Information Culture, Innovative Culture and Job Performance of Administrators in the Yoruba Film Industry

Agboola Rasheed OSHOLONGE
LCU/PG/002349

Being a MSc Thesis Submitted to the Department of Information Management, Faculty of Communication & Information Science, Lead City University, Ibadan, Oyo State, Nigeria

In Partial Fulfilment of the Requirements for the Award of Master of Science Degree (MSc) in Office and Information Management

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Certification

This is to certify that **Agboola Rasheed OSHOLONGE LCU/PG/002349;** carried out this research work titled "Information Culture, Innovative Culture and Job Performance of Administrators in the Yoruba Film Industry" in the Department of Office and Information Management, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State for the award of Master of Science (MSc.) in Office and Information Management.

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Dr. T. E. Adenekan **Date**
Supervisor

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Dr. S. V. Adeyeye **Date**
Head of Department

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Dedication

This research work is dedicated to my daughters Al-Jannaht Adenike Oluwatunmishe and Alishaba Adebimpe Oluwatomisin and my wife Aminat Oluwatoyin who made this program a success.

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Title: **Information Culture, Innovative Culture and Job Performance of Administrators in the Yoruba Film Industry**

Name: **Agboola Rasheed OSHOLONGE,**

Matric No.: **LCU/PG/002349,**

Phone: **08030784661,**

Email address: **longolarheed@yahoo.com,**

Department: **Information Management Department,**

Course of Study: **Office and Information Management**

Program: **Master (MSc.)**

Supervisor: **Dr. T. E. Adenekan**

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Abstract

In a competitive environment, every organization needs a high-performing human entity that fulfills the goals and objectives and enhances the organization's productivity. Administrators in the film industry play an important role in the progress of filmmaking and the prosperity of society at large. However, sustained information and innovative culture have been identified as the potential factor that can eliminate the challenges experienced due to the poor job performance of various administrators in the Yoruba film industry. The study aims to investigate information culture, innovative culture, and job performance of administrators in the Yoruba film industry in Nigeria particularly in the South West. The researchers employed a survey approach and descriptive research design. The primary data was collected to address the objectives of the study through a structured questionnaire in line with existing literature. All hypotheses in the study were tested at the level of 0.05 significance. The data collected for the study were analyzed using Statistical Package for Social Sciences (SPSS), Version 24. This study adopted a cross-sectional survey design, to study a subset of a population at a point in time and to determine the influence of innovative culture and information culture on the job performance of administrators in the Yoruba film industry in South West Nigeria. The study reviewed three different theories which are of specific relevance to the study. These were; John Campbell's Performance theory, Information Orientation Theory, and Resource Based View Theory. Based on the empirical findings, this study concluded that; there is statistically significant influence of information culture and innovative culture on job performance of administrators in the Yoruba Film Industry. Recommended that; management of the Yoruba Film Industry, should ensure that strategies are put in place for strict compliance to information and innovative culture being a pre-requisite in achieving superior job performance.

Keywords: Administrators, Productivity, Performance, Information, Innovation, and filmmaking.

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Table of Contents

Content	**Page**
Certification	ii
Dedication	iii
Acknowledgment	iv
Abstract	v
Table of Contents	vi
List of Tables	viii
List of Figures	xi
Chapter One: Introduction	
1.1 Background to the Study	1
1.2 Statement of the Problem	10
1.3 Aims and Objectives of the Study	12
1.4 Research Questions	13
1.5 Hypotheses	13
1.6 Significance of the Study	14
1.7 Scope of the Study	15
1.8 Operational Definition of Terms	15
1.9 Brief History of Yoruba Film Industry	17
Endnotes	18

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Chapter Two: Literature Review

2.1	Conceptual Review	21
2.1.1	Concept of Job Performance	21
2.1.2	Concept of Information Culture	38
2.1.3	Concept of Innovative Culture	52
2.2	Theoretical Framework	68
2.2.1	John Campbell's Theory of Job Performance	68
2.2.2	Information Orientation Theory	70
2.2.3	Resource Base-View Theory	71
2.3	Review of Empirical Studies	72
2.3.1	Innovative Culture and Job Performance	72
2.3.2	Information Culture and Job Performance	77
2.3.3	Innovative Culture, Information Culture, and Job Performance	80
2.4	Conceptual Framework	83
2.5	Summary of Literature Reviewed	85
	Endnotes	88

Chapter Three: Methodology

3.1	Research Design	99
3.2	Population of Study	99
3.3	Sample Size and Sampling Techniques	100
3.4	Description of Research Instrument	100
3.5	Validation of Research Instrument	102
3.6	Reliability of Research Instrument	102
3.7	Methods of Data Analysis	103

Do Not Copy, Lead City University, Nigeria

Endnotes 104

Chapter Four: Results and Discussion of Findings

4.1 Demographic Data of Respondents 106

4.2 Analysis of Research Questions 107

4.3 Test of Hypotheses 123

4.4 Discussion of Findings 129

Result of Hypotheses Testing 135

Endnotes 136

Chapter Five: Conclusion

5.1 Summary of Findings 137

5.2 Conclusion 139

5.3 Recommendations 140

5.4 Contributions to Knowledge 140

5.5 Suggestions for Further Research 141

Bibliography 143

Appendix I Research Instrument (Questionnaire) 153

Appendix II Bio data 157

The University Compliance Certificate 161

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List of Tables

Table	Title	Page
4.1:	Response Rate	105
4.2:	Demographic Characteristics of Respondents	106
4.3:	Analysis of Responses on Level of Job Performance of Administrators in the Yoruba Film Industry in Nigeria	108
4.4:	Analysis of Responses on the Level of Information Culture of Administrators in the Yoruba Film Industry in Nigeria	113
4.5:	Analysis of Responses on the Various Innovative Culture of Administrators in the Yoruba Film Industry in Nigeria	118
4.6:	Regression Analysis for the Influence of Information Culture Sub-Variables on Job Performance of Administrators in the Yoruba Film Industry in Nigeria	123
4.7:	Regression Analysis for the Influence of Innovative Culture Sub-Variables on Job Performance of Administrators in the Yoruba Film Industry in Nigeria	125
4.8:	Regression Analysis for the Influence of Information Culture and Innovative Culture on Job Performance of Administrators in the Yoruba Film Industry in Nigeria	127

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List of Figure

Figure	Title	Page
2.1	Conceptual Framework Showing Information Culture, Innovative Culture, and Job Performance	83

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