

Abstract

The analysis of senior management role in ICT development with the a comparative case study of Arusha international conference centre (AICC) and Kenyatta international conference centre (KICC) for the purpose of improving its performance using the full utilization of ICT was the focus of this study.

The study was done using the qualitative approach. During the study the researcher gathered data through the use of interviews, observation and document reviews. Sampling techniques used were simple random sampling and purposive sampling. In selecting the sample the researcher took into account of time frame and resources available. Data were analyzed qualitatively and the findings of the study revealed that ICT personnel are not involved in strategic plan of AICC compared to KICC that led most of its ICT project to fail.

This led the researcher to propose for AICC to modify or change the current organization structure and introduce the one which should involve the ICT personnel in all level of strategic planning and decision making for better performance of the organization and allow the development of ICT to meet the objective of AICC and need of the current world of information and technology.

LIBRARY
INSTITUTE OF ACCOUNTANCY
ARUSHA

LIBRARY
INSTITUTE OF ACCOUNTANCY
ARUSHA