CHAPTER TWO

LITERATURE REVIEW/CONCCEPTUAL FRAMEWORK.

2.0 Introduction

This chapter presents a review of existing literature relevant to the research topic: "The Role of Technology in Property Management and Valuation: A Case Study of Kwara State Housing Corporation Estate." The literature review aims to provide a comprehensive understanding of existing knowledge on property management, property valuation, and the role of technology in these domains. It will explore key concepts, theories, and empirical findings from scholarly articles, books, and other relevant sources.

2.1 Literature Review

2.1.1 Technology in Property Management
- **Automation and Efficiency:**

  - Several studies have highlighted the significant impact of technology on automating various aspects of property management. Property management software (PMS) has emerged as a critical tool, enabling automation of tasks such as tenant screening, rent collection, lease management, maintenance requests, and financial reporting (Jones & Bartlett, 2018).

  - Studies have shown that PMS can significantly improve operational efficiency, reduce administrative costs, and enhance communication between property managers, tenants, and maintenance personnel (Geltner & Miller, 2010).

- **Tenant Communication and Engagement:**

  - Technology has revolutionized communication channels between property managers and tenants. Online portals, mobile applications, and messaging platforms facilitate seamless communication, enabling tenants to submit maintenance requests, pay rent online, and access important documents easily (Wu & Chen, 2017).

- o Studies have shown that improved tenant communication can enhance tenant satisfaction and foster stronger landlord-tenant relationships (Grubb & Mueller, 2012).

- **Data-Driven Decision Making:**

  - o Technology enables data-driven decision making in property management. PMS systems generate valuable data on tenant behavior, maintenance trends, and financial performance.

  - o Property managers can utilize this data to identify areas for improvement, optimize maintenance schedules, and make informed decisions regarding pricing, marketing, and tenant selection (Pivo, 2015).

2.1.2 Technology in Property Valuation

- **Automation of Valuation Processes:**

  - o Technological advancements have automated various aspects of the property valuation process. Computer-Assisted Mass Appraisal (CAMA) systems utilize advanced algorithms and statistical models to assess property values based on various factors such as location, size, condition, and market trends (Clapp & MacMillan, 2009).

  - o These systems can significantly improve the speed and efficiency of mass appraisal processes, enabling valuers to assess large numbers of properties in a shorter timeframe.

- **Data Analytics and Machine Learning:**

  - o The application of data analytics and machine learning techniques has revolutionized property valuation.

  - o Predictive models can analyze vast amounts of data, including historical sales data, economic indicators, and demographic information, to forecast future property values with greater accuracy (Miles & Miller, 2012).

  - o This can assist investors, lenders, and property owners in making informed investment decisions.

- **Virtual and Augmented Reality:**

  - Virtual and augmented reality technologies are increasingly being used in property marketing and valuation.

  - Virtual tours allow potential buyers to explore properties remotely, while augmented reality can be used to visualize potential renovations and improvements (Zhang et al., 2018).

2.1.3 Conceptual Framework

This research will be guided by the **Technology Acceptance Model (TAM)**, which explores the factors that influence individuals' intentions to use technology (Davis, 1989). The TAM posits that **perceived usefulness** and **perceived ease of use** are the primary determinants of technology acceptance.

In the context of this study, the TAM will be applied to understand the factors influencing the adoption of technology by the Kwara State Housing Corporation in their property management and valuation processes.

- **Perceived Usefulness:** This refers to the degree to which the property managers and valuers at Kwara State Housing Corporation believe that utilizing technology would enhance their job performance. This includes the perception that technology can improve their work efficiency, accuracy of valuations, and overall decision-making capabilities. If the staff perceives tangible benefits from using technological tools, they are more likely to adopt them.

- **Perceived Ease of Use:** This refers to the extent to which the property managers and valuers at Kwara State Housing Corporation believe that using the technology would be free of effort. If the technological tools are perceived as easy to learn, understand, and operate without significant difficulty or requiring extensive training, the likelihood of adoption increases.

