



THE ROLE OF ICT ON ORGANIZATIONAL COMMUNICATION IN THE KENYAN BANKING SECTOR: A CASE STUDY OF EQUITY BANK

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Degree Programme: [MASTER OF ARTS IN COMMUNICATION STUDIES](#) [1]

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ABSTRACT

Organizational communication in is a relatively new field of research, particularly within the banking sector. Therefore, the purpose of this research was to investigate the role of ICTs in organizational communication of the banking institutions.

The research took the form of a case study with Equity Bank representing other banks in Kenya. The study followed a qualitative methodological approach where in depth interviews, focus group discussions with employees of the bank were conducted in addition to observation. The findings of the study were then analyzed and discussed in accordance to current literature. Specifically, the study sought to establish the ICT tools used for organizational communication, how these tools are used, their roles and impacts, challenges in adopting ICTs for organizational communication and recommend strategies and techniques that the banks can embrace to apply ICTs effectively for organizational communication.

The research findings indicate that a wide range of ICT facilitated organizational communication tools are used in the banking sector with computer mediated communication channels, such as email and Intranet being the most predominant. These tools enable both one-way and two-way communication flow. They also vary in features of conveying multiple cues; tailoring of messages to personal circumstances; opportunity for timely feedback and language variety, which are important benchmarks in analyzing communication channels. The banks are taking a new direction in facilitating employee communication even when they are not physically in the office through technology such as blackberry and iPhones.

Additional findings also indicate that the available ICT facilitated organizational communication perpetuates social isolation and therefore inferior to the traditional face to face mode of organizational communication. However, in today's business situation where face to face meetings may not be effective, use of ICTs for organizational communication offer an enormous advantage.

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