

Mobile Communication Capabilities: Necessity for Front Desk Officer Job Performance in the 21st Century

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Abstract: *This paper examined the necessity of mobile communication capabilities in front desk officer job performance. The objective of the study was to examine how dimensions of mobile communication capabilities such as mobile conferencing skill, mobile file management skills, and mobile document printing and sharing skills enhance front desk officer's job performance in terms of effective handling of clients/visitors, effective handling of appointments/schedules, and timely information dissemination. The paper revealed that mobile conferencing skill enhances front desk officer's job performance; mobile file management skills facilitate front desk officer's job performance; and mobile document printing and sharing skills enhance front desk officer's job performance. The study concluded that employees and organizations that leverage on the power of digital communications via their individual mobile communication devices by utilizing social media apps, email, USB cable, content sharing apps, etc., will help boost business output as they are able to effectively handle clients and appointments promptly. The study recommended that organizations should create enabling environments that will encourage employees to constantly utilize mobile communication devices and technologies by setting up policies and providing all necessary gadgets and platforms in order to sharpen employees' knowledge of mobile communication technologies and devices.*

Keywords: *Mobile communication capabilities, Mobile Conferencing Skill, Mobile File Management Skills, Mobile Document Printing and Sharing Skills, Front Desk Officer's job performance.*

I. Introduction

Communication has always been a crucial feature of science, as it has always been a focal point for communicating knowledge between individuals who are physically separated. Since their introduction, telephones have mostly replaced telegrams and letters. Similarly, the term "mobile" has altered communication by allowing users to design innovative applications that are only limited by their imagination. The backbone of society is now mobile communication. People's lifestyles have been improved by all mobile system technologies. Its main advantage is that it has prioritized a wide range of people. The goal of this study is to see how mobile communication capabilities affect front desk officer efficiency.

You must have a basic understanding of how to utilize a mobile device for communication. Picking up a portable communication device (i.e. mobile communication device) and starting making calls, messaging, or utilizing WhatsApp, Facebook, Messenger, and other apps on it will be challenging for someone who has never seen one before. Another person would have to teach the individual some of the principles of utilizing a mobile communication device, and then he or she would continue from there. According to Javapoint (2018), mobile communication is the use of technology that allows a person to communicate with others in different locations without the need for a physical connection (i.e wires or cables). Mobile communication makes our life easier by saving us time and effort. Mobile communication offers flexibility, cost-effectiveness, speed, accessibility, and constant connectivity. Mobile communication capabilities refer to the capacity to effectively communicate and be communicated to via mobile communication devices such as phones and tablets for communication purposes such as calls, texts, Whatsapp, emailing, Facebooking, and so on. This study looks at mobile communication features such as mobile conferencing, mobile file management, and mobile document printing and sharing. Mobile conferencing is the capacity to use handheld communication devices such as phones and tables for online meetings and conferences. A person's ability to host and join online meetings and conferences utilizing a mobile device demonstrates this. The technical know-how for naming, storing, and handling files in the form of apps, music, photos, videos, and other media on mobile communication devices is known as mobile file

management abilities. The capacity to print and share documents from a mobile communication device in an effective and efficient manner is known as mobile document printing and sharing capabilities. Later in this study, all of these characteristics of mobile communication capabilities will be investigated in greater depth.

Answering phones, greeting guests, providing administrative assistance, directing visitors to the right location(s), distributing incoming mail, preparing outgoing mail, and so on are all responsibilities of a front desk officer (also known as a receptionist). The degree of job performance and efficiency as experienced in his job determines how well and up to standard his/her task completion is regarded; the level of work performance and efficiency as experienced in his job determines how well and up to standard his/her obligation completion is viewed. According to Paulson (2018), a front desk officer who answers questions and provides information about activities conducted at the establishment and location of departments, offices, and employees within the organization to the general public, customers, visitors, and other interested parties is a veritable tool in any organization of great exploits. When customers arrive at a hotel, the front desk officer or clerk is one of the first people they meet. If necessary, the front desk officer may compel them to enter their information. The front desk officer then brings them to their destination and keeps track of them till they check out. Effective management of clients/visitors, effective handling of appointments/schedules, and timely information distribution are all facets of a front desk officer's job performance.

