

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY



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DEPARTMENT OF COMPUTER SCIENCE

AN EVALUATION OF THE IMPACT OF MOBILE COMMERCE ON SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

The proliferation of smart phones as well as the advancement in mobile technology has brought about various changes and advancement in the business world in Zimbabwe. Mobile phones are no longer used for just making and receiving calls but are now used to do business which in the olden times required one to visit the banking halls as well as being at the site of the transaction. Mobile technology now enables business activities like buying, selling, banking, marketing, advertising, saving and much more through mobile commerce. This research evaluated the impact of mobile commerce on Small and Medium Enterprises in Zimbabwe. Paired samples t-test was employed to measure the extent to which the small and medium enterprises were impacted by mobile commerce. The results revealed that small and medium enterprises in Zimbabwe managed to boost their payments as well as their advertising through mobile commerce. However there is proof that mobile commerce has not had an effect on the way small and medium enterprises do their savings. A lot more needs to be done on the saving aspect of mobile commerce. The study recommends that mobile application providers should improve on training as well as enhance on mobile application integration amongst various mobile commerce platforms. Also small and medium enterprises were recommended to embrace mobile commerce in order for them to stay competitively during this period in which Zimbabwe is facing an acute shortage of cash.