

The role of ICT in Improving Performance of Cooperative Union

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The use of ICT in business operations can not be under estimated. Co-operative is business enterprises like any others and these organizations are increasingly facing stiff competitions with other organization in the same line of business. This study probes the role of ICT in performance of co-operative unions with special reference to KNCU 1984 Ltd. The study focuses on the use of ICT in areas of marketing and decision making. The results of this study reflect low use of ICT in the said areas and show that ICT literacy rate among KNCU (1984) Ltd management and staff is very low. The situation according to the study results made more complex by lack of ICT Development Policy, inadequate budgetary provisions and resistance to change by KNCU staff for fear of losing jobs. The researcher recommends the formulation of ICT development policy regular and adequate budgetary provision for ICT, instituting a department to deal with ICT and it applications in marketing and decision making as well as consistent planning for managing change. Finally, according to the study findings there is a need to initiate yet another study particularly in the area of change management.