Because the front desk officer is the first person guests and other members of the organization see when they walk in, he or she can sometimes have an impact on whether or not a business deal is closed. The way a front desk officer interacts with clients and visitors who come to do business with the company has a big impact. Furthermore, studies have shown that the first contact a person makes when entering a venue has a long-term impact on them both throughout their stay and possibly after they leave. As a result, the front desk officer must efficiently handle clients by giving them undivided attention on a timely basis while maintaining a nice demeanor and a restrained tongue. It is also the front desk officer's obligation to efficiently manage client, colleague, and supervisor appointments/schedules at work. The capacity of a front desk officer to complete their work tasks swiftly and effectively, as well as keep track of appointments and timetables, whether or not they involve him directly, is what determines their job effectiveness. Timely information dissemination is the effective exchange and conveyance of business information to all essential and necessary locations within and outside an organization. Among a front desk officer's many roles and characteristics, timely information dissemination is vital to his or her job performance and the organization's overall success.

II. Objectives Of The Study

The study's aims are as follows:

1. Determine the impact of mobile conferencing on the performance of front-desk officers in the twenty-first century.
2. To assess the value of mobile file management skills in front desk officer performance in the twenty-first century.
3. Assess the value of mobile document printing and sharing skills in front desk officer performance in the twenty-first century.

III. Concept Of Mobile Communication Capabilities

Mobile communication is a type of communication that does not require a physical connection between the transmitter and the receiver and allows them to travel from one physical location to another while communicating (Terry, 2017). Mobile communications are frequently assumed to be a modern innovation, however they became commercially available shortly after World War II (WWII) when Bell Telephone launched a mobile service that could cover a distance of 50 miles, which was considered incredible at the time (Matthiesen, 2018). The transmitters' insufficient power was a problem with this early setup. Bell Labs soon devised a solution based on cellular technology, which allowed calls to be routed to other base stations. The race for mobile communications had begun once one significant hurdle had been surmounted. There are more than four billion mobile phone users on the planet, and there are apps for every sort of communication. Consumer concerns about communication costs have led to the evolution of mobile communications to take advantage of faster Internet connections.

To help address the cost issue in particular, Voice over Internet Protocol (VoIP) and Push alerts have become widely used. Voice over Internet Protocol (VoIP) allows users to send messages, watch videos, and make phone conversations over the Internet. When customers surpass their restrictions, they can avoid utilizing their cellular minutes and SMS plans, which can be costly. The only costs are those associated with data usage. Messages that show on mobile devices where a user has installed an app are known as push notifications. Users can choose the types of notifications they want to receive from an app. Whether it's airline flight information or coupons, the convenience of up-to-date information provides convenience and value. Individual users control

their costs by avoiding unsolicited communications by choose what they want to receive. New apps are also introduced on a near-daily basis. Invoke applications are those that are used in mobile communication devices for the primary function of communication, such as WhatsApp, Facebook, Instagram, Twitter, Messenger, and so on. It's not enough to have all of these communication apps if you don't know how to use them properly and efficiently. This entails understanding how to use them efficiently and effectively at the lowest feasible cost. For example, most people do not know how to control data usage on their Android and iOS devices; how to connect WhatsApp and Messenger to a PC (Personal Computer); how to use WhatsApp and Messenger to make voice and video calls, send and receive documents in various formats; how to send and receive emails via mobile communication devices; how to effectively use Google Drive on their mobile communication devices; how to use WPS Office, Google Doc, and Google Sheets on their mobile communication devices; how to use the WPS Office, Google Doc, and Google All of these challenges, as well as others, necessitate the use of mobile communication capabilities to improve communication efficiency, particularly among employees and managers (though the focus is on front desk officers in this work).

