

Assessing the Impact of Artificial Intelligence on Administrative Operations: The Study of Ghana Communication Technology University

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Abstract

The adoption of Artificial Intelligence (AI) in higher education has the potential to transform administrative operations by improving efficiency, accuracy, and service delivery. This study examined the impact of AI on administrative processes at Ghana Communication Technology University (GCTU). The objectives were to assess the extent of AI adoption, evaluate its influence on administrative efficiency, identify challenges affecting AI implementation, and recommend strategies for effective integration. A descriptive research design was employed, using a quantitative approach to collect data from 136 administrative staff across various departments through structured questionnaires. Data were analysed using descriptive statistics, correlation, and regression.

The findings indicate that AI adoption at GCTU is moderate, with high utilisation in communication and basic record management but low use of advanced analytics and workflow automation. AI adoption was found to have a significant positive effect on administrative efficiency, accuracy, and service delivery ($\beta = 0.68$, $p < 0.001$). Significant challenges included limited technical expertise, inadequate infrastructure, insufficient training, financial constraints, and resistance to change. Based on the findings, the study recommends strategic investments in AI infrastructure, capacity building, change management programs, and the development of AI governance frameworks. The study contributes to knowledge by providing empirical evidence on AI adoption in administrative operations across Ghanaian universities and by offering practical insights for policymakers and institutional leaders aiming to optimise administrative performance through AI.

Keywords: Artificial Intelligence, Administrative Operations, Higher Education, Efficiency, Ghana Communication Technology University, AI Adoption

Citation: Opoku, R., Appiah, S. N. A., & Dodoo, S. E. (2026), "Assessing the Impact of Artificial Intelligence on Administrative Operations, the Study of Ghana Communication Technology University", *Dama Academic Scholarly Journal of Researchers*, 2026, 11(1): pp.33-40. DOI: <https://dx.doi.org/10.4314/dasjr.v11i1.3>

Submitted: 02 September 2025 | Accepted: 30 October 2025 | Published: 28 December 2026

1.0 INTRODUCTION

Artificial Intelligence (AI) is rapidly changing how organisations collect, process, and use information, and universities are among the sectors undergoing significant transformation. AI technologies ranging from machine learning and natural language processing to Robotic Process Automation (RPA) and generative models are increasingly applied beyond teaching and learning to administrative functions such as admissions, records management, finance, human resources, and help-desk services (Crompton et al., 2023; Wang, 2024). These tools promise faster processing times, improved accuracy, and better use of staff time for higher-value activities. Systematic reviews and recent empirical studies show a sharp increase in AI research in higher education since 2021, with particular attention to practical deployments (e.g., chatbots, predictive analytics, and RPA) that support administrative efficiency and student services (Crompton et al., 2023; Garzón, 2025). Evidence from institutions that have adopted RPA and other AI systems suggests tangible gains in turnaround time and reductions in repetitive workloads, enabling administrative staff to concentrate on strategic and student-facing tasks (Bhardwaj, 2025; HEPI, 2025).

At the same time, the literature emphasises that technological capability alone does not guarantee positive outcomes. Barriers such as limited digital infrastructure, low levels of AI literacy among staff, unclear governance frameworks, data privacy concerns, and risks of algorithmic bias are repeatedly identified as inhibitors of effective AI adoption in higher education, particularly in low- and middle-income contexts (Danquah, 2024; Boison, 2025). These studies argue that without appropriate capacity building and governance, AI deployments may underperform or introduce unintended harms.

In the Ghanaian context, national and institutional initiatives indicate both opportunities and constraints. The Government of Ghana has articulated a national AI strategy to coordinate AI ecosystem development and governance, signalling political will to leverage AI for socio-economic progress (Republic of Ghana, National AI Strategy, 2024). However, Ghana-focused empirical work finds that many higher education institutions remain constrained by intermittent power, limited bandwidth, scarce AI training programs for administrative staff, and nascent data governance policies (Owusu, 2025; Danquah, 2024).

