

**THE USE OF INFORMATION AND COMMUNICATION
TECHNOLOGY (ICT) IN ENHANCING COMMUNICATION IN
ORGANIZATIONS: A CASE OF MOBILE TELEPHONE USE AT
SYNOVATE-KENYA.**

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ABSTRACT

With the upsurge in Information and Communication Technology (ICT) all over the world which has seen many corporate organizations transforming their communication systems to suit the emerging global trend that emphasizes on effective and efficient performance, the use of ICT have brought with them a lot of challenges in organizational communication. The purpose of this study was to establish the effects of the use of Information and Communication Technology; Mobile phone in enhancing communication in organizations. The main objective of the study was to determine the extent to which organizations depend on the use of mobile phones in enhancing organizational communication and to explore ways of minimizing drawbacks arising from the utilization of the mobile phones.

The study adopted a descriptive survey design. A multi-stage sampling technique was adopted for selecting a sample of 150 respondents from a target population of 300 Synovate-Kenya employees. Questionnaires and participatory observations were the main data collection instruments. The study employed both descriptive and inferential data analysis procedures including Chi-square, frequency and percentile ranks in analyzing and interpreting data.

The research's findings indicated that there is significant use of mobile phones (mobile ICT) in organizational communication. There was rampant use of ICT for organizational communication and these has improved organizational communication making the process more reliable, efficient and very fast. In essence, it was generally established that the use of ICT, mobile phones in organization enhances organizational communication. The study has shade light on the patterns of the use of mobile phones for organizational communication. It serves as a guide to policy makers in that the findings are a basis to recommendations which are beneficial in making policies especially on the use of mobile ICT for organizational communication. The findings may also be used to predict what the future holds for ICT use for organizational communication if this form of communication is something to go by.