The capacity to effectively communicate and be communicated to using mobile communication devices such as phones and tablets for communication purposes such as calls, SMS, Whatsapp, emailing, Facebooking, and so on is known as mobile communication skill. This concept implies the ability to effectively and efficiently use communication apps (e.g. WhatsApp, Messenger, email, Instagram, Twitter, Google Doc, Google Slide, WPS Office, etc.) on smart mobile communication devices to communicate and be communicated to with less inconvenience and cost in today's communication system and in the concept of this work. In this day, where individuals are utilizing the potential of digitalization, owning a smart mobile communication device without understanding the intricacies underlying its communication capabilities is a waste of money. A person, such as a front desk officer, should become familiar with all relevant mobile communication skills that will help them perform their work more effectively. This component of literacy (i.e. mobile communication capabilities) can be expressed in terms of mobile conferencing, mobile file management, and mobile document printing and sharing, according to the notion of this work. Following that, there will be more debate.

Skill in Mobile Conferencing: Mobile conferencing is a technology that allows people in different locations to hold voice or video meetings without having to travel to the same place (Kagan, 2019). It also refers to the use of computer networks to communicate audio and video data between two or more participants at separate locations. A point-to-point (two-person) video conferencing system, for example, allows two people to talk to each other. Their voices are transported over the network and sent to the speakers of the other person, and whatever visuals emerge in front of the mobile communication device appear on the mobile communication device of the other participant. Three or more people can sit in a virtual conference room and communicate as if they were sitting right next to each other with multipoint videoconferencing.

Mobile conferencing, according to Gabriel (2018), is the use of mobile devices such as tablets and smartphones to make audio and video conferences between two or more people who are separated by distance. Mobile conferencing is a revolution that companies all around the world are embracing. Companies can start reaping the benefits of new technology without being left in the dust if they make the most of it. Time and space constraints are no longer an issue with mobile conferencing. Companies used to be constrained by where and when their employees worked. It was an expensive and time-consuming problem for businesses all around the country. Companies no longer have to invest resources in moving personnel from point A to point B at the drop of a hat for a last-minute meeting thanks to the availability of mobile conferencing. The capacity to hold audio and video conferences using mobile devices, whether innate or learned, is referred to as mobile conferencing competency. The usage of mobile conferencing by a single person, such as a front desk officer, necessitates skillful abilities such as good handling of mobile devices (such as smartphones and tables) and successful handling of voice and video conferencing software (e.g Cisco Webex Meetings, GoToMeeting, Hangouts Meet, Skype, WhatsApp, Messenger, Zoom Cloud Meetings, etc.). This capacity will allow him to decrease costs for himself and the company more effectively and efficiently, respond quickly to business, work virtually, and boost productivity and competitiveness.

Skills in Mobile File Management: Every file on a computer is part of a sophisticated, hierarchical system made up of directories and subdirectories in the electronic world. The foundation of file management is the act of identifying, storing, and retrieving these files in an organized manner, which, when done correctly, may save a lot of time and difficulties. Consider a major company with several terabytes of valuable data on its servers. Consider trying to locate a certain file on these servers when you only have a few minutes. The essential methods for naming, storing, and handling files are described in file management (Richard & Peter, 2018). In general, an individual can make the most of their image collection by employing suitable file and folder naming techniques, as well as solid metadata practice and catalog software. The data that is dealt with on computers is stored digitally in a hierarchical file system, with directories containing files and subdirectories. Although the

computer operating system is used to keep picture data organized, the core parts of file management are how files and folders are called, how these nested folders are organized, and how files in these folders are handled. Cataloging applications, which enable organizing and finding picture files easier than relying on the computer's directory structure, can improve the operating system's data organization. Catalog applications also have the ability to simplify backup methods for improved file security.

