

**Study of information systems use in cell phone companies in
Uganda: A Model for Universities Implementing ICTs**

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ABSTRACT

This paper presents the results of a study that was carried out in Kampala the capital of Uganda to assess the deployment and use of information systems in cell phone companies in the country. The objectives of the study were among others to determine: the relevant experience of staff with information technology/information systems (IT/IS), level of staff education and training in IT/IS, IT applications in use, the nature of the systems (manual or computerized) in place, services supported by IS, ease of use of IS by staff, staff appreciation of IT/IS, business strategies supported by IS, success factors in the growth of cell phone sector, impact of IS on the performance of cell phone sector and the challenges facing the sector. The study population consisted of 150 management staff in the cell phone companies. The staff was stratified by management level and a sample of 108 subjects was selected for study through disproportionate

random method. Questionnaires and interviews were used to collect both qualitative and quantitative data. One hundred and eight (108) questionnaires were distributed and sixty five (65) completed and returned, giving a 60 percent response rate. The data was analyzed using Statistical Package for Social Sciences (SPSS).

The study revealed that cell phone companies used both manual and computerized information systems at all levels of management. The companies largely relied on customer relationship management philosophy, effective information systems, latest technology, effective market survey, and staff appreciation of the importance of IT/ARE to enhance the performance of their businesses. Strategic and tactical level managers were found to have problems using computer-based information systems compared to operational management.

Keywords: *Business information systems, cell phone companies, information systems, business strategies, cell phone companies-Uganda*