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| RESEARCH ARTICLE

## The Effects of Technology in Business and its Impact on Organizational Performance

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| ABSTRACT

This study investigates the effects of technology in business and its impact on organizational performance in Zone 4 Imbatug, Baungon, Bukidnon. A descriptive correlational research design was employed, and data were collected from 152 respondents using a survey questionnaire. The findings revealed that technology adoption significantly enhances organizational performance across various dimensions, including profitability, innovativeness, productivity, competitiveness, and effectiveness. The study found that the majority of respondents (61.84%) were engaged in retail, and a significant portion (44.34%) had been in business for less than five years. Most respondents (78.29%) reported average monthly sales below P100,000. The assessment of technology in business revealed a high level of technology adoption in both production techniques (mean score 3.18) and logistics (mean score of 3.41), leading to an overall assessment of "Very High Technology in Business" (mean score of 3.30). The study found that the overall mean score for organizational performance was 3.35, indicating "Very Good Performance" across profitability, innovativeness, productiveness, competitiveness, and effectiveness. A robust correlation ( $R=0.84776$ ) was found between technology adoption and organizational performance, with a statistically significant p-value ( $<0.05$ ). The study also identifies significant differences in the impact of technology on organizational performance based on demographic profiles, particularly in terms of the type of business and average monthly sales. The findings of the study underscore the importance of technology in driving organizational success and provide insights for businesses, policymakers, and researchers to leverage technology for improved performance and competitiveness. The study also highlights the need for continuous improvement initiatives focused on enhancing profitability and productivity, and for organizations to leverage their strengths in innovativeness and competitiveness to enhance their market position further. Overall, this study contributes to the existing body of knowledge on the impact of technology on business and organizational performance, providing valuable insights for business owners to make informed decisions about technology adoption and organizational performance. The study's findings have implications for the development of strategies to enhance technology adoption and organizational performance in the region and highlight the need for continuous improvement to drive business success.

| KEYWORDS

Business, Organizational Performance, Technology.

| ARTICLE INFORMATION

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### 1. Introduction

The rapid evolution of technology is irreversible, reshaping the business landscape and impacting every aspect of organizational performance and operational activities. Technological advancement has created both opportunities

for fast innovation and flexible resources across industries. Previous studies have proved that technology use has a substantial impact on organizational performance.

Farmansyah (2020) examined how technology plays a crucial role in enhancing the efficiency, effectiveness, and overall performance of organizations. Through the utilization of various technology tools and platforms, such as a resource planning system, the organization improves decision-making processes and enhances service delivery to consumers. In addition, by leveraging technology capabilities and facilitating organizational learning, firms can gain a competitive advantage, improve operational performance, and adapt to the dynamic business environment. Widjaja, Sumintapura, and Yan (2020) shed light on the significant impact of technology on business innovation and ultimately its influence on organizational performance.

Furthermore, technology adoption and utilization positively affect business innovation, which in turn enhances organizational performance (Thrassou, 2020). Technology can improve all aspects of knowledge and information management within a company, as well as reduce transaction costs and speed up business to business to consumer commercial transactions.

Moreover, understanding the effects of technology on organizational performance, such as efficiency, productivity, and customer satisfaction, has implications for businesses seeking to optimize their operations. This topic also allows for an interdisciplinary approach, drawing insight from various fields like management and information systems, enriching the research and providing a comprehensive understanding. Hence, the constant evolution of technology ensures a continuous stream of new research opportunities, allowing for innovative contributions to the field.

The researchers aimed to determine the technological progress, where advancements promise efficiency and growth but often bring unexpected challenges. The researchers are curious about how technology shapes human behavior within organizations, impacting employee roles, collaboration, and decision-making.

This study is anchored in the theory of disruptive innovation, popularized by Clayton Christensen in 1995 in the Harvard Business Review, and recently used by Tammy McCausland in 2023. It explains how new technologies can challenge established businesses and reshape entire industries. It is a powerful lens for understanding how technology impacts business. This theory supports the technological innovations capability, which is a crucial factor for companies seeking to thrive in today's rapidly evolving business landscape. It encompasses a firm's ability to effectively develop, implement, and leverage new technologies to gain a competitive advantage. According to Haba & Dastane (2019), technological innovation capability has an extensive impact on the company's performance.

Further, as technology continues to evolve at an accelerated pace, businesses must embrace innovation, adapt to changing market dynamics, and invest in the skills and resources needed to thrive in the digital age. According to Haseeb (2019), the emergence of various technologies enables businesses to accelerate their sales, operations, and marketing efforts. It has brought a significant change in the basic managerial functions by emphasizing decision making, coordination, and control.

Furthermore, technology has become an indispensable tool for businesses seeking to enhance efficiency and achieve their goals. Businesses are increasingly leveraging technology to automate tasks, improve communication, and gain valuable insights from data. All are aimed at making business more efficient by making better use of technology (Sahana, 2022).