Separating the concepts of storage and organizing might help you address file management challenges more effectively. What is in a folder, what kind of folder names are used, and how folder structure is designed are all examples of storage. Organization, on the other hand, refers to how photographs are organized according to their content, use, or value. You can use organization to find all photos of a specific individual, or all photos taken for a specific business, and so on. It is recommended that metadata, rather than folders, be used to organize information.

The process of appropriately naming, storing, and retrieving files in a handheld communication device in an organized manner is known as mobile file management. It refers to the process of naming, storing, and retrieving well-organized apps, videos, audios, images, contacts, documents, and other data in tablets and phones. This facilitates access by the device owner as well as anyone else. The practical talents demonstrated in handling files and folders in mobile communication devices are known as mobile file sharing capabilities. The way a person transfers, names, stores, and retrieves files and folders of various kinds in and out of devices demonstrates these talents (i.e. mobile communication devices). Files can be moved onto, off, and around a phone or tablet in a variety of ways. The most basic technique is to use a USB cord to connect the gadget to a computer. You can browse the device's storage, explore and create folders, drag files around on the drive, and copy stuff between the device and the PC's hard disk once the computer has detected the device. A wireless file sharing software, such as Web Sharing, Xender, Bluetooth, or others, can be loaded in a phone or tablet to transfer music, video, picture, and application data across devices. Cloud-based services such as Google Drive, Dropbox, and Sugar Sync can also be used to transfer files. Both services provide free accounts with ample capacity (15GB with Google Drive, 2GB with Dropbox, and 5GB with Sugar Sync) with the opportunity to upgrade if you require more. Both providers also include dedicated apps that make it simple to copy files to and from cloud storage.

Astro File Manager is a great tool for accessing and managing files and folders on phones, whereas File Manager is for Android devices (Robert & Raphael, 2017). Astro File Manager is a simple but powerful application. It displays all of a phone's folders, files, and documents in a Windows-style layout. It is possible to acquire a word processor document, a photo, or an audio file.

IV. Concept Of Front Desk Officer Job Performance

A front desk officer is a person who answers phones, greets visitors, and makes appointments, among other things. They're also known as front desk receptionists or secretaries. They are critical to the day-to-day operations of any organization because they are frequently the initial point of contact for customers. A front desk officer is also known as front-line worker, according to Bayat and Ismail (2017). Reservation agents, front-desk agents, concierges, bell and door attendants, and other staff that have initial contact with customers and are the key contact points with guests throughout their visit are all considered front desk officers (Baum & Devine, 2012). According to Baum and Devine (2012), these staff' primary responsibilities include greeting guests, offering information, processing their departure, and taking payments. They also noted that front desk officials may collaborate with concierges and porters, as well as back office staff involved in reservations and accounting. What makes a front desk officer so intriguing and fulfilling is the variety of talents and skills required to meet the needs of customers. According to Baum and Devine (2012), a front desk officer in the service industry need additional abilities, as well as technical, emotional, and aesthetic contributions, to be successful in their duties. A front desk officer is frequently exposed to emotional labor (controlling one's own emotions in order to match them with corporate goals) and emotional contagion (workers catching the emotions of others and guests) in the workplace (Curtis & Upchurch, 2008).

A front desk officer's responsibilities, according to Paulson (2018), include but are not limited to: (i) greeting on-site guests, determining nature of business, and announcing guests to appropriate personnel. (ii) Answering incoming calls, detecting callers' intentions, and routing calls to the proper individuals or department. When suitable people are unavailable, take and deliver messages or transfer calls to voicemail. (iv) Making reservations for conference rooms (v) Assist administrative assistants with clerical chores such as faxing, copying, and file organization and maintenance. (vii) Ensure main voicemail reflects office closings, special events, and posting office closed signs (vi) Coordinate with vendors and services they supply (vii) Ensure main voicemail reflects office closings, special events, and posting office closed signs (viii) Responding to inquiries about the organization and providing callers with address, directions, and other requested information (ix) Receiving and forwarding incoming faxes (x) Receiving, sorting, and distributing mail (xi) Assisting with administrative and special project needs as needed, and (xii) Other duties as needed