Given its technological mandate, Ghana Communication Technology University (GCTU) provides a particularly relevant site for studying AI's administrative impact. Recent theses and institutional reports from GCTU document growing use of digital and AI-adjacent tools among students and faculty and signal initial attempts to deploy AI-enabled systems for academic and administrative tasks (GCTU repository; authors reporting on AI at GCTU, 2025). However, much of this local literature has concentrated on teaching and learning outcomes rather than rigorous evaluation of administrative operations, leaving an empirical gap about how AI affects processing efficiency, service quality, staff roles, and governance within GCTU's administrative units. Given the dual realities of promising efficiency gains and real implementation challenges, a focused empirical assessment at GCTU can contribute both locally and to broader regional debates.

First, an institutional case study can document which AI tools are in use across administrative domains (admissions, records, HR, finance, help desk), measure perceived and objective gains in efficiency and accuracy, and elicit staff and leadership perspectives on readiness and governance. Second, such a study can inform policy and practical steps for capacity building, data governance frameworks, and phased RPA/AI rollouts that are crucial for responsible, equitable AI adoption in Ghanaian HEIs (Garzón, 2025; Boison, 2025). Therefore, this study, *Assessing the Impact of Artificial Intelligence on Administrative Operations: A Case Study of Ghana Communication Technology University*, is timely and necessary. It aims to fill a documented gap in the literature by empirically investigating AI adoption, benefits, and constraints within the administrative setting of a Ghanaian technology university and by offering evidence-based recommendations for institutional leaders and policymakers. The findings are expected to be relevant to other Ghanaian and sub-Saharan African universities facing similar infrastructure and governance challenges.

2.0 MATERIALS AND METHODS

2.1 Introduction

Artificial Intelligence has become a transformative force in higher education, with rapid adoption across teaching, learning, and administrative operations. AI applications, including machine learning, robotic process automation, predictive analytics, and chatbots, are increasingly used to improve efficiency and reduce human error (Crompton, 2023). While much research focuses on AI in pedagogy, administrative applications have received less scholarly attention, especially within African universities (Boison, 2024). This review examines, conceptually and empirically, how AI affects administrative operations, drawing on global and local evidence relevant to GCTU.

2.2 Conceptual Literature

2.2.1 Artificial Intelligence (AI) in Higher Education Administration

AI refers to computational systems capable of performing tasks that usually require human intelligence. In HEIs, AI supports decision-making, workflow automation, and data-driven governance (Wang, 2024). Administrative tasks such as admissions processing, financial management, and human resource workflows increasingly rely on intelligent systems to reduce errors and speed up operations (Garzón, 2023).

2.2.2 AI Tools in Administrative Operations

Standard AI tools used in university administration include:

- **Robotic Process Automation (RPA):** Automates repetitive tasks in admissions, student records processing, and finance (Lee, 2023).
- **Chatbots and Virtual Assistants:** Provide real-time responses to student inquiries (Chen, 2022).
- **Predictive Analytics:** Used for forecasting enrolment, financial planning, and resource allocation (Mhlanga, 2023).
- **Natural Language Processing (NLP):** Supports document classification, email sorting, and content generation.

These tools help universities become more data-driven and responsive.

2.2.3 Benefits of AI in Administrative Operations

Research shows that AI improves administrative efficiency, reduces human error, enhances communication, and supports timely decision-making (Danquah, 2024). AI also enables universities to handle large volumes of data and improve transparency and accountability.

2.2.4 Challenges of AI Adoption

Challenges include:

- Limited digital infrastructure
- Low AI literacy among administrative staff
- Ethical concerns such as algorithmic bias and data privacy
- Resistance to change and job insecurity (Owusu, 2025)

These challenges are more pronounced in sub-Saharan Africa.

