

Impact of information technology in banking innovations: A case of Azania bank limited Tegeta-Dar ES Salaam

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Abstract

Innovation is broadly seen as an essential component of competitiveness, embedded in the organizational structures, processes, products, and services within a firm. The objective of this paper is to explore the impacts of technological innovation to the performance, in banking industry. The study was conducted in Dar es Salaam using Azania Bank Ltd at Tegeta branch as a case study. The population of the study included all Azania staff and its costumes the sample size of 58 respondents was drawn randomly from the entire population. Primary and secondary data were collected using interview, and observation The qualitative data were content analyzed while quantitative data were analysis' numerically, analyzed. Results of this study reveal that ICT has impacted positively on banking performance. It is also observed that market performance indicators' such as net income and market share are supported by innovation types performed. The researcher suggests that banks should continue to employ farther technological innovation in "back-office" technologies, as well as to "front-office" technologies in order to improve their performance and increase customer satisfaction. The research also suggests that organizational research should be done before the implementation of any new technological application as well as periodical evaluation must be done after the implementation to ensure progressively market performance. The findings provided by this research have significant implications for the commercial applications when designing marketing strategies to improve business performance in banking industry. Having a clear understanding of the exact nature of innovations will help banks to prioritize their market, services and technology strategies, to be followed by appropriate subsequent action plan.

Keywords

Information technology in banking, Banking Innovations, Azania bank limited, Tegeta-Dar es Salaam, Tanzania