

The impact of ICT adoption decision-making: Case of Zimbabwean SME owner-managers

Mveku Blessed, Muzvidziwa Eric, Mutero Tanaka & Matapo Susan

Abstract :

This study analyzed the impact of ICT adoption by SMEs owner-manager on decision-making. The paper also explored the relationship that exists between owner-managers' academic qualifications and decision-making. A quantitative approach was adopted to enable the researchers' to explore relationships between variables and test hypotheses. Questionnaires with 19 scales adopted from past studies were used to collect data from 400 participants that had been selected using random sampling. Descriptive and inferential statistical analysis were performed in STATA 11. Findings from the study shows that ICT adoption greatly improves decision-making. Hypothesis test has proved that a significantly positive relationship exists between ICT adoption and decision-making. There is a negative relationship between owner-managers' education and decision-making. Practical implications shows that poor decision-making is the reason behind the failure of most SMEs. ICT adoption improves decision-making by providing owner-managers with a platform to gather all necessary information before making strategic decisions. Firms with owner-managers that harness ICT are likely to be successful as a technological culture strengthens competitive advantage.