2.3 Empirical Literature Review (Based on Objectives)

Objective 1: AI Tools Used in Administrative Operations: Several studies highlight the gradual adoption of AI tools in university administration. Mhlanga (2023) found that African universities are experimenting with chatbots for student queries and RPA for document processing. In Ghana, studies report limited but growing adoption of digital tools, though full AI integration remains low (Nsah et al., 2023). Most AI use remains at the pilot stage in admissions and ICT help-desk operations.

Objective 2: Effect of AI on Administrative Efficiency, Accuracy, and Service Delivery: Empirical studies show significant improvements in administrative performance when AI is integrated. Bhardwaj (2024) reported reduced turnaround times in student admissions by up to 40% after introducing RPA in a South African university. In Nigeria, AI-driven financial workflows reduced processing errors and improved accountability (Okoro, 2022). However, in Ghana, efficiency gains are less pronounced due to infrastructural limitations and inconsistent implementation (Anim et al., 2024).

Objective 3: Challenges in AI Implementation: Empirical evidence identifies several barriers:

- **Infrastructure deficits:** Unstable electricity and limited high-speed internet impede AI deployment (Danquah, 2024).
- **Limited staff capacity:** Most administrative staff lack AI-related training (UCC ICT Directorate Report, 2024).
- **High implementation costs:** Universities struggle with maintaining AI tools (Buame et al., 2025).
- **Ethical and governance concerns:** Data protection and algorithmic transparency are weak in many African HEIs.

Objective 4: Strategies to Enhance AI Adoption: Studies recommend:

- Training administrative staff to increase digital literacy (Owusu, 2025)
- Strengthening ICT infrastructure and cybersecurity systems
- Creating institutional AI governance frameworks (Garzón, 2023)
- Collaborating with private tech firms to reduce implementation costs (Mhlanga, 2023)

3.0 METHODOLOGY

3.1 Research Design

The study will adopt a descriptive research design with elements of explanatory design, enabling assessment of both the current state of AI adoption and its effects on administrative operations.

3.2 Research Approach

A quantitative research approach will be used to collect measurable data on AI usage, efficiency gains, and staff perceptions.

3.3 Population

The target population comprises administrative staff at GCTU, specifically those in admissions, registry, human resources, finance, ICT support, and faculty administrative units.

3.4 Sample Size and Sampling Technique

A stratified sampling technique will be used to ensure representation from all administrative units. The sample size will be determined using Yamane's formula.

3.5 Data Collection Instrument

A structured questionnaire will be used. Sections will cover:

- AI tools used
- Efficiency and performance indicators
- Challenges faced
- Strategies and recommendations

3.6 Data Analysis

Data will be analysed using:

- Descriptive statistics (mean, frequencies)
- Inferential statistics (regression analysis) to assess relationships between AI adoption and administrative outcomes
- Reliability will be tested using Cronbach's Alpha

3.7 Ethical Considerations

Participation will be voluntary, confidentiality will be guaranteed, and ethical clearance will be obtained from GCTU.

4.0 RESULTS AND DISCUSSIONS

This chapter presents the results of the study on “Assessing the Impact of Artificial Intelligence on Administrative Operations: A Case Study of Ghana Communication Technology University (GCTU).” The study objectives guide the analysis:

- To examine the extent of adoption of AI tools in administrative operations at GCTU.
- To assess the influence of AI on administrative efficiency and service delivery at GCTU.
- To identify the challenges affecting AI implementation in administrative operations at GCTU.

Quantitative data were analysed using descriptive statistics, correlation analysis, and regression techniques, while qualitative insights from interviews were integrated to enrich the findings. Results are presented in tables, interpreted, and linked to existing literature.

4.2 Response Rate

A total of 150 questionnaires were distributed to administrative staff across major departments at GCTU. Of these, 136 were completed and returned, yielding a response rate of 90.7%, which is considered highly adequate for academic research (Creswell, 2014).

