio stations in Rivers State. Furthermore, cloud integration strategy positively enhances administrative efficiency of radio stations in Rivers State. Similarly, security integration strategy positively enhances administrative efficiency of radio stations in Rivers State. Finally, leadership significantly moderates the relationship between digital integration strategy and administrative efficiency of radio stations in Rivers State. Based on the analysis of digital integration strategy and its impact on administrative efficiency of radio stations in Rivers State, the following recommendations are proposed to further improve its effectiveness:

1. Management of radio stations in Rivers State should implement a comprehensive integration platform that allows seamless connectivity between all applications and systems used within the radio station to enhance efficiency.
2. Management of radio stations should apply integrating data analytics and reporting tools directly into the administrative workflows. Real-time data insights can empower decision-makers with up-to-date information, enabling them to make informed choices promptly.
3. Management of radio stations should consider moving administrative applications and data to the cloud to enhance accessibility and scalability.
4. Management of radio stations should prioritize data security and privacy when implementing application integration. Ensure that all integrated systems adhere to industry best practices for data protection.

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