

**Factors for successful diffusion of information and communication technologies (ICTs) in
Tanzanian small and medium enterprises (SMEs)**

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The world is undergoing a rapid change towards knowledge-based economic structures through development use and achievements realized through Information and Communication Technologies (ICTs) applications. ICTs in developing countries are under-utilized due to various reasons including lack of expertise, system-level factors, such as the lack of standardization, regulatory impediments, weaknesses in financial mechanisms, poorly organized inter-firm relationships and cultural influences. To assist Tanzanian Small and Medium Enterprises (SMEs) with access to ICTs, it is imperative that factors for successful diffusion of ICTs are established. Such a study will help organizations create positive influence of diffusion of ICTs and hence successful applications. Also the study helps SMEs to understand the importance of ICTs in such organizations and businesses. The outcome of such studies are likely to enhance ICTs utilization and consequently enjoy its benefits. A number of factors for successful technology investment from the TIPS method which fall into six areas have been borrowed in assessing and evaluating ICTs diffusion. Identified areas include communications, financial, external influence, human factors, corporative characteristics and technology attributes. An approach which is thought to be a backbone of any technological diffusion and dissemination.