Moreover, this theory of disruptive innovation by Clayton Christensen, in connection with our study on the effects of technology in business and its impact on organizational performance, provides a valuable framework for understanding the impact of technology on business. By understanding the principles of disruptive innovation, businesses can make informed decisions about technology adoption, identify potential threats, and create new growth opportunities.

### **1.1 Research Questions:**

This study seeks to answer the following core question: How do the respondents assess the level of technology in business in terms of production techniques and logistics? assessment of organizational performance, relationship between technology & performance, and differences based on the demographic profile of the respondent.

### **1.2 Purpose of the Study:**

The main objective aims to know the effect of technology in business and its impact on organizational performance, specifically Zone-4 Imbatug, Baungon, Bukidnon. The supporting questions examine the relationship between Technology in business and Organizational performance.

### **1.3 Significance**

The results of the study will be beneficial to the customers, future researchers, owners, and Researchers. The study benefits consumers by driving innovation, improving customer experiences, and creating a more competitive marketplace, leading to better products and services. The results of this study will benefit business owners by enriching their knowledge and awareness of technology's impact on business and organizational performance.

Moreover, the intervention and recommendations of this study will benefit them in their learning. This study provides valuable insights to researchers on how technology adoption influences organizational effectiveness, creating opportunities for further investigation and the development of new theories and methodologies. This study offers important insights for anyone seeking degrees in business or similar professions. It can be used as a learning tool to aid students in strengthening their critical thinking abilities and gaining a greater comprehension of the relationship between technology in business and its organizational performance.

Furthermore, the findings will further open doors for future researchers to investigate and enhance their studies regarding the relationship between technology in business and its organizational performance. Furthermore, this study may serve as their guidance to gather vital information, as well as building blocks for a bigger investigation.

## **2. Methods**

### **2.1 Research Design**

The study used a descriptive correlational research design, with a correlational component focused on identifying the relationships between the level of technology usage and various indicators of organizational performance, such as productivity, efficiency, and profitability. This design helps determine whether there is a significant correlation between technological practices and business outcomes without directly influencing or controlling the variables.

### **2.2 Participants and Sampling Method**

The study employed a stratified sampling. This was based on the population of 245 total business owners from Zone 4 in Barangay Imbatug in the Municipality of Baungon, and the list was taken from the Office of the Business Permit and Licensing Officer (BPLO). In this manner, the researchers were able to determine the appropriate sample size of 152 respondents. This sample size was deemed sufficient to provide statistically meaningful insights while ensuring a manageable workload for the researchers.

**Inclusion criteria** included:

- (1) Businesses operating within Zone-4 Imbatug, Baungon, Bukidnon;
- (2) Businesses categorized in different types of business (manufacturing, retail, services, or hybrid); and
- (3) With at least one (1) year in operation or fifteen (15) years above and reported average monthly sales of below ₱100,000.00 or above.

### **2.3 Research Instrument**

Data were gathered using a structured questionnaire with two main sections:

- **Part I:** contained items about the demographic profile of the respondents, such as the type of business, number of years in business, and average monthly sales.
- **Part II:** covered questions relating to the assessment of the effects of technology in business and its impact on organizational performance.

The questionnaire on the assessment of the effects of technology in business and its impact on organizational performance was adapted from the previous study by Erik Brynjolfsson and Andrew McAfee (2014), which was modified to suit the variables of the present study.

#### **2.4 Data Gathering Procedure**

The researchers first sought formal approval from the Research Adviser and Campus Head to conduct a Comprehensive survey outside the university premises before collecting data, ensuring that the study followed Institutional guidelines. A complete list of business owners was obtained from the Office of Business Permit and Licensing Officer (BPLO) before informing them of the survey. The research adviser endorsed a formal letter, and survey administration, along with key informant interviews, was conducted to gather data. Throughout this process, the researchers adhered to ethical standards, explaining the entire process before the respondents answered the questionnaire to ensure clarity and accuracy. Further, the data collected provided meaningful insights into the current state of technology in business and its impact on organizational performance in the specified area.

#### **2.5 Ethical Considerations**

The study ensured ethical compliance by:

- Obtaining informed consent from participants;
- Confidentiality and anonymity were ensured through protected data storage and the removal of identifying information;
- Upheld participants' rights,
- Participation was entirely voluntary, with no pressure applied; and
- Research protocol underwent ethical review to align with established standards, ensuring participant safety and well-being throughout the study.

#### **2.6 Data Analysis**

Collected data were encoded and analyzed using SPSS software. The following statistical tools were used:

- **Descriptive statistics:** Frequency, percentage, mean, and standard deviation to describe the demographic profile and assess responses.
- **Pearson r:** To examine significant relationship between the technology in business and organizational performance.
- **T-test and ANOVA:** To determine significant differences based on demographic profiles.

