EFFECTS OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON CORPORATE STRATEGY
(A survey of SACCOs in Nyeri County)

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DECLARATION

This research project is my original work and has not been presented for any award in any other institution of learning.

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This Research Project has been submitted for examination with my approval as the student's supervisor.

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This study aimed at determining the effects of Information and Communication Technology (ICT) on corporate strategy in selected SACCOs in Nyeri County. The study was motivated by the rising concerns at the pace at which SACCOs are embracing ICT. The process of integration is also haphazard and the use of ICT is rudimentary in the few SACCOs that have adopted ICT. The study was conducted in selected SACCOs within Nyeri County. This study was guided by four objectives which included determining the effects of innovation, research and development, technology incentives and technological change on corporate strategy. A total of 4 SACCOs were selected for the study. Data was collected using questionnaires. The collected data was analyzed through qualitative and quantitative methods and presented in tables, graphs and pie charts. Qualitative data was analyzed through the use of themes and categories. For quantitative data, analysis was done by use of Microsoft word excel program to tabulate and compare data inputs.

Based on the results of the findings, the research concluded that the effects of Information and Communication Technology (ICT) is highly affecting corporate strategy in SACCOs in Nyeri County in which innovations was a major factor affecting Corporate strategy. Research and development had a moderate influence in corporate strategy. In general, the results of this study revealed that among the four factors, innovation and technology incentives influence corporate strategy most, followed by technological change while research and development offered the least influence on corporate strategy. It was recommended that there should be an effort to improve the level of technology incentives especially through training because they were found to be the most effective methods of transferring such skills. It was also recommended that due to the high significance of innovations marked by the strong relationship between research and development and corporate strategy, the stakeholders and the management should attempt to align the technological change factors in ways that are conducive for the ease of uptake and integration of ICT in an attempt to enhance corporate strategy.