The extent to which a front desk officer meets defined goals and makes the best use of the knowledge and human resources available to them is referred to as job performance. Campbell (2016) defined front desk officer job performance as the ability of a secretarial officer to meet operational goals and make the best use of available resources. The front desk officer is the organization's initial point of contact, therefore he or she must have a positive attitude and a polished, professional appearance. Answering incoming calls, routing calls to relevant employees, distributing mail, and providing further administrative help are all tasks that a front desk officer must complete with promptness, integrity, and sincerity, among other virtues. A front desk officer's work performance can be measured in terms of how well they handle clients/visitors, how well they handle appointments/schedules, and how well they disseminate information on time.

Effective Client/Visitor Handling: The quality of the front office operations and the systems in place to address client needs determine the quality of the guest experience (Nestor-Harper, 2018). At some point during the guest's stay, each member of the staff interacts with him and plays a role in building a cordial and trustworthy connection. Front office operations workers are vital to a good guest experience, whether the client is staying for a day or a week. In a hotel, for example, the front desk officer properly resolves complaints, makes reservations, checks in, provides concierge services, and checks out clients/visitors. Complaints might come from a prospective client who researches an organization's products and services online and finds something he or she doesn't like; they can also come from a client or visitor who checked in or visited during their stay (in a hotel, for instance). Regardless of when the complaint is received, the front desk officer(s) should always handle it with caution, remembering to always put the client first, as every business survives because of customers. Front office tasks include making reservations for guests. Despite the fact that guests can make bookings online, they must be monitored, validated, and frequently updated at the guests' request. Personal services are provided by hotels, which necessitate reservations agents documenting particular requests such as pillow preferences, baby equipment, additional towels, and so on. Housekeeping and room turnover are frequently impacted by requests for early check-in or late checkout. Special requests must also be sent to other departments via the front office.

Handling Appointments/Schedules Effectively: Another important responsibility of a front desk officer in any organization is to handle appointments/schedules. Keep everything in one spot to manage appointments on a personal level. If you only need to keep appointments for yourself, keep a spreadsheet program running on your computer with all of your appointments properly organized. Keep them on a tablet or smartphone that you can have with you at all times if you're on the run. An online calendar tool can also be very beneficial for keeping track of schedules while on the go. Online scheduling is the most effective and efficient approach to plan your appointments and schedule in today's world (Appointment Plus, 2017). Overbooking, double-booking, and understaffing are all prevented by this software. It can also send consumers automated reminders so they don't forget about their appointments. They will also be notified if a schedule modification is necessary. For a fraction of the expense of hiring an extra employee, online scheduling software relieves the hassle of scheduling appointments. This technology can be used by the front desk officer to efficiently handle appointments and schedules for his own and the organization's growth.

One of the main responsibilities of a front desk officer is to accurately capture information from guests or the organization (as the case may be) and route it to the appropriate quarters or individuals. The effective process of making accurate and trustworthy data and information resources securely available to selected or authorized persons, units, partners, and other consumers on a timely basis is known as timely information dissemination. According to Lawal, Omotayo, Kolawole, Adedamola, and Igbalajobi (2010), the primary goal of communication is to influence someone's behavior, i.e., to mold action or secure inaction in the overall interest of a corporate firm. The importance of timely distribution of information cannot be overstated, as late delivery can declare the information null and worthless (Otamiri, 2018). As a result, a front desk officer must choose the medium and language or words to be utilized in sending information to the appropriate quarters in a methodical and timely manner. Ezeocha (2017) asserted that communication is effective when it demonstrates knowledge of ideas or contents of information, or proper interpretation of everything contained in the material, and when it is done on a timely basis. The reason for this is that information can lose its effectiveness simply because it arrives late. As a result, an office manager must be quick to disseminate information to all appropriate departments and personnel inside the firm. A front desk officer is a person who answers phones, greets visitors, and makes appointments, among other things. They're also known as front desk receptionists or secretaries. They are critical to the day-to-day operations of any organization because they are frequently the initial point of contact for customers. A front desk officer is also known as front-line worker, according to Bayat and Ismail (2017). Reservation agents, front-desk agents, concierges, bell and door attendants, and other staff that have initial contact with customers and are the key contact points with guests throughout their visit are all considered front desk officers (Baum & Devine, 2012). According to Baum and Devine (2012), these staff' primary