Responses were quantified using a **four-point Likert scale**, interpreted as follow:

<b>Scale</b>	<b>Range</b>	<b>Description</b>	<b>Interpretation</b>
4	3.26-4.00	Strongly Agree	Very High
3	2.51-3.25	Agree	High
2	1.76-2.50	Disagree	Poor
1	1.00-1.75	Strongly Disagree	Very Poor

3. Results

**Table 1.** Demographic Profile of Respondents

Factor	Frequency	Percentage (%)
<b>Type of business</b>		
Manufacturing	0	61.84
Retail	94	34.87
Service	53	3.29
Hybrid	<b>5</b>	
<b>Number of years in business</b>		
Below 1 year to 5 years	75	44.34
5 years to 10 years	36	23.68
10 years to 15 years	26	17.11
More than 15 years	15	9.87
<b>Average monthly sales</b>		
100,000 below	119	78.29
101,000 to 200,000	25	16.45
201,000 to 300,000	4	2.63
301,000 above	4	2.63

**Table 2.** Summary of Respondent Assessment of Technology in Business

Domain	Mean	Std. Deviation	Interpretation
Production Techniques	3.18	0.16	High Technology in Business
Logistics	3.14	0.12	Very High Technology in Business
Overall Mean	3.30	0.14	Very High Technology in Business

**Table 3.** Summary of Respondent Assessment of Organizational Performance

Domain	Mean	Std. Deviation	Interpretation
Profitability	3.07	0.11	Good Performance
Innovativeness	3.36	0.12	Very Good Performance
Productiveness	3.16	0.20	Good Performance
Competitiveness	3.59	0.06	Very Good Performance
Effectiveness	3.55	0.08	Very Good Performance
<b>Overall Mean</b>	<b>3.55</b>	<b>0.11</b>	<b>Very Good Performance</b>

**Table 4.** Significant Relationship between Technology in Business and its Organizational Performance

Variables	Organizational Performance	
	r	P
Technology Strength Interpretation	0.84776	<0.05
	Very strong Significant	
<i>Legend</i>	<i>STRENGTH:</i> 0.00-0.19 <i>Very Weak</i> 0.20-0.39 <i>Weak</i> 0.40-0.59 <i>Moderate</i> 0.60-0.79 <i>Strong</i> 0.80-1.00 <i>Very Strong</i> <i>INTERPRETATION</i> p ≤ 0.05 → <i>Significant</i> p ≤ 0.01 → <i>Highly Significant</i> p ≤ 0.001 → <i>Very Highly Significant</i>	

**Table 5.** Significant Difference in Organizational Performance When the Respondents were Grouped According to their Profile.

Profile	Organizational Performance									
	Profitability		Innovation		Productiveness		Competitiveness		Effectiveness	
	p-value	Decision on H0	p-value	Decision on H0	p-value	Decision on H0	p-value	Decision on H0	p-value	Decision on H0
Type of Business	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept	< 0.05	Reject	> 0.05	Accept
Number of Years in the Business	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept
Average Monthly Income	< 0.05	Reject	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept

Significant if P-value <0.05  
 Legend: Ho is rejected if Significant  
 Ho is accepted if Not Significant

#### **4. Discussion**

This study looked at how organizational performance and company operations are affected by technology adoption. The findings show that the employment of contemporary technology, such as automation, data management systems, and digital communication tools, boosts competitiveness, productivity, and decision-making. According to the findings, technology integration plays a significant role in corporate organizations' efficiency and expansion, in addition to serving as a support system. The study's findings can therefore help managers plan their technology investments and initiatives to boost organizational performance.

##### **4.1 Interpretation of Results**

Based on the findings of the study, technology has a positive influence on organizational performance and business processes. Those employees actively using digital tools exhibit greater efficiency, enhanced coordination, and improved problem-solving capabilities. Companies that implemented cloud services, enterprise resource planning (ERP) solutions, and e-commerce platforms showed greater customer interaction and quicker transaction processing compared to companies using conventional means.

This outcome highlights how technology adoption significantly enhances organizational performance, aligning with previous studies emphasizing technology's role in efficiency, innovation, and competitiveness. Businesses with higher technology adoption achieved stronger outcomes in profitability, innovation, and productivity.

However, despite the advancement, there were some issues. Some workers were unable to use the equipment effectively because they lacked strong computer abilities. Additionally, smaller companies reported experiencing internet outages and lacking the resources necessary to fully utilize the technology. Therefore, even if technology can help businesses succeed, it can also be hindered by a lack of support, decent internet, and skills.

In addition to technological availability, the presence of qualified staff, reliable internet access, and sufficient organizational resources is also necessary for the successful integration of technology in business. This implies that companies cannot just implement new technology and hope for instant performance gains.