4.3 Demographic Characteristics of Respondents

Demographic characteristics included gender, age, education, and years of administrative experience. Results indicated that the majority of respondents (62%) were between 30 and 45 years, and 78% possessed at least a bachelor's degree. The distribution indicates that respondents have adequate exposure to administrative processes and emerging technologies, supporting the reliability of their responses.

4.4 Objective One: Extent of Adoption of AI in Administrative Operations

4.4.1 Descriptive Analysis of AI Adoption

Respondents were asked to rate the level of AI use in tasks such as record management, communication support, student services, data analytics, and workflow automation.

AI Application Area	Mean	Std. Dev	Interpretation
Automated communication (chatbots/emails)	3.85	0.71	High adoption
Student records management	3.60	0.81	Moderate adoption
Data analytics & reporting	3.22	0.88	Moderate adoption
Workflow automation	2.95	0.90	Low adoption
Predictive analytics (enrollment, performance)	2.60	0.95	Low adoption

Results show moderate overall adoption (Mean = 3.25). AI is primarily used for communication and basic administrative tasks, whereas more advanced AI applications are still underutilised.

4.4.2 Discussion of Findings

These findings align with Marfo & Frempong (2023), who reported that Ghanaian universities are still in the early stages of AI integration, focusing primarily on communication automation. Similar patterns were identified by Dwomoh (2022), noting limited AI investment in higher education institutions due to funding and skills constraints.

4.5 Objective Two: Influence of AI on Administrative Efficiency and Service Delivery

4.5.1 Descriptive Analysis of AI Impact

Statement on AI Impact	Mean	Std. Dev	Interpretation
AI has improved service delivery speed	4.10	0.65	Strong agreement
AI reduces human errors in administrative tasks	3.95	0.72	Agreement
AI enhances the accuracy of student records	3.80	0.79	Agreement
AI improves staff productivity	3.65	0.85	Moderate agreement
AI supports better decision-making through data analytics	3.55	0.88	Moderate agreement

The results indicate that AI has a positive effect on administrative efficiency (Mean = 3.81).

4.5.2 Correlation Analysis

AI adoption was strongly positively correlated with administrative efficiency. ($r = 0.701$, $p < 0.05$). This implies that greater AI adoption leads to improved efficiency and service delivery.

4.5.3 Regression Analysis

Regression results revealed that AI adoption significantly predicts administrative efficiency ($\beta = 0.68$, $p < 0.001$). AI tools account for 48% of the variance in administrative efficiency ($R^2 = 0.48$).

4.5.4 Discussion of Findings

The study confirms earlier findings by Agyeman & Asare (2023), who documented improved operational speed and reduced errors from AI-based tools in Ghanaian institutions. Similarly, Osei-Bonsu (2022) found that AI adoption enhances productivity by automating repetitive tasks, which supports the results of this study.

4.6 Objective Three: Challenges Affecting AI Implementation at GCTU

4.6.1 Descriptive Analysis of Challenges

Challenge	Mean	Interpretation
Insufficient technical expertise	4.20	Very high challenge
Limited financial resources	4.05	High challenge
Resistance to change among staff	3.85	High challenge
Poor digital infrastructure	3.75	High challenge
Inadequate training opportunities	3.90	High challenge

The primary constraints to AI implementation include a lack of expertise, funding limitations, and staff resistance to new technologies.

4.6.2 Discussion of Findings

These findings corroborate Kyeremeh (2022), who identified inadequate AI skills and infrastructure as major hindrances in Ghanaian universities. The results also support Adusei & Boateng (2023), who reported resistance to technological change as a cultural barrier in administrative environments.

4.7 Summary of Key Findings

AI adoption at GCTU is moderate, with high use in communication but low use in advanced analytics. AI has a significant positive impact on administrative efficiency and service delivery. Technical, financial, and human-related challenges hinder implementation. These findings emphasise the need for strategic investments, capacity building, and change-management initiatives to optimise the use of AI in university administration.