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V. Theoretical Framework

This research is based on Lewin and Edwards' Person-Environment Fit Theory, which became prominent in 1962. (Osita, 2018). Fit between person and environment The interaction between the person and the environment (P E) is described as the key to understanding people's cognitive, emotional, and behavioral reactions such as stress in the theory of psychological stress. According to the notion, a mismatch between a person and his work environment causes tension and uneasiness, which can stifle productivity. The second premise of this theory is that the capabilities (skill sets) of workers (for example, front desk officers) will determine the level of work pressure and how environmental pressure influences their production.

According to the Person-Environment Fit Theory, when a front desk officer's mobile communication capabilities in mobile communication devices and technologies are matched or balanced with the working environment (web-mediated technologies), it leads to high job performance and organizational communication. When there is a mismatch, the situation is reversed. This theory also implies that a front desk officer's and every other employee's mobile communication capabilities in mobile conferencing, mobile file management, and mobile document printing and sharing will greatly improve their effective handling of clients/visitors and appointments/schedules, as well as timely dissemination of information.

VI. Mobile Communication Capabilities And Front Desk Officers's Job Performance

The initial goal of the study is to determine the importance of mobile conferencing skills on front desk officer performance. Because there is a limit to movement, particularly of humans, organizations are increasingly relying on virtualization. As a result, web conferencing (phone or video) has emerged as a key mode of business communication, regardless of location or time. Thanks to technology advancements, online conferencing may now also be conducted utilizing phones and tablets, a practice known as mobile conferencing. Because buying a phone is far easier than buying a laptop or desktop computer, practically anyone can participate in mobile conferencing. A front desk officer, for example, can use mobile conferencing technology to speed up and simplify job delivery. He or she may quickly communicate with coworkers, managers, and clients in real time, regardless of time or location. Regardless, the front desk officer must demonstrate proficiency in using mobile communication programs such as Zoom, Skype, WhatsApp, Messenger, and others on smartphones and tablets. Lam (2016) agreed, stating that using digital technology and devices without expertise may not be productive enough, particularly for business purposes. Voice and video conferencing is a means through which businesses can harness the potential of digitalization to reach out to their internal and external audiences quickly and in real time. It takes competence for a front desk officer to utilize these apps on their phone to fix or join a voice-only or video meeting of two or more people. Fixing a Zoom conference and inviting others requires a high level of technicality, as does Skype and the rest of them utilizing a smartphone or tablet. A front desk officer's ability to swiftly connect to an audio or video conference, where they can add one or more people, click on other apps, and handle other functions on the user interfaces of these applications, goes beyond fundamental knowledge of usage. This is capable of enabling the front desk officer to efficiently handle clients/visitors, appointments/schedules, and the ability to quickly communicate information.