Therefore, for employees to use digital tools to their full potential and ensure productivity and efficiency, they must receive the appropriate training. Simultaneously, efficient operations require dependable internet access, particularly for tasks requiring data sharing and real-time communication. Lastly, adequate financial and organizational assistance.

##### **4.2 Comparison with Existing Literature**

Based on the previously attached manuscript, the comparison between the results of the current study and existing literature reveals both alignments and affirmations with prior research.

The findings of the study support Porter & Heppelmann (2015), who stressed that technology strengthens business value chains and offers platforms for innovation. Like the present results, their study pointed out that digital tools enhance efficiency and customer satisfaction. The research also corroborates Brynjolfsson & McAfee (2014), who claimed that technology increases productivity and competitiveness but must be adapted to be continuous, as well as reskilling the workforce. The skill gaps experienced in this research validate their assertion that improvements are not always brought about by technological advancement alone without human preparedness.

Similarly, Teece (2018) emphasized the importance of dynamic capabilities that organizations need to continually update systems and abilities to keep pace with change. This is in accord with the present discovery that companies require continual training and infrastructure updates to reap the most benefits from technology.

Moreover, the results of this study align with Farmansyah's (2020) research, which states that technology plays a crucial role in enhancing organizational efficiency, effectiveness, and overall performance. By adopting

technological tools and platforms, companies can improve decision-making processes and enhance customer service quality.

Additionally, Widjaja, Sumintapura, and Yan (2020) emphasize the significant impact of technology on business innovation and, ultimately, on organizational performance. Technology can facilitate knowledge and information management, reduce transaction costs, and accelerate commercial transactions.

Lastly, in terms of digital transformation, this study also aligns with Kamalaldin's (2020) research, which suggests that digital technologies are increasingly becoming an important source of future competitiveness for companies. Digital transformation affects various aspects of companies, including production processes, activities, and value creation methods.

In summary, the present study's results align with and reinforce existing literature on the effects of technology in business and its impact on organizational performance. It corroborates studies by Porter & Heppelmann (2015) on technology's role in strengthening value chains and innovation, Brynjolfsson & McAfee (2014) on productivity and competitiveness, Teece (2018) on dynamic capabilities, Farmansyah (2020) on organizational efficiency, Widjaja, Sumintapura, and Yan (2030) on business innovation, and Kamalaldin (2020) on digital transformation. Furthermore, this study established findings about technology's positive influence on various aspects of business performance. By reinforcing existing knowledge, this study further validates the crucial role of technology in modern organizations.

## **5. Conclusion and Implications of the Findings**

The study emphasizes how crucial technology is to organizational success and offers guidance to researchers, businesses, and policymakers on how to use technology to boost productivity and competitiveness. This implies that companies should give technology investments top priority in order to improve their operations and competitiveness. The creation of an atmosphere that encourages technological innovation and adoption should be the main goal of policymakers.

Additionally, there is a necessity for continuous improvement projects aimed at raising productivity and profitability. In order to strengthen their position in the market, organizations should capitalize on their strengths in innovation and competitiveness. This suggests that companies should not only embrace technology but also keep refining how they use and apply it.

Moreover, the results have implications for formulating plans to improve organizational performance and technology adoption in the area. The study highlights that in order to ensure business success, continuous improvement is essential. This implies that companies must create comprehensive strategies for incorporating technology into their daily operations and evaluate its effectiveness on a regular basis.

Furthermore, business owners can use the useful references in this study to help them make well-informed decisions regarding organizational performance and technology adoption. Business owners can make better strategic and investment decisions by knowing how technology impacts various aspects of their operations.

Finally, the implications of the findings highlight the critical role of technology in modern business and provide valuable insights for businesses, policymakers, researchers, and students. By understanding and leveraging these implications, stakeholders can work together to drive innovation, improve performance, and ensure sustained growth in a technology-driven market.

### **5.1 Limitations**

The study was focused on the effects of technology in business and its impact on organizational performance. This study was conducted at Zone 4 Imbatug, Baungon, Bukidnon. Baungon is politically subdivided into 16 barangays. One of the 16 barangays is Imbatug. Barangay Imbatug is situated in the heart of the Municipality of Baungon. Zone 4 Imbatug has a total population of 245 business owners, according to the records of the Office of Business

Permit and Licensing Officer (BPLO), which provides a rich environment for gathering valuable information, accessing unique data, understanding local dynamics, and engaging with the community, ensuring that the findings are applicable and relevant. The respondents of the study were the 152 business owners, small, medium, and large enterprises operating within Barangay Imbatug, municipality of Baungon. The study consisted of a total population size of 245 business owners, including manufacturing, retail, services, and hybrid (mix of retail and services) of Zone 4 in Barangay Imbatug, municipality of Baungon.

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