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Dissertation Topic:

“An assessment of the effects of Information and Communication Technologies on the banking industry of Less Developed Countries: A case of Zimbabwe [2000 - 2008]”

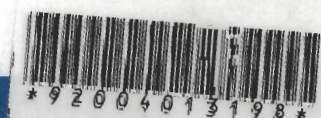
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AUGUST 2009

DATE	ACCESSION	CLASS No.
2010/08/10	SC 09/114A	

This Report is submitted in partial fulfillment of the requirements of The Bachelor of Commerce (Honors) Degree in Banking



ABSTRACT

SYNOPSIS OF TERMS

This study investigated the effects of information and communication technologies (ICTs) on the LDCs' banking sector using Zimbabwean as a case study. The study was done using the literature survey method and the questionnaire. The closed and open-ended questionnaires used for gathering data were administered personally by the researcher leading to an 83.33% response rate on the questionnaires administered to bank employees and a 100% response rate from those administered to customers. The major conclusions from this study are that ICT is widely adopted by the majority of banking institutions in Zimbabwe, examples being the use of electronic banking services, ATMs and mobile banking services. However, the use of these facilities is still in the infancy stage and is yet to make as much an impact as ICTs has made in developed countries. Recommendations drawn from this research are that the banking institutions need to adopt an aggressive marketing strategy to create e-awareness among its customers and to make electronic banking services more user-friendly. In addition, banks need to invest more in ICT to establish the appropriate environment and infrastructure for its use meeting needs and expectations of customers. The study could be replicated in other sectors of business in order to strengthen the reliability and validity of the results revealed here.