5.0 CONCLUSIONS

This chapter presents the summary of key findings, conclusions, recommendations, contributions to knowledge, and suggestions for further research. The chapter draws directly from the results presented in Chapter Four and addresses each research objective.

5.2 Summary of Key Findings

The study assessed the impact of Artificial Intelligence (AI) on administrative operations at Ghana Communication Technology University (GCTU). The analysis was based on three research objectives.

To examine the extent of AI tool adoption in administrative operations at GCTU, the study found moderate overall adoption. AI is mainly used for automated communication, basic student services, and digital record management. Advanced applications such as predictive analytics, workflow automation, and institutional decision support systems are minimally implemented.

The results indicate an early-stage adoption environment typical of higher education institutions in developing contexts.

To assess the influence of AI on administrative efficiency and service delivery at GCTU: AI adoption has a positive and significant influence on administrative efficiency. Improvements were recorded in the speed of service delivery, the accuracy of student records, the reduction in administrative errors, and the productivity of administrative staff. Correlation analysis showed a strong positive relationship between AI use and efficiency. Regression results showed that AI adoption accounts for 48% of the variance in administrative efficiency, indicating that AI is a strong enabler of improved administrative operations.

To identify the challenges affecting AI implementation in administrative operations at GCTU: The significant challenges identified were insufficient technical expertise among staff, inadequate funding for digital infrastructure, resistance to technological change, limited training opportunities, and weak digital infrastructure.

5.3 Conclusions

Based on the findings, the following conclusion was drawn: AI adoption at GCTU remains in its early stages, with institutions relying heavily on basic automation tools rather than advanced AI-driven administrative systems. AI significantly enhances administrative productivity and service delivery, demonstrating clear benefits, including improved turnaround times, accuracy, and error reduction. Capacity gaps, financial limitations, and institutional resistance to technological innovation constrain the full potential of AI. Despite these challenges, AI remains a critical strategic tool for transforming administrative operations in Ghanaian higher education institutions, and scaling its adoption will yield substantial operational benefits.

5.4 Recommendations

Strengthen Technical Capacity and Training: GCTU should invest in ongoing staff training in AI tools to enhance expertise. Establish partnerships with tech firms and research institutions to develop in-house AI skills.

Increase Funding for AI Infrastructure: Management should prioritise budget allocations for digital infrastructure, including upgraded servers, AI software, and secure data systems. External funding from ICT-focused donors and corporate partners should be explored.

Implement a Structured Change-Management Program: Staff resistance can be addressed through effective change-management programs, sensitisation workshops, and incentives for technological adoption.

Deploy Advanced AI Tools to Enhance Institutional Efficiency: GCTU should move beyond basic automation tools toward predictive analytics for enrollment and student performance, workflow automation for administrative approvals, AI-supported decision-making systems, and intelligent academic scheduling tools.

Establish Clear AI Policies and Governance Structures: Develop guidelines for the ethical use of AI, data privacy, and digital security. Create an AI steering committee to oversee institutional integration and compliance.

5.4 Contribution to Knowledge

This study contributes to academic knowledge and institutional practice in the following ways:

Empirical Validation: It provides empirical evidence on how AI adoption improves administrative efficiency in a Ghanaian higher education context.

Contextual Insights: It offers Ghana-specific insights that extend global discourse on AI implementation challenges.

Model for AI Integration: The study presents a framework showing how AI adoption, when supported by capacity building and infrastructure investment, can significantly improve administrative performance.

Policy Guidance: The findings provide direction for policymakers and university administrators seeking to design AI governance and investment strategies.

5.6 Suggestions for Further Research

- A comparative study on AI adoption across multiple universities in Ghana or West Africa.
- A qualitative-focused study exploring staff perceptions and attitudes towards AI adoption.

- Longitudinal research to measure how AI adoption evolves and affects administrative operations over time.
- An investigation of AI's role in academic (not only administrative) functions such as teaching, learning, and assessment.

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