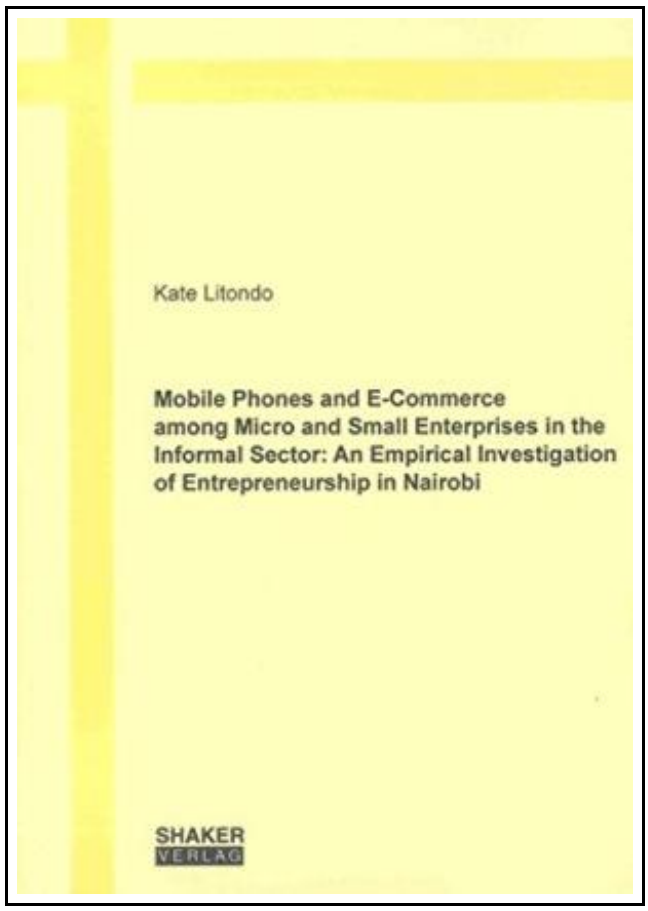
Mobile Phones and E-Commerce among Micro and Small Enterprises in the Informal Sector: An Empirical Investigation of Entrepreneurship in Nairobi



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MOBILE PHONES AND E-COMMERCE AMONG MICRO AND SMALL ENTERPRISES IN THE INFORMAL SECTOR: AN EMPIRICAL INVESTIGATION OF ENTREPRENEURSHIP IN NAIROBI

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Shaker Verlag Jun 2013, 2013. Buch. Book Condition: Neu. 24x17x cm. Neuware - Lack of employment has pushed many people into self employment in the informal sector in Nairobi and Kenya at large. Micro and small enterprises (MSEs) are recognized by the government for their contribution to the GDP. Information and Communication Technologies (ICTs) are assisting the operators of MSEs in this sector to become more entrepreneurial. The ICT that is widely used in the sector is the mobile phone. Studies done on the usage of ICTs among MSEs have mostly concentrated on the roles of computers and internet usage, and given contradicting results on the benefits of using these technologies in e-commerce. Evidence on the role of mobile phones among MSEs in Kenya is lacking, especially, the evidence on factors facilitating and preventing their adoption, and the effects of the adoption on the performance of an MSE. This thesis analyzed the determinants of mobile phone possession, the extent of its usage in e- commerce, and the impact of mobile phone usage on the performance of an MSE. The hypotheses that were tested and strongly rejected were: a) e-readiness factors that is, characteristics of the owner, the attributes of the firm and the environment under which the firm operates, have no effect on the adoption of mobile phones and their usage in e-commerce; and b) the adoption of mobile phones and their use to transact business has no effect on the performance of an MSE. Data for the study was collected from the 8 divisions of Nairobi Province. Three models were estimated using these data, namely, the logit model, the probit model and the LPM (linear probability model). The main findings of the thesis are as follows: a) the majority of MSEs in Nairobi's informal sector are poor although a...

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