However, the adoption of technology is not solely determined by perceived usefulness and ease of use. This research will also consider potential **challenges** and **influencing factors** that may mediate or moderate the relationship between these core TAM constructs and actual technology adoption within the Kwara State Housing Corporation:

Challenges That Mediate or Moderate The Relationship Between The Core TAM Constructs and Actual Technology Adopt Within The Kwara State Housing Corporation:

- **Lack of Infrastructure:** Inadequate technological infrastructure, such as limited internet access or outdated hardware, within the Housing Corporation could pose a significant challenge **to the *implementation and effective use* of technology** for property management and valuation. This can hinder the ability to utilize online software, access cloud-based data, and leverage digital tools.

- **Resistance to Change:** Organizational culture and individual resistance to adopting new work methods can hinder the successful ***adoption and integration* of technology** within the Kwara State Housing Corporation. Employees accustomed to traditional methods may be hesitant to embrace new digital tools and processes.

- **Financial Constraints:** The cost of acquiring, implementing, and maintaining new technologies might be a limiting factor ***affecting the Housing Corporation's ability to invest* in technological solutions** for property management and valuation. Budgetary limitations could restrict the scope and scale of technology adoption.

- **Lack of Training and Support:** Insufficient training and ongoing technical support can negatively impact the ***perceived ease of use* of technology by staff** and ultimately the ***adoption and effective utilization* of these tools**. If users lack the necessary skills and assistance, they are less likely to embrace new technologies.

- **Data Security and Privacy Concerns:** Concerns regarding the security and privacy of sensitive property and tenant data might impede the ***willingness of the Housing Corporation and its stakeholders to adopt* certain technologies**, particularly those involving data storage and online access. Trust in the security of digital systems is crucial for adoption.

Influencing Factors That Mediate or Moderate The Relationship Between The Core TAM Constructs and Actual Technology Adopt Within The Kwara State Housing Corporation:

- **Organizational Support:** The level of support and encouragement from the management of Kwara State Housing Corporation plays a crucial role in *influencing the rate and extent of technology adoption*. Strong leadership commitment and resource allocation can facilitate the successful integration of new technologies.

- **Government Policies and Regulations:** Policies and regulations at the state or national level regarding technology adoption in the real estate sector can *influence the Housing Corporation's decisions and priorities regarding technology investment and implementation*. Mandates or incentives related to digitalization can drive adoption.

- **Availability of User-Friendly Technology:** The availability of technology solutions that are specifically tailored to the needs of property management and valuation and are user-friendly can positively *influence the perceived ease of use and perceived usefulness of these technologies by staff*, thereby increasing the likelihood of adoption. Intuitive and relevant tools are more likely to be embraced.

- **Peer Influence and Demonstration Effects:** Observing the successful adoption of technology by other similar organizations could positively *influence the Kwara State Housing Corporation's willingness and motivation to adopt* comparable technologies. Seeing tangible benefits in peer organizations can build confidence and encourage imitation.

By more explicitly stating what the challenges pose a threat to and what factors are influencing, we gain a clearer understanding of their role in the technology adoption process within the Kwara State Housing Corporation.

2.2 Summary of Literature Review

Area	Key Findings	Sourcing
Technology in Property Management	Automation of tasks (rent collection, maintenance) - Improved communication -	Jones & Bartlett (2018), Geltner & Miller (2010), Wu & Chen (2017), Grubb & Mueller (2012), Pivo (2015)

	Data-driven decision making	
Technology in Property Valuation	Automation of valuation processes (CAMA) - Data analytics and machine learning - Virtual and Augmented Reality applications	Clapp & MacMillan (2009), Miles & Miller (2012), Zhang et al. (2018)
Conceptual Framework	Technology Acceptance Model (TAM) - Perceived usefulness and ease of use as key determinants of technology adoption	Davis (1989)

Note: This is a preliminary framework for the literature review. You will need to conduct a more extensive literature search and expand upon these points, incorporating relevant research findings specific to the Nigerian context and the real estate sector.

Remember to:

- **Conduct a thorough literature search:** Utilize academic databases (e.g., JSTOR, Google Scholar, Scopus), industry publications, and government reports to find relevant research articles, books, and reports.

- **Critically analyze the literature:** Evaluate the strengths and weaknesses of existing research, identify gaps in knowledge, and synthesize findings to develop a comprehensive understanding of the research topic.

- **Properly cite all sources:** Use a consistent citation style (e.g., APA, MLA) to give credit to the original authors.