The second goal of the study is to determine the importance of mobile file management skills in front desk officer job performance. The process of naming, saving, and retrieving apps, videos, audios, images, contacts, documents, and other things in a well-organized fashion in tablets and phones has a physical and psychological impact on an individual. It gives a front desk officer peace of mind, ease, and speed of work delivery when they can quickly retrieve any content from their handheld mobile communication device. The methods an individual transfers, names, stores, and retrieves files and folders of various formats in and out of

mobile communication devices demonstrates mobile file sharing capabilities, which are the practical abilities displayed in handling files and folders in mobile communication devices. Mobile file management skills, which include the ability to competently move or copy files and documents from one mobile communication device to another and properly organize them by creating new folders or adding to existing folders, can assist a front desk officer in effectively managing appointments, guests, and delivering information on time. The reason for this is that well-managed mobile files are organized on time and in the correct sequence, ensuring that clients and appointments are handled efficiently and on schedule. This can be done via a USB cable, a mobile sharing program like Xender, Web Sharing, Bluetooth, and others (wired or wireless), or in the cloud with Drop Box, Google Drive, and other similar services. Such files may be accessed and recovered via cloud file management from any device that has a Gmail account, which necessitates a high level of expertise. According to Dunn (2016), well-managed files and records are beneficial to people and companies because they help them stay on top of their operations while also increasing financial returns on company transactions. Astro File Manager and File Manager HD are two file management programs that may be used to handle files on a mobile communication device, allowing a user to stay on top of their appointments/schedules and other activities with clients/visitors on a timely basis. For work performance, a front desk officer must demonstrate skill in the way he or she manages files in their mobile communication devices.

The final research question is to determine the importance of mobile document printing and sharing skills in the job performance of front desk officers. The capacity of a front desk officer to competently print and share contents via phones and tablets greatly simplifies and speeds up the front desk officer's job. Printing via USB or Bluetooth connection is more convenient because it eliminates the need to print from a computer using a printer cord. Cloud technologies (e.g. Google Docs, Google Sheets, Google Slides), email, social networking platforms (e.g. Facebook, Messenger, WhatsApp), and programs such as Xender, Bluetooth, WebSharing, and others can all be used for sharing. Sharing a file via social media or email makes it available to that individual regardless of their location or time, allowing for timely information transmission, efficient scheduling, and successful client/visitor management. When you share a file via cloud technology, it becomes editable for everyone who receives it (as decided by the sharer). Collaboration is also possible. Bunekemeifa's (2019) remark, "Organizations that have their workers operate virtually so that they can exchange and print items through their phones and other handheld communication devices boost the organization's financial output, integrity, and reputation," is in line with all of these. It is obvious that a front desk officer must be well-versed in document printing and sharing via mobile communication devices and technologies.

VII. Conclusion

In the corporate arena of human existence, mobile communication has changed the narrative. The use of sophisticated social networking apps (e.g. WhatsApp, Facebook, Messenger), email, content sharing apps like Xender, Bluetooth, and Websharing, USB cable content transfer, and other means has replaced calls and text messages in today's mobile communication. If done on a basic level, using all of these media to communicate via a mobile device will not be productive enough. It is consequently necessary for an individual, particularly an employee, to demonstrate literacy in order to communicate effectively, which will, among other things, result in job effectiveness. Finally, employees and organizations that take advantage of the power of digital communications through their personal mobile communication devices, such as social media apps, email, USB cables, content sharing apps, and so on, will help boost business output by efficiently handling clients and appointments. As a result, it is critical for an employee, such as a front desk officer, to be enthusiastically skilled in the use of mobile communication devices and apps for personal and organizational efficiency as well as job performance.

VIII. Recommendations

The following recommendations were made based on the study's findings and conclusion:

1. Employees and managers at all levels of organizations should educate themselves on how to use mobile communication technologies and devices for mobile conferencing, mobile file management, and mobile document printing and sharing in order to improve their mobile communication capabilities for job performance.
2. Organizations should, through their management, create enabling environments that encourage employees to use mobile communication devices and technologies on a regular basis by establishing policies and providing all necessary gadgets and platforms to sharpen employees' knowledge of mobile communication technologies and devices.
3. Individuals in society should practice utilizing mobile phones and other handheld communication devices for conferencing and printing/sharing digital documents to improve their skills in these areas so that they may operate effectively in whatever groups they find themselves in.

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