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THE MANAGEMENT OF TRADE INFORMATION RESOURCES AT THE
ZIMBABWE INTERNATIONAL TRADE FAIR (ZITF) COMPANY

BY

George Mugove Warinda
(N013 11102N)

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ABSTRACT

Information Resource Management (IRM) at the ZITF Company entailed policies, processes, practices, services and tools used to align the business value of information with the most appropriate and cost-effective infrastructure from the time information resources are created and receipted, distributed, used, maintained and finally disposed. Having observed recurrent challenges in the location and access to the ZITF Company's trade information resources, the researcher was led to assume that there might have been irregularities within the management of these information resources thus leading to challenges in their location. The study aimed at appraising the trade information resource management practices at the ZITF Company and how the information resources' location and access was influenced by these information management practices. For the study's methodology, the census survey method was used as the research strategy together with the interview technique on the 16 administrative staff of the ZITF Company. Mixed methodology was employed within research design; the Convergent Parallel Design used as a framework for the data collection, analysis and presentation procedures. The main finding of the research was that indeed irregularities within the following four aspects of IRM contributed to the research problem: creation and receipt; distribution; disposal and maintenance. It is these findings that then necessitated the study to recommend the following to the ZITF Company: training of its staff on trade information resource receipting procedures; drafting and implementation of information resource management policy; employ personnel that is particularly responsible for the maintenance of organisation's information resources and urgent set up an offsite backup facility of its paper-based trade information resources.