

Effects of E-Commerce Strategies on Organizational Performance for Deposit Taking
Saccos in Kenya: A Case Study of Un Sacco

by

Evelyn Magaju

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EFFECTS OF E-COMMERCE STRATEGIES ON ORGANIZATIONAL
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A CASE STUDY OF UN SACCO

by

Evelyn Magaju

In accordance with Daystar University policies, this research thesis is accepted in partial fulfillment of requirements for the Master of Business Administration degree.

Date:

Moriasi Maranga, MBA
1st Supervisor

Joseph Munyao, MSc IS, STAT
2nd Supervisor

Samuel Muriithi, PhD
HoD Commerce Department

Evans Amata, PhD
Dean School of Business and Economics

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DECLARATION

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A CASE STUDY OF UN SACCO

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed: _____
Evelyn Magaju
(15-1906)

Date: _____

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LIST OF ABBREVIATIONS AND ACRONYMS

ATM	Automated Teller Machine
BOSA	Back office service operations
CBK	Central Bank of Kenya
CEO	Chief Executive Officer
E-commerce	Electronic commerce
E-government	Electronic government systems
DT	Deposit taking
FOSA	Front office service operations
F	Frequency
GSMC	Global System for Mobile Communications
Itax	Internet based tax system
ICT	Information Communication Technology
KRA	Kenya Revenue Authority
M-banking	Mobile Banking
P	Percentage
USSD	Unstructured Supplementary Service Data
UN SACCO	United Nations Savings and Credit Cooperative Society
US	United States
UNCTAD	United Nations United Nations Conference on Trade and Development
SACCO	Savings and Credit Cooperative Society
SASRA	SACCO Society Regulation Authority
SWOT	Strengths, Weaknesses, Opportunities and Threats
WAP	Wireless Application Protocol

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ABSTRACT

Electronic commerce strategy implementation is fundamental to the achievement of good organizational performance. The purpose of the study was to assess the effects of E-commerce strategies on organizational performance for UN Sacco. The study objectives were to identify E-commerce strategies, evaluate measures of organizational performance, find out the effects of E-commerce strategies on organizational performance and identify challenges facing UN Sacco in implementation of E-commerce strategies. A descriptive research design was used for the study and a census of 37 employees was conducted. The study used both primary and secondary data with the questionnaire being the primary data collection tool and the UN Sacco Strategic Plan for 2012-2017, among other reports, offering secondary data. The analysis of the data was done using SPSS version 23. The findings indicated that 60% of the respondents noted existence of various E-commerce strategies and 93% of the respondents agreed that industry emerging trends is a key factor influencing the UN Sacco to implement E-commerce strategies. Similarly, service turnaround time was found to be the best measure of organizational performance, as noted by 72% of the respondents, and the greatest impediment to implementation of E-commerce strategies was required change in organizational culture as noted by 67% of the respondents. The study recommends enhancement of existing, and acquisition of new, E-commerce strategy tool per emerging industry trends; creating awareness of E-commerce cyber security measures; and training of customer and employees on how to use E-commerce platforms to improve on organizational performance.

DEDICATION

I dedicate this work to my parents Mr. Joseph Magaju and Mrs. Joyce Magaju for being a pillar of strength support and encouragement. To all my nieces and nephews for believing in me